

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL HEADQUARTERS  
300 ROCKEFELLER PLAZA, NEW YORK, N. Y.

# S

# Showmanship



NOVEMBER 1942

25c  
30c IN CANADA

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★ Radio Goes To  
WAR



**36 TESTED PROGRAMS FOR BUSINESSMEN**

MORE THAN A MAGAZINE . . . A SERVICE



# YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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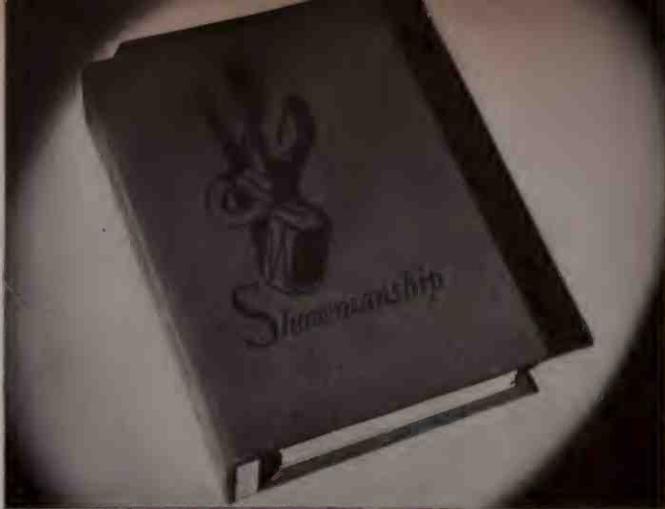
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NO. 11



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A little early for Xmas Greetings but now is the time to arrange to Broadcast  
**THE BEST CHRISTMAS SHOW  
YOU'VE EVER HEARD!**

SO EXCEPTIONAL • SO AMUSING • SO INTERESTING  
to adults as well as kiddies that one sponsor in each city will grab it—60 15-minute programs available, furnished with or without "Xmas" tie-in—the title—

## STREAMLINED FAIRY TALES

Produced like the ever-popular Cartoon Movies with impersonations—dramatizations—sound effects—etc. Modern versions of well-known fairy tales. An outstanding program. Hear it and be convinced. Brochure on request.

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

---

# RADIO GOES TO WAR

**W**HEN war came to these United States, the Casper Milque-toasts predicted dire things for radio. "By fall, there won't be any commercial radio," cried those of Faint Heart.

Fall has come, but advertisers have not fallen by the way-side with the autumnal leaves. True, adjustments have been made, but by and large, advertisers feel that they have a job to do, a big job in which radio plays an important part. That job is to help win the war, and when the smoke of battle rolls away, World War II may well go down in history as *The War That Business Helped to Win*.

With commercial radio taking a vital part providing our armed services with manpower, our ships, tanks, planes and guns with scrap metal and scrap rubber, the government has given the American system of radio financed by business the green light.

Another of radio's big jobs is to stimulate savings which will be money in pocket when the war is over. Income in the United States is the highest in its history; 120 billion for 1942. Purses are full. Goods are scarce and getting scarcer every day. In spite of price ceilings, inflation will burst through unless at least 12 billion dollars is taken from the national income and invested in War Bonds.

The country over, advertisers are using radio to spur the people on the home front to buy War Bonds and Stamps, and while these efforts directly effect the success of the war effort, they go further than that. The completion of the plan will help everyone after the war. It will help insure jobs for workers in making peacetime goods again. It will provide millions of customers with money to buy these goods.

Certainly it is none too soon to begin thinking of the customers of tomorrow. The advertiser, by doing his share in winning the war, is also making sure that his business wins the place it deserves in peacetime.

*The Editors*

**R**ADIO advertising, on both a quantity and a quality basis, will help solve the most critical problem the INDEPENDENT COAL & COKE CO., Salt Lake City, Utah, has faced in its more than 35 years of operation. That problem is to completely revolutionize the coal-buying habits that have existed ever since sale of coal began. Coal has been purchased, largely, as it has been consumed. Rail transportation has been adequate, and retail dealers have been able to meet their customers' needs.

This year, however, the tremendous demands of mechanized war for mass transportation have thrust a tremendous burden on railroads. Early this spring we, with other coal producers, were told that the bulk of coal should be sold before late fall. Otherwise, rail facilities would be uncertain and some users of coal might face discomfort.

With the help of government agencies, moving of storage coal began early in May. By August first, the job was well on its way. But there remained the further problem of moving final storage coal orders during that month, and then settling down to an educational program during the winter to advise consumers as to how they should order fuel, and how they might conserve it.

# Keep Hon

Radio Helps Solve a Publ  
Paul F. Keyser, President o

With our market spread over seven western states, our problem is a difficult one. Most of our volume is in the States of Utah and Idaho. So after a careful study of various media, we selected radio to carry the major brunt of this educational campaign.

A background of three years experience on radio stations had proved the value of well-planned news broadcasts. So we purchased fifteen-minute newscasts, five weekly, on KDYL in Salt Lake City; KIDO in Boise, Idaho; KLO in Ogden, and KOVO in Provo. Then, to complete our coverage, we selected KSEI in Pocatello, Idaho, and KTFI in Twin Falls, Idaho, for a six-weekly, ten-minute newscast.



# ires Burning

as Problem for Coal Writes  
dent Coal & Coke Company

We knew, therefore, we had radio coverage of our major market area. News, however, is a common radio commodity. We had to find a new reason for news; a new dividing period of time, so that our newscasts would have definition in the news schedules of the stations we selected. As a result, ABERDEEN COAL news broadcasts now appear over all stations as "the first complete evening edition of the news."

The slogan was good, but production, we felt, must substantiate our claim. As a result, specially written newscasts on every station place a definite conclusion on events of the news day. Our opening statement on KDYL nightly sets the pattern:

*"It's 5:15 in Salt Lake City, 2:15 in the Mediterranean, 10:15 tomorrow morning in the Pacific War Front. With the war day ended, dealers for Aberdeen Coal present Ed Letson and the first complete evening edition of the news."*

Brief commercial copy is used. Instead of telling a competitive story of our coal compared to others, we attempt to tell the general story of coal. Thus, in our August copy a typical commercial read as follows:

*"I have a word of reassurance for users of coal. Coal has proved itself to be the one dependable fuel throughout our nation in the war emergency. It has not been rationed in any area. You must, however, cooperate with coal producers and dealers by ordering storage coal now. Please do so, with the understanding that deliveries will be spread over the next several weeks. We feel sure that reliable coal dealers will get your coal to you in ample time for the burning season. In Salt Lake City, dealers for Utah's famous Aberdeen Coal, the fuel that's 'Best in the West,' are delivering coal in an orderly and systematic manner. You can secure Aber-*





● President of the INDEPENDENT COAL & COKE CO., Paul F. Keyser discusses promotion plans with KDYL and agency officials. (Left to right) account executive of the R. T. Harris agency, Thomas A. Axelson; KDYL Commercial Manager W. E. Wagstaff; Mr. Keyser, and newscaster Ed Letson.

*deen by calling one of these reliable dealers: (Dealers list)."*

Supported by newspaper and bus card advertising, the radio campaign did the job of completing early coal storage orders.

We are now entering the second phase of our campaign; a campaign to assist coal users to use their fuel intelligently, to keep heating equipment in first-class operating condition, and to make their homes weather tight to conserve fuel and increase comfort.

Our entire purpose in this six months' radio campaign is to give every user of coal accurate information on every phase of his heating problem. If we succeed in the areas we serve, much of the pressure will be removed from all coal dealers; home-makers will feel at ease so far as their heating problem is concerned, and we will have developed good will for our product and its dealers which should react favorable for future business.

# F<sub>or</sub> Macar<sub>o</sub>

First-Aid for Crescent M  
Radio Slanted at Grocers V

**W**AY back in the days of the first Crystal Sets, when ears were glued to the head 'phones to hear the chimes a-ringing over WOC, Davenport, Ia., H. J. Schmidt, vice president and sales manager of the CRESCENT MACARONI & CRACKER Co., Davenport, Ia., saw the possibilities of building good will and more sales among consumers and dealers for CRESCENT's crackers, cookies and macaroni products through the medium of Senor Marconi's grown-up toy, the radio. Since those pioneer days of 1925, CRESCENT has never been off the air! We believe it's a world record for continuous radio advertising; from that first CRESCENT broadcast on June 5, 1925, until the present is a record run of 17 years. And we're still going strong!

A book could be written about those first years on the air; how the *Crescent Hour of Music* was built around CRESCENT's own 14-piece orchestra, with the emcee and solo talent named after different CRESCENT products. Only the finest in music was offered; a treat to music lovers and laymen alike. (That was before "bands" blew hot music through your loud speaker, rattling the dishes on the pantry shelf.) Players were costumed in CRESCENT emblazoned uniforms, and traveled through CRESCENT territory in a special CRESCENT bus, giving community concerts or playing sweet music for dances.

Fan mail poured in in those early days. Occasionally, there would be a special offer for box tops or labels to produce a veritable avalanche of replies. "Them was the days!" Then came 1929 and the depression. Remember?

Programs disappeared from the air-

# t's Marconi

Cracker Co. Salesmen is  
-Manager Ben Mulhauser

ways. Schedules were curtailed. But like Ol' Man River, CRESCENT kept keepin' on. Didn't even hesitate. The *Crescent Hour of Music* gave way to the early era of spot announcements, lots of them at all hours of the day and night. Then, about two years ago, CRESCENT'S *Guest of Honor* program was born, a program with a definite merchandising plan behind it.

CRESCENT'S objective was *not* consumer good will, although it took that in its stride. After over 65 years of making top quality foods plus 15 years of continuously telling the world about them, we had reason to believe that we had consumer good will galore and we were careful to do our best to keep it and to make it grow.

What keeps our cookie and cracker bake ovens and our macaroni presses

running full tilt are the orders our salesmen write up every day in the many hundreds of grocery stores throughout the middle west. In a word, it was the good will of our direct customers, the *grocers* we were after; good will plus more and bigger orders.

So we put these grocers on the air as our radio guests, one every week day at 12:00 o'clock noon over WOC, Davenport, Ia., and one every Tuesday, Thursday and Saturday at 8:45 A.M. over KSO, Des Moines, Ia. Our grocer guests are invited by our salesmen, who select them for their loyalty to CRESCENT and CRESCENT advertised products.

Each grocer, through a quarter-hour transcribed interview, has his chance to crow about what a swell store he has, and why it is the place to buy groceries. To help hold and build our listening audience, and to make our guest grocer's cash register ring, we give away 10 free movie passes; two each to the first five listeners who buy advertised CRESCENT foods from the guest grocer after the broadcast. Those five lucky listeners are called guests, too; *Guest Consumers*.

There you have the tie-up of consumer, dealer and "House." All three must be brought into the picture in our type of merchandising. And we do just that in *Guest of Honor*.

---

● "The great profile" in the clean white shirt, his schnozzle intensified by the necktie of WOC's commercial manager, L. O. Fitzgibbons, is *Ben Mulhauser*. Wielding the pen is radio enthusiast H. J. Schmidt, vice president of CRESCENT MACARONI AND CRACKER CO. Also present when CRESCENT signed its contract for its sixteenth consecutive year on the air was WOC representative Slocum Chapin.

Scared stiff by a request for a personal picture and biographical sketch was ad-man Mulhauser. Mum was the word on hobbies, enthusiasms, family life and what have you. Question posed by CRESCENT'S advertising manager: "Aren't such things apt to give a modest fellow the jitters?"

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# Aircraft

Green Pasture for Employees  
Aircraft Co.'s Employees

**F**OR large industrial firms, personnel problems are almost as important as priorities, and closely related to the problems of personnel are the problems of public relations generally. In a smoothly functioning plant, both employees and the community must be 100 per cent behind the factory if maximum efficiency is to be maintained. War accentuates these problems, and while the idea of using industrial employees to present a radio show is not a new one, the CESSNA AIRCRAFT CO., Wichita, Ka., feels that through radio it has opened



# Likes A Flier

tions is Radio Says Cessna  
ons Director Oliver Elliott

up a new field of endeavor in employee relations which is almost unlimited in scope.

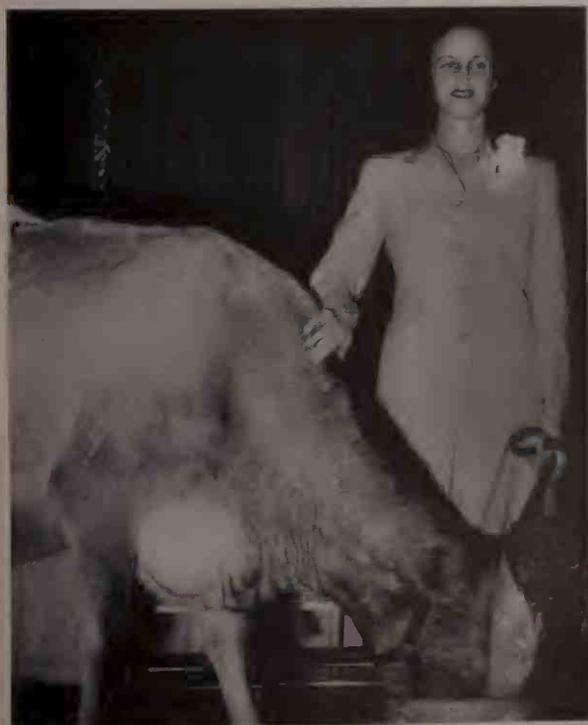
Of course, this new medium brings with it new problems, but even our first attempts proved on an experimental basis what could be done in employee relations work by radio. That's the reason that after a year on the air our program is still being broadcast.

The lessons which CESSNA AIRCRAFT learned in its first series of 13 weekly broadcasts are ones which might well be passed on to other industrial concerns

who are contemplating the use of radio for purposes similar to ours.

The major portion of that first series of radio programs was musical. Featured on *Strictly Personnel* was the CESSNA orchestra and the CESSNA mixed chorus. With that combination we felt that we could keep the show of interest to both CESSNA employees and the general radio public. The format was sound, but in practice we found that we had a lesson to learn. We started out with too little script, too many entertainers, and too few rehearsals. When the first series ended, we put into practice all that we had learned, and started out on a new series over KFH.

Our new programs contain more script. More time is spent on rehearsals. We use a smaller set group of employees for the backbone of the series, and present individual entertainers as specialties. In our new KFH set-up we rely upon the radio station to furnish a capable production man, audition and rehearsal facilities, and a really experienced master of ceremonies to put our



● *Above . . .* World's champion high diver, and now a CESSNA employee, Buddy Seigel, offers to teach swimming and diving to CESSNA employees. An applicant for ground training appeared before the KFH microphone fully suited for the first lesson.

● *Center . . .* Willing to *Bulge for Victory* is Betty Giles of the CESSNA sheet metal department. While the ceremony of giving up her girdle for the war effort was completed before a packed KFH studio audience, it was *Strictly Personnel*.

● *Below . . .* Feature of the Father's Day program heard over KFH for CESSNA AIRCRAFT CO. was a diaper derby. Winner of the contest was the father of eight children. Experience did it.

● *Right . . .* Docile as a cow was Jezebel, who rhumbaed to the strains of the *Glow Worm*, was encouraged to give a little milk. KFH studio audience voted it a Grade A performance.

program on top. Changing the broadcast time from 8:30 P.M. to 9:30 P.M. helped us get more singers, since the time did not conflict with church singing.

While originally the problem of furnishing talent, working up scripts and handling the publicity on the show was entirely our responsibility, KFH production staff man Johnnie Speer now creates the original draft of the present series. Program director Vernon Reed has the job of auditioning and rehearsing all talent. Veteran radio announcer Eddy McKean emcees the show, and is the only person appearing on the CESSNA program who is not a CESSNA employee. We had learned another lesson. An experienced radio man is invaluable in holding a show together when mike-scared painters, riveters, engineers and office workers face the microphone.

Generally speaking, the location of talent within our personnel is accomplished in one of two ways. The most successful talent puller is the call for talent published through *Cessquire*, the company's semi-monthly publication.

---

*Hometown boy who made good is Cessna Aircraft's youthful Director of Employee Relations Oliver Elliott. As an exemplification of the Cessna "native son" policy, personnel expert Elliott was born in Wichita, Ka., graduated in 1941 from Wichita University, earned his spurs in the advertising department of a large Wichita department store.*

*Sixteen months ago, bred-in-the-bone Kansan Elliott got his first assignment from Cessna as editor of the house organ, Cessquire. Feather in his cap: circulation has already tripled, is still on the up. He is also co-editor of The Aircrafter, Cessna's yearbook.*

*Company representative in the Cessna Employees Club, he supervises all athletic activities, is in charge of downtown club rooms and the two Cessna orchestras. Supervision of the radio program, Strictly Personnel, is also all in the day's work.*

Another successful method is to have employees in different departments scout out new faces for *Strictly Personnel*.

Novelties throughout the program keep it interesting to every type of listener. F. E. (*Tiny*) Blair, six-foot-six-inch CESSNA guard, appeared on the program to tell of his gun collection, and then actually demonstrated his marksmanship with a target placed on the studio stage. On another occasion, four girls from the personnel department worked up two clever musical numbers played on typewriters.

One feature which brought down the house was Jezebel, the first live cow to appear on a radio program. Oblivious to the shrieks of delight from a large studio audience, Jezebel rhumbaed to the strains of the *Glow Worm*, was encouraged to give a little milk while the *Glow Worm* dimmed. Her owner is lead man in CESSNA's welding department.

Much interest in the factory has been created by the weekly presentation of an orchid to some member of the CESSNA personnel for outstanding work in behalf of the CESSNA employees. This allows a different employee with his wife to appear each week before the microphone and be publicly congratulated for his services, and the winner of this award may come from any department of the factory.

Each week a dramatic skit presented in a humorous way portrays the careless trouble makers that are always found in every large personnel. Thus, for the first time via the air waves, CESSNA attempts to educate its employees in safety, health and management. These skits accomplish a threefold purpose; they provide comic entertainment and personnel education, and at the same time, they give employees with no musical talents a chance to appear on the air.

Programs have been planned to offer a snappy variety of musical numbers with plenty of fast-running script of interest to employees and the general public. That our employees like it, the CESSNA Co. likes it, and our huge local radio audiences like it is proof to us that *Strictly Personnel* is a help in both personnel and public relations.

# Business Boards Bond Wagon

How Six Business Bond-Bardiers Help Maintain Radio Audiences  
Vitaly Important to Successful Wartime Effort is Told Here

USE of advertising, along with every other conceivable promotion method, to plug the sales of War Stamps and Bonds is an old story to anyone who reads, or listens to the radio. With many war-occupied citizens too busy to read, radio now plays a major role in selling the country the idea that "this is war," in gearing civilian life to a war economy, and in keeping the world informed of the nation's war aims and efforts.

Advertising is making important contributions toward winning the war, and every advertiser, large and small, is behind this great cause with a singleness of purpose. Advertisers are showing their faith in advertising. They will keep at it as long as there is a job for advertising to do. Right now that job is to help win the war.

How sponsored radio programs used by local firms to help put over the War Bond and Stamp Drive have created splendid institutional good will is told here.

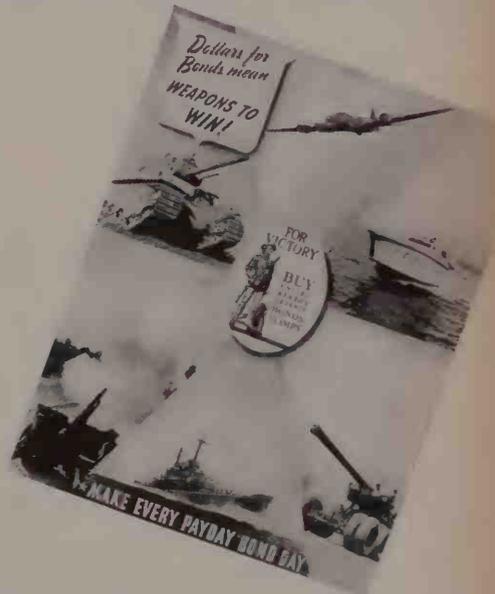
## MERCHANTS' ASSOCIATIONS

Parkersburg, W. Va.

In conjunction with the Presidential Proclamation of *Merchants for Victory*, Parkersburg, W. Va., went all out in staging the largest parade ever held in the city. When the giant procession began to move at 11:00 A.M. every unit of the Civilian Defense Organization was represented. Through the business section, streets were lined on both sides with men, women and children.

At the 12:00 (noon) alert, radios set up in every retail establishment in the city tuned in on WPAR. Listeners heard

a description of the clearing of the streets. Two minutes and thirty seconds after the air raid warning whistles set up



their wail, streets were empty. Everyone had entered the nearest store where for the next fifteen minutes War Bonds and Stamps were the only items of merchandise for sale! At that moment, WPAR listeners heard this announcement:

*"Attention, please! Everyone listening is asked to join in the singing of the Star Spangled Banner. You people in the stores, you people everywhere, join in and sing our glorious National Anthem."*

Sold during the quarter-hour interval: over \$100,000 in War Bonds and Stamps!



● E. W. Kelly, sponsor of KDYL's *Victory Legion* personally congratulates Mayor Ab Jenkins and Commissioner Fred Tedesco on their two-week bond selling contest featured on the radio series. Left to right in this picture taken as the show was in progress: Chief Announcer Tom Cafferty, Program Director Emerson Smith, Tabulator Deane Lawrence, Commissioner Tedesco, Mayor Jenkins, and sponsor Kelly, of the MULLETT-KELLY CO.

#### MANUFACTURERS

*New Haven, Conn.*

With its thousands of employees, the huge WINCHESTER REPEATING ARMS CO. plant in New Haven, Conn., is a sizeable city in itself. And as in every city, entertainment talent of every description was "rarin' to go." Question raised by public relations counsel D. E. Whitlam: "What better way to find expression for all this talent than radio?"

Purpose of the quiz program featuring all WINCHESTER talent, written, produced and directed by WINCHESTER workers over WELI: to promote a spirit of good will between WINCHESTER employees and the public; to give listeners a brief glimpse into the part WINCHESTER is playing in the war, and to increase the sale of United States War Bonds through dramatic one-minute plugs spread throughout the half-hour weekly airings.

So successful was this series that WINCHESTER signed up for a new WELI series. New show will be broadcast from the *Winchester Victory Playhouse*, an especially built theatre located within the plant. Featured: a new orchestra composed of WINCHESTER employees and entertainers.

#### DEPARTMENT STORES

*Salt Lake City, Utah*

As the war fever mounts, the mercury in the MULLETT-KELLY Co.'s Gargantuan thermometer rises to show the composite total of War Bonds and Stamps sales from week to week in Salt Lake City, U. Thermometer indicates the number of Bond and Stamp pledges received during weekly broadcasts of KDYL's *Victory Legion*.

During quarter-hour airings, listeners are urged to purchase Bonds and Stamps, encouraged to telephone *The Victory Legion*. Shot-in-the-arm to bigger and better pledges: the \$25 War Bond awarded by MULLETT-KELLY to one person pledging during each broadcast. A name is picked at random, and that person telephoned while the show is still on the air. Winner has only to take hook from telephone receiver, answer correctly a simple true-or-false question.

Utah big-wigs make guest-appearances on the show. *No. 1 dignitary*: Governor Herbert B. Maw. Currently running to promote interest in the show and increase War Bond sales for Uncle Sam is a contest between Salt Lake's Mayor and City Commissioner. *Object*: to see who can run up the largest number of

pledges, and both city fathers appear on the show to make special appeals. Newspaper carriers act as messengers to pick up pledges and to sell stamps to listeners telephoning in.

#### FINANCE

*Paterson, N. J.*

To publicize the facilities of the bank and to promote the sale of War Bonds, the PATERSON SAVINGS INSTITUTION took to the WPAT airwaves with a quarter-hour of *Paterson Savings Time*. Prelude to music and dramatic narrative: show's theme song, *Any Bonds Today?* Narrative consists of a four-minute dramatization of events famous in the history of the Paterson area. Popular concert music rounds out the broadcasts heard Tuesday through Sunday at 6:00 P.M.

#### PARTICIPATING

*Clarksville, Tenn.*

On the *Bond Brigade* are 17 sponsors in a twice-a-week WJZM night spot. Each sponsor pays for two 45-minute shows, gets mention on all others in the 17-week stretch. On the two the individual sponsor bankrolls, commercial copy is 95 per cent his. Broadcast opens with patriotic fanfare, followed by bond copy and sponsor listings. Feature of the show:

talks and round-table discussions on stamps and bonds, with the entire speakers' panel taken from the personnel of the sponsor-for-the-night. Frequent appeals for bond subscribers, with all pledge names mentioned on the air, net Uncle Sam a tidy nest-egg.

#### PUBLIC SERVICE

*Lima, Ohio*

A policy that not only gives increased publicity to the sale of War Savings Securities, but also raises money to carry on the work of the Allen County War Savings Committee is being executed at WLOK.

At the conclusion of each commercially sponsored program advertising the sale of War Savings Bonds and Stamps, a station representative presents a check in full for the cost of the broadcast to the Allen County Committee. Donated is all station-time, talent and incidental expense. Only commercial mention allowed to sponsors: identification by name at the station-break. Sponsors pay cash in advance.

Plan was adopted to counteract an attempt on the part of the local newspaper to sell subscription pages to fifteen advertisers. Net revenue to the newspaper if sold: \$7,800!

● On a Dodgers-Giant twilight game broadcast over WHN, New York City, Red Barber announced he would air names of listeners who purchased War Bonds. Wired orders from the metropolitan area and 18 states were handled by J. Van Straten, WHN comptroller (left), and Frank Roehrenbeck, general manager. Checked in: a grand total of \$100,000 orders.





**W**E read and hear many a story about how to succeed in radio. We pore over columns of case-histories of resultful radio shows. But for some reason we rarely read or hear about the flops.

True, it is just human nature for even the best of us to boast about our triumphs, and, alas, to bury our mistakes just as swiftly, secretly and deeply as circumstances allow. However, if confession is the tonic for the soul that the wise men claim it to be, then frank post-mortem examination of the lifeless body may indeed prove to be highly instructive. We may profit as much by learning what *not* to do as by what to do.

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*When Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco, Cal., shown above, hung out his shingle as "Advertising Agent" in 1919, one of the brass hats of the trade predicted early and ignominious failure for him. Said the brass hat: "You haven't the front nor the sales ability." That adman Brisacher was the exception which proved the rule is a matter of record. Modest almost to the point of shyness, innovator Brisacher is a man of few words, but, brother, he makes every word count!*

*Catholic in tastes and interests is mid-fortieish Brisacher. A lover of the theatre, Brisacher has been known to attend 14 first-run plays in a two-week stay in New York City. He golfs in the low eighties; reads voluminously, almost anything and everything, is reputed by legend to have read the entire batch of 33,000 books dealing with Napoleon. Air-minded, he is a member in good standing of the Over 100,000 Miles in the Air Club.*

# HOW TO

Museum of Radio Monsters

Writes Emil Brisacher, Pres

From our personal museum of radio monsters, and from the magnificent private collections that we have been privileged to peek at, we have evolved a simple, foolproof set of rules for flopping in radio. Here they are:

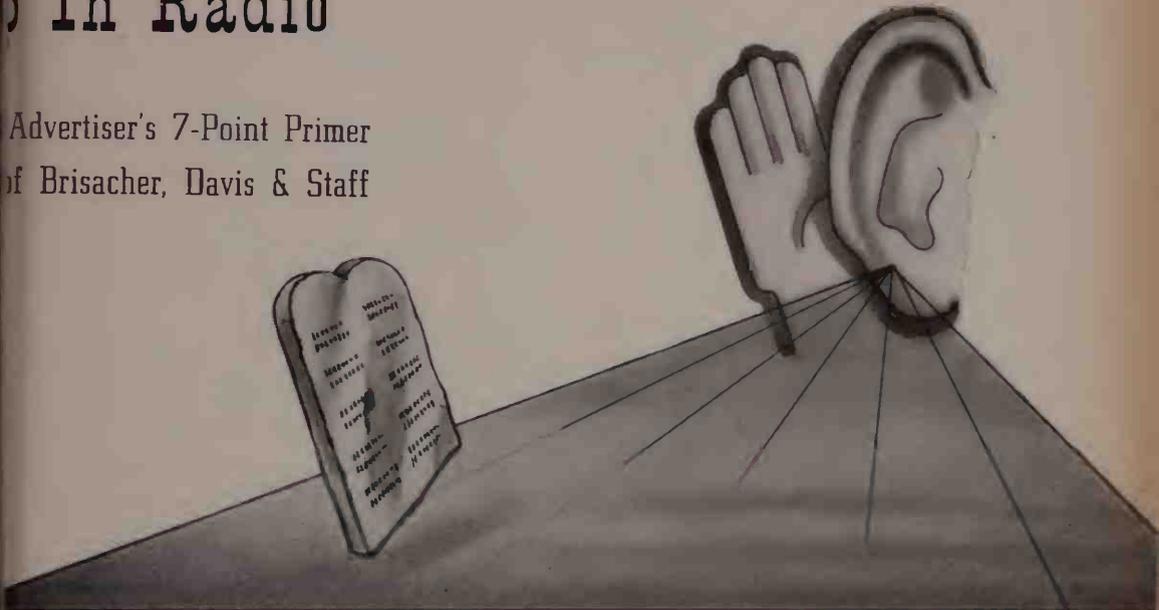
**RUSH ONTO THE AIR!** It's ridiculous to waste money by testing and experimenting with your program-idea before you begin to broadcast. What? You say that we should undertake one, two or three "dress rehearsals" before we even think of going on the air. Why, man, *that* would cost money, and besides, too much revision might ruin the fine, fevered quality of that first inspiration!

**LET OTHERS DO THE PIONEERING!** Don't gamble with your money by trying out new ideas, themes and techniques. Copy what the other fellow is doing, especially what your competitor is doing. Give 'em more of the same, only "different," of course!

**DO IT CHEAPLY!** What? Pay the prices asked by those Hollywood writers, the robbers! Say, we've got a kid here in the office who is clever like a fox, and we can get him to write the show for coffee-and-doughnuts! Talent? Well, now, the script is so good that we don't need high-priced big-name talent. We'll pick up some smart youngsters at good old station prices! Music? A full orchestra! Man, you're trying to pack us off to the poorhouse. We'll use the studio organ! Hmmm, and a special announcer to deliver the commercials? You must be crazy!

# In Radio

Advertiser's 7-Point Primer  
of Brisacher, Davis & Staff



**MAKE 'EM WAIT FOR THE MAIN SHOW!** That's right, brother. After all, you're giving the audience all this entertainment free, so make 'em listen to a good, long introduction and a big, fat commercial right at the beginning. Don't arouse their interest. Don't lead them on so that you can spot your sales-message at the most receptive time.

**KEEP CHANGING THE SHOW!** Kick the program-theme and pattern around. Each broadcast, rearrange all the show-elements so completely that they'll never remember that they've listened to the program before.

**WHAT'S IN A PROGRAM NAME?** Pooh, pooh, the show's the thing. Almost any title will do. Let's choose a nice, long name that can't possibly fit into the 6-point type of the newspapers' radio logs. Above all, let's not worry about getting a title that epitomizes the nature and character of the program. Let's just pick a vague, high-sounding title that'll make 'em tune in to find out what's going on.

**FORGET ABOUT MERCHANDISING ANGLES!** What do you mean, build merchandising angles into the program! Say, the show can stand on its own feet! We don't need anything more than our straight commercials to get the listener to buy. We don't need any devices to arouse trade interest and enthusiasm. And our own organization? Say, our boys don't need any pep-talks or any special material to work with. We'll just tell 'em quietly that we're on the air and they'll go out and burn up the world for us!

These are just a few of the many rules for producing a radio-flop. And now, having set down this capsule course of study, I am willing to admit that exceptions may happen. Even before the print on these pages is dry, some entrepreneur may sedulously obey one or all of the above rules and come out with a walloping radio-success. For in the final analysis, audience reaction is unpredictable. That's what makes program forethought and preparation important. And that's also what makes radio so fascinating!



# YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at  
Glenwood, Minneapolis, Minn. Please enclose 10 cents in stamps  
for each script to cover the cost of mailing and handling.

## SAMPLE SCRIPTS AVAILABLE

**Automobiles**—Mr. Yes and No. (Sept., '40, p. 32).  
**Automobiles (Used)**—Heartbeats in Sport Headlines (Apr., '42, p. 140).  
**Auto Supplies**—Jack, the Tire Expert (May, '41, p. 135).  
**Bakeries**—Musical Arithmetic (Feb., '41, p. 72).  
**Bakeries**—Southern Plantation (Sept., '41, p. 289).  
**Beverages**—Pigskin Prevue (Ju., '41, p. 222).  
**Building Materials**—Homers at Home (Feb., '41, p. 58).  
**Chambers of Commerce**—Clifton on the Air (Jan., '42, p. 19).  
**Chiropractic**—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).  
**Civic Agencies**—Americans All (Nov., '42, p. 395).  
**Dairy Products**—Junior Town (Dec., '41, p. 136).  
**Dairy Products**—Kiddie Quiz (Ju., '41, p. 214).  
**Dairy Products**—Young American's Club (Nov., '40, p. 110).  
**Dairy Products**—Wealth on Wheels (Nov., '41, p. 361).  
**Dairy Products**—Book Exchange (Mar., '42, p. 96).  
**Department Stores**—Hardytime (Sept., '40, p. 35).  
**Department Stores**—The Pollard Program (Aug., '41, p. 238).  
**Department Stores**—Woman's Hour (June, '41, p. 178).  
**Department Stores**—Down Santa Claus Lane (Oct., '41, p. 326).  
**Department Stores**—Billie the Brownie (Oct., '41, p. 318).  
**Department Stores**—The Waker-Uppers (Dec., '41, p. 379).  
**Department Stores**—Chimney Express (Oct., '42, p. 336).  
**Drug Stores**—Five Years Ago Today (Dec., '40, p. 146).  
**Farm Supplies**—Feed Lot Question Box (Nov., '41, p. 359).  
**Farm Supplies**—Our City Cousins (Aug., '42, p. 277).  
**Finance**—Jumping Frog Jubilee (Aug., '41, p. 253).  
**Finance**—Saga of Savannah (June, '41, p. 187).  
**Finance**—Something to Think About (Aug., '41, p. 245).  
**Finance**—Spelling for Defense (Mar., '42, p. 97).  
**Flowers**—An Orchid to You (Sept., '40, p. 35).  
**Fuel**—Smoke Rings (Dec., '40, p. 126).  
**Furs**—Cocktail Hour (Aug., '41, p. 258).  
**Furs**—Hello Gorgeous (Jan., '42, p. 32).  
**Gasoline**—Home Town Editor (Oct., '40, pp. 73, 74).  
**Gasoline**—PDQ Quiz Court (Dec., '40, p. 134).  
**Gasoline**—Your Safety Scout (Apr., '42, p. 130).  
**Gasoline**—Dunkel Football Forecast (Ju., '42, p. 247).  
**Groceries**—Food Stamp Quiz (Sept., '40, p. 33).  
**Groceries**—Matrimonial Market Basket (Dec., '40, p. 154).  
**Groceries**—Mystery Melody (Sept., '41, p. 290).  
**Groceries**—Mystree Tunes (June, '41, p. 163).  
**Groceries (Wholesale)**—Hoxie Fruit Reporter (Jan., '41, p. 34).  
**Groceries (Wholesale)**—Market Melodies (Oct., '40, pp. 73, 74).  
**Groceries (Wholesale)**—Women's Newsreel of the Air (Oct., '40, p. 63).  
**Groceries (Wholesale)**—Kitchen of the Air (Jan., '42, p. 25).  
**Groceries (Wholesale)**—Golden Light Money Man (Apr., '42, p. 133).  
**Hardware Stores**—Dr. Fixit (Nov., '41, p. 360).

**Jewelers**—The Man Behind the Music (May, '42, p. 157).  
**Laundries**—Rock-a-bye Lady (Feb., '41, p. 47).  
**Manufacturers**—Army-Navy "E" Award (Nov., '42, p. 389).  
**Men's Wear**—Hats Off (June, '41, pp. 178, 183).  
**Men's Wear**—Press Box Quarterback (Ju., '42, p. 246).  
**Music Stores**—Kiddies' Revue (Oct., '41, p. 306).  
**Newspapers**—Do You Know the News (Apr., '42, p. 131).  
**Optometry**—Good Morning, Neighbors (Jan., '41, p. 35).  
**Participating**—Cues for Christmas (Oct., '42, p. 348).  
**Public Utilities**—Light on the West (Nov., '42, p. 390).  
**Shoes**—Campus Reporters (Aug., '41, p. 251).  
**Shoes**—Mr. Fixer (June, '41, p. 148).  
**Shoes**—Tick-Tock Story Time (June, '42, p. 207).  
**Sporting Goods**—Alley Dust (June, '41, p. 177).  
**Sustaining**—Calling All Camps (Oct., '41, p. 310).  
**Taxi Cabs**—California Story Teller (Apr., '42, p. 132).  
**Women's Wear**—Melodies and Fashions (Nov., '40, p. 112).

## SAMPLE TRANSCRIPTIONS

Adventures with Admiral Byrd (June, '42, p. 212).  
The American Challenge (June, '42, p. 187).  
Ann of the Airlines (June, '42, p. 212).  
Betty and Bob (Oct., '40, p. 53).  
Captains of Industry (Sept., '41, p. 284).  
Christmas Carol (Oct., '42, p. 347).  
Cinnamon Bear (Oct., '41, p. 315).  
Dearest Mother (Nov., '41, p. 354).  
Doctors Courageous (Ju., '42, p. 230).  
Dr. Mac (Aug., '42, p. 276).  
The Enemy Within (Jan., '41, p. 18).  
The Face of the War (Feb., '42, p. 50).  
Federal Agent (Nov., '42, p. 384).  
Five Minute Mysteries (May, '42, p. 170).  
Flying for Freedom (Aug., '42, p. 278).  
Forbidden Diary (May, '42, p. 173).  
Fun With Music (June, '41, p. 162).  
Getting the Most Out of Life Today (Ju., '41, p. 196).  
I Am An American (Feb., '42, p. 64; June, '42, p. 187).  
Imperial Leader (May, '42, p. 175).  
In His Steps (Aug., '42, p. 272).  
The Johnson Family (June, '42, p. 192).  
Let's Take a Look in Your Mirror (June, '42, p. 204).  
Little by Little House (Aug., '41, p. 128).  
Mana Bloom's Brood (May, '41, p. 248).  
Mystery Club (Nov., '42, p. 385).  
One for the Book (June, '42, p. 213).  
Radio Theatre of Famous Classics (Apr., '42, p. 135).  
Santa's Magic Christmas Tree (Oct., '42, p. 344).  
Secret Agent K-7 (Sept., '40, p. 35).  
Songs of Cheer and Comfort (June, '42, p. 213).  
Sonny Tabor (May, '41, p. 140).  
Sunday Players (Dec., '41, p. 388).  
Stella Unger (Feb., '41, p. 56).  
Streamlined Fairy Tales (Mar.-Apr., '41, p. 90; June, '42, p. 186; Oct., '42, p. 344).  
Superman (Sept., '41, p. 271; June, '42, p. 196).  
This is America (June, '42, p. 211).  
This Thing Called Love (May, '42, p. 155).  
This Will Happen (Dec., '41, p. 398).  
Touchdown Tips (Ju., '41, p. 218; Ju., '42, p. 230).  
Twilight Tales (Dec., '41, p. 382).  
Voices of Yesterday (Mar., '42, p. 88).  
Who's News (Feb., '42, p. 64).



## AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

### Florists

**FLOWERS TO SAVANNAH'S OWN** In Savannah, Ga., there will be no unsung heroes, thanks to **PAUL'S FLOWER SHOP**. Each week three native sons or daughters now in the armed forces are saluted over WSAV. Home folks cheer while soldiers, sailors, marines or nurses receive just homage for services rendered to Uncle Sam.

Brief biographical sketches and appropriate martial music fill in the quarter-hour of tribute to those in uniform. Evidence that it is the listener's own program: names of those honored are selected from letters written in to the station.

To mothers or wives standing by, **PAUL'S** sends a Victory corsage to be worn to church on Sunday. In sponsor's window are framed pictures of those saluted in previous broadcasts.

**AIR FAX:** Commercial copy consists of opening credit lines, and the announcement that Paul's is sending corsages to nearest-of-kin of those honored on each broadcast.

**Broadcast Schedule:** Friday, 7:30-7:45 P.M.

**Preceded By:** News.

**Followed By:** News.

**Sponsor:** Paul's Flower Shop.

**Station:** WSAV, Savannah, Ga.

**Power:** 250 watts.

**Population:** 87,714.

**COMMENT:** Broadcasts with a *Chins Up America* theme are almost certain to find a large listener group. Here is such a program with a strong local angle that could be adapted to any community by almost any type of business.

### Furriers

**KEEPING UP WITH THE WORLD** So women don't like to listen to women radio news commentators? When **FRED BENIOFF, FURRIER**, decided to put unfounded theory to the acid test, he came up with a KROW program featuring news analyst, Mrs. James E. Sidney Wales. Sales in the cloth coat department of the Oakland, Cal., store proved to Mrs. Helen Benioff, president of the company, that women did listen to a woman commentator.

*Discovery Number 2:* that men will also listen to a good feminine analyst. Opened was a fresh approach to the women's apparel trade through the man of the house.

One of the prominent large fur establishments catering to the middle income levels, **BENIOFF'S** reasoned that its primary appeal was to women who had some leisure time, and who were active in community, club and civic affairs. It was this same group who were most concerned about *Keeping Up With the World*.

Tailor-made for this account was Mrs. James E. Sidney Wales, a widely known club woman, prominent socially and a lecturer on world affairs. Her appearance under the **BENIOFF** banner psychologically reaffirmed the prestige and quality of the store and its products.

When the normal summertime lull approached, sponsor's first inclination was to cancel for the summer. Smart in the ways of public relations, Mrs. Benioff, however, saw the excellent institutional effect of the tie-up between a quality show and a quality store. Program continued on a once-a-week *sked*.

**AIR FAX:** Window cards with the commentator's picture were used at the stores. Program was also mentioned in the advertiser's newspaper space.

**First Broadcast:** February 9, 1942.

**Broadcast Schedule:** Monday, Wednesday and Friday, 8:45-9:00 A.M.

**Preceded By:** Friendly Philosopher.

**Followed By:** News.

**Sponsor:** Fred Benioff, Furrier.

**Station:** KROW, Oakland-San Francisco, Cal.

**Power:** 5,000 watts.

**Agency:** Theo. Segall Adv.

**COMMENT:** When a retail establishment centers its advertising campaign around its own particular niche in the business world, results are almost universally successful. Sponsor here stresses *quality* and *prestige*, hammers home these points in both its sales message and in its program selection. (For pic, see *Showmanscoops*, p. 387).

## Government

**FEDERAL AGENT** While the public now centers its attention on war news from myriad battlefronts almost to the exclusion of other affairs, law enforcement groups watch with consternation the increase in crime. Although the same phenomenon has been observed and commented upon in previous wars, the **KENTUCKY PEACE OFFICERS' ASSOCIATION** voted locally to nip in the bud this national wartime manifestation of strain and worry.

To promote better law observance and closer cooperation between peace officers and the general public, **KENTUCKY PEACE OFFICERS** took to the airwaves, sponsored a series of 39 quarter-hours over **WINN**, Louisville, Ky. Heard in radio's latest crusade against the lawless was *Federal Agent*. Behind these transcribed self-contained dramatizations dealing with the agents of the U. S. *Federal Bureau of Investigation*, Great Britain's *Scotland Yard*, and Canada's famed *Royal Northwest Mounted Police*, stood virtually all federal agencies, state, county and municipal police, and industrial police organizations in the famed Blue Grass state.

**AIR FAX:** *First Broadcast:* June 8, 1942.  
*Broadcast Schedule:* Monday through Friday, 6:15-6:30 P.M.  
*Sponsor:* Kentucky Peace Officers' Ass'n.  
*Station:* WINN, Louisville, Ky.  
*Power:* 250 watts.  
*Population:* 319,077.  
*Producer:* G. C. Bird & Associates.

**COMMENT:** While most people merely *talk* about law enforcement, here is one group that used *showmanship* to put its

message across, successfully translated the problem into dramatizations readily understood by the average person. A series of this kind may also be used to good advantage in a variety of business fields.

## Jewelry

**PAGING JOHN DOE** Today, destiny is calling John Doe to new jobs, new duties, new obligations. Around the John Does of America center all the things of the past, all the hopes of the future. To the John Does of these United States, **SLAVICK JEWELRY CO.**, Los Angeles, Cal., says "*Put 'er there,*" in a series of twice-weekly broadcasts heard over KFI.

With Art Baker *Paging John Doe*, material in the quarter-hour talkie-talk is timely, encouraging, sincere and cooperative with today's needs. Philosopher Baker introduces his own show, announces that **SLAVICK JEWELRY** presents the program dedicated to the average American. President A. N. Slavick's sincere desire to pay homage to John Doe led to this stipulation: "No interruption of the message for a commercial!" It paid-out; sponsor **SLAVICK** recently renewed for another 26-week period, gets mention only as sponsor.

**AIR FAX:** *First Broadcast:* August 20, 1942.  
*Broadcast Schedule:* Thursday and Friday, 5:30-5:45 P.M.  
*Sponsor:* Slavick Jewelry Co.  
*Station:* KFI, Los Angeles, Cal.  
*Power:* 50,000 watts.  
*Population:* 1,497,074.  
*Agency:* Advertising Arts Agency.

**COMMENT:** Friend in need to John Doe, his family and friends is the home-spun philosopher with an established radio reputation.

## Manufacturers

**ELEANOR EARLY** All-out war effort sees men long out of work knuckling down to the assembly line, regularly bringing home the bacon. Horse of a different color for the man with a fixed

income are rising costs and increased taxes on top of mortgage payments, insurance, other fixed expense items. Penny-pinching is the order of the day.

With suggestions for more economical ways of living getting a ready ear, *Eleanor Early* now goes on the WOL airwaves each Thursday with tips on how to live more economically and like it. How the war affects household problems also gets the once-over from practical suggestion maker Early. Not short-sheeted is the PEPPERELL MANUFACTURING CO., makers of bed linens, etc., whose program is fed to 19 stations of the COLONIAL network.

**AIR FAX:** *First Broadcast:* April 23, 1942.  
*Broadcast Schedule:* Thursday, 12:15-12:30 P.M.  
*Preceded By:* Boake Carter.  
*Followed By:* Navy Band.  
*Sponsor:* Pepperell Manufacturing Co.  
*Station:* WOL, Washington, D. C.  
*Power:* 1,000 watts.  
*Population:* 521,886.  
*Agency:* H. P. Humphrey Co., Boston, Mass.

**COMMENT:** With the nation prepared to dig in for the duration, programs of this kind become increasingly popular. Real economy tips delivered by a well-known, popular personality are the chief ingredients for success here.

## Men's Wear

**MYSTERY CLUB** Detective story addicts have been known to come so much in the spell of the printed word that a creaking floor board sends chills down their spines. Even more effective are radio dramatizations of spine-chillers, replete with shrieks, groans, stealthy steps, other sound effects.

When the DOMINION CLOTHING STORE's contract for a quarter-hour transcribed accordion band series expired, it didn't need a Sherlock Holmes to tell it that radio was its super-sales hero. DOMINION stepped up its schedule to 30 minutes with *Mystery Club* its CKOC offering to Hamilton, Ont., listeners.

Each week, members of an exclusive, cosmopolitan *Mystery Club* gather to

initiate a new member. Inductee has to dramatize some famous detective story, wins his spurs when membership in the club is voted him on the basis of his performance.

**AIR FAX:** Featured in the transcribed series available only in Canada are 39 self-contained dramatizations.  
*First Broadcast:* September 6, 1942.  
*Broadcast Schedule:* Sunday, 4:30-5:00 P.M.  
*Preceded By:* Operettas on the Air.  
*Followed By:* Music.  
*Sponsor:* Dominion Clothing Store.  
*Station:* CKOC, Hamilton, Ont., Can.  
*Power:* 1,000 (d).  
*Population:* 155,547.  
*Producer:* Radio Transcription Co. of America.

**COMMENT:** Particularly in these times, people are turning to *escape* literature and entertainment to ease the tension of wartime jitters. For its *escape* value, the detective story goes to the head of the class.

## Public Utilities

**YOUR DEFENSE REPORTER** Great problem for the morale builder is to make every individual whose allegiance is given to Old Glory aware of his part in the defense effort. Bringing it home to its KBND listeners is the PACIFIC POWER & LIGHT CO., Bend, Ore. Activities of a purely local nature in support of the national civilian defense program are aired on *Your Defense Reporter*. Committee appointments, notices of committee meetings, and activities of various agencies are chronicled in this news style broadcast.

**AIR FAX:** *First Broadcast:* January 15, 1942.  
*Broadcast Schedule:* Monday through Saturday, 5:45-5:50 P.M.  
*Preceded By:* News.  
*Followed By:* Sports Review.  
*Sponsor:* Pacific Power & Light Co.  
*Station:* KBND, Bend, Ore.  
*Power:* 250 watts.  
*Population:* 10,021.  
*Agency:* McCann-Erickson.

**COMMENT:** In surveying the role of private enterprise in this vital phase of our war effort, the broad opportunity for still more local sponsors immediately suggests itself. Advertisers assist the war effort when they plan their radio promotions in terms of the present emergency.



# SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.



## America's Health

● *Above . . .* More than 100 Red Cross nutrition classes are regular listeners to the KSD program, *Nutrition and Your Health*. Peggy Cave, KSD director of women's activities, and Mrs. Eugenia Shrader, director of the nutrition division of the St. Louis (Mo.) Red Cross Chapter, answer listener-sent queries on nutrition problems in this broadcast.



● *Left . . .* Al Stevens, who does the play-by-play description of the WFIL *Lucky Money* program sponsored by the PHILADELPHIA ASSOCIATION OF RETAIL DRUGGISTS, here interviews newly elected member of the State Board of Pharmacy Mark Rothman. (For story, see *Showmanship in Action*, p. 392.)

## Builds Nation's Wealth

● Above . . . Bridge champions from Du Bois and St. Marys, Pa., match skill in the WCED weekly contest. (For story, see *Showmanship in Action*, p. 391.)



● Center . . . Mrs. Helen Benioff (left), President of FRED BENIOFF, furrier of San Francisco and Oakland, Cal., talks over copy slants with Mrs. James E. Sidney Wales, KROW news commentator. (For story, see *Airing the New*, p. 383.)



● Below . . . When the Army-Navy "E" production award flag was made to the DIEBOLD SAFE & LOCK CO., Canton, O., ceremony was broadcast over WHBC. President and general manager A. J. Roos (left) and Emil Gebel, oldest employee in point of service, receive the award flag from Major Harry P. Croft. (For story, see *Special Promotion*, p. 389.)

**DIEBOLD Safe & Lock Co.**





# SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

## Fuel Dealers

**KING COAL** All too real are the possibilities of wintertime rationing of fuel and the impending shortage brought about by transportation difficulties is too important for the consumer to ignore. To urge the public to purchase its coal early, 15 local and area retail coal dealers took to the WWNY, Watertown, N. Y., airwaves on a three-times-a-week *sked* for one month.

Dramatized was the possibility of coal shortage due to lack of transportation facilities. The possibility was backed up with quotations from government authorities. Presentations also stressed stepped-up fall transportation of war materials as a vital point for early purchase of fuel.

Statements incorporated into broadcasts from each participating coal dealer were rotated so that during the series, each coal dealer was represented by a statement and by name mention. Not aired on each broadcast, however, was a complete list of sponsoring dealers.

**AIR FAX:** Featured on the dramatized series were WWNY players, plus staff announcers. Each episode was different in its approach. To bring home the fact that the country is at war, that transportation is a vital problem today, listeners were taken on dramatic, imaginary tours of the home front. Prior to the start of the series, courtesy plugs featured time-and-station details. Show also rated an item in the local newspaper's radio highlight column.

*First Broadcast:* May 6, 1942.

*Broadcast Schedule:* Monday, Wednesday and Friday, 7:15-7:30 P.M.

*Preceded By:* Music.

*Followed By:* Monday, *The Star Spangled Network*; Wednesday, *Sundown Silhouettes*; Friday, *A to Z in Melody*.

*Sponsor:* Consaul-Hall, Clayton; A. C. Cornwall & Son, Alexandria Bay; Foster Coal Co., Dexter and Watertown; Purser Coal Co., and Burdick Coal Co., Watertown, and others.

*Station:* WWNY, Watertown, N. Y.

*Power:* 1,000 watts.

*Population:* 32,205.

**COMMENT:** Not just another selling idea is this program. A program which induces the consumer to act for his own best interests, to buy while the dealer is still able to fill the order, performs a valuable wartime public service.

## Groceries

**SPECIAL FOOD SHOW** When the BROADWAY COLUMBIA FOOD MARKET, one of a chain of COLUMBIA SAVE-A-CENT FOOD operated stores celebrated its remodeling and reconstruction, it wanted all of Portland, Ore., to know about it. Manager William Triplett was out for something special and he got it from KGW-KEX.

Broadcast from the market itself for two days was every single local radio program originating from both stations! With that as a starter, COLUMBIA really unfurled its banners, sponsored 15 out of every 60 minutes on either KGW or KEX for both gala days. COLUMBIA sponsored programs were audience participation, with patrons walking off with samples, other prizes of various kinds for correctly answered questions. Audiences got a breathing spell while news broadcasts, home economics programs, novelty features and musical shows went out over the airwaves from under the big tent.

To accommodate the influx of radio entertainers, equipment, et al, COLUMBIA put up a big tent in its parking area adjacent to the store. Displays and booths where samples were given away were put up by food manufacturers and distributors to lend a festive touch.

**AIR FAX:** In charge of the hoop-la was production

manager Homer Welch. Representing the stations' commercial department were Arch Kerr and James Mount.

**Broadcast Schedule:** July 9 and 10, 1942.

**Sponsor:** Broadway Columbia Food Market.

**Station:** KGW-KEX, Portland, Ore.

**Population:** 305,349.

**COMMENT:** Especially in large urban centers it takes a lot of fanfare to put *oomph* into an event of this kind. Give-aways, a chance for the public to see all of its favorite local radio entertainers in action, other hoop-de-do turned the trick here.

## Manufacturers

**ARMY-NAVY "E" AWARD** In 1859, Carl Diebold, two partners, formed a company to manufacture small safes. Engineering advances brought forth burglary resistive as well as fire resistive containers. Constant effort to outwit the safe cracker meant ceaseless research into ways and means of making harder steel proof against drills, torches, nitroglycerine, other forms of attack.

Natural in these times was the manufacturing transition to steel that would deflect bullets. Years of experience in outwitting the safe cracker proved helpful in treatment of steels that protect armed forces on land and in the air. Out of the DIEBOLD SAFE AND LOCK Co., Canton, O., now comes armor plate for bombers and pursuit ships, scout cars, half tracs and marine tanks in a never ending line.

It was a great day when workers from the two outlying DIEBOLD plants came to the main plant by Army Scout cars which they themselves had fabricated. The occasion: the presentation of the Army-Navy "E" Award for outstanding performance in the production of war material. Jubilant because DIEBOLD was the first plant in the Canton area to receive this honor were employees, families and friends who participated in the ceremony broadcast on a Mutual Network coast-to-coast hook-up out of WHBC.

While the network broadcast became an occasion for national congratulations, not ignored was the local aspect. Five-minute *War Facts* broadcasts at various times of the day during four days prior to the presentation ceremonies reminded WHBC listeners of the ceremony to be held the following Monday. Series featured direct explanations of the meaning of production in this war. Questions asked and answered: why every man should work every day without lay-off; why people should collect scrap and salvage; why citizens should order coal now, etc., etc.

Particularly significant was DIEBOLD's efforts to give each individual worker due credit for his part in high production maintenance level. Invitations were mailed to all employees and families. Day prior to presentation, each employee received through the mail a copy of the 12-page formal program. To all former DIEBOLD employees now in the Armed Forces went a copy of the program, a personal letter from the company president. Acceptance of the "E" lapel pins for all employees was made by Emil Gebel, whose record of 62 continuous years with the company made him the oldest employee in point of service.



**AIR FAX:** *Broadcast Schedule:* Monday, August 31, 2:30-3:00 P.M.

*Sponsor:* Diebold Safe & Lock Co.

*Station:* WHBC, Canton, O.

*Power:* 250 watts.

*Population:* 105,520.

**COMMENT:** Particularly significant in such broadcasts is the opportunity to further public relations. While such ceremonies help create a widespread fighting war spirit when heard nationally, the opportunity to build locally should not be ignored. While the presentation airing was a pat-on-the-back for all workers, the pre-broadcast local series stimulated workers to greater effort. (For pic, see *Showmanscoops*, p. 387.)

## Merchants' Associations

**OPPORTUNITY DAY** Coming events cast their shadow before them in West Palm Beach, Fla., when the **MERCHANTS' DIVISION** of the **WEST PALM BEACH CHAMBER OF COMMERCE** beat the sales drum over **WJNO** for a city-wide *Opportunity Day*. Sunday radio listeners learned of a shopper's paradise where bargain items were to be the rule from one end of the main stem to the other.

Participating merchants offered featured sales items for this one day sales event, and bargain hunters got a 15-minute preview of super-duper bargains available in local West Palm Beach stores. Tipsters were Special Events Committee Chairman, W. A. Bland, and **WJNO** interviewer Josephine McQuillin.

**AIR FAX:** Broadcast Schedule: August 16, 6:15-6:30 P.M.

**Sponsor:** Merchants' Division of the local Chamber of Commerce.

**Station:** **WJNO**, West Palm Beach, Fla.

**Power:** 250 watts.

**Population:** 29,084.

**COMMENT:** Gasoline and tire rationing are changing civilian buying habits. No longer do shoppers in smaller communities go to the nearest metropolitan center to purchase household and personal needs. In such communities, merchants need only to give prospective customers a little *extra push* to reap the benefits of changed conditions. In shopping centers within metropolitan areas, merchants might also band together for similar ventures for their mutual benefit.

## Public Utilities

**LIGHT ON THE WEST** Where is that guy who said, "the West ain't what it used to be?" Set upon changing his mind was the **PUBLIC SERVICE COMPANY OF COLORADO** when it took on sponsorship for the eighth consecutive year of a 45-minute **KOA** salute to the *Cheyenne Frontier Days* celebration. Show was aired out of Denver, Col., just prior to the opening of the rodeo fiesta.

Sponsorship was assumed in the same spirit with which the 46th consecutive

*Frontier* celebration was staged. Greetings by Guy W. Faller, president of the **PUBLIC SERVICE COMPANY OF COLORADO** and the **CHEYENNE LIGHT, FUEL AND POWER Co.**, stressed the fact that the celebrations have become as important a part of the life of the West as the mountains and plains themselves. Spanish-American war didn't stop them. World War I didn't stop them. The right to have *Frontier Days*, thousands of things of a similar nature is one of the things the United Nations fight for today. They aren't a part of America, they *are* America. For these reasons, **PUBLIC SERVICE** carried on once more, backed the *Frontier Days* celebration.



Stressed was the fact that 25 per cent of this year's net profits of *Frontier Days* were to be given to the American Red Cross. The other three-fourths were to be turned into war bonds.

**AIR FAX:** Forty-five minute presentation featured an orchestra, the service men's chorus, soloists, comedy and historical information. Performers included Milton Shrednick and Andrew Gaaney.

**First Broadcast:** July 18, 1942.

**Broadcast Schedule:** Saturday, 45 minutes.

**Sponsor:** Public Service Company of Colorado.

**Station:** **KOA**, Denver, Col.

**Power:** 50,000 watts.

**Population:** 303,273.

**COMMENT:** To *carry-on* is the objective of each and every civilian anxious to do his part in furthering wartime morale. Sponsors also share the burden in broadcasts of this kind, and in so doing, garner an incalculable amount of public good will.

**SAMPLE SCRIPT AVAILABLE.**



# SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

## Athletic Associations

**LET'S GO BOWLING** To one Milwaukee, Wis., bowling addict, a moon shaped scar on his nose is a constant reminder of the folly of bouncing a ball instead of rolling it. Years later, that once-in-a-million bounce that caught the bowler smack-on-the-nose when he tried to pick up the dropped ball in a quick lean-over, netted him a BRUNSWICK MINERALITE bowling ball.

Every second week, the MILWAUKEE BOWLING PROPRIETORS' ASSOCIATION awards a bowling ball to the WTMJ listener who submits the best bowling oddity. Contestants have nothing to buy, there's no obligation of any kind, and anyone may enter. A sponsor's committee of three authenticates the oddities submitted in this free-for-all contest.

**AIR FAX:** Sponsored by the Milwaukee Bowling Proprietors' Association not to sell anything other than bowling as a sport, the program features *The Milwaukee Journal's* bowling editor, Billy Sixty. While up-to-the-minute news and views of the bowling world are the stock-in-trade of the show, guest bowling celebrities and personalities help make for good listening. *Example:* Father Michael Wasniewski, who had things to say on *Bowling and Its Relation to the Church*. Told on one program by Richard S. Falk, personnel manager of the Falk Corp., large defense industry: the relation between the company's sponsorship of bowling teams to employee health and morale. Announcer Bill Evans' brief commercials extol the benefits of bowling for health, entertainment and sports.

*First Broadcast:* November, 1941.

*Broadcast Schedule:* Saturday, 5:30-5:45 P.M.

*Preceded By:* News.

*Followed By:* Wadhams Sport Flash.

*Sponsor:* Milwaukee Bowling Proprietors' Association.

*Station:* WTMJ, Milwaukee, Wis.

*Power:* 5,000 watts.

*Population:* 680,434.

**COMMENT:** While there are sports

shows galore, scarce as hen's teeth are those which incorporate *showmanship* into the format of the program. For sponsors who do employ that ingredient for added spice extra sales dividends are almost certainly in the bag.

## Beauticians

**BRIDGE GAME** Favorite indoor sport of most Americans is the after dinner game of bridge. Regional differences may create varied opinions, but when North and South sit down to a rubber of bridge, it is a different deal.

Du Bois, Pa., bridge players have an opportunity to match wits with the best within a 50-mile radius. Once a week two teams sit down before the WCED microphone in a 45-minute rubber. Winners receive free manicures from sponsor ANN'S BEAUTY SALON, card tables from co-sponsor DU BOIS FURNITURE store. Weekly winners meet a new challenging team the following week.

Announcer Le Roy Schenck explains the plays to the listening audience. In another studio is announcer Virginia Wade, with a type-written copy of the hand that is to be played. When one hand is completed, the engineer switches from the players to the adjoining studio. From that vantage point announcer Wade reads the next hand to be played. *Advantage:* the radio audience may follow plays with actual cards.

*Grand slam for co-sponsors:* marked business pick-up. Write-ups in a daily newspaper radio column, and courtesy spot announcements play the show.

**AIR FAX:** *First Broadcast:* March 19, 1942.

*Broadcast Schedule:* Thursday, 8:00-8:45 P.M.

*Preceded By:* Song Quizz.

*Followed By:* Adam and Eve Club.

*Sponsor:* Ann's Beauty Salon; Du Bois Furniture.

*Station:* WCED, Du Bois, Pa.

*Power:* 250 watts.

*Population:* 24,149.

**COMMENT:** Always near and dear to man's heart is competition. When this competition involves a popular enthusiasm, interest is almost certain to run high. (For pic, see *Showmanscoops*, p. 387.)

## Drug Stores

**LUCKY MONEY** When the mountain didn't come to Mohammed, Mohammed went to the mountain. Likewise, in Philadelphia, Pa., WFIL listeners call the station, instead of *vice-versa*, in a unique give-away program sponsored by the PHILADELPHIA ASSOCIATION OF RETAIL DRUGGISTS.

Nearly everyone has listened at one time or another to the usual type of radio give-away program. He waits for his telephone to ting-a-ling, with an announcer and 50 smackers on the other end of the line if he can prove he was listening to the *Sneezy Sudsies* program. Usually this same listener gives up in despair, continues desultory listening in order to hear the folks whose phones *do* ring admit they *weren't* listening to the show. No so, *Lucky Money*. On this broadcast, the listener, not the announcer does the calling.

And numbers are not chosen by spinning a wheel, thumbing a phone book or fishing in a glass bowl. In fact, the listener doesn't even have to have a telephone to be eligible for *Lucky Money*. All he needs is a Philadelphia address.

A huge map of Philadelphia is hung on the wall, like a dart-board. Various city blocks are selected at random by throwing darts at the map. If, for example, the dart lands in the 5700 block on Blank Street, that address is announced on the air. The first person living on that block to call WFIL receives cash prizes of five or ten or 15 dollars, if two previous calls have drawn blanks. Any resident of the 5700 block of Blank Street is eligible, whether he is actually at home or not.

Since show's premier, it has become top mail-puller of the station. For P.A.R.D., the set-up does a bang-up job of institutional promotion. On each broadcast, three P.A.R.D. druggists become official dart-throwers, and winners must go to the nearest P.A.R.D. store to collect all prize money. Each druggist who appears on the series has a jim-dandy chance to identify himself and his own store. Druggist interviews play up the important services INDEPENDENT

DRUGGISTS render to their neighborhoods.

**AIR FAX: Promotions:** newspaper advertisements, car cards and posters. Prepared by P.A.R.D. for display in Philadelphia Drug stores: 1,500 display cards.

**First Broadcast:** July 20, 1942.

**Broadcast Schedule:** Monday through Friday, 10:30-10:45 A.M.

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Philadelphia Association of Retail Druggists.

**Station:** WFIL, Philadelphia, Pa.

**Power:** 1,000 watts.

**Population:** 2,081,602.

**Agency:** Joseph Lowenthal Agency.

**COMMENT:** When associations of retailers show their colors in cooperative institutional advertising, they give the radio listener a chance to become better acquainted with its local dealer and to acquire a personal interest in its neighborhood store. While the association itself profits from such business tactics, the individual representatives also gain prestige and good will. (For pic, see *Showmanscoops*, p. 386.)

## Grocery Products

**MAGIC KITCHEN** Recently *The New Yorker* magazine sent Fannie Hurst off on a shopping expedition designed to prove how easily War Stamps could be obtained. Dime stores, cocktail lounges, exclusive dress shops, others, handed out the change upon request, not in silver, but in ten cent War Stamps.

Touring Waterloo, Ia., via the air-waves, Libby Vaughan reached the same conclusion. War Stamps materialize out of thin air.

Offered each month in connection with the *Magic Kitchen* program is a *Magic Kitchen Bulletin*. For many long years listeners have sent in dimes, receive in turn a mimeographed collection of recipes, other household hints sent in by fans. Now listener is asked to send in a ten cent War Stamp for her bulletin. **Hook:** stamps are converted into \$25 War Bonds which are awarded to listener who writes the best letter. Subject of said epistle: *What the Magic Kitchen Means to Me*.

**AIR FAX: First Broadcast:** 1934.

**Broadcast Schedule:** Monday through Friday, 10:15-

10:30 A.M.; Saturday, 10:15-10:45 A.M.

Preceded By: Treat Time.

Followed By: Bright Horizons.

Sponsor: Carey Salt, Crete Mills, Sawyer Biscuit Co., Blue Barrel and Spark Soap (Haskins Bros.), Northwestern Yeast Co., Hi-Lex Co., others.

Station: WMT, Waterloo, Ia.

Power: 5,000 watts.

Population: 54,300.

**COMMENT:** Set-up here produces *maximum mail-pull with minimum expense and effort*. While shows of this kind are not the only type of program which appeals to women, the fact remains that they do sell merchandise.

## Groceries

**COOKIES FOR ROOKIES** Sugar rationing notwithstanding, the sweet-tooth of the men in the armed services is turning kitchen drudgery into patriotic duty. Housewives the country over spend leisure time whacking-up cookies, other tidbits for away-from-home service men. When wholesale grocers, BURSLEY & Co., took on participating sponsorship of Jane Weston's *Modern Home Forum* over WOWO, Fort Wayne, Ind., it offered a mimeographed batch of cookie recipes. Special recommendation: cookies were designed to stand up under the abuses of mailing, etc. Grand total of requests in an eight day period: 1,451! *Hook:* recipes plug LITTLE ELF flour, icing powder, corn flakes, other BURSLEY & Co. products.

To keep its colors flying, keep the army cookie-jar filled, sponsor offers weekly prizes for *Cookies for Rookies*. Entrant has only to mail a package containing home-made food to anyone in the U. S. Military Service. Best appreciation letter or card from the soldier or sailor recipient earns the cook an electric CORY GLASS COFFEE MAKER. To ten other women who turn their thank-you letters over to Jane Weston go pound packages of LITTLE ELF COFFEE. Winners are announced every Tuesday and Friday.

AIR FAX: *Broadcast Schedule:* Monday through Friday, 9:30-10:00 A.M.

Preceded By: Helen Hiatt.

Followed By: Second Husband.

Sponsor: WOWO, Fort Wayne, Ind.

Power: 10,000 watts.

Population: 117,246.

**COMMENT:** Here is another bit of evidence to chalk up to the success of the *established* women's participating show. *Showmanship* is undoubtedly one of the elements which contributed to this A-1 campaign.

## MINNEAPOLIS' GREAT

**DOUBLE  
ROOM  
VALUE**

**\$1.75  
PER PERSON**

Think of it! All the streamlined facilities of this modern hotel are yours for only \$1.75 per person, double. Every room is fireproof... outside... newly decorated... tastefully furnished... innerspring mattresses... full length mirrors. Excellent dining rooms, popular priced coffee shop. A step from the loop, yet close to everything in Minneapolis. Other rates begin at \$2.50 single.

24-HOUR CAR STORAGE — 50¢  
FREE PICKUP — DELIVERY



E. WILLIAM BENSON  
President-Gen'l Mgr.  
THOMAS C. KNAPP  
Resident Mgr.

HOTEL  
10th STREET AT 3rd AVENUE

**L**eamington

MINNEAPOLIS • MINNESOTA

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# WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. RADIO SHOW-MANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.

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## Auto Repairs

**HIGHWAY HARMONY** "We don't have a tangible product to sell. It's not possible for us to show a customer just what the finished product will be before he gives us the job. Consequently, we have found our radio advertising to be of great benefit in selling our institution—selling people faith in our reliability and craftsmanship. When we started radio advertising, we employed only 18 men. Now we employ 30."

**OWEN CRIST**

*Owen Crist Auto Body Service  
Des Moines, Ia.*

**AIR FAX:** Broadcasts are kept free of any terrible thoughts of auto accidents. Instead, programs aim to promote *Highway Harmony*. Motorists are reminded to drive safely, check their cars at regular intervals for proper wheel alignments. Attention is called to the CRIST completely equipped, modern body rebuilding shop. Recorded music is the backbone of the quarter-hour stint.

*First Broadcast:* Summer, 1941.

*Broadcast Schedule:* Tuesday, Thursday and Saturday, 7:15-7:30 A.M.

*Preceded By:* Music.

*Followed By:* Music.

*Sponsor:* Owen Crist Auto Body Service.

*Station:* KSO, Des Moines, Ia.

*Power:* 5,000 watts.

*Population:* 167,048.

**COMMENT:** Particularly in these times, when an auto owner has a bit of bad luck, needs to have his car rebuilt, he wants a reliable shop in which he can put his confidence. This show breaks the ice for sponsor CRIST. Listeners already look on the firm with favor.

## Churches

**WORD OF LIFE HOUR** "The WORD OF LIFE FELLOWSHIP consists of evangelistic work among young people, primarily. The program originates in the GOSPEL

TABERNACLE in the heart of Times Square at a city-wide *Youth for Christ* radio rally. The meetings have grown in attendance from 250 to 1,100 and some weeks people have had to be turned away.

"During the month of December, 1941, the *Word of Life Hour* offered a booklet called *Under His Wings* to anyone writing in. Within two weeks, 1,030 letters came in from twenty states, including Bermuda and Canada. Letters came from as far south as North Carolina, as far west as Minnesota.

"There has been some advertising done in newspapers. Also, about 70,000 publicity cards have been distributed since October 1. A mailing list of 6,000 is used, too, in advertising the program. The program itself is entirely supported by the free-will gifts of those listening in."

**JACK WYRTZEN**

*Director*

*Word of Life Fellowship  
New York City*

**AIR FAX:** Gospel hymns, occasional special quartette music, three-minute testimonies, and a religious message given by Mr. Wyrzten complete the half-hour program.

When Preacher Wyrzten started on WHN six months ago, his broadcasts drew an audience of only 250 people to GOSPEL TABERNACLE. Now an average of 1,250 people come to see and hear him on Saturday nights. For a special victory rally broadcast it was necessary to hire the COSMOPOLITAN OPERA HOUSE to accommodate his audience of 3,500 people.

*First Broadcast:* October 25, 1941.

*Broadcast Schedule:* Saturday, 8:00-8:30 P.M.

*Preceded By:* Henry J. Taylor, Commentator.

*Followed By:* Music.

*Sponsor:* Word of Life Fellowship.

*Station:* WHN, New York City.

*Power:* 50,000 watts.

**COMMENT:** During times of stress and strain, church attendance, birth rates, other things which have stabilized the human race throughout the centuries,

tend to increase. Already such increases have been noted at the present time. Certainly radio and its sponsors can do their part in bolstering the morale of the all too frail human spirit.

### Civic Agencies

AMERICANS ALL "The AMERICAN SERVICE INSTITUTE is a social agency supported entirely by the Community Fund. It was established in January, 1941, 'to assist in the ethnic, cultural and economic assimilation into the community of new Americans residing in Allegheny County; to encourage their participation in community life, as individuals or as groups; to cooperate with individuals and with nationality organizations in relating themselves to public and private social and civic agencies; and to give technical assistance to residents of Allegheny County who desire to become naturalized citizens of the United States.' To our knowledge, it is the first social agency which attempts to coordinate community efforts for people of foreign background, although there are, of course, many agencies in the country which are working with the foreign born.

"Our major emphasis at this time is in the nature of community education in an attempt to develop understanding about and between groups of various nationality backgrounds. We think it is particularly important to do this at a time when understanding and cooperative effort are so vital to our national situation.

"We have for a long time been interested in radio as a means of community education. WWSW gave us the time to produce a series of programs concerning the cultural groups in Allegheny County, and Walter E. Sickles agreed to be responsible for the production. Any cost which is incurred in the productions is met through our budget, which is allotted to us by the Community Fund. It is an excellent illustration of the way in which a radio station can relate itself to the community.

"Members of the Staff and Board of

the AMERICAN SERVICE INSTITUTE are responsible for gathering the material for the programs, for publicity and for securing members of nationality groups to participate in them. We have kept in close touch with social agencies, schools, settlements, fraternal organizations and civic groups encouraging them to listen to the programs. The director of the Group Work Studios of the School of Applied Sciences at the University of Pittsburgh and members of the field staff have recorded each program in order to make the series available to groups for their year 'round activities.

"The Federal Office of Education in Washington, D. C., gave us permission to use the programs *Americans All-Immigrants All* written by Gilbert Seldes, as a pattern for our programs and to revise and adapt them in any way we wished to. Actually, they have been almost entirely rewritten in order to suit local purposes and to bring in current materials. We do play up some of the same situations that Gilbert Seldes did in his scripts."

HELEN D. GREEN  
*Executive Secretary  
American Service Institute  
of Allegheny County  
Pittsburgh, Pa.*

AIR FAX: Dramatic scripts include programs on our English heritage, Scotch, Scotch-Irish, Welsh, German, Slav, Slovak, etc. Two programs in the series are specifically scaled to the contribution made by the many alien groups to the social and political life of Allegheny County and the United States.

*First Broadcast:* June 30, 1942.

*Broadcast Schedule:* Tuesday, 8:00-8:30 P.M.

*Preceded By:* News.

*Followed By:* John Kirby.

*Sponsor:* American Service Institute.

*Station:* WWSW, Pittsburgh, Pa.

*Power:* 250 watts.

*Population:* 1,072,545.

COMMENT: The promotion of racial understanding is an important factor in our kind of psychological warfare. In the presentation of programs which give listeners an important contact with the past, the consciousness of the present and a faith in the future, radio and its sponsors fulfill important social obligations placed upon them by the American way of life.

SAMPLE SCRIPT AVAILABLE.

## Office Supplies

ACROSS THE DESK "As everyone knows, in measuring advertising it's the thought of keeping one's name before the public at all times which prompts the choice of medium.

"It is impossible to gauge the exact effectiveness of any method, even newspaper, but we do feel that through radio advertising we have been able to keep our name before the public more continuously and at a much lower cost than through any other medium. Speaking for our company, we certainly would recommend radio."

H. M. BRETZ  
Advertising Manager  
Archie Sherer Co.  
Dayton, O.

AIR FAX: Office furniture suppliers and office planning engineers is the Archie Sherer Office Furniture Supply Co. It's business is with the businessman, and its campaign of advertising strategy consists of appealing to the businessman. Adman Bretz, for 25 years a member of the firm, took a look at the news, came up with *Across the Desk*. Subtitle: *A Businessman Looks at the News*. Presented is a summary of news of special interest to businessmen. WING continuity editor Jack Snow scripts the show.

Commercials currently tie-in with the war effort. Example: "Individual businesses . . . like every other link in the United War Effort . . . must be strong. As a part of Uncle Sam's gigantic war movement . . . your business must be as strong as possible. Any weakness in it is a weakness . . . however slight . . . in the nation's war effort. You can do your part by making your business as strong as possible . . . by seeking out and eliminating any weakness. Start with your office . . . look for inefficiency . . . wasted time . . . effort and motion. When you find these things . . . eliminate them. How? The best way is to go to the Archie Sherer Co., etc."

First Broadcast: August 26, 1940.

Broadcast Schedule: Monday through Saturday, 6:25-6:30 P.M.

Preceded By: Symphony of Melody.

Followed By: Top Hat Serenade.

Sponsor: Archie Sherer Office Furniture Supply.

Station: WING, Dayton, O.

Power: 5,000 watts.

Population: 225,609.

COMMENT: While a program of this kind especially interests business executives, its audience appeal extends beyond any one special interest group. That periphery beyond the businessman group represents an extra margin of profit.

## Public Utilities

NEWS FOR BREAKFAST "For a goodly number of years we have carried the *News for Breakfast* item. At the beginning of the 15-minute broadcast, we have a more-or-less spot announcement about gas service, and a similar announcement at the close.

"We feel that this method of advertising is very much worthwhile and it is now considered a regular plan in our scheme of advertising."

L. L. BAXTER  
Vice President  
Arkansas Western Gas Co.  
Fayetteville, Ark.

AIR FAX: Program is the first news round-up of the day over KUOA, and features United Press news. Since its beginning, KUOA's youthful manager, Storm Whaley, has dished up *News for Breakfast*.

First Broadcast: September 1, 1935.

Broadcast Schedule: Monday through Saturday, 7:15-7:30 A.M.

Preceded By: Military Band.

Followed By: Trade Winds.

Sponsor: Arkansas Western Gas Co.

Station: KUOA, Siloam Springs, Ark.

Power: 5,000 watts.

Population: 4,500.

COMMENT: Consistency is the word for ARKANSAS WESTERN GAS Co.'s advertising campaign. Seven years on the air with the same show speaks for itself. That only one announcer has been used throughout the history of the show is additional evidence that consistency pays.





## PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

### Finance

**BACKGROUND OF THE WAR** When *Fortune Magazine* decided a year ago to study a complete cross-section of men and women's interest in news in *general* and in *particular*, the poll showed that in every income level in every geographic area in the United States both men and women preferred radio commentators over either newspaper editorials or columnists.

Today, *war* is the headline news, and radio listeners everywhere are on the alert for not only spot news, but also for all events which led up to World War II. For WFBL, listeners in Syracuse, N. Y., the SYRACUSE TRUST COMPANY gives them Professor C. Grove Haines and *The Background of the War*.

Racial, political and religious differences that have contributed to world unrest and eventually led to the present conflict are highlighted in a series that covers 52 separate weekly broadcasts. Reviewed is the political history of the world from the time of the Versailles Treaty up to the outbreak of World War II.

To help listeners visualize the magnitude of world turmoil, SYRACUSE TRUST offers a 16-page *INS World War Atlas*. Commentator asks the listener to turn to the page of the atlas which shows the country under discussion. Those who do not have a copy are reminded that one is available at SYRACUSE TRUST head-

quarters. After four broadcasts, sponsor had distributed 500 copies. Advertising manager Marciana Hughes had reason for feeling that the atlas had put SYRACUSE TRUST on the map: each request meant a visit to the bank of a prospective bank client.

Original notice of the atlas offer was publicized by a letter from the Board of Education to each grammar school and high school teacher in Syracuse. *Additional gesture*: WFBL presented the same list of teachers with copies of the booklet.

Another successful venture: on the Sunday preceding Decoration Day, a booklet *How to Display and Respect Our Flag* was offered to listeners.

**AIR FAX:** Commentator Haines is a member of the History Department of Syracuse University, has studied in three universities in this country and in both Germany and Italy on fellowships.

*First Broadcast:* May 3, 1942.

*Broadcast Schedule:* Sunday, 6:15-6:30 P.M.

*Preceded By:* News.

*Followed By:* Melody Ranch.

*Sponsor:* Syracuse Trust Co.

*Station:* WFBL, Syracuse, N. Y.

*Power:* 5,000 watts.

*Population:* 217,312.

**COMMENT:** Radio as a medium for dissemination of news and informed opinion is performing an essential and patriotic service for the American public. Broadcasting of accurate, constructive and instructive information and opinion serves not only to educate the people of America, but also to sustain national morale.

*Showmanship* helps dramatize such programs, and sponsors generally have had splendid success with map offers, atlases, other promotions of that nature.





# JOHNNY ON THE SPOT

News, reviews and tips on spot  
announcements in this column.

## TIME FOR VICTORY

All the radio world knows what BULOVA WATCH did in the network field through its time signals heard in all parts of the country. Day in and day out, hundreds of thousands of listeners meet appointments, get up and go to bed, meet other schedules on BULOVA WATCH Co. time signals.

What BULOVA did on the networks is what HERSHBERG's, Rochester, N. Y., jewelers have done in the local field. Today HERSHBERG's is the largest jewelry house in the community.

Way back when radio was little more than a funny noise, HERSHBERG's bought its first time signal on WHEC. In 13 years these time signals have multiplied without a break at the rate of 14 a day. Grand total to date: 75,000! Since that day in 1929 when President Saul N. Hershberg signed his first WHEC contract, HERSHBERG's advertising has been largely radio, and it has been exclusively on the one station.

In telling the time, HERSHBERG's is keeping up with the times. *Current variant on its time signal announcements:* on many of the signals, sound effects of three dots and a dash precede the giving of the time. Announcer stands by, says, "Hershberg Victory Time. . . . o'clock."

(*Engineers please note*): Morse Code "V" sound effect is obtained by keying an audio oscillator by means of a motor-driven cam. Announcer has only to press a button which starts the motor and his mike picks up the sound.

## SPONSOR'S SONG OF SIXPENCE

Wartime emergencies mean all-out effort all along the line. Latest contributors to the war effort: Humpty Dumpty, Jack Horner, Little Miss Muffett and Old King Cole. Miss Muffett's wartime nursery contribution:

*Little Miss Muffet  
Sat on a Tuffett  
Pasting her War Stamps in place—  
This war that we're all in  
She wanted to help win  
And War Stamps buy planes for an  
ACE!*

Hers is one of 30 *Victory Nursery Rhymes* transcribed by KASPER-GORDON, INC. Other nursery rhymes which tie-in with the war effort include *Sing a Song of Sixpence*, *Baa Baa Black Sheep*, and other favorites.

## WORKERS SPOTTED

As the ranks of the unemployed dwindle, and defense plants send out the S.O.S. for more workers, radio and its sponsors step to the fore to help swell the worker-ranks.

In Salina, Ka., the C. R. ANTHONY Co. performs an unsung deed of patriotism. It buys five one-minute announcements daily over KSAL. These spots are donated to Uncle Sam in an attempt to attract laborers to Salina defense projects.

When a forest fire broke out near San Jacinto, the UNITED STATES EMPLOYMENT SERVICE sent out its S.O.S. via KPRO.

Listeners rushed to the EMPLOYMENT SERVICE as soon as the call was heard over the KPRO airwaves. Within less than an hour enough fire fighters were recruited to handle the situation. Giving credit where credit was due, acting local manager James H. Thomas tossed radio this bouquet: "We feel that the successful recruiting of these fire fighters was directly due to KPRO cooperation in making the announcements." Eye opener is the fact that results were accomplished with only seven short announcements between 4:14 and 5:03 P.M., a time ordinarily conceded to be the poorest from a male listening standpoint.



## NEXT MONTH

**DEPARTMENT STORE PROMOTIONS** and program ideas collected from businessmen all over the country. You'll find the cream of successful merchandising stunts and new show ideas culled from radiowise retailers everywhere.

**JOHN GARBER**, of the Research Bureau for Retail Training, University of Pittsburgh, writes a fast-moving article that reveals his pet thesis on better showmanship in department store radio advertising. He suggests, "*Dramatize the Merchandise to Sell Goods.*" convert merchandise into first-rate entertainment.

**JOSEPH H. WIMBISH**, manager of the Charlottesville, Va., LEGETT'S DEPARTMENT STORE, gives radio a great big hand, points out how it increased sales volume at an amazingly small cost.

Plus More Than 40 Programs and Promotions You Can Use in Your Own Business!



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