

JANUARY 1949

S Showmanship



PROGRAMMING FOR
BROADCASTERS • ADVERTISERS
AM • FM • TELEVISION • FACSIMILE

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SALES

Emcee Ed East of "Meet the Missus" demonstrates a broom under circumstances that show why many men are to be found in the Earl Carroll Theater at show time. The broom is by Modeglin Company; the showgirl is from the Theater floor show

A low cost-per-listener and an astounding ability to quickly catch and hold on to a market have made Columbia's "Meet The Missus" an active factor when sponsors consider the Pacific Coast radio market.

Since its Columbia Pacific Network bow in August, 1944, "Meet The Missus," a CBS package produced by Howard Blake who doubles as head writer, has introduced several new products to western markets—most spectacular of which was the Toni Home Permanent. Toni's first network radio venture, and the only major media used on the Pacific Coast, "Meet The Missus" sponsorship resulted in what the company termed "astounding results"—a 50 per cent increase in West Coast sales.

More recently the pulling power of "Meet The Missus" was demonstrated by the Modeglin Company, for its Perma-Broom product. This Los Angeles firm, after testing its product on the KNX Housewives Protective League, moved to

AIR FAX: "Meet the Missus" means astonishing sales for sponsors.

First Broadcast: August, 1944

Broadcast Schedule: Monday through Friday, 2:30 to 3 P. M.; Saturday, 12:30 to 1 P. M.

Sponsors: Modeglin Company, Vick Chemical Company, Wildroot Company, Gold Seal Wax, Chemicals, Inc.

Station: Columbia Pacific Network
Preceded by: Monday through Friday, "Treasury Bandstand" (Musical); Saturday, "Stars over Hollywood" (Drama)

Followed by: Monday through Friday, "Hint Hunt" (Audience Participation); Saturday, "It's Fun to Be Young" (A.P.)

"Meet The Missus" to introduce the product regionally.

At present the program, which is sold in 15-minute segments on a frequency discount basis, lists five gilt-edged sponsors, including the Modeglin Company. The others are Vick Chemical Company of New York (through Morse International Agency); The Wildroot Company of New York (Batten, Barton, Durstine and Os-

SOAR VIA SHOW

born); the Gold Seal Wax Company of Bismarck, North Dakota (Campbell-Mithum, Inc.); and Chemicals, Inc., of San Francisco (Garfield & Guild), which has sponsored segments since December, 1946, for Vano Liquid Starch.

Without exception the sponsors have chosen "Meet The Missus" because the program appealed to, and delivered, a bigger market per dollar than any other show of comparable type and cost. A major factor in this is that the show's high production budget for a regional program is split among all the time segments so that each sponsor bears a relatively small amount of the talent costs, ensuring participation at a cost level well below the usual regional network coverage.

Most "Meet The Missus" sponsors rely on the show for the major portion of their selling, although Vick Chemical and the Wildroot Company both supplement it with additional airtime. Vick has a spot campaign on CPN stations while Wildroot

picks up the tab for the TC "Adventures Of Sam Spade," a high-rated Sunday night time mystery series.

A feature of the program that meets with immediate sponsor approval is the flexible format that permits the interview-type commercial, developed by Howard Blake for "Meet The Missus," which can entertainingly punch home the client's sales points. This commercial is bulwarked by more standard types that are read either by Emcee Ed East or announcers John Lansing or Roy Rowan.

Sight identification of the sponsor's product is accomplished on the program by several means, including huge product displays, banners and facsimiles which are seen by the 300,000 or more people who attend the show annually. Displays at Columbia Square, listing the sponsor and the show title, are seen by an additional minimum 5,000 people daily, not including

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"Lovers' Lane" holds the spotlight on show as part of the 300,000 people who attend annually watch proceedings on the stage

Good Will . . .

The Big Feature

A most unusual program which promotes its sponsor in an institutional direction recently celebrated its one-hundredth broadcast over radio station WNOX in Knoxville, Tenn. This show earns good will for its sponsor by featuring other



Tusculum College Radio Director Katherine B. Crozier goes over the script with student Jerry Lee Anderson, author of "Life at Tusculum." "Sunday Down South" sometimes permits colleges to present dramas

groups which in turn receive value from the broadcasts.

"Sunday Down South" is the unique airer, and its sponsor is the Knoxville

Furniture Dealers Association, composed of all retail furniture men in Knoxville with jobbers, manufacturers and distributors co-operating. September 26 marked the one-hundredth Sunday on the air for this show which has been tremendously popular ever since its first airing in Knoxville.

Good-will is created by the program for its cooperative-group sponsor by offering the half hour on WNOX to the choirs of leading churches, colleges and universities. Biggest feature on these broadcasts, of course, is the presentation of musical num-

AIR FAX: Institutional - promotion vehicle brings good-will to sponsor and guest groups.

First Broadcast: Fall, 1946

Broadcast Schedule: Sunday, 1 P. M.

Sponsor: Knoxville Furniture Dealers Association.

Station: WNOX, Knoxville, Tenn.

Power: 10,000 watts

Population: 111,580

bers. In addition to presenting music, however, these groups go further in their attempts to win public approbation. They take the opportunity to explain their activities, and to promote worth-while causes. The pastor of the church or president of the college has three minutes on the program to use in the way he feels will be of most interest to listeners and of most value to his organization.

In this sense, the Knoxville Furniture Dealers Association is really doing not only a promotion job for themselves, but is also presenting a program in the public service. Their allowing the public to hear the music and messages of these religious and educa-

tional groups is a service to not only the public, but also to the groups which receive an invitation to broadcast. Thus, the merchants' group goes further on the way toward achieving its good-will objective.

Advertising by the Association on the program is institutional. Well-worded suggestions encourage listeners to better their living by bettering their homes. However, there are no item-and-price commercials given. With institutional advertising taken care of by the group project, individual merchants are enabled to use their own budgets for price advertising and the promotion of sales. This cooperative effort has done more than any other one thing to maintain harmony among all furniture dealers. The Association has been enabled to function without policing powers, and the program has done more to make people appreciate furniture than anything else the Association has ever attempted. The public appreciates a project from which it benefits, and one which doesn't have a purely commercial flavor.

Much thought was given to selecting the time for the program. After careful consideration of several alternatives, one o'clock Sunday afternoon was chosen. It has proved to be ideal. Choirs can go to the WNOX studios directly from their morning services, and the program reaches listeners during or immediately after the dinner hour while the family is still at home.

Typical "Sunday Down South" groups have been the 60-voice chorus of Lincoln Memorial University, the 45-voice chorus of the University of Tennessee, groups from Carson Newman College, Tusculum College, Hiwassee College, Emory and Henry College, Asbury College, Tennessee Military Institute, and choirs from practically all the leading churches in Knoxville.

"Sunday Down South" is promoted primarily by courtesy announcements on WNOX, stories in the radio columns of two local papers and occasional pictures in these papers. Perhaps most important, in

one respect, is the word-of-mouth promotion given by the large groups appearing on the program, by announcements in colleges, churches, and the bulletins of both. The fact that time on the air is given to these groups to promote themselves makes them most eager to secure the largest audience possible. They go all out in publicizing their approaching broadcasts.

Once a group has appeared on the program, it has made an impression which means lasting good will. That is perhaps one of the secrets explaining the large following of loyal listeners.

The success of this weekly presentation is an indisputable sign that institutional



Tusculum College students rehearsing for "Life at Tusculum" presented on WNOX, Knoxville, Tenn.

advertising is ideal for a merchants association, and that any investments in the public service will always mean dividends for the sponsor.

WCOV'S GROUCHY GUS

Promotion of the sale of used cars by the presentation of an unusual analogy has been the stunt successfully attempted by a dealer in Montgomery, Ala. This enterprising businessman wanted to tell people that gloomy days and "gripey Guses" would be eliminated so far as auto worries were concerned . . . all they had to do was buy dependable used cars from him!

Lawrence Byars, owner of the Lawrence Byars Motor Company, 123 Bell Street, Montgomery, chose radio station WCOV to promote his business. The

analogy previously mentioned was the origination of the "Grouchy Gus" program. A daily 15-minute show from 5:45 to 6 P. M., it features Lee Allen Ford, WCOV staffer, as Grouchy Gus, and the announcer on duty as his straight man.

The program is opened with an introductory commercial . . . very short . . . and Grouchy Gus is introduced. He airs the gripes written in by listeners to the program. That is all. He doesn't air his own views on the subject. Mr. Byars chose this type show as a unique way to get across to prospective purchasers of used cars the fact that buying dependable used cars from his company would do away with gripes and grouches.

The time chosen for this show, which has been on the air about four months, was selected as the hour which would reach the



Lee Allen Ford, WCOV Montgomery staffer, who takes the role of Grouchy Gus on a daily program which promotes a used car dealer. Idea is that buying dependable used cars from this dealer helps get rid of grouchy guses and gloomy gripes!

greatest number of male and female listeners with a daytime program.

As for the sponsor of Grouchy Gus, he is a man who has long been identified with the automobile business in Montgomery. A graduate of the University of Alabama, Lawrence Byars held a reserve commission in the ROTC and entered the Army in the ordnance department at the outbreak of the war. Upon his separation he joined the staff of a local automobile agency, but a year later started his own business on Bell Street. He started using radio on a small

scale when he first entered business, and gradually increased its use as the power of radio proved its value to him. Now he has spots on one local station and programs on two others. In addition to this multi-

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AIR FAX: Grouchy Gus is warning to listeners that he can be dispelled by their patronizing his sponsor.

First Broadcast: September, 1948

Broadcast Schedule: Daily, 5:45 to 6 P. M.

Sponsor: Lawrence Byars Motor Company

Station: WCOV, Montgomery, Ala.

Power: 250 watts

Population: 78,084

Preceded by: Herb Schriener, CBS

Followed by: Local classified ads

OHIO FAVORITE

Walter Kay and His "Corner"

AIR FAX: Children's record show big hit in Cleveland

First Broadcast: August 24, 1945

Broadcast Schedule: Monday through Friday, 6:45 to 7 P. M.; Saturday, 11:45 to 12 P. M.

Station: WJW, Cleveland, Ohio

Power: 5,000 watts

Population: 878,336

An all-children's record show, possibly the first of its kind in radio history, celebrated its third anniversary in August on WJW Cleveland. One of the biggest mysteries in Cleveland radio is its continuous run without a sponsor. Walter Kay's "Cousin Kay's Corner" over WJW has been honored frequently from many quarters as the absolute tops in kiddie entertainment. Kay is generally credited with having one of the best kid shows in the country, and his youthful audience is terrific.

"Cousin Kay's Korner" started on the air on August 24, 1945. It has been taken off the air several times, only to cause a civic "rhubarb" that eventually brings it back. The last time the show was taken off—on account of the Cleveland Indian baseball broadcasts—WJW received 2,000 phone calls in double quick order vehemently demanding someone's scalp. SO—"Cousin Kay's Korner" went back on the air.

Walter Kay has over 500 albums of kid records which adds up to approximately 1,500 different features. His collection is reputed to be the largest one-man group in the country. It contains fairy tales, song stories, special records for pre-school children, lessons on manners, friendship songs, historical tales, safety records, and

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AWARD WINNER

Cincinnati children's show wins an award in the "Billboard" competition in the 50,000-watt station category



Earl Hammer and Alan Stern with the Giant

AIR FAX: Children's story program wins third place award in "Billboard" competition in the 50,000-watt-station category

First Broadcast: October 4, 1947

Broadcast Schedule: Saturday, 9:45 to 10 A. M.

Station: WLW, Cincinnati, Ohio

Power: 50,000 watts

Population: 455,610

for children was the forceful idea utilized by station WLW Cincinnati in its Saturday morning show "Days of the Giants." This show had such tremendous appeal that it not only received scores of letters from pleased parents and enthusiastic critics, but it also was honored this summer by being awarded the third place prize in the *Billboard* Children's competition in the 50,000 watt category.

Presenting dramatic stories in such a way that they would have a strong appeal

Though unsponsored at the time it won the award and all during the time it led

other shows in popularity and audience response, "Days of the Giants" is a program with terrific potentialities for a sponsor with a children's market. With the punch it packs, it is a sure-fire vehicle for company promotion.

Opening with the intriguing tagline, "Listen, we have a story to tell. A story from the days when giants lived and the world was full of magic adventure"—this show went on to win the hearts of all its listeners.

Magic and adventure won listeners for "Days of the Giants" over WLW early this year as indicated by the Neilson Radio Index during the "Giants" air period. Its share of audience in the WLW area was 22.8 in October—November, 1947, and climbed to a high of 33.2 in February—March of 1948. During the latter period "Giants" reached 235,000 homes and was tied for second place as the highest-rated quarter-hour on Saturday—a real distinction for a children's show.

"Days of the Giants," WLW's Saturday morning show based on the exploits of mythological heroes, won a *Billboard* award in July, 1948, as an outstanding children's show in the 50,000-watt station category. Letters from mothers have praised it highly.

Alan Stern's idea in writing the stories was to make them entertaining. His first aim was "to please the listeners—children." That the shows also were praised by parents indicates that an appeal for dramatic stories about Hercules, Atlas, and others is universal.

The show was aired Saturdays from 9:45 to 10 a.m., EST, from October 4, 1947, through April, 1948. Stern, in addition to writing the shows, acted in them. Regular narrator was Earl Hammer, then a Cincinnati College of Music student and now a member of the WLW continuity staff. Charles J. Lammers produced; original music was written, arranged and played by Bert Little.

Stern presented his idea to the program director of WINS, New York, in March, 1947. When he joined the staff of WLW, WINS' sister station, a month later he immediately began work on the series.

"Days of the Giants" was based on the



Alan Stern, writer of "Days of the Giants" stories

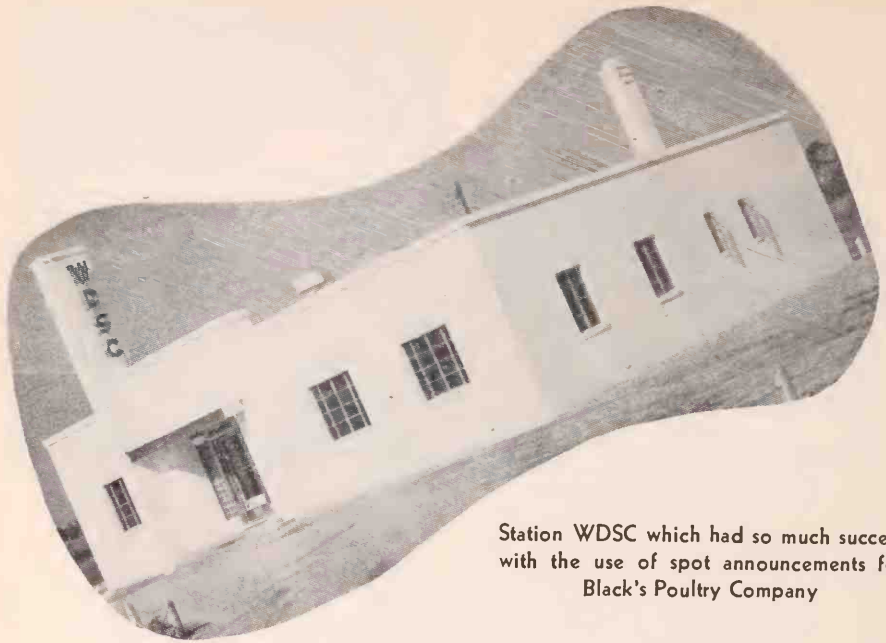
classic myths and adapted for radio from Nathaniel Hawthorne's *Wonder Book and Tanglewood Tales*, and Thomas Bulfinch's *Age of Fable*.

Robert A. Luke, executive secretary of the Adult Education Council of Metropolitan Cincinnati, wrote that the show "is a delightful way to refresh my mind of the *Age of Fable* and to replenish my depleted

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Charles J. Lammers, producer of the shows





Station WDSC which had so much success with the use of spot announcements for Black's Poultry Company

SPOTS mean sales . . .

AIR FAX: Spot announcements bring results for hatchery in sale of baby chicks.

First Broadcast: January 23, 1948

Broadcast Schedule: Two spot announcements daily Monday through Saturday, one at 7:35 A. M., and one at 11:45 A. M.

Sponsor: Black's Poultry Company, Columbia, S. C.

Station: WDSC, Dillon, S. C.

Power: 1,000 watts

Population: 29,625

Spot announcements on a 1,000 watt station spelled grand results for a poultry company in South Carolina this past year. Not only were results for the sponsor good, but he was so pleased that he signed a repeat contract with the station for the 1949 season.

A spot announcement immediately following a five-minute newscast, and one following the 15-minute "Farm and Home Hour" over station WDSC, Dillon, S. C., brought outstanding returns for Black's Poultry Company of Columbia, S. C. These spots were run daily, Monday through Saturday, for 15 weeks. The outcome of this campaign of spot announcements was that station WDSC sold for the advertiser, in this period of time, a total of 210,825 baby chicks, at a selling cost of 5.4 per cent.

In January of 1948 the Cox Advertising Agency of Columbia, S. C., was planning an advertising campaign for its client, Black's Poultry Company. The agency had never used WDSC before, but after a conference, in Columbia, with WDSC General Manager Henry E. Sullivan and

Commercial Manager Joseph Martin, it was decided to include WDSC in its list-of stations to be used.

The morning spot was placed following a five-minute news summary within the program "Alarm Clock Club," an informal record show in which weather reports, bits of farm information and requests for musical selections were answered. The 11:45 A.M. spot followed the very popular and informative "Farm and Home Hour," on which frequently appear the County Agent and the Home Demonstration Agent and other outstanding persons in the farm world of the rich Pee Dee Section of South Carolina.

These spot announcements offered 100 baby chicks, ranging in price from \$3.95 to \$8.95, to be shipped parcel post, C.O.D. Immediately after the first announcement was given, the orders started flowing in.

During the spring of 1948 an unsolicited letter from Black's Poultry Company was received praising WDSC for the results obtained from these spot announcements. It stated in part, "We should like to extend our appreciation for the splendid results that we have obtained from your station.

"It is the cheapest in cost of the many stations that we are on, but in comparison it brings in results better than some of the 50,000 watt stations that we are on."

This fall the management of station WDSC received a firm order for another season's advertising for Black's. It was one of 30 stations to be selected from all over the country.

Undoubtedly much of the success in the use of spot announcements was due to two big factors . . . the selection of the right station for the job, and the careful choice of time on which the announcements would be presented. In any programming involving spot announcements—recently clarified as "national selectives"—the emphasis is on careful and tested selection of location and time. In the case of the announcements on WDSC, the placing of both spots during and following farm programs was perfect. The first show was an early-morning ainer giving weather reports and bits of farm information. The later-

morning show presented farming personalities. What better places could there have been for the sale of baby chicks?

The fact that close to 211,000 chicks were sold in the 15-week period proves the value of knowing the "how" of program planning. It illustrates too the urgent need for close cooperation between sponsor and station to get the utmost out of their commercial planning.

In placing his order with WDSC this fall, G. B. Blackmon, manager of Black's Poultry Company, wrote:

"This was our first season of doing advertising of any sort as Black's Poultry Company, and it was an education . . . We have attempted to build a reputation that will do credit to us and our advertising mediums. Evidently we succeeded to some extent as our orders have averaged over ten thousand chicks per week since we stopped advertising. . . We have sold a great many chicks on repeat orders, and we have a large list of regular customers.

"In March and April we sold over four million baby chicks. This coming season we plan to sell over twenty million . . . It

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G. B. Blackmon, manager of Black's Poultry Company

ZANY SWAP SHOP

AIDS NORFOLK DIALERS

AIR FAX: "Swap Shop" aids the public and advertises independent grocer group
First Broadcast: Summer, 1948

Broadcast Schedule: Monday through Friday, 1:45 to 2 P. M.

Sponsor: Norfolk Independent Food Dealers Association

Station: WLOW, Norfolk, Va.

Power: 1000 watts

Population: 144,332

It started without fanfare, and it has skyrocketed into one of Norfolk's most popular radio shows. It's Bob Drepperd's "Swap Shop."

"Everybody has something he no longer needs—everybody yearns for something he doesn't have." That's the enigmatic salutation Bob Drepperd employs every day over WLOW, Norfolk, Va. to introduce his now famous "Swap Shop" program. This unusual show is a daily quarter-hour ainer scheduled from 1:45 to 2 P. M. When it first went on the air last summer, its response consisted of a few cards and letters dribbling in each day. After ten weeks on the air the "Swap Shop" was daily pulling over 50 cards and letters from listeners who wanted to swap just about everything.

Items for swapping are classified and catalogued for immediate reference, and there is no charge to listeners for the service. Already several thousands of dollars in merchandise has been swapped by listeners. The enthusiastic response and speedy turnover have convinced Drepperd and officials of station WLOW that the show is performing an excellent public service as well as providing sought-for entertainment.

Some of the most interesting items listed for swapping have been a 1927 Model "T"

Ford for "what have you?"; a slightly used glockenspiel; a mixed set of left and right-handed golf clubs. One fellow wanted to swap his mother-in-law for a good night's sleep! That item has been on Bob's list the longest.

To better explain just how this zany show operates, here's a sample of Drepperd's opening message:

"Yes, it's the Swap Shop . . . brought to you by the Independent Grocers Association of Norfolk. Everyone has something that he no longer has use for . . . and every-

Bob Drepperd, emcee of WLOW's "Swap Shop" pictured with some of his exchange items





These aren't all the zany things Drepperd receives. Longest on his list has been a request to exchange a mother-in-law

one has a yearning for something he hasn't got. Well, tell us what you have to swap and what you want for it, and we'll broadcast your desire to Tidewater Virginia. Just send me a card or letter addressed to Bob Drepperd Swap Shop, WLOW, Norfolk, saying what you've got and what you want. Include your name and address and phone number. We will not use your name on the air . . . just your initials. Now if you hear us offering something you'd like to have and you have what the other person wants, send us a card or letter to the same address and we will inform the party of your interest. This is absolutely free. It doesn't cost you a cent to have your own articles advertised on the Swap Shop. It's a WLOW service for its listeners. It'll save you time and money. So, get your card or letter in to me today . . . Bob Drepperd Swap Shop, WLOW."

Last week Drepperd, the only man in radio whose name is spelled the same back-

ward and forward, received a letter from the local competition. A member of the WTAR staff wanted Bob to find him a camera to swap, and the local newspaper was looking for old pictures for a feature story.

Since October 1 the show has been sponsored by the Norfolk Independent Food Dealers Association, so Drepperd always mentions the group in his closing message. He usually says something like this:

"Don't forget the address of the Swap Shop, brought to you Monday through Friday by the Independent Food Dealers Association of Norfolk. If you want something, and have something you'll swap for it, let me know, and we'll see if we can't find a taker on this program . . . The address for cards and letters . . ."

Since "Swap Shop" is for the medium-income family group, and since these are usually the people who buy from neighborhood grocery stores, this has been a successful sales vehicle for the food association. Commercials on the program present the group in an institutional appeal. Immediate sales are not a too-apparent objective in the message. A sample commercial reads, "Mrs. Housewife, wasn't it a pleasure to shop with your neighborhood Independent Grocer during the war years? The little things he did for you meant a lot . . . an extra fine cut of meat . . . saving you a pound of bacon . . . being sure he had sugar for you when you needed it. Yes, the Independent Grocer took care of his customers . . . and though the war is over, this same courtesy is yours at your nearest Independent Grocer's. His store is home-owned, and he is located right in your own neighborhood for convenience. So, whenever you need groceries, shop at your Independent Grocer's . . . a community institution."

In its promotion of the small business man "Swap Shop" has a double-duty format that entertains while it assists. It successfully builds good feeling for the sponsor. In addition, it demonstrates forcibly that the momentum that carries radio along is the out-of-the-ordinary programs that make radio listening so enjoyable to dialers.



Man-on-the-street broadcasts were daily occurrences during the Food Fair.

Television coverage
"Buffalo 1"

Radio Promotes Big Food Fair

Radio, ever an important medium in the promotion and publicizing of any big event, again took a front seat in the promotion of the largest Food Fair ever conducted by a retail selling organization. Presented by a Buffalo, N. Y. department store, the ten-day affair was given a fanfare over five Buffalo radio stations. Four stations visited the store to make quarter-hour and half-hour wire-recorded shows. These radio promotions are credited by the management of the store as having played a most important part in the success of the event.

On September 10 Sattler's Department Store, 998 Broadway, opened its doors to the first onslaught of thousands of food shoppers who came to view, enjoy and buy at the largest Food Fair ever conducted by a retail selling organization. The Food Fair was the result of the combined thinking of Sattler's promotion-minded Advertising Director Robert S. Cornelius, Vice-President Aaron Rabow and the Sattler department heads of their mammoth miracle market, the largest independently owned market in the country.

It ran for 10 days and during that time

ran up an array of record-breaking figures that should make Mr. Butcher, Mr. Baker and Mr. Department Store Percentage Maker sit up and take notice. This Food Fair also showed that the food industry is far ahead of all industries in its wide-awake promotional attitude. At the drop of the 14 karat merchandising idea, the nation's leading packers and processors, distributors and canners, in every branch of the industry were quick to pick up the spirit of the Fair and rally around this idea to the tune of over \$500,000 worth of promotional helps, exhibits, give-away items, special merchandise deals, advertising support and the service of more than 200 food experts and demonstrators, many of whom worked actively during the long months of preparation as well as through the actual period of the Fair.

Five months of feverish preparation preceded the sales-breaking event. A 14-page brochure was prepared by Sattler's promotion department and sent as the introductory announcement of the planned Food Fair. All of the nation's top name manufacturers, distributors and packers along with the principal trade publications



covered by the
Radio News."

Huge display was prepared on the front of
the store for the big Fair.

received their copy, to read and digest. A field trip to the Chicago Food Industry Convention was next in order . . . and when Sattler's flying Food Fair crew reached the Windy City they found that their colorful, idea-packed brochure had done a good missionary job. Top drawer executives received the Sattler group and listened to their proposed Buffalo promotion. On the return trip to Buffalo they had promises of 100 per cent support and cooperation; and from there the many other food processors from coast to coast hopped aboard the Fair wagon.

As the preparatory months rolled on, this line-up of special sale features, exhibits and displays took shape! Over 40 interesting demonstrations were arranged. Exhibits never before shown to consumer audiences were promised and these promises were kept. Appliance items worth more than \$6,000 were given to be used as special prizes in contests that Sattler's would conduct among their customers. Prizes included years supplies of cheese, eggs, coffee, and butter; Bendix Home Laundrier, Kelvinator Electric Ranges, Norge Gas Ranges, Philco Refrigerators, Disposal units, Home Freezers and Admiral Television sets. Add to that thousands of dollars worth of cook books, recipe folders, toys, novelty gifts, lapel pins, meat charts, kitchen utensils and over a hundred special merchandise deals that offered Sattler food shoppers a bargain carnival as they bought nationally advertised brands and received wonderful pre-

mium merchandise as extra buying incentives.

A very important part of the manufacturers' and distributors' contribution was the amazing quantity of display material and display personnel which they sent to Sattler's. Sattler's already busy display staff who had not only this tremendous Food Fair to handle but four floors of other department store merchandise to work on, welcomed this valuable assistance.

Trade publications at the same time that manufacturer and distributor interest was building up carried news of the proposed fair. This help directed more attention to the promotion event, and garnered more inquiries from smaller processors who wanted to get into the act. It also, graphically showed Sattler executives that they had something that was news! This very important item prompted them to *treat* the Fair as news and led to the greatest amount of free newspaper and radio publicity that any store in Buffalo has ever received for a merchandise event.

With the Fair set on paper, with display plans drawn, merchandise in warehouses and everything ready for the "go ahead," Sattler's capable advertising staff went into operation. Big bold double truck newspaper ads were laid-out, car cards printed. Sattler's battery of spot radio and 15-minute musical shows carried solid Food Fair copy. The store was turned into a three-ring circus of food promotion. Stairways leading into the basement were made to look like colorful circus tents.

Pennants, banners, flags, all carrying the Food Fair theme were strung over the entire store interior. Outside, along the entire store front a bold display of cut-out lithographed food product pictures made a tremendous 60-foot high spectacle visible from blocks away. These cut-out figures were eight feet and more in length and were supplied by the national advertisers. Over 30 famous-brand products were represented in this mammoth, eye stopping display.

Two days before the Fair was to open, a day before the first double-truck ad was to appear, all of Buffalo's top newspaper and radio executives were invited to a Food Fair dinner. They were treated to roast prime steer beef, from a famous Angus steer. Sattler's, just three weeks before, had bought at auction the Grand Champion 4H Steer at New York State's Erie County Fair, at \$1.13 a pound, on the hoof.

At the dinner every newspaper and radio executive was given a complete story, background, news releases and a recapitulation of the five months of Food Fair preparation. It was a complete package of facts. Remembering the trades reaction, Sattler treated their Food Fair as News . . . and gave it to news and radio men in that concise, unadorned form. This directness, this simple presentation of what one commercial organization considered to be news-worth-repeating found a very receptive audience.

All Buffalo newspapers carried repeated stories of the fair. They featured human interest items such as the giant cake, the 3,000-pound tub of butter, the longest sausage that was ever made; all special Food Fair features that were in the store. The tremendous scope of this Food Event and the spectacular representation of na-

tional advertisers who were part of the Fair also contributed to its news worthiness. Buffalo's five radio stations included the Food Fair in their news bulletins and four radio stations voluntarily came to the store to make 15-minute and half-hour wire-recorded shows.

Sales records fell on a minute-to-minute, day-to-day basis. The grocery department rolled up an over-all total of business 70 per cent greater than any ten day period in Sattler history. Special promotions sold 49,000 cans of evaporated milk, 28,000 jars of baby food, and 350 cases of honey which at this time of year is an incredible amount. Cleansers and soaps went 200 per cent over the normal amount for a like 10-day period; 40,000 pounds of flour went into Buffalo homemakers' cannisters, 27-, 000 pounds of coffee, 9,000 boxes of frozen foods and more canned luncheon meats than would normally be sold in two years.

Interest in the Food Fair held up to the very last crowded day. Newspaper and radio ads . . . radio and newspaper publicity did their part in sustaining interest, and Sattler's battery of 26 street windows took on a major share in making passers-by Food Fair conscious. For what may be the first time in department store history, the entire battery of a store's windows were turned over exclusively to food promotions. Again, the national advertisers stepped in with display talent and eye-arresting display pieces that helped create compelling presentations, real stoppers that reflected the festive Fair atmosphere, the tremendous scope of the food event and the once-in-a-lifetime buying and saving opportunities.

The facts and figures prove the old sayings that "vittles is vital" and "Food is Fun." Any department store executive, chain store executive or independent market operator would find fun in the record breaking figures Sattler's attained in the ten days of their Food Fair event. And Food Fairs are food for thought. Give the national, top-name packers and manufacturers, distributors and local food firms the chance to promote over and above their regular promotion media and they are there—Johnny-on-the-spot.

MORE THAN 500

DATES TO TIE TO IN '49

SCHOYER'S
VITAL ANNIVERSARIES
of History, Human Interest, the Arts, Science,
Crime, Births, Deaths, for daily use in 1949.
FOR ALL WRITERS, SPEAKERS, EDUCATORS
ORDER NOW — SEND \$2.00 TO:
SCHOYER & CO., 304 Ross St. • Pittsburgh 19, Pa.





JOHNNY ON THE SPOT

Book Promoted by Spots

P. J. Kennedy & Sons, well known Catholic book publishers of New York City, will be the first publisher to use television to sell an individual book by way of minute spots.

The book selected for this pioneer experiment is "The Crusade of Fatima" by John de Marchi, the authoritative account of a modern miracle which occurred in 1917 in Fatima, Portugal.

This initial test of Television spots as a book-advertising medium will be on Philadelphia's (WFIL-TV) Television Channel 6. Minute spots will be used nightly over a 3-week period beginning Sunday, November 28th. Book stores in the area will be alerted to tie up with the experiment by newspaper announcements, window displays and other promotional devices. Results of the tests will help to determine for P. J. Kennedy as well as for other publishers, the extent to which television spots might be effective in the promotion of books.

The Television Department of Van Diver & Carlyle, Inc., has been retained to produce the spot and conduct the experiment. Wayne Wirth is the Television Director and Howard Moss is the account executive.

Spot Business on WMAQ

An order from the Crowell-Collier Publishing Company through the Kudner Agency for four one-minute announcements weekly to promote *Collier's Weekly* was placed on WMAQ Chicago. For Good Luck Margarine, the John F. Jelke Company has been running five station breaks weekly. Young and Rubicam, Inc. placed the latter account.

Sales on WCOP

Sale of two news shows and a sports show five days a week, and of a fifteen minute Sunday slot, are latest items of new business at WCOP and WCOP-FM, Boston.

White Rock Corporation, through Kenyon and Eckhardt, has signed for the 7 to 7:05 A.M. and 8:15 to 8:20 A.M. news shots, Monday through Friday, Jack Chase reporting; and for the 11:15 to 11:20 P.M. "Sports Summary" by Chuck Crosby, same days. In addition, White Rock is using a transcribed spot announcement campaign on WCOP for a special holiday promotion campaign.

Dolcin Corporation has taken up sponsorship of the 12:45 to 1 P.M. Sunday period of "Bing Crosby, Songs," recorded show. Near 52 week contract was placed through the Victor van der Linde Agency, and is in addition to Dolcin's heavy spot schedule.

Recent 52 week spot business placed with the Cowles' Hub outlet includes heavy schedules for Fatima, Chesterfield, Blackstone Cigars, TWA and Pepsodent.

Great Effect with Sound Effect Spot

KLIF Dallas has found a way to produce gratifying results by artfully interweaving spot announcements in the pattern of background sound effects. The technique was used by Sports Announcer Gordon McClendon and Al Turner, alternating at the microphone, during simulated on-the-spot broadcasts of baseball games.

In addition to the play-by-play account developed from decoded Western Union reports from the playing field, continuous crowd-noise records were used to provide a natural background. By dubbing in a sound-effect spot against the background noise, KLIF injected more color. Intermittently, listeners were able to hear the familiar voice of the soft drink hawker calling, "Ice cold . . . get your ice cold Dr. Pepper."

Six-a-Week Spots

Public Service Company of Indiana recently contracted for six spot announcements per week on WCSI-FM Columbus, Ind. Handling the account is Bozell & Jacobs, Indianapolis.

JOSKE'S OF TEXAS

AIRS THREE SHOWS

Just to make sure their name is really kept right before listeners to station KTSA San Antonio, Texas, Joske's of Texas, large department store, is sponsoring three daily programs. Two of the shows give shopping information, and the third is a farm show.

The multi-program project went into effect on August 16, 1948 with the first broadcast of "Farm and Ranch News" featuring Hugh Muncy, Joske's Farm and Ranch Reporter. Aired Monday through

Friday, 12:45 to 1 P. M., the show highlights market and weather reports with lots of transcribed interviews with ranch and agricultural personalities. Muncy (in what is believed to be a "first" for a major department store) is retained as a full-time Farm and Ranch Director by Joske's of Texas. He is available for speaking engagements and covers all fairs, rodeos and stock-events with tape-recorder.

Muncy is the only talent on the program. He was promoted by an advertising cam-



James Keenan, vice president in charge of sales promotion for Joske's, signs the contract. Seated on the right is George W. Johnson, general manager of KTSA. Standing: Bob Holleron, Rex Preis, Phyllis Webb Soehl, and Hugh Muncy

paigned in weekly newspapers throughout South Texas. A member of the National Association of Farm Directors, the FFA and the 4-H, he also serves on the Farm and Ranch Committee of the Chamber of Commerce. Joske's of Texas also has a Farm and Ranch Store, separate from the department store, which receives benefit of promotion. Program is preceded by Noon News and followed by a local (live) baritone pop singer.

Second of Joske's shows to take to the air was "Good Morning Show" which started on KTSA August 23. Broadcast

Third across-the-board show sponsored by Joske's is "For the Ladies" which started on KTSA August 30. This one is aired Monday through Friday, 9:15 to 9:30 A. M. Format consists of 15 minutes of recorded music with fashion hints, shopping information and interviews with local personalities. Talent here is again Peggy Wilson (Miss Soehl) as Joske's Personal Shopper. Promotion is given this show in the form of advertising, promotional spots, publicity releases. Preceded by "Songs for You," a local sustainer, this show is followed by the Arthur Godfrey hour.

AIR FAX: Three daily programs signed for by Texas department store.
"Farm and Ranch Reporter"

First Broadcast: August 16, 1948

Broadcast Schedule: Monday through Friday, 12:45 to 1 P. M.

Preceded by: Noon News

Followed by: Local baritone singer

"Good Morning Show"

First Broadcast: August 23, 1948

Broadcast Schedule: Monday through Saturday, 7:45 to 8 A. M.

Preceded by: "News by Air"

Followed by: "News of America" CBS

"For the Ladies"

First Broadcast: August 30, 1948

Broadcast Schedule: Monday through Friday, 9:15 to 9:30 A. M.

Preceded by: "Songs for You"

Followed by: Arthur Godfrey

Sponsor: Joske's of Texas

Station: KTSA, San Antonio, Texas

Power: 5,000 watts

Population: 253,854

Monday through Saturday from 7:45 to 8 A. M., it is a record show of popular music with a boy-girl angle of light patter, events about town, and shopping information. Talent on this show is Phyllis Webb Soehl, Joske's Radio Director. She uses the air name of Peggy Wilson, teamed with Bob Holleron, free-lance sports announcer. Promotion was given this show through advertising and publicity stories in local dailies, direct mail, and so forth. This show is preceded by "News by Air," a sponsored show of eight years' standing. It is followed by CBS "News of America" which recently won two first prizes in national competitions. Thus "Good Morning Show" has a good position between two well-accepted programs. Makes for greater listenability.

The account was placed through the Pitluk Advertising Company, Alamo National Bank Building, San Antonio, Texas.

Sure to have an effect on San Antonio listeners is this huge programming plan put into effect by Joske's of Texas. The shows please both men and women, because of the specialized appeal that has been put in them. The Farm and Ranch show has a large potential audience in the broadcasting area, and is a good show for promotion of Joske's separate Farm and Ranch Store. The two latter shows with their shopping hints work right into good promotions for Joske's large establishment.

Keeping their store in the limelight should be no problem for Joske's of Texas with so extended a radio campaign on KTSA.



SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.

Disc jockey Don Bell of KRNT Des Moines collects the high bid of 59 kisses at the conclusion of a fast-and-furious 30-second auction. This good-morning kiss feature was a high spot in a three-hour audience participation program and doughnut party staged by KRNT in celebration of the "Don Bell Show" second anniversary. Over 750 fans jammed KRNT studios for the party and broadcast



Largest and most photogenic pretzel ever seen in Cincinnati made its debut on television over WLWT on the "Midwestern Hayride" show, sponsored by Bavarian Brewing Company of Covington, Ky. Bill Thall, the show's popular emcee, feels that pretzel manufacturers have taken a twist for the better in turning out this "new look" in pretzels

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Tom McCarthy, news director of WKRC Cincinnati, scored a beat at the recent poison-murder trial of Mary Clay Watts by phoning in from Hamilton County Court House the verdict of acquittal and other stories and interviews, which were wire-recorded and broadcast by WKRC. McCarthy did all his broadcasting from underneath the desk to prevent background noises



Del Yandon, pixilated piano player featured on "Good Morning, Neighbors" heard over KXLY Spokane, models a tailor-made pair of shorts made of the finest grade of flour sack. Del received the fur-trimmed, rose-bedecked unmentionables from a lady listener in Lewiston, Idaho



Kay West, KEX Portland women's program director, and her special guests at the KEX Aloha Party given in honor of Kay's two-week Hawaiian reporting holiday. Participating in the broadcast are Hawaiian University of Portland students and Hula dancers, former Island residents



AIRING THE NEW

Good Morning, Neighbor!

Live talent acts, latest weather forecasts and news of schools closing and public meetings cancelled due to weather conditions are among the features of a new early-morning hour-long "Good Morning, Neighbor!" program on WNAX, Yankton-Sioux City.

The program, heard at 5:30 to 6:30 A. M.; Monday through Friday, is designed as a winter bulletin board of the air for WNAX's early-rising farm listeners.

Talent on the show includes Smokey Ward as M.C.; Little Eller, six-foot, four-inch singer and comedienne, formerly with *Hellzapoppin'*; the Kactus Kids, vocal and instrumental trio and Happy Jack, veteran of the violin and 21 years with WNAX.

In addition, format includes headline news at 5:40, a five-minute news roundup at 6, and a complete official weather report at 6:10.

Letters have gone to school superintendents and highway patrol men requesting them to call WNAX collect with news of schools closing or dangerous and impassable roads, bulletins going on the air as they are received.

KROW Adds New DeeJay Show

Another disc jockey has been added to the airwaves of KROW Oakland with the addition of Vernon Alley to the staff. On his new "Down in Vernon's Alley" show, he has interviews with name stars along with records.

Sponsor of the show is Gross Brothers, Oakland furniture store.

New Program Idea

KMOX, CBS outlet in St. Louis has inaugurated a new program idea. This consists of a schedule of four half hour shows originating on the stage of the Shubert Theatre in St. Louis, 6 to 8 P. M., CST each Saturday. Format of the show and broadcast time follow:

Show No. 1 — "KMOX Quiz Club" on stage 6 to 6:30 P. M. aired over KMOX same time. Howard Dorsey, emcee with Stan Daugherty and his 21 piece-KMOX orchestra. Contestants selected from the audience with cash prizes awarded to winners.

Show No. 2 — "Hillbilly Hayride" on stage 6:30 to 7 P. M. Delayed broadcast over KMOX 9:30 to 10 P. M. Herald Goodman, emcee, Paul Wills costumed as "Joshin Joshua" and the special KMOX hillbilly cast in Western costume with Dave Landers leader and Linda Fields, the Ozark Sweetheart, soloist.

Show No. 3 — "Tomorrow's Talent" on stage 7 to 7:30 P. M. aired over KMOX same time. An amateur talent scout program emceed by Rex Davis. Amateur contestants chosen by previous studio auditions, cash prizes awarded to winners. Stan Daugherty and his 21-piece KMOX orchestra on stage to play musical questions.

Show No. 4 — "Mississippi Minstrels" on stage 7:30 to 8 P. M. Aired over KMOX same time. A revival of the Old Time Minstrel show with Lambert Kaiman as interlocutor in white satin tails, famous black face end men including Al Bland, Program Director of KMOX as the nationally known "Mose," Stan Daugherty and his mighty Mississippi Minstrel Band composed of 21 pieces, the sweet singing "Magnolia Quartet," and the well known baritone Russ Brown, KMOX soloist of stage and screen fame and Bert Granville, tenor.

This two full hours of high class entertainment comprised of local KMOX talent will be available to the Shubert Theatre audience in conjunction with their regular double feature pictures for one admission price from 6 to 8 P. M. and to the radio

listening audience as indicated above each Saturday night.

This is said to be the first time that air shows of this high caliber and length made up of local talent have ever been offered to St. Louis theatre and radio listening audiences and already show signs of being a welcome offering to the St. Louis amusement-loving public.

WVL Debuts Two Programs

Two shows which debuted over WWL New Orleans this fall are "Tomorrow's Citizens" and "Time Out with Johnny Lynch." The former is a 15-minute airtel sponsored by Maison Blanche, large department store. It presents youngsters from different elementary schools each Tuesday and Thursday.

"Time Out" features Lynch, a prominent football official in an interview with WWL's Bill Brengel every Thursday. It is sponsored by the Jackson Brewing Company.

Maison Blanche also sponsors the thrice-weekly "Sports Stars" show on which Sportscaster Charlie Block presents news of prep activities and interviews high school athletic champs.

Dorothy Dix Show Begins

January 3 marked the opening date for the new Dorothy Dix program over the ABC network. The new five-times-weekly daytime radio series has been purchased by National Dairy Products, Inc., New York. The series will be carried on a co-operative basis on the network with National Dairy sponsoring the show on 49 stations. N. W. Ayer & Son, New York, is the agency.

Piano Team on WSB, Atlanta

New series of night shows on WSB Atlanta has been inaugurated by Forrest and Margaret Perrin, popular local piano team. Called "Piano Panorama," it features the brother and sister combination. It completed an extended engagement at the Ansley Hotel's Rainbow Roof in Atlanta before taking to the air.

Bud Guest Starts Another Program on WJR

Bud Guest, WJR's genial reporter-at-large, is turning "ladies' man" starting November 1st, with a new program geared specially for female listeners.

Guest's new program, which will be in addition to his popular 6:15 evening show, will be heard Monday, Wednesday, and Fridays 8:45 to 8:55 A. M. The program will feature news and views of interest to women, with the warm, friendly style that has endeared Guest to the hearts of thousands of listeners throughout the middle west.

Lending added color to the new program will be mellow-voiced Charley Park and other outstanding WJR personalities.

Guest has a colorful domestic background to provide interesting information for his new program along with his years of newspaper experience. He is happily married and the father of three enterprising youngsters, Edgar A. Guest III, nine; Ellen Elizabeth Guest, seven; and Jane Maynard Guest, three.

Everyone contends that the daily happenings in the jolly Guest household alone would provide volumes of material for any program. This full family life plus Bud's innate flair for sunny items, will make him a welcome morning "Guest" in thousands of radio homes.

The program is sponsored by First Federal Savings and Loan Association of Detroit through the Karl G. Behr Agency of Detroit.

WWDC Asks "What Do You Think?"

WWDC Washington has inaugurated a new show titled "What Do You Think?" Heard on Monday, Wednesday and Friday, 9:50 to 10 A. M., it is a novel public interest feature in which persons are telephoned and asked their opinions on important issues of the day. Their conversations are recorded with advance permission, and then played on the air. Ray Morgan conducts the informal telephone public opinion poll.



CONTESTS

Best Teacher Contest to Begin

The Quiz Kids are off to an early start in their search for the nation's "Best Teacher of 1949"!

They opened their fourth annual "Best Teacher Contest" on the Quiz Kids program on Station KDKA, immediately following the American Education Week observance. Prior to the contest, the Quiz Kids program will help promote National Education Week, particularly the Tuesday theme ("Securing Qualified Teachers"), which closely parallels the program's contest objectives.

Once again, school children all over America will help find the best teacher of the year. All elementary and high school students will be invited to write letters on the subject, "The Teacher Who Has Helped Me Most." The letters will be judged by a group of eminent educators, who will evaluate the qualifications of the teachers nominated, and conduct personal investigations among the finalists to determine the top-winning teachers.

The "Best Teacher of 1949" will receive national recognition, a cash prize of \$2,500 for a full year of study at any university or college, an appearance on the Quiz Kids program, and a week's entertainment in Chicago with all expenses paid. In addition, two other teachers will receive second-place cash awards of \$1,000 each.

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What's the "Magic Word"?

A new twice-daily feature on WHBS Huntsville, Ala. is a "Magic Word" program giving listeners the opportunity of winning cash prizes for identifying the magic word. Program starts off with an initial \$5 prize and increases it by \$5 each day, until the word is guessed by a contestant.

•

Jimmy Fidler Contest

A total of \$33,000 worth of merchandise prizes, topped by a five and one-half room house with garage, have been marshalled by Hollywood reporter Jimmie Fidler just for his jackpot to highlight the eight-week contest campaign he is waging on his Sunday evening Mutual network "Jimmy Fidler-Hollywood News" programs (9:30 to 9:45 P. M., EST) in behalf of the National Kids' Day Foundation. Starting with his Sunday, November 21, broadcast Jimmie Fidler has used a contest theme to promote national interest in the Foundation, which is designed to provide facilities for underprivileged children and to combat juvenile delinquency.

Jimmie has revealed that his jackpot prize, one of the most expensive ever grouped for a contest campaign, will consist of the house and garage, a \$2,500 lot on which to build the home, a new car, complete furnishings for the house, an all-electric kitchen replete with dishwasher, range, refrigerator, garbage disposal unit and other necessary modern conveniences, an air-conditioning unit, a home workshop, a \$3,500 Hollywood type swimming pool, a silver mink cape, a \$1,000 custom-built watch, a complete professional interior decoration job for the house, and \$1,500 worth of food-stuffs.

This jackpot is in addition to approximately \$2,800 worth of prizes which will be issued each week during the MBS campaign by Mr. Fidler. His contest consists of identifications of weekly Hollywood mystery guests, who will personally present clues to their naming, with contestants asked also to submit slogans for the Kids' Day Foundation.

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Group Wants New Name

Contest to name a trio is offering prizes totaling \$150 on WFAA Dallas. "The Collegians" desire a new name for their ensemble. First prize offered is \$100, second prize \$30, and third prize \$20.

WPEN Conducts \$1000 Scholarship Contest

For the third consecutive year, WPEN, with the famed Poor Richard Club, is conducting the Benjamin Franklin Essay Contest among high school students in the Philadelphia area. For the two best essays submitted by a boy and a girl, WPEN, in cooperation with the Charles Morris Price School of Advertising, operated by the Poor Richard Club, will award to each a \$500-scholarship to that school. Teachers of the winners will receive U. S. Savings Bonds; runners-up will receive student memberships in the Franklin Institute. Presentation of awards will be made January 17, 1949, at the annual Poor Richard Club ceremonies commemorating Benjamin Franklin's Birthday. Judges this year are again Mr. Henry B. Allen, Executive Vice President of the Franklin Institute, Harry L. Hawkins, President of the Poor Richard Club, Miss Helen Carothers, President of the Philadelphia Club of Ad-

vertising Women; and John B. Mulford, Registrar of the Charles Morris Price School. Subject is "What Would Be Benjamin Franklin's Recommendation For Control of the Atom Bomb?"

Diamonds Offered in WPAT "Sweetheart" Contest

To promote its products the Abelson Jewelry Store of northern New Jersey is conducting a "Sweetheart of North Jersey Contest" on WPAT Paterson. Diamond rings will be presented to the writer of the best letter on why his girl is the most perfect sweetheart in North Jersey, or why his fiancee will make the most perfect wife.

Along with the letter, the contestant must submit a picture of his sweetheart and the signatures and addresses of two witnesses to attest to his claims.

Abelson is using its disc jockey shows and selective announcements to plug the contest. Frank Sawdon Advertising Agency handles the account.



For writing 25-word letters on "I would like a puppy because . . ." these two children were given two-week-old shepherd puppies by Frank Cameron, "Call to Breakfast" announcer at WHAV Haverhill, Mass. The idea had its beginning when one of Cameron's "Call to Breakfast" listeners called him one morning and asked if he would assist in finding a good home for the dogs. Nancy Gordon, 8, and Charles Stewart, 6, are the happy contest winners.



SHOWMANSHIP IN ACTION

WCKY Program Improves Examination System

WCKY's "Official Answer" program, heard each Sunday at 5:15 P. M., has been responsible for increased time for examining applicants for drivers' licenses in cities of 200,000 population or over, according to a statement by Fred Mortiz, Assistant Superintendent of the Ohio State Highway Patrol.

The condition was brought to light by a listener who had spent three consecutive Saturday mornings waiting to be examined. In the official answer to his question, broadcast on WCKY on October 23, it was revealed that cities of 200,000 population or over are now being furnished driver's license examining service six full days a week, open every day except Sunday.

WCKY acts as a clearing house for questions of a civic or public nature sent in by listeners. The questions are taken to the official or agency best able to answer them, the replies are recorded and played during the program on Sunday afternoon.

Station Helps Future DJ's

Under a late Saturday night program arrangement with station KDYL Salt Lake City, students of the University of Utah who are planning to become radio disc jockeys get the opportunity of some experience. Music for the program "Saturday Night Dancing Party" aired over this station is selected by a University student who emcees portions of the program and gives a commentary on his choice of selections.

Radio Station Turned Baby Sitter

So you're in the radio business. So you look up one day and here's a studio, bedecked with playground paraphernalia, loaded with 50 kids each bent on the immediate destruction of whatever is nearest him, all screaming bloody murder.

So you think to yourself. I know this business is screwy, but not this bad. You think, what do sparks and transmitters and microphones have to do with kids. So you shrug. You're puzzled. So you figure that's this blasted atomic age for you and try to go back to work.

The above thoughts go through your head if you happen to work for WJW, Cleveland. Because WJW has gone into the baby sitting business, and not content with that, is going to put it on the air.

Every Saturday morning mothers who wish to shop downtown may bring their youngsters, ages 4 to 9, into WJW's playground-studio No. 1, leave them under the competent supervision of a Registered Nurse and advanced Girl Scouts trained in child care, and go about their shopping. The children will be cared for from 9 A. M. to 12:00 noon.

"Uncle" Bruce MacDonald and "Cousin" Walter Kay will receive the mothers and children, and from 9 to 10 A. M. will conduct a variety show, "Baby Sitters," from the studio. Music will include everything from the classics to Westerns. Bruce will spot-interview arrivals during the show. Walter Kay will tell stories and play records from his large selection of kiddie records.

A studio playroom will be set up with teeter totters, slides, sandboxes and other gadgets to keep the small fry busy. Toys will be available for usage,—rough, and each child will take home with him one toy.

To prevent any mix-up, all children will be given a number on registration, tagged with a number when they come into the studio, and their clothes and a chair will carry the same number. Mothers who wish to leave their children may register for the following week by calling WJW, leaving their names, child's age and other informa-

tion. A maximum of 50 children will be accepted each week.

Fairmont Creamery will bring 50 half-pint cartons of milk a week. Lakeside Biscuit will furnish their Baker Maid graham crackers, and Woolworth's will furnish toys for the youngsters.

Clevelanders, who might hear the clamor and reverberations of a riot at Playhouse Square of a Saturday morning are advised to overlook any such disturbance, and chalk it up to a nearby riot. Which it will be.

WMPS Owns Kitchen

A full scale model kitchen—plus all the trimmings will soon be available to Memphis and Mid-South housewives via the WMPS airlines!

Harold R. Krelstein, vice-president and general manager of the ABC affiliate here, disclosed plans of the "new kitchen studio" after conferring with General Electric officials in Memphis last week. The streamlined kitchen will be housed in the new \$250,000 studios and offices of WMPS, now under construction on the entire third floor of a \$750,000 building in the heart of downtown Memphis. The property will be known as "Radio Center," Krelstein further revealed.

Plans for the "model all-electric kitchen studio" were completed with Mr. Jim Helwig, Memphis General Electric Sales manager, and Mr. H. W. Christian from GE's Nashville district office. The kitchen studio will be in operation with all the most modern equipment now being manufactured by General Electric, and will be installed under the direct supervision of GE directors, Krelstein said.

Arrangements were also completed here by Mr. Krelstein to engage a nationally-known home economist, who will conduct daily cooking classes both over the air and in special live audience groups. Memphis and Mid-South housewives will be given the best available information on how to get the "most for her dollar" in preparing a meal through the means of the WMPS radio shows. The name of the home economist was not revealed by the WMPS

executive due to her present capacity with another organization.

WMPS will probably move into their "new home" this month Krelstein pointed out.

Good Neighbor Act

Station WPAY, "Your Good Neighbor" in Portsmouth, reports a real "good neighbor" act.

While conducting his noon-time "Man on the Street" interview program recently, emcee Bill Dawson talked to Mrs. Ada Hampton, who stated she was on her way to the employment office to seek work.

When Mrs. Hampton arrived at the employment office five minutes later, a job was waiting for her! A prospective employer, listening to WPAY's program, had called the employment office in the interval and offered the job for Mrs. Hampton!

Favorite Songs Featured

Just to make its women listeners happy, WVET Rochester features a radio-telephone show. Announcer Bob Trebor makes random calls to women in the Rochester area, asking them the name of their favorite song. No other questions are asked, no prizes offered.

The following morning Trebor's show "Just for You" features songs selected from calls, names and addresses of selectors, and the reasons behind the listener's choice of the melody.

Special Show for Baby Sitters on WPTR, Albany

Cute idea for entertaining the baby sitter set has been brought out by WPTR Albany. Allan Carter WPTR disc jockey, emcees a "Baby Sitter's Ball" every Saturday night from 9 to 10:30. Featuring the finest in pop music, it is devoted to amusing the "sitter set."



PROOF O' THE PUDDING

WMGM Offer Pulls 22,000 Letters

More than 22,000 letters, from 20 states, the District of Columbia, five Canadian provinces and Newfoundland, were received in response to an offer made on seven broadcasts during September and October, 1948, over WMGM, according to a report to the sponsor and advertising agency by the WMGM promotion department under the direction of Robert G. Patt.

In connection with its sponsorship of the 1948 New York Giants football broadcasts over WMGM, F & M Schaefer Brewing Company offered listeners a free copy of the Giants' "Press and Radio Guide," a 38-page book of Giant football facts and figures.

Prior to October 2, in response to the first three night games on September 7, 14 and 23, 13,150 requests were received. The four daytime broadcasts on October 3, 10, 17 and 24 upped the total to more than 22,000, an average of more than 3,000 per broadcast.

A geographical break-down of the response to the first three broadcasts, as representative of WMGM's night-time 50,000-watt signal, indicated that 51 per cent of the mail came from New York City, an additional two per cent from elsewhere in New York State, 16.7 per cent from New Jersey, 7.2 per cent from Connecticut, 3.5 per cent from Pennsylvania, and 2.3 per cent from Massachusetts. Letters came from as far west as Wisconsin and as far south as Virginia.

100th Airing of Show

The hundredth broadcast of the weekly discussion series of programs titled "Wake Up, St. Louis," presented by KXOK, St. Louis was aired Monday, November 8, 1948.

Programs which are broadcast from 9:15 to 10 P. M. are presented in cooperation with the St. Louis Junior Chamber of Commerce and the St. Louis Bar Association. The first program in the series was broadcast on November 5, 1946, and since that time has been cancelled but six times, and then only for special programs.

Bruce Barrington, KXOK News Editor, has been the moderator on the series since its inception.

The Junior Chamber of Commerce, the Bar Association and KXOK have selected subjects for discussion that are of current public interest to St. Louisans, with an emphasis on local and state situations.

"Wake Up, St. Louis" has been honored many times for its outstanding service to the community. The American Bar Association named "Wake Up, St. Louis" as the outstanding local public interest program and the Missouri Junior Chamber of Commerce cited the program as the outstanding quarterly project of the local organization. The most recent award came from *Variety Magazine*, when KXOK was awarded first place in the 5,000 to 20,000 watt station class in the category, Responsibility to the Community.

Sponsors Renew KDKA Show

Sponsors of two KDKA news programs have renewed their contracts for another 52 weeks.

C. F. Mueller Company, through Duane Jones Company, Inc. have renewed Jack Swift and the News for Tuesday, Thursdays and Saturdays at 12:05 P. M. Johnny Boyer is the commercial announcer.

Paul Long has been notified that his contract has been renewed by the Studebaker Corporation, through Roche, Williams & Cleary, Inc. for Mondays, Wednesdays and Fridays at 6:05 P. M.

Program Pulls Mail

Carter Ringlep, Assistant Manager of KMOX in charge of night operation reports that the "All Night Frolic," the new KMOX 24-hour broadcasting schedule which started October 11 has already reached a high degree of popularity as attested by the hundreds of congratulatory letters and telegrams received from listeners all over the United States and such far away points as Hawaii. Ringlep reports that orders for commercial participations are being received daily.

KMOX "All Night Frolics" starting at 11:35 P. M., CST and running continuously until 6 A. M. Monday through Saturday and until 2 A. M. Sunday is a Disc Show made up largely of Hillbilly and Western music with Irving Victor handling the emceeing and commercials.

KMOX, St. Louis, broadcasts on 1120 kilocycles, 50,000 watts, clear channel.

5,123 Entries in Contest

When KIXL Dallas offered a \$100-prize for the best group of "Think It Overs" submitted by listeners, more than 5,123 entries arrived during the two-week period. Station features the proverbs and bits of philosophy as station breaks: "Here's something to think about"—the thought—then, "Think it over," plus musical background.

7 Up Renews on WCOP

Showing its satisfaction with its program, the 7 Up Bottling Company of Boston has renewed its sponsorship of "Let's Read the Funnies" on WCOP and WCOP-FM, Boston. New contract is for 52 weeks.

Program, aired 8:30 to 9 A. M. Sundays, features Nelson Bragg reading the Boston *Sunday Globe* comics.

GROUCHY GUS

(Continued from Page 8)

program arrangement, he also uses a small amount of newspaper advertising regularly.

Commercials on the show aim for immediate sales. The opening and closing commercials are straight sales language

with the middle commercial given in some foreign language with the pertinent facts in English. For instance, a Chinese will read a bona fide commercial in his own language, but will revert to English for the sponsor's name, his product, and any information about the product which the commercial department deems important enough to be read in English. Ideas of this type commercial is that "in any language our sponsor's product is tops."

Mail pull on the show has been tremendously indicative of the success and popularity of "Grouchy Gus." Byars has found that sales have increased noticeably since the show has taken to the airwaves.

Besides the clever nature of the program, its placement on the day's schedule puts it in a good spot for audience reception. It is preceded by Herb Schriener, a CBS ailer, and followed by a local program of classified ads on the air. The pre-dinner quarter-hour is one which finds radios tuned on at home, and in the cars of home-bound working men. A smart and timely gimmick for an imaginative sponsor, it is doing the job it was cut out to do.

AWARD WINNER

(Continued from Page 11)

story of allegory." Several PTA groups expressed "wholehearted approval of the series," and numerous mothers acclaimed the shows for their entertainment-plus-education value.

"Entertainment was the prime object," says writer Stern. "We wanted to take the curse off the so-called 'good' stories children are 'supposed' to read."

Judging from the response, "Days of the Giants" did all that and more.

SPOTS MEAN SALES

(Continued from Page 13)

will be radio stations such as yours that will do it. During the past season we were on more than 60 stations. This coming season we can pick 30 and sell four times as many as we did.

"We have found that a 1,000 watt station can bring in better results than a large number of the 50,000 watt stations. It doesn't seem possible but it is true."

OHIO FAVORITE (Continued from Page 9)

the best of the wonderful Disney records.

"Cousin Kay's Korner" has always gotten an excellent press. There's not an editor in town who, at one time or another, hasn't thrown a bouquet or two at Kay. School clubs, PTA organizations, church groups, and other civic organizations are continually requesting guest appearances. Kay is a very promotion-wise young man. To keep the kids listening and interested, Kay makes frequent tie-ups with kiddie magazines, conducting contests over the show whereby the contestants win the magazine.

Walter Kay deserves a lot of credit for keeping the show going along at such a high plane of kiddie entertainment when, unlike his other shows, it increases his income not a bit. Although he's never had a sponsor, he's spent a lot of thought trying to improve the show. It's literally a labor of love. Of course, maybe he should know the formula for entertaining children, he has three of his own.

The show is aired six days a week—Saturday mornings for pre-schoolers, daily for all ages, and Sunday for nine-year-olds and up.

MEET THE MISSUS (Continued from Page 3)

the arterial highway traffic flow in front of the studios.

To assure continuing promotion in the areas outside of Los Angeles, the CPN Audience Promotion Department periodically sends to all stations special promotion kits containing pictures, mats for advertising and publicity purposes, show and sponsor stories and spot announcements, both written and recorded. The department also arranges for personal appearances before civic groups and organizations such as the Los Angeles County Fair in order to bring the program and its products before people who might not ordinarily see them.

Another phase of the Audience Promotion Department's activities for "Meet The Missus" is the direct mail and merchandising services of the network. A monthly "KNX Trade Talks" publication hits 3,200 retail grocery-drug outlets, while letters introducing new products on the show go to all available outlets. Special arrangements are also made for dealer and sales meetings on the client's behalf.

Since most products advertised on "Meet The Missus" are within the average family budget, all commercials are slanted for immediate sales. "Immediate sales" exactly describes the case of Interstate Laboratories, whose product, Oculine, was introduced on "Meet The Missus." The

response was so rapid that stunned company officials reported they had been forced to air express shipments into the Pacific Northwest to keep up with sales demand, a demand that showed a 300 per cent increase.

"Meet The Missus" also lends itself admirably to contests and other mail pulls. Sunnyvale Packing Company began their series for Rancho Soups with a label and coin mailpull and after 18 announcements over a six-week period they collected a total of 111,325 labels and a like number of quarters. At another time they introduced a Christmas card offer and in 18 days were flooded with 35,123 replies.

But the factor that pleases "Meet The Missus" staff and sponsors alike is the tremendous audience loyalty to products heard on the program. A common retailer reaction was summed up by the comment of a Los Angeles chain market operator—"Our customers mention 'Meet The Missus' regularly when buying Toni." Which quite matches the feelings of a Glendale, California housewife who wrote Emcee Ed East, "I hope all the things you advertise will continue to be as good. I subconsciously find myself buying them whenever I go to market."

And said the sponsor: "The program is obviously designed to help me 'Meet The Missus'."