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# S Showmanship



JUNE 1943

25c  
30c IN CANADA

## IN THIS ISSUE



**On the  
Home Front**

**40 TESTED PROGRAMS FOR BUSINESSMEN**

... MORE THAN A MAGAZINE ... A SERVICE



## YOUR BUSINESS AT A GLANCE

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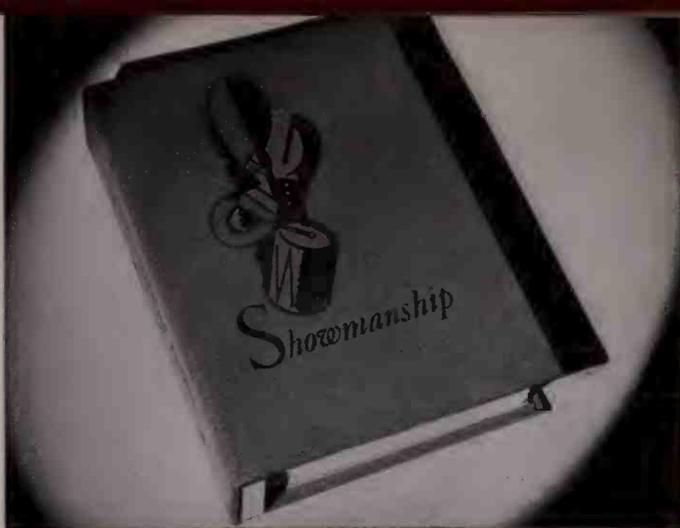
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●   ●   ●   ■

# BUY UNITED STATES *War* SAVINGS BONDS

... for your own personal security  
... for your country's defense



*Invest for* **VICTORY**

●   ●   ●   ■

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# SALUTE TO FREEDOM

**W**HILE commercial sponsors of radio have not in all cases rated an essential industry classification, radio and its personnel *have* been placed in that category. Communications must be maintained, and the government recognizes that as such, radio is an important link in the chain.

Through its myriad services in entertainment and education, radio has built up a tremendous listening audience. Today, in the present crisis, listening has increased tremendously, and everyone concerned realizes the importance of maintaining this audience.

There's one way of doing it, and only one way! When the novelty of the old crystal sets wore off, those most interested in the infant industry realized that good programming was the *only* method by which to entice habitual listening. Program policies must at all times be molded to perform the greatest possible public service, and today this becomes a matter of public necessity.

While change is the normal pattern of life itself, war is the father of drastic changes which far exceed the normal cycle of events. Commercial radio must keep in step with the times or be left behind. Radio in this war will be judged almost solely on the merits of the programs it offers the public. These programs must be flexible to meet new conditions with every morning sun. It is on this basis, also, that radio will build its post-war prestige.

In America, that responsibility rests as much on the shoulders of its sponsors as it does upon those who maintain the air channels. In the last analysis, radio is what the man who foots the bill makes it, and it is to his credit that radio has made such rapid strides.

No one knows what will happen to the popularity of the news program at war's end. Other types of programs now at their peaks will slip from their place in the sun. But that is the story of another day, and radio will meet that situation with the same resourcefulness as it faces the present. Today, increased listening indicates that the public is getting the radiofare it wants. Each program is a salute to the cause of democracy, an assertion of faith in the future, since radio must pay its way to be free.

Those who have long established contacts with radio advertising have led the way, and the trail they blazed is being followed by those who only recently found the path to increased sales and public good will. In helping to keep radio free, in serving the public a daily radiofare to its liking, the advertiser is also investing in the future. Those who plant the seeds today will reap the post-war harvest.

*The Editors*

To Mrs. Average Consumer, milk has usually seemed a most wholesome, everyday, undramatic product. She would probably be quite surprised to learn the extent to which research, planning and showmanship enter into the art of keeping her informed about dairy products.

For Mrs. Average Consumer is, of course, the American Housewife, a modern, practical woman whose day is constantly full and busy, whether it be spent on the home front or in a war job. She has no time for idleness in her efforts to keep to the fore of rapidly shifting conditions.

Our problem has been to keep Mrs. Consumer aware of ABBOTTS DAIRIES, to keep her up-to-the-minute with changes in conditions, deliveries, regulations, without making her lose a minute from her active day. In solving that problem, we have found radio a quick, timely, flexible medium, adaptable with ease to today's rapidly changing conditions.

Further, after six years of continuous advertising over WFIL, we believe we have evolved a highly effective pattern of radio consumer contact, which does more than merely inform the housewife of our milk, ice cream and other dairy products. It helps to give her entertainment and useful, indeed, vital informa-



*American to the core is George Grasse Diffenback, advertising and public relations director of Abbotts Dairies, Philadelphia, Pa. In his blood are patriots of the American Revolu-*

*tion, and his middle name stems back to Revolutionary ancestor Count de Grasse. A national leader in his business field, he is chairman of the public relations committee of the Milk Industry Foundation, New York and Washington.*

# Milk, Women

Radio Estab  
G. G. Diffen

tion, on current regulations and events affecting her and her home.

We have centered ABBOTTS advertising of three different types at three focal points of housewifely interest.

The first is the *Breakfast Club*, Blue Network show originating in Chicago and heard over WFIL in our customer-area between 9:00 and 10:00 A.M. At that time Mrs. Consumer relaxes; the children have been packed off to school, hubby has been waved off to work, and she can take a minute to finish her coffee while she listens to the *Breakfast Club*. The *Breakfast Club* has long rated tops for its particular morning period. Last year it rated another honor; first place in morning programs, on the national radio poll conducted by *Motion Picture Daily*. With its cast of radiolites under merry Don McNeil, the *Breakfast Club* supplies a full hour of smiles and song that lighten housework and start the day right. Mrs. Consumer doesn't relax for the entire hour, of course; she can't afford to. But she goes right on listening while she does the dishes and dusts the living room and puts the house to rights. Right in the center of the *Breakfast Club* is the ABBOTTS spot: 9:30 A.M. (Previous to branching out into additional programs on WFIL, ABBOTTS took over every spot on the hour-long show, one every quarter-hour from 9 to 10. Widening efforts elsewhere, however, caused us to condense our five *Breakfast* messages into one.)

The second is Anice Ives' *Everywoman's Hour* which comes over WFIL at 10:45 A.M., Monday through Friday. Of course, a woman is especially open to suggestion when she is planning her

# d Song

ner Contact at Focal Points Maintains  
anager of Abbotts Dairies, Philadelphia

marketing for the day, around the middle of the morning, but it is not the timeliness of her program, rather, Anice Ives herself, who makes this particular part of the day so valuable to homemakers and to sponsors alike. WFIL's *Everywoman's Club*, originated by Miss Ives, was the first woman's club of the air, and thousands of homemakers religiously turn their dials to the program every morning. ABBOTTS has frequent participations on Miss Ives' program, participations which are woven into the pattern of each broadcast so they resemble not commercial announcements but an intimate part of her homemaking advice.

There are *Everywoman's* luncheons four times a year. The last occasion, at which I was present, more than 600 women paid \$1.25 apiece for the privilege of lunching with Miss Ives. As a participating sponsor, ABBOTTS was featured in eye-catching displays in the banquet room. ABBOTTS products were served at the luncheon; a piece of practical showmanship which we appreciated. Women were left in no doubt that our products should be part of their homemaking.

ABBOTTS' third point of focal interest strikes the heart of the woman's day and the center of national interest. At noon, 1:00 to 1:15 P.M., to be exact, ABBOTTS sponsors on WFIL the Blue Network commentator, H. R. Baukhage, reporting the latest events from Washington, D. C. Modern women want to be up-to-the-minute on world happenings. We give them one of the country's foremost commentators at a time when they can fit radio listening smoothly into the day's routine. Fitting its message to the



program vehicle, on this national broadcast, ABBOTTS' commercials emphasize the dairy farmers' cooperation with and participation in the national war effort.

Our radio advertising has not always been so planned, however. When we first started on WFIL, 6 years ago, we took a series of night spots. Then we tried the receptivity of the noontime audience; and dropped our night in favor of daytime advertising. In 1940, we were attracted by the high popularity and real quality of the *Breakfast Club*, and concentrated our fire on the morning hour. A year later, we were introduced to Anice Ives' *Everywoman's Program*. We have stayed continuously on the *Breakfast Club* and on *Everywoman's Program* since first trying them. In November of '42, because of the vital importance of full, frequent news reports, we made national news commentary by Baukhage a prominent part of our radio offerings. So far, this pattern has proved more than satisfactory radio advertising. We believe it has helped, as well as informed, Mrs. Average Consumer.



## One Thousand

Gulf Service,

"SOMEbody ought to write a 'piece' about that!" Uncle Hiram Dorsey used to say about most everything that happened around the village. Uncle Hiram could always translate news into something that should be expressed in print, either as deserving emulation or condemnation. His *Letters to the Editor* were always in the *Weekly*, and it was astonishing how Uncle Hiram heard about so many things. Uncle Hiram would have liked this story.

It happened like this: the GOOD GULF dealers and myself, having a common interest in selling GOOD GULF products, make it a practice to try various methods of trapping the elusive order. Among our devices, we have, of course, used advertising. Long before GOOD GULF went on the air with a regular news program, we had used radio on a now-and-then basis; a few spots in baseball games, sometimes a place in a special program.

One day it occurred to us that to get full value for our advertising money, we ought to tie up the GOOD GULF story with a good radio program, and stay there day after day. The day we decided against the hop-in, hop-out method of radio advertising was one of the most profitable advertising decisions we ever made.

How did we decide on a news program? Our prospects, the automobile owners, suggested it to us themselves. We noticed that owners of automotive equipment hung around our stations to

listen to the newscasts. Since these were the people we wanted to sell, it was obvious that a news program would be a good medium for carrying our advertising message.

Of course we considered other types of programs, but coupled with the fact that the audience we wanted to reach seemed to prefer news was the fact that there was a news program available on KOTN during the noon hour. And that, we knew, was a convenient hour for a large number of automobile and truck drivers to listen to our program.

Having determined to stop the hop-skip-and-jump method of radio advertising, we signed a contract with KOTN for a quarter-hour newscast seven days a week, for one year. We had put our money on the "Constant Drop of Water" philosophy of advertising! Was our judgment confirmed? Well, as Uncle Hiram would say, we wouldn't be writin' a "piece" about our *One Thousandth Day* program if it wasn't!

We back up *Gulf News* with our own publicity. Besides the KOTN signs inviting listeners to pull up and listen in, our tank trucks announce in big white letters that GOOD GULF brings *News of the World Daily at 12:30 P.M.* We never miss a chance to encourage and promote listeners, for we know that what builds a radio audience, builds business. A regular listener to *Gulf News* will graduate into a prospect for GULF products, and we want to help them take the first step.

With the approach of our one thou-

# Radio Days

ns Render a Service While Advertising A  
Patterson, Pine Bluff, Ark. Distributor

sandth day on the air, some of our dealers wanted to have a *special edition* to commemorate the occasion. One thousand days is a long time; nearly three years. Since the first *Gulf News* was broadcast over KOTN, many things had happened in world history. GULF dealers were proud to have been instrumental in bringing news of these events to the people of Pine Bluff, Ark., and Jefferson County, and they wanted to express their appreciation for the thousands of listeners who regularly tuned in at 12:30 P.M.

In going over the plans for this special broadcast with various gasoline station managers, we were impressed by the comments made by grateful listeners. Jack Parrish, KOTN's general manager, had the solution. We made plans to put the distributor and all the dealers on the air in an appreciation program.

Since it was more convenient to have each of the eight managers talk from his own station, with Jack Parrish as emcee, the telephone idea was born. The novelty and drama of handling the phone calls added color to the informal and friendly program. Only a brief rehearsal acted as insurance against technical hitches, and our *Thousandth Day Appreciation* broadcast brought a tremendous amount of enthusiastic comment. For weeks afterwards, drivers mentioned it to the dealers, and mail from listeners piled in. Each dealer talk lasted for about a minute and a half, and as insurance against mechanical difficulties, the program was transcribed in advance, al-

Genial, twinkly "J.D." was christened with two given names, admits to a pet peeve: the use of his middle name. One and all know him as John D. Patterson. Business associates who tele-



phone him at the Gulf States bulk plant in Pine Bluff, Ark., get a "Good Gulf! Patterson Speaking" instead of the conventional "Hello."

The future wholesale distributor for Gulf Products in Pine Bluff saw the light of day in 1896, won his business spurs as assistant purchasing agent for a manufacturer in 1916. Two years later he took the fatal step, married his childhood sweetheart. Since 1920 he has been with the Gulf Oil Corporation, took on his present position 13 years ago. While the last war saw him in uniform doing yeoman service as a top sergeant, this war sees him up to his neck in the ABC's of gas rationing. Hobbies: promoting GULF PRODUCTS, and amateur photography. On the side, he does a little hunting and fishing.

---

though we did not have to make use of the record.

The very fact that we have built up such a large and regular audience for our newscast is proof that *Gulf News* deserves the confidence we put in it as an advertising medium, and it has certainly produced profitable results. It appeals to the people we want to reach. It renders a service while it advertises a service. It keeps the *Gulf News* associated with GULF products and services as much as possible at point of sale and contact; the GULF SERVICE STATION. Service is still one of the most effective methods of expanding business, and radio performs this service in a personalized way!

# Radio Spreads Skippy

Walter Guild, of Garfield and Guild, Credits New Approach  
With Upped Sales, New Market; Ad Budget 100% to One Show

**I**t isn't often that when an advertising account is moving along smoothly, the product is selling well, and the client is satisfied, that an agency switches horses in the middle of the stream. But that is the success story of SKIPPY PEANUT BUTTER, made by the ROSEFIELD PACKING CO., Alameda, California, and handled by the GARFIELD & GUILD ADVERTISING AGENCY, San Francisco.

The agency had become so convinced of 1) the superiority of SKIPPY and 2) of its immense possibilities as a pantry staple, that the slow but sure method of reaching housewives through the appetites of their children seemed a sheer waste of time and opportunity. SKIPPY PEANUT BUTTER was definitely more than an after-school snack for children. As an American delicacy for adults, the

method of advertising to housewives through their children limited the market and placed an unnecessary hurdle between the housewife and the product.

That was a little over a year ago.

Today SKIPPY PEANUT BUTTER outsells every other peanut butter wherever it is introduced.

The agency feels that this phenomenal increase in sales is due entirely to the right use of radio.

When the agency went to the client with the proposed new approach, that is, of selling SKIPPY to adults for adult consumption, it received 100 per cent support. It was now entirely up to the agency. With a



product of infinite superiority and with complete accord between the agency and the client, if the plans failed, any pointing of fingers would be directed toward the agency.

A transcribed dramatic program, *Academy Award*, which was being produced in Hollywood by C. P. MAC-GREGOR was bought. It was excellent entertainment of proven success. Also its cost was not prohibitive, and it could be re-built into a custom-made package for SKIPPY. This latter point is a GARFIELD & GUILD AGENCY formula for radio shows which has proved successful time and time again.

The new plans involved throwing out the successful children's show then being sponsored by SKIPPY, and pinning the future on a new and lone star. Moreover, it was important that the new advertising should pay its way and should increase sales to a point where new markets could be opened with the increase funds produced by it.

The program which was to carry this burden was already a success under another name. The stars were stage, screen and radio headliners such as Gale Page, Anita Louise, Ona Munson, Marjorie Rambeau, Roy Rogers. They were supported by good troupers like Lurene Tuttle, Elliott Lewis, Louise Arthur. The comedies presented came from the pens of such favorite authors as Earl Derr Biggers, Reginald Wright Kaufman, Mary Roberts Rinehart, Edgar Wallace, Porter Emerson Brown and others.

With the cooperation of C. P. MAC-GREGOR, the agency re-vamped the program to its own custom-made format. Under the title of *Skippy Hollywood Theater*, it was launched on three Pacific Coast Stations. Once a week, the night radio audience was invited to listen to this half hour of adult entertainment.

Almost immediately sales began to reflect the program. As revenue warranted and marketing plans could be put into effect, other stations were added. Today, after fifteen months, *Skippy Hollywood Theater* is doing a tremendous selling job on fourteen stations.

*Vice president Walter Guild of the Garfield & Guild Advertising Agency, San Francisco, knows what the public wants in entertainment because he played more one night stands in vaudeville than seems possible for one man to live through. His switch to radio was made when the industry was a pup and just when vaudeville and Main Street parted company.*

*Walter's unalterable conviction that "advertising which beats the drum but sells no medicine is not advertising at all," grew out of his early show business and radio experiences.*



---

Who listens to *Skippy Hollywood Theater*? Practically everyone. Here are a few of the most recent ratings:

San Francisco—16.9% of all tuned-in sets

Los Angeles—12.6% Hooper rating

Minneapolis—16.5% Hooper rating

Omaha—20.2% Hooper rating.

Ratings in Fresno, Portland, Oregon, Omaha, Des Moines and other key markets are comparable. In March, Chicago was opened up with the jobbers and the chains lined up solidly behind the product.

One hundred per cent of the advertising appropriation for SKIPPY PEANUT BUTTER goes to this one radio show. Entertainment that builds and holds audiences and commercials that tell a straight-forward, sincere story of the superiority of SKIPPY are the sum total of the promotion. Together they are entirely changing the thinking and buying habits of Mrs. Housewife. Where peanut butter was once an occasional purchase, SKIPPY, wherever it is sold, is becoming a pantry staple.

Radio Solves a Problem for  
The C. R. Anthony Co.'s 68 Retail

# News Retailers Good Will

Department Stores Writes Its  
President-Founder, C. R. Anthony



**D**EPARTMENT stores the country over are only beginning to experiment with the possibilities of radio advertising, and as yet the method of proced-

ure for advertising over the air is more or less uncharted in our business field. The important point is this: radio advertising entails the use of radio techniques, and methods used in other media must be adapted to the channels of radio. Department stores which have followed this precept have found that

radio is indeed a successful advertising media.

In the case of the C. R. ANTHONY Co., we had a real problem to solve. The problems of a *single* department store are tangible and difficult enough. In our case, those problems are multiplied sixty-eight times! How were we to achieve primary coverage in each store's trade territory? Current conditions are such that the problem is intensified many fold.

Of course without advertising of any kind, there would be no solution. Advertising is a means by which business can address itself to the public, and it has a vital role to play in the modern, democratic way of life. During present conditions, civilian needs become more and more secondary, and for many businesses good will advertising has become a *must* for post-war merchandising and development.

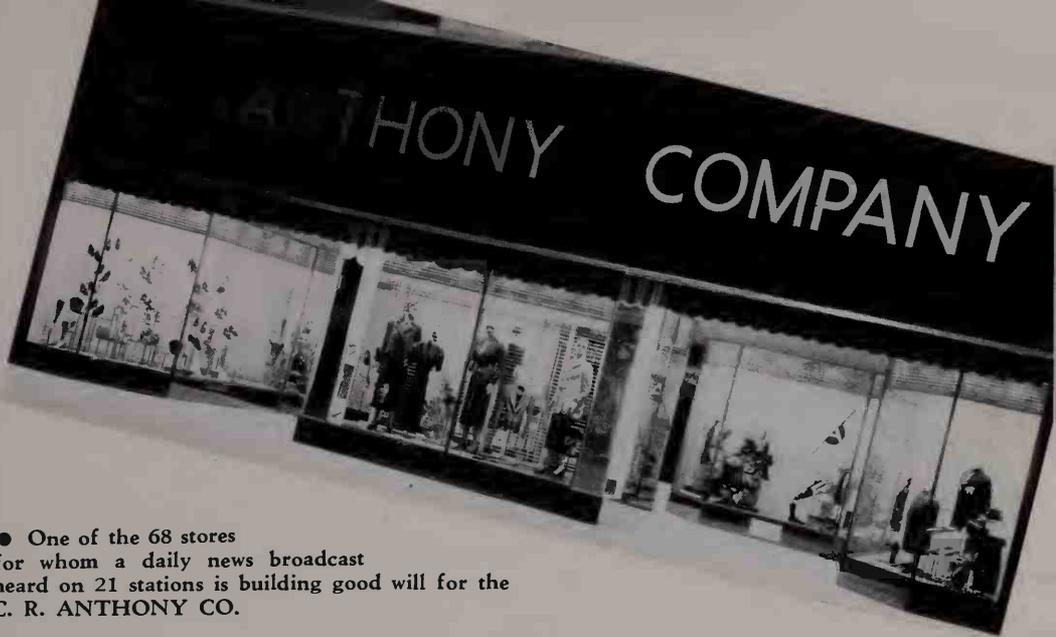
From the standpoint of public relations, advertising copy is becoming more useful to consumers by being more informative, and this type of advertising gives business an opportunity to make a niche for itself with the consumer who finds it increasingly difficult to make ends meet.

To go from the general to the specific, the C. R. ANTHONY Co., which operates 68 retail department stores in Oklahoma, Texas, Kansas and New Mexico, has long been impressed with the vitality of radio as an advertising medium. And in these times it seems to be a particularly friendly medium which lends itself to the psychology of the times.

---

*A hard worker and a good boss according to those who work for him is Charles Ross Anthony, founder and president of the 68-store company. A native of Tennessee, Anthony left the farm at the age of 12, headed for the Indian Territory. By day he worked in an Indian Trading Post. At night he went to school. Seven years later he was secretary to Governor Brown of the Seminole Indian nation, at Wewoka, Okla.*

*Two sons carry on in the tradition of their father. Lt. Guy Anthony is with the U. S. Army Air Corps in Australia. Another son, Ray, is in charge of shoe merchandising for the 68 stores.*



● One of the 68 stores for whom a daily news broadcast heard on 21 stations is building good will for the C. R. ANTHONY CO.

Furthermore, radio audiences, as surveys show, have been increased by the war, and the one single factor which is probably responsible for the larger audiences is news. Never before have there been as many news broadcasts on the air, and responses indicate that as the number of broadcasts increase, the number of listeners to each news broadcast also rises.

With these factors in mind, the 21 year old ANTHONY organization recently signed one of the most important contracts in the history of Southwest advertising. As a result, a daily radio newscast is heard for the C. R. ANTHONY Co. on 12 of Oklahoma's 17 commercial stations.

The seven-station hook-up of the Oklahoma Network provides the basic coverage pattern, supplemented by five auxiliary stations to complete saturation coverage of all ANTHONY store trade territories in the state of Oklahoma. With nine additional stations bought by ANTHONY's in Texas, Kansas, and New Mexico, the company now broadcasts over 21 stations. By this arrangement, we secured a complete radio coverage pattern which corresponds precisely to the market pattern of C. R. ANTHONY stores. KTOK, Oklahoma City (key station); KADA, Ada; KCRC, Enid; KVSQ,

Ardmore; KGFF, Shawnee; KBIX, Muskogee, and KOME, Tulsa, are the OKLAHOMA NETWORK stations. Supplementary Oklahoma stations are KWON, Bartlesville; KSWO, Lawton; WBBZ, Ponca City; KHBG, Okmulgee, and KASA, Elk City. Other stations carrying the news broadcasts include KGNC, Amarillo; KRVG, Weslaco; KFRO, Longview; KPDN, Pampa; KBWD, Brownwood; KSAL, Salina, Ka.; KIUL, Garden City, Ka.; KWBW, Hutchinson, Ka., and KWEW, Hobbs, N. M.

In line with current conditions, the ANTHONY campaign as directed by O. Terry, chief executive of ANTHONY's advertising department, is essentially an institutional job not necessarily intended to produce immediate sales. In some instances, for example, we even bought time on stations in towns where we do not operate stores. To complete this ambitious merchandising campaign, ANTHONY's will use newspaper display locally to supplement this network of radio stations.

Service to a trade area is a definite business responsibility, and the need for service has never been greater than in these times. A business which meets this obligation is guaranteed business survival and is taking measures to guarantee post-war prosperity.



# Land O' Corn

Nation-Wide  
Measured

● *Left . . .* J. W. Rath, president of the RATH PACKING CO., smokes the peace pipe with the Sac and Fox Indians during induction ceremony into the tribe.

**W**HEN the RATH PACKING Co. celebrated its fiftieth anniversary in Waterloo, Ia., on November 1, 1941, it commemorated in part, the company's contribution to the progress of Waterloo and Northeastern Iowa. In addition to the farmers who depend upon the RATH PACKING Co. as a purchaser of their livestock, and the residents of Waterloo who are dependent upon the plant for the livelihood of themselves and their families, the merchants of Waterloo also owe much of their business to the operation of the plant. It is also true that the plant owes a tremendous debt to each and everyone in any way connected with this business pyramid.

As one of America's large meat packers, the RATH PACKING Co. measures its nation-wide business in millions, but it has never for a moment forgotten to cultivate this home market not only for its actual sales volume potential but more important, for its good will value.

The company is probably inseparable from the city of Waterloo. It is a Waterloo enterprise that is practically owned by Iowa citizens. It is the outgrowth of Iowa and Waterloo history and tradition. In the early days, people knew more about each other than is common practice today, and word-of-mouth publicity was the order of the day.

Modern conditions are such that if a business is to maintain its position local-

ly, some method must be used to keep alive that feeling of cooperative friendliness which has been a RATH business asset for the past 50 years. Early in the game, RATH's realized the value of radio in performing this service. A long-time WMT advertiser, RATH began sponsorship of the WMT *Kiddies Revue* five years ago, and these youthful personalities do a fine selling job on the air, even if some of these performers are younger than the program itself.

The *Rath's Kiddies Revue* is a half-hour program. Originally, it was presented every Saturday morning from 10:00 to 10:30 from the stage of the PARAMOUNT THEATRE, but results from radio led to a station hook-up which includes KRNT, Des Moines, Ia. The program was at that time moved from Waterloo to Des Moines, and was produced from the stage of the INGERSOLL THEATRE each Wednesday night from 9:15 to 9:45 P.M. So that youngsters other than those living in Des Moines or Waterloo might participate, RATH's have taken the show on the road during the summer months, and these one night theatre stands have drawn tremendous audiences.

Several very concrete sales promotion angles have been worked out. A very successful one used during its first two years was the meat tag system. One particular product, RATH's BLACK HAWK

## for the Rath Packing Co., Waterloo, Ia. Yet It Cultivates the Home Market First

WEINERS, was selected, and tags were attached to every package. Winning contestants were selected by the number of tags submitted from the listening audience, and each 13-week period, several hundred thousand tags were submitted. More than that, surveys show that the program definitely stepped up the sale of RATH'S BLACK HAWK WEINERS.

For those statistically minded, RATH'S points with pride to its record of 200,-

000 total attendance during its sponsorship of this program. The almost 2,000 contestants have won trips to the Des Moines State Fair, back to school outfits, cash prizes and bicycles.

While this is its main radio offering, RATH'S have also used radio for special events. Its fiftieth anniversary was one such occasion. During the week of festivities, WMT carried three broadcasts, the first of which was the induction ceremony of President John W. Rath into the Sac and Fox Indian Tribes before 9,000 people.

At the present time, in Iowa and neighboring states lies the breadbasket of America, and today America is the breadbasket of democracy. The men and women who directly and indirectly are concerned with the production of food-stuffs are indispensable, and RATH'S is proud of the fact that through radio it can contribute to the entertainment of these people.

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● Airview photo of the RATH PACKING CO. Fifty years of progress is the record which RATH'S has under its belt.



# Song O' Sixpence

War Songs Conquer Army of Buyers Maintains George H. Hurst,  
President of Hurst's Furniture & Radio Stores, Hamilton, Ont.

**A**s radio time buyers go, the HURST FURNITURE & RADIO STORES' (Hamilton, Ont.), advertising budget is a modest one which couldn't compete against business establishments using a half dozen or more radio programs. But domination of a market and the size of an advertising budget is only one criteria for success.

There are many small advertisers in our category, and it is our contention that their success stories have more general applicability than the experiences of large scale operators. To those who ask if a single half-hour weekly radio program can perform valuable service for its underwriter, the HURST FURNITURE & RADIO STORES gives a loud affirmative answer, and we base it on our own experience.



*British to the core is George Heary Hurst, owner and founder of Hurst's Furniture and Radio Stores. Being English and proud of it, it is natural that his radio offerings*

*lean toward the English type program presentation.*

*When furniture man Hurst returned to Canada in 1919 after overseas service in the last war, he broke into the business world in a humble way; the agency for Victor phonographs and records, a few instruments, and a small stock of sheet music. The advent of radio added a new string to his bow. Washers, stoves and refrigerators in turn, took up floor space. In 1936, owner Hurst went the whole way, opened up the furniture department.*

*Not by a long shot is enterprising Hurst a radio newcomer. Back in 1927 he had his first sling at the ether waves to promote his radio department, has stuck by his guns ever since.*

We took radio on at its inception, and sponsored our first radio program in 1927; an all-request record program which ran for three years. In the early part of 1939, we took on a Sunday half-hour program on CKOC, *The Blighty Program*, a 2:00 P.M. offering with a strong English accent. When war came in the fall, we felt that it called for a new type of radio program. And right here is lesson number one. The successful advertiser selects a program that attracts the largest number of people, and as times and conditions change, the sponsor must trim his program sails to the wind. There are programs that go on year after year doing a selling job for the advertiser, but those programs are more the exception than the rule.

At the time that we considered a new program idea, there was a CKOC sustaining program dedicated "*To the boys on active service and their loved ones at home.*" Back in 1939 there weren't many service features on the air, and few advertisers had as yet backed them, but it took us only one week to decide on *Songs Our Soldiers Sing*.

The fact that *Songs Our Soldiers Sing* has been on the air every Sunday, summer and winter, since that first Sunday in September, 1939, is one indication of the selling job the program has done for us.

It must be pointed out that our confidence in the program is not based on circumstantial evidence. One of the many promotions carried out to test the show's audience appeal centered around a feature recording, *The Londoner and the Hun*. Played first during the height of the Blitz, the piece struck a responsive note with audiences, and a number of people wrote in asking for copies of the duologue. CKOC's promotion department transcribed the text, drew up an attractive 8 x 11 card with pictures of producer Howard Caine and of myself as sponsor, and then said "Come and get it." That invitation was made on just one program. When the original print order had to be tripled, and requests poured in for weeks, we knew that as far as our listeners were concerned, the program had "it."

And there's a lesson here. Many new-to-radio sponsors, when once they buy radio time, sit back and wait for audiences to beat paths to their doors. The old saying about making a better mousetrap to the contrary, it doesn't happen that way. The sponsor who isn't willing to back up his radio program with an

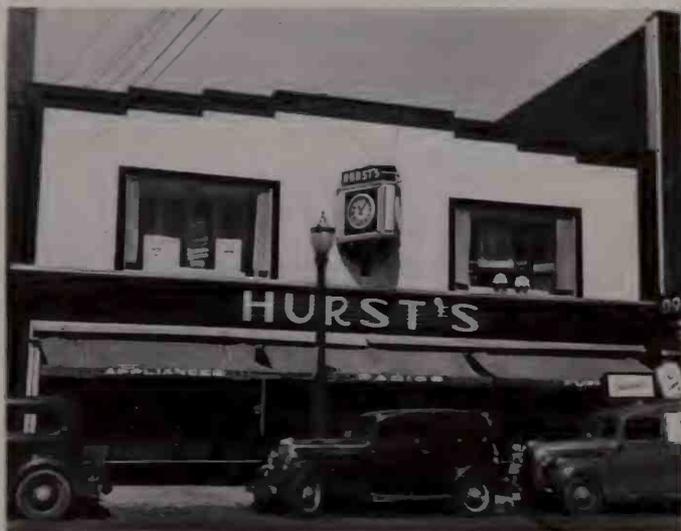
occasional merchandising promotion might almost as well not be on the air. More than that, he misses a splendid opportunity for checking on his audience while at the same time he further earns its good will by offering it something it wants. The listener rating on this Sunday program shows it to be a consistent leader. This was achieved in part through the choice of a program that appealed to the audience, and in part, by consistent promotion. We ourselves feature a store display arranged by CKOC which incorporates a 30 x 40 enlargement of Churchill with a modelled frame and extension carrying the story of the program. Touches of this kind build audiences, and if the program appeals to the audience you want to reach, you don't have to worry about holding them. They stick with the program, and they stick with the sponsor!

There is almost no emphasis upon the commercial angle. We aren't trying to sell anything other than our good name. Mention at the opening and closing that the program is presented by "Hurst's Furniture and Radio Stores of Hamilton, the all-British stores," is all that is necessary. Our conviction born of experience is that if an advertiser gets behind the community in civic enterprises, that community will show its gratitude to the merchant for an intangible service in a very tangible manner!

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● What meets the eye is a modern, well stocked furniture store. What meets the ear is a melodious half-hour offering over CKOC.

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# YOURS FOR THE ASKING

Address: Radio Showmanship Magazine, 1004 Marquette, 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).  
*Beverages*—Gardening for Victory (June, '43, p. 200).  
*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).  
*Department Stores*—B & M Messenger (Dec., '42, p. 412).  
*Dry Goods*—Patterns in Melody (Dec., '42, p. 423).  
*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).  
*Finance*—We Hold These Truths (Feb., '43, p. 59).  
*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).  
*Home Furnishings*—Funny Money Man (Feb., '43, p. 62).  
*Home Furnishings*—Songs Our Soldiers Sing (June, '43, p. 196).

*Laundries*—Rock-a-bye Lady (Feb., '41, p. 47).  
*Laundries*—Lucky Listeners (Feb., '43, p. 44).  
*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*—Clues for Christmas (Oct., '42, p. 348).  
*Public Utilities*—Light on the West (Nov., '42, p. 390).  
*Restaurants*—Dollars or Dinners (June, '43, p. 208).  
*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).  
*Sustaining*—King Contest Club (Mar., '43, p. 93).  
*Taxi Cabs*—California Story Teller (Apr., '42, p. 132).  
*Women's Wear*—Melodies and Fashions (Nov., '40, p. 112).

## SAMPLE TRANSCRIPTIONS

Academy Award (Mar., '43, p. 79; June, '43, p. 190).  
Adventures with Admiral Byrd (June, '42, p. 212).  
Air Adventures of Jimmie Allen (Apr., '43, p. 127).  
American Challenge, The (June, '43, p. 202).  
Ann of the Airlines (June, '42, p. 212).  
Betty and Bob (Oct., '40, p. 53; Mar., '43, p. 79).  
Captains of Industry (Sept., '41, p. 284; Mar., '43, p. 101).  
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; Mar., '43, p. 101).  
Eye-Witness News (Dec., '42, pp. 410, 428).  
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; Mar., '43, p. 100; June, '43, p. 207).  
I Am An American (Feb., '42, p. 64; June, '42, p. 187).  
Imperial Leader (May, '42, p. 175; Mar., '43, p. 85).  
In His Steps (Aug., '42, p. 272).  
Let's Take a Look in Your Mirror (June, '42, p. 204).  
Little by Little House (May, '41, p. 128).  
Mama Bloom's Brood (Aug., '41, p. 248).  
The Name You Will Remember (Feb., '43, p. 60).  
Notes of Love (Mar., '43, p. 100; May, '43, p. 260; June, '43, p. 212).  
Donald Novis (Mar., '43, p. 78; p. 92).  
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).  
The Shadow (Mar., '43, p. 86).  
Songs of Cheer and Comfort (June, '42, p. 213).  
Sonny Tabor (May, '41, p. 140).  
Sons of Freedom (Jan., '43, p. 33).  
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; Dec., '42, p. 425).  
This is America (June, '42, p. 211; Apr., '43, p. 136).  
This Thing Called Love (May, '42, p. 155; Mar., '43, p. 100).  
Touchdown Tips (Ju., '41, p. 218; Ju., '42, p. 230).  
True Detective Mysteries (Dec., '42, p. 419).  
Twilight Tales (Dec., '41, p. 382).  
Voices of Yesterday (Mar., '42, p. 88).  
Who's News (Feb., '42, p. 64; Mar., '43, p. 100).



# "THE NAME YOU WILL REMEMBER"

... a show your listeners will never forget!

● The world's number one subject for interest, drama, excitement—is people—the personalities whose lives, ideas, and activities affect our future.

These people are the subject of William Lang's hard-hitting, intensely interesting talks. Ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Timoshenko to Pierre Laval — William Lang's authoritative sketches, provide his audience with important facts and data about the people in the world spotlight.

"The Name You Will Remember" has a perfect title for tie-in with a sponsor's name and business, and is doing a grand selling job right now for: motion pictures, drug products, loan services, furniture, beer and beverages, jewelry, life insurance, dairy products, department store merchandise, automotive service, and others.

Complete merchandising features with "The Name You Will Remember" include copies of talks for distribution on request—and do those requests pour in! One principal of a school wrote: "Many times the names of these people turn up in our school work, and frequently we cannot find material on them, especially in the manner in which you present it."

Here is a show that's timely, important, and exciting! There are now 117 programs in "The Name You Will Remember" series, arranged for 3-a-week broadcast in five-minute periods. Ask your station or write direct for full details about audition, rates, and availability.

## A RAVE FROM VARIETY!

"No punches are pulled in this five-minute biographical session. William Lang takes hard, salient facts about a prominent political personality and, within the short time at his disposal, delivers the data in such forceful fashion that the name will be remembered. . . . "The Name You Will Remember" has topical appeal and presents an effective formula for trenchant recitals of the backgrounds of historical personalities past and present."

## Other NBC Package Shows That Are Sure-Fire Hits

- **Betty and Bob**—tops in serial drama. 390 quarter-hour episodes.
- **Let's Take a Look in Your Mirror**—with Stella Unger. A timely series about charm, poise, wardrobes, household problems, etc. 156 five-minute programs.
- **Flying for Freedom**—the authentic, thrill-packed saga of United Nations' fighting men. Especially suited for wartime advertisers. 26 half-hour dramas.
- **Getting the Most Out of Life Today**—with William L. Stidger. Down-to-earth philosophy for today's problems. 117 five-minute programs.

**NBC** *Radio Recording Division*  
NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg.—Radio City, New York  
Trans-Lux Bldg., Washington, D. C.

Merchandise Mart, Chicago  
Sunset & Vine, Hollywood, Cal.



## AIRING THE NEW

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

### Bakeries

**THE LADY NEXT DOOR** When the ladies of Fort Worth and Dallas, Tex., sit down for a rubber of bridge of an afternoon these days, there's a new topic of conversation which lends spice and interest to humdrum chit-chat. It's *The Lady Next Door*, a KGKO neighbor who makes a daily week-day morning call on each and everyone for CLIFF MAID BREAD, who has made them sit up, take notice.

Dorothy Krone, by name, *The Lady Next Door* combines playing the organ and piano at the same time to put the housewife in a receptive mood. Wartime recipes, budget saving advice, and the latest news of interest to women are given in a spirit of neighborliness. Painlessly woven into the conversational script are CLIFF MAID BREAD commercials. Helpmate Harfield Weedin back-stops the show, does a convincing job of pretending to understand the daily problems that beset busy housewives.

**AIR FAX:** *First Broadcast:* January 18, 1943.  
*Broadcast Schedule:* Monday through Friday, 9:45-10:00 A.M.  
*Sponsor:* Cliff Maid Bread.  
*Station:* KGKO, Fort Worth-Dallas, Tex.  
*Power:* 5,000 watts.  
*Population:* 350,000.

**COMMENT:** To break up the monotony of a single voice, add spice and piquancy to the main dish, a combination of headliner and announcer is often the quickest method of building a large listening audience for a new program offering.

### Beverages

**SONGS FOR SERVICE MEN** Men on the march find that song gives a lift to their feet. New songs hot off Tin Pan Alley and old ones dragged out of the barrel help while away the weary miles. Barrack room ballads also help pass the time away.

Giving service men what they want over KDKA, Pittsburgh, Pa., is the PITTSBURGH BREWING CO. in two separate and distinct shows both designed with a single aim. Numbers to make the soldier happy are featured in *Songs for Service Men*, heard thrice weekly at 6:30 P.M. Soldier, sailor or marine may request tunes. On alternate nights vocalists fill the spot under the *Buzz and Jeannie* banner. Saturday night offering gives a spot to a resume of the week's sport news.

**AIR FAX:** *Tech Lassies and a Lad* get the highspot three times a week, share the limelight on alternate nights with Jeanne Baxter and Buzz Aston.  
*First Broadcast:* December, 1942.  
*Broadcast Schedule:* Monday through Saturday, 6:30-6:45 P.M.  
*Sponsor:* Pittsburgh Brewing Co.  
*Station:* KDKA, Pittsburgh, Pa.  
*Power:* 50,000 watts.  
*Population:* 1,072,545.

**COMMENT:** While advertisers with plenty of folding money can afford to present live talent, the businessman with relatively little to spend can present a reasonable facsimile of this format with a minimum expenditure.

### Beverages

**GARDENING FOR VICTORY** A year ago was the *good old days* as far as civilian living is concerned. At that time, milady tended her petunias and sweet peas, left the growing of cabbages and corn to the truck gardener. Notes on the progress of each flower were exchanged at garden club meetings.

At that time, the NORKA BEVERAGE Co., Akron, O., manufacturer and distributor of carbonated drinks, took to the WJW airplanes with *Garden Club of the Air*. Program was devoted to flow-

er gardening, and interviews with the NORKA hostess and prominent garden club women were featured. Publicity was given to the program in the *Forum Bulletin*, distributed to the membership of 78 garden clubs in Akron and its environs. NORKA furnished carbonated drinks for various garden club parties and meetings as a merchandising promotion. An honored guest at all Garden Forum functions was the NORKA hostess.

In 12 short months a growing food shortage made interest in flowers wither. The *Victory Gardener* became a symbol of home front activity. For NORKA it was a golden opportunity for public service. *Gardening for Victory* came to flower.

To reach a different audience, there was a time switch from 1:15 P.M. to 5:15 P.M. Harvest of new listeners coincided with shift changes in the various war industries.

Guest gardeners include O.C.D. Victory Garden Division chairmen, agricultural station experts, representatives from commercial gardening and supply companies, others duly qualified. Subject matter is restricted to actual problems confronting *Victory Gardeners* at the moment. Interviews and round table discussions are the rule.

*Promotionotions*: plugs in garden columns and articles are run in such company publications as FIRESTONE TIRE AND RUBBER, GOODYEAR, GOODRICH, and GENERAL TIRE. Farmers and community



garden committees read plugs in news letters from Summit County O.C.D. Six outside billboards in prominent places in town and country advertise NORKA and *Gardening for Victory*. All city street cars and buses have transit cards.

Owner and manager of NORKA BEVERAGE, Clare Mantz, goes all-out to back the show. His claim: "It is an institutional program that is serving as an outstanding public service feature for the people of one of the country's largest and most important defense areas, and it is the only program of the kind on any of the local stations."

AIR FAX: Emcee of the series is Jean Long.

First Broadcast: February 17, 1942.

Broadcast Schedule: Tuesday, Thursday, 5:15-5:30 P.M.

Sponsor: Norka Beverage Co.

Station: WJW, Akron, O.

Power: 250 watts.

Population: 309,504.

COMMENT: Because sponsor here was well established with gardening enthusiasts before necessity turned white collar workers into dirt farmers, its current offering builds up a following among all classes of listeners. Secret of success: all-out merchandising and promotion. It isn't enough to offer the public a service. The public must be made aware of a service before it can appreciate it.

SAMPLE SCRIPT AVAILABLE.

## Department Stores

**HOT SPOT ON THE MAP** In the concentrated drive of the United Nations to give the Nazi forces the hot foot, each day brings forth a new *Hot Spot on the Map*. To many radio listeners, the city, river, factory, fortification that is under the spotlight may be *hot*, but as a spot on the map it is more or less Quantity X.

To serve as a background of intimate details against which current happenings are spotlighted, LIT BROTHERS' DEPARTMENT STORE, Philadelphia, Pa., created WFIL's *Hot Spot on the Map*. Each broadcast in this new-angle-on-the-news series features a story built around what-

ever happens to be the hottest center of activity in this global war. In order that up-to-the-minute information may be served *hot*, program is sometimes written as little as four hours prior to broadcast time.

To gather material here and abroad for the series, LIT BROTHERS' created a research department. Scriptor Jane Richter is a member of the store's New Business Department.

**AIR FAX:** Commentary is read by Edward Fielding. Newspaper ads plug the show.  
**First Broadcast:** March 15, 1943.  
**Broadcast Schedule:** M., W., F., 7:05-7:15 P.M.  
**Preceded By:** Victor Borge.  
**Followed By:** Evening Serenade.  
**Sponsor:** Lit Brothers' Department Store.  
**Station:** WFIL, Philadelphia, Pa.  
**Power:** 1,000 watts.  
**Population:** 2,081,602.

**COMMENT:** While radio has sold everything from cosmetics to sporting goods for manufacturers and specialty shops, there are still some department store executives who maintain that radio can't do a job for the retailer. Too often the simon pure reason is that these self same executives haven't taken the time and trouble to learn the know-how of radio advertising. Here is one sponsor who not only learned the ropes, but also added radio trained advertising specialists to its staff.

## Finance

**VICTORY MOTHERS** Mothers throughout the country with sons in service have one common interest which dominates their thoughts and actions, namely, the welfare of the boy in khaki. In Jacksonville, Ill., these *Victory Mothers* get a chance to talk about the boys they sent away, via WLDS.

Under the sponsorship of the JACKSONVILLE SAVINGS & LOAN ASS'N., the quarter-hour is aired twice weekly. How the soldier boy likes army life, how much weight he has gained, other such questions of a personal nature are popped at each *Victory Mother*. Three are interviewed on each program by question-master Pat O'Halloran.

Names of mothers are secured by making only one announcement during each program, asking listeners to send names of mothers who have sons or daughters in the service. Hundreds of entrees pour in after each show, with mothers in outlying towns also getting a spot on the show.

After each interview, the mother is presented with a service pin, signifying the service her son or daughter represents. Pin has a shield displaying a star for each member of the family in service, and linked to the shield by a chain is the service insignia. Each mother also receives a souvenir book for keeping a record of the service achievements of members of the family.

All commercial copy for JACKSONVILLE SAVINGS & LOAN is tied-in with the idea that the boys *over there* are fighting for their homes, and since home is so important it must be kept in the best of repair. *Purpose:* to promote loans for home repairs. Copy is also used on home purchase.

**AIR FAX:** Program opens with the *Victory Theme*, followed by the words: "This program is dedicated to the mothers of sons and daughters in the service of their country."  
**First Broadcast:** March 11, 1943.  
**Broadcast Schedule:** Tuesday, Thursday, 9:30-9:45 A.M.  
**Preceded By:** Music.  
**Followed By:** Music.  
**Sponsor:** Jacksonville Savings & Loan Ass'n.  
**Station:** WLDS, Jacksonville, Ill.  
**Power:** 250 watts.  
**Population:** 19,844.

**COMMENT:** Successful programs are not always the most elaborate. Here is a simple theme which packs a terrific wallop in human interest appeal. It is a combination of just such little things that tell in the long run.

## Gasolines

**THE AMERICAN CHALLENGE** With war conditions upsetting the apple cart for established business enterprises, advertisers with an eye to the future are accepting this new *American Challenge* in various and sundry ways. High octane advertising fuel for the STANDARD OIL

COMPANY OF TEXAS is the transcribed feature heard over KOB, Albuquerque, N. M. Dramatized are the lives of men and women whose actions and ideals are counterparts of leaders needed today.

While the weekly half-hour series is a STANDARD OIL hand-of-friendship gesture, sponsor plastered window cards in service stations throughout the trade area. Bulletin boards in all Albuquerque schools blossomed out with placards giving time-and-station data. Teachers announced the program to history classes, urged students to give ear.

**AIR FAX:** Decatur, Crockett, Bolivar, Evangeline, Carnegie and Lafayette rub elbows in this 39-episode series devoted to those who have made definite contributions to the development of America.  
*First Broadcast:* February 18, 1943.  
*Broadcast Schedule:* Thursday, 7:00-7:30 P.M.  
*Preceded By:* Henry Aldrich.  
*Followed By:* Spotlight Bands.  
*Sponsor:* Standard Oil Company of Texas.  
*Station:* KOB, Albuquerque, N. M.  
*Power:* 1,000 watts.  
*Population:* 35,449.  
*Agency:* Mithoff & White, El Paso, Tex.  
*Producer:* Brisacher, Davis & Staff.

**COMMENT:** Advertisers generally have put their shoulders to the wheel, gone all-out to promote a fighting spirit that will win the war. One of the psychological weapons of war is civilian pride in a nation's history. Here is just such a series which is audience tested among young and old.

## Home Furnishings

**FIVE O'CLOCK EDITION OF THE NEWS**  
Taking a tip from trade-wise network advertisers who tend more and more to keep commercial copy to a minimum, many local merchants have learned, now practice what is no trade secret: that a *good show*, rather than a *long winded commercial* is what sells merchandise, influences customers.

In Tulsa, Okla., the MAYO FURNITURE Co., grand-daddy of most furniture stores in the trade area, is a practiced hand at making friends and customers. Monday through Saturday it puts out the hand of friendship in a 15-minute *Five O'Clock Edition of the News* over KTUL. *Good will builder:* sponsor uses

only an opening and closing credit line, plus a longish center commercial.

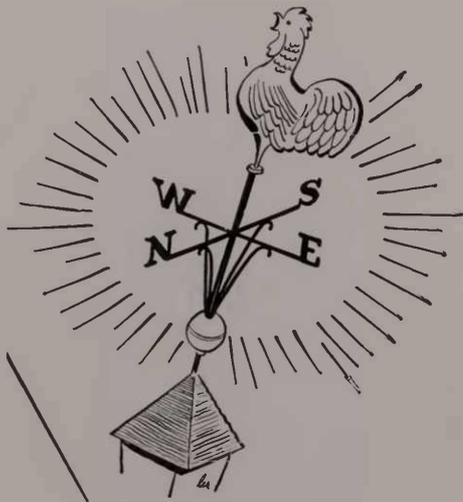
When its first year's contract was up, owner Wm. C. McClaren gladly got out his pen, put his John Henry to another 52-week contract. While radio may be the fair-haired child, MAYO FURNITURE didn't expect it to win the sales race without adequate backing. Merchandising included life-size blow-ups of news editor Pierson for use in store windows, and monthly envelope stuffers.

**AIR FAX:** In addition to his *Five O'Clock Edition of the News*, KTUL newcomer Joe Pearson has a nightly *Four Bell Sports Round Up*.  
*First Broadcast:* 1941.  
*Broadcast Schedule:* Monday through Saturday, 5:00-5:15 P.M.  
*Preceded By:* Ben Bernie.  
*Followed By:* Network.  
*Sponsor:* Mayo Furniture Co.  
*Station:* KTUL, Tulsa, Okla.  
*Power:* 5,000 watts.  
*Population:* 147,961.

**COMMENT:** Killing the goose who laid the golden egg is the sponsor who loads his show with too much commercial copy. A brief opening and closing credit line puts the listener in the proper frame of mind, insures best possible reception of the longer center commercial.

## Labor Unions

**THIS IS YOUR WORLD** Under fire much of the time, organized labor has



had few opportunities to present its case to the public, other than through its own publications with circulation restricted mainly to its own members. In periods of calm and quiet, the public forgets about labor organizations, and is only aware of them when trouble breaks out. Times of *sturm und drang* are not the moments for labor to put its best foot forward.

With *This is Your World* the AERONAUTICAL MECHANICS' LODGE No. 751, composed of BOEING AIRCRAFT WORKERS, comes out before Seattle, Wash., listeners in its best bib and tucker. Weekly Sunday night half-hour program aired over KOMO presents a dramatic sequence covering the week's outstanding news events. *March of Time* motif is focussed locally in its closing minutes.

**AIR FAX:** Program is written and produced by KOMO.

*First Broadcast:* February 28, 1943.

*Broadcast Schedule:* Sunday, 9:30-10:00 P.M.

*Preceded By:* Music.

*Followed By:* Richfield Reporter.

*Sponsor:* Aeronautical Mechanics' Lodge No. 751.

*Station:* KOMO, Seattle, Wash.

*Power:* 5,000 watts.

*Population:* 452,637.

**COMMENT:** With public interest in news programs at flood stage, labor has selected an excellent good will vehicle here designed to appeal to record size audiences. While organized labor has been slow to take advantage of the radio potential, programs of this type are one of the signs of the times.

## Laundries

**LADIES BE AWARE** Those who fought the battle for women's rights have nothing more to do these days than to twiddle their thumbs. With the cry for more and more workers all along the civilian front echoing across the country, the world is there for *milady* to command. Chief obstacle for many housewives is the hurly-burly of household tasks. In Gainesville, Fla., WRUF listeners don't have that alibi for non-participation in the activities of the day.

*"Are you one of those women who*

*never has enough time to take part in this or that wartime activity?"* asks sponsor, GAINESVILLE LAUNDRY. Taking the words out of the listener's mouth, sponsor plays his trump card: *"If so, send your washing to the Gainesville Laundry, and have an extra day each week for the things you would like to do."*

*Radiofare which baits the sales hook:* brief news items of interest to *"the busy housewife of Wartime America."* Fashion tips, housekeeping information, moving picture news, beauty hints, and human interest items culled from UNITED PRESS and other sources.

During 1942, the GAINESVILLE LAUNDRY used 196 five-minute periods on WRUF, got its commercial message across the boards with transcribed miniature household dramas. When the series drew to an end, manager W. S. Thomas, Jr. decided to hue to the line of community service. *Reason:* capacity business in a community augmented with families of service men in training at several large camps in the vicinity dictated an institutional rather than a highly promotional approach.

Current offering was devised by WRUF, and staff members have a free hand in devoting part or all of a program to civic and patriotic drives. Through time devoted to Red Cross and War Bond appeals, sponsor lives up in fact to its business slogan: *"We grow old being reliable; we stay young being modern."*

**AIR FAX:** *First Broadcast:* March 15, 1943.

*Broadcast Schedule:* Monday through Saturday, 10:00-10:05 A.M.

*Preceded By:* Transcribed service.

*Followed By:* News.

*Sponsor:* Gainesville Laundry.

*Station:* WRUF, Gainesville, Fla.

*Power:* 5,000 watts.

*Population:* 17,000.

**COMMENT:** While longer programs have their place even in wartime, a streamlined five-minute offering slanted at busy women is an excellent approach to the women that many current advertisers want to reach.

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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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## Gasolines

**PDQ QUIZ COURT** "The PETROL CORPORATION, Los Angeles, Cal., producers and sellers of PDQ PETROL GASOLINE through independent dealers in Southern California, sponsor the *PDQ Quiz Court* on KFI. Cash awards are made for questions used on the program, and question blanks are available only through dealers. Free tickets to broadcasts are mailed on receipt of a request card also only available from dealers. Posters at all PDQ distributor stations plug the show.

"From 2,000 to 5,000 questions are sent in each week."

**CHET CRANK**

*Dana Jones Co., Adv.  
Los Angeles, Cal.*

**AIR FAX:** Contract is for a 52-week run.

*First Broadcast:* October 1, 1939.

*Broadcast Schedule:* Wednesday, 9:00-9:30 P.M.

*Sponsor:* Petrol Corporation.

*Station:* KFI, Los Angeles, Cal.

*Power:* 50,000 watts.

*Population:* 1,497,074.

*Agency:* Dana Jones Co.

**COMMENT:** Shows come and go; the quiz program seems destined to go on for ever! Considering the fact that the sponsor here didn't make it easy for the public to get question blanks, sent them direct to dealers, from 2,000 to 5,000 letters a week is *mail!*

## Groceries

**HAPPY HOMES** "Two months after we put our story of DR. HAMILTON'S FORMULA DOG FOOD PRODUCTS on KHJ, we had to put on an extra crew at the plant for 16 hours a day!

"RALPH'S GROCERY Co., is now selling DR. HAMILTON'S. Only by repeated calls at RALPH'S STORES by dog owners for our food was it possible to get started. Naturally we are overjoyed at the speed with which we have been able to develop this important outlet. Because of the big volume of business that RALPH'S does, and the customer traffic in the stores, I think we can press the fact that RALPH'S sells the food for quite some time."

**E. L. LOMAX**

*Lomax & Molgaard  
San Francisco, Cal.*

**AIR FAX:** *Happy homemaker* is Norma Young. Half-hour show features homemaking commentary, interviews and reviews of women's activities for its participating sponsors. Requests for recipes, household tips, other information makes the postman's burden heavy, also give the switchboard operators a workout.

Newest sponsor, Whiting-Mead Co., Building Materials, considered women as home-makers in word's most literal sense when it started thrice weekly participation; in addition to doing a selling job, commercials feature service whereby firm offers instruction in use of its materials.

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

*Preceded By:* Morning Commentaries.

*Followed By:* Glenn Hardy.

*Sponsor:* Lomax & Molgaard; Whiting-Mead Co., Building Supplies; others.

*Station:* KHJ, Los Angeles, Cal.

*Power:* 5,000 watts.

*Population:* 1,497,074.

**COMMENT:** Manufacturers in search of new outlets have reason to sing hosannas to the women's participating program. Times without number, shows of this kind have been the cement which bound customers, retailers and manufacturers into one big cooperative family. At the head of this happy family is the *established* radio personality. Each participating sponsor, therefore, enhances its own good name by trading on the good name of its announcer.



# SHOWMANSHIP IN ACTION

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

## Beverages

**PAY OFF NEWS** One of the freedoms for which Americans are fighting is the freedom to ask questions, get truthful, proper answers from the best possible sources. To get these straight-from-the-shoulder replies, it isn't necessary to have private lines into the White House or the Kremlin.

In New York City, the man-in-the-street gets his answers straight from the horse's mouth, via WOR. Listeners who have questions on the news are invited to send them to editor-author Fulton Oursler. Answers incorporating the opinions of experts are the *Pay Off News* for listeners. Pay off for those who contribute questions used on the five-a-week show: three dollars on the line.

Three buck payment originates from the new advertising theme used by sponsor CHRISTIAN FEIGENSPAN BREWING CO.: "What All Three?" "Yes, All Three. It's Light—It's Dry—It's Mellow!"

Broadcasts consist entirely of listener-sent questions in the news of the day, both at home and on the battle fronts. Answer-man Oursler makes no attempt to comment, restricts himself to the field of reporting.

**AIR FAX:** Contract for the new series is on a 52-week *sked*.

**First Broadcast:** April 12, 1943.

**Broadcast Schedule:** Monday through Friday, 9:15-9:30 P.M.

**Sponsor:** Christian Feigenspan Brewing Co.

**Station:** WOR, New York City.

**Power:** 50,000 watts.

**Agency:** Maxon, Inc.

**COMMENT:** While there is no evidence that public interest has reached a saturation point in its interest in the news, all to the good are programs which develop new slants on the news. When this angle performs a service for listeners, both sponsor and audience stand to gain.

## Drugs

**SUNSHINE BOYS** When *The Sunshine Boys* took their accordion-guitar duo to the air, they got *reel* cooperation from sponsor VICK CHEMICAL CO., and KOA, Denver, Col. Some 180,000 weekly moviegoers witnessed screen trailers in the 12 Denver Fox International Theatres. Simultaneously, Denver's entire fleet of YELLOW CABS blossomed out with fender-card signs. Eye appeal was supplemented by ear appeal and KOA courtesy spot announcements.

**AIR FAX:** Si Westbrook sings, plays the guitar, and Zeke Beckman puts the accordion through its paces. Nearly every number is vocalized. Patter between numbers is ad libbed. Commercials plugging Vick's cold remedies *Vapo-Rub* and Vick's *Va-tro-nol* are handled by commercial announcer Steve Robertson.

**First Broadcast:** September, 1942.

**Broadcast Schedule:** Monday, Tuesday, Thursday, 4:45-5:00 P.M.

**Preceded By:** Lone Journey.

**Followed By:** Music.

**Sponsor:** Vick Chemical Co.

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

**Power:** 50,000 watts.

**Population:** 303,273.

**Agency:** Morse Intern'l Agcy, New York City.

**COMMENT:** A consistent radio promotion policy reacts to the mutual advantage of all sponsors on that same station, guarantees for all a steadily increasing volume of listeners.

## Gasolines

**OUR FIGHTING NAVY** Dear to the heart of the British blue jacket is the ration of grog that is part and parcel of navy tradition. Dear to the heart of the Canadian listening audience are the stories of its fighting navy. When the BRITISH AMERICAN OIL CO., LTD., took to the CKBI airplanes in Prince Albert, Sask., it partook of tradition to launch its institutional offering.

To every oil dealer in the trade area went a bottle of simon pure rum, with the invitation to "*Splice the Main Brace*" on the night the program was launched.

For the benefit of charitable organizations, BRITISH AMERICAN admanager J. H. Turnpenny has set aside a three-minute spot at the midway point in the 30-minute program.

**AIR FAX:** *First Broadcast:* February 4, 1943.  
*Broadcast Schedule:* Thursday, 7:30-8:00 P.M.  
*Preceded By:* Bing Crosby.  
*Followed By:* News.  
*Sponsor:* British American Oil Co., Ltd.  
*Station:* CKBI, Prince Albert, Sask.  
*Power:* 1,000 watts.  
*Population:* 12,290.

**COMMENT:** While consumer good will is the main problem for the retailer, the wholesale distributor is faced with a horse of a different color. For such enterprises, the dealer is the handkerchief man. A program directed at the general public is one sure-fire method of getting the dealer backing, and promotion here was certain to make the dealer's spirits rise.

## Home Furnishings

**MELODY MATINEE** Stop, look and listen is what late afternoon shoppers in Kingston, Ont., do when *Melody Matinee* originates from the show windows of the LINDSAY FURNITURE Co. over CKWS. An elaboration of the man-in-the-street idea, *Melody Matinee* covers all sides of the musical question.

CKWS's special events department makes the pick-up, and brings to the air vocal numbers, piano and organ music. Emceed by Bob Kesten for street on-lookers and radio listeners, the half-hour show goes on at 4:15 P.M. during the mid-afternoon shopping time.

**AIR FAX:** *First Broadcast:* January, 1943.  
*Broadcast Schedule:* 4:15-4:45 P.M.  
*Sponsor:* Lindsay Furniture Co.  
*Station:* CKWS, Kingston, Ont.  
*Power:* 1,000 watts.  
*Population:* 31,703.

**COMMENT:** While a regular musical offering broadcast from a studio builds up for itself a large listening audience, showmanship which ties-in the offering with the sponsor's place of business is all to the good. Remotes offer one simple method of accomplishing this end.

## Monument Dealers

**GETTING THE MOST OUT OF LIFE** While a life-after-death is mankind's age-old hope, religions of all kinds base the promise of a here-after upon precepts of good living on earth. Interpretations of those precepts vary from faith to faith, but the credo of all creeds sums up to one basic core of faith, hope and charity. In times of stress and strain, more and more people turn to religious philosophy as a means of *Getting the Most Out of Life*.

Basic are the brief inspirational talks by Dr. William L. Stidger, heard over WENY, Elmira, N. Y., and sponsored by EDWARD J. NORTHRUP, MONUMENT DEALER. Basic is the premium giveaway offered free to listeners; to create mail pull for customer relations, NORTHRUP offers a series of pamphlets on *How to Read the Bible*.

After the five-minute weekly feature had been heard three times for NORTHRUP, sponsor reported numerous unsolicited telephone calls endorsing his sponsorship of such a dignified, yet entirely human program.

*Special promotion:* two sizeable newspaper ads carried a picture of Dr. Stidger, as well as "time-and-station" details. Teaser announcements on WENY also provided for advance publicity.

**AIR FAX:** *First Broadcast:* April 5, 1942.  
*Broadcast Schedule:* Sunday, 6:10-6:15 P.M.  
*Preceded By:* Mobilgas News.  
*Followed By:* Bern Ball Scores.  
*Sponsor:* Edward J. Northrup.  
*Station:* WENY, Elmira, N. Y.  
*Power:* 250 watts.  
*Population:* 54,888.  
*Transcription Co.:* NBC Radio-Recording.

**COMMENT:** While a program of this kind is especially suited to sponsor here, inspirational talks may be used to good advantage by any business where dignity, quality and good taste are prime factors. Merchandising angle is invaluable in building up a mailing list and getting a check on listener appeal.

## Restaurants

**DOLLARS OR DINNERS** That slogan may become national by-words is indicated by the widespread recognition of such phrases as *Good to the Last Drop*, or *It's Smart to be Thrifty*. In Evansville, Ind., WEOA listeners who correctly identify the product or business of a specific slogan get cold cash from LA CONGA RESTAURANT. But since the customer is always right, the listener can't lose. If memory fails him when his telephone rings, he gets a free dinner from LA CONGA for his pains. It's *Dollars or Dinners*, win or lose.

Three telephone calls are made on each of the twice weekly programs, with the WEOA automatic finder selecting the numbers from the Evansville Telephone Directory. If the call is not completed, person listed at that number gets as consolation prize, two tickets to LOEW'S THEATRE.

*Example:* for the correct identification of *Arm & Hammer*, listener was five dollars to the good. A local laundry got a plug when listeners were asked to identify the phrase, *Put your duds in our suds*. Minimum pay-off for on-the-nose answers is \$2.50. Others draw as much as five dollars. When a telephone call is not completed, prize money is carried over to the next program. In every case, advertising agencies and manufacturers whose products get a slogan plug are notified by sales manager Guy E. Crecelius, who emcees the program, dreamed it up in his spare time.

**AIR FAX:** First Broadcast: 1943.

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

**Preceded By:** Music.

**Followed By:** News.

**Sponsor:** La Conga Restaurant.

**Station:** WEOA, Evansville, Ind.

**Power:** 250 watts.

**Population:** 97,062.

**COMMENT:** A cheerful announcer with a glib ad-lib tongue is an essential in a program of this kind. While a chance at prize money will attract an audience, it takes entertainment to hold them. In a case of this kind, the announcer is on the spot.

**SAMPLE SCRIPT AVAILABLE.**

## Sustaining

**DO YOU KNOW THE ANSWER** *The voice with a smile*, alias, the switchboard girl, is the go-between in a WOV quiz program for New York listeners. Presentation of last minute news headlines is interspersed with telephone calls to persons chosen at random from the telephone book. At 6:25, 7:25, 8:25, and 9:25, nightly, the five-minute program goes on the air.

For 2½ minutes a news announcer gives the headlines of the hour. Then as the theme comes up for a 10-second interval, Alan Courtney, known to WOV listeners as emcee of the *1280 Club*, makes his random call. When contact is established, the pay-off for merely taking hook from receiver is 50 cents. If the listener-recipient knows that *WVOV for Victory* is the answer to *Do You Know the Answer*, it nets him all money on deposit in the jack pot.

**AIR FAX:** Three of the four periods are incorporated into the two-and-a-half hour *1280 Club*. Newspaper and direct mail advertising put listeners wise to the new offering.

**First Broadcast:** December 14, 1942.

**Broadcast Schedule:** Nightly, 6:25, 7:25, 8:25, 9:25 for five minutes.

**Station:** WOV, New York City.

**Power:** 5,000 watts.

**COMMENT:** While there are those who maintain that buying listeners with cash butters no parsnips, suggest straight entertainment in its place, here is an interesting combination of both.



# PROOF O' THE PUDDING

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

## Bakeries

SHOPPER'S DIGEST ROECKER'S BAKERIES had a sale on raisin cookies. WMRN's *Shoppers Digester* Madge Cooper and an announcer kicked the commercial around briefly, extolled the deliciousness of *ye olde raisin cookie*. Before the hands of Time had gone round the clock, ROECKER's reported a complete sell-out of the sweet-tooth tempter, and all baked goods sales were stepped up that day.

*Ripley item:* *Shopper's Digest* is a public service presentation that saw light o' day a few short months ago. Stores mentioned on the program are not limited to advertisers. First and foremost, the show serves the listener; secondly, the advertiser. Slanted at the housewife buyer, it offers good wartime buys and best values for the shopper's ration coupons. From two to six commercially sponsored messages are worked into each script in a non-commercial style.

When UHLER'S DEPARTMENT STORE, Marion, O., had an annual sale of HELENA RUBENSTEIN cosmetics, shopper Cooper gave the products a program plug as a part of her regular shopping tour. Announcement came smack-dab in the middle of the show. UHLER's report to the station: that single, unsponsored plug sold out 25 per cent of the cosmetic stock.

AIR FAX: Program set-up: phone rings, receiver is picked up, as show opener. Announcer working with shopper Madge gives a neighborhood store opening: "Good Morning . . . Jones Fruit Store . . . yes, ma'm . . . we have some very nice cantaloupes this

morning." Theme fades out the talkie-talk. Opening is changed every day to represent a variety of stores. Announcer gives the introduction after theme has been up for ten seconds. An eight to ten minute Cooper script highlights the day's best buys, and is followed by a musical interlude. Each program is broken by two or three songs.

Listeners who send along shopping problems, queries on where, what, when to buy, get straight-from-the-shoulder answers. Housewife is also kept posted on changes or new regulations from various agencies in her wartime living and purchasing. Entire show is worked informally.

Title of show was garnered as a result of a listener contest, the prize being a basket of scarce-as-hen's-teeth rationed groceries.

*First Broadcast:* February 1, 1943.

*Broadcast Schedule:* Monday through Saturday, 10:30-11:00 A.M.

*Preceded By:* Music.

*Followed By:* Music.

*Sponsor:* Roecker's Bakeries, others.

*Station:* WMRN, Marion, O.

*Power:* 250 watts.

*Population:* 31,084.

COMMENT: A service program of this kind is almost dead certain to build up a large listening audience, and what is a service both to the public and to the advertisers will mutually benefit both groups. It is for just such good deeds that radio and its sponsors have established their integrity with the buying public.

## Bakeries

RAINBO MUSICAL MAGAZINE That almost every housewife is a poet at heart is the conviction of the RAINBO BREAD Co., wholesale bakery distributing through Denver, Col., retail stores. A *Rainbo Rhymes* contest over KOA drew from 50 to 200 entries each day. Daily awards of groceries to the two best lines submitted revealed that jingles had taken a patriotic turn; fully half were concerned with national defense and the war. *Example:* completing line to "Ring out the old, Ring in the New" was "And ring the necks of a few Japs, too."

RAINBO's half-hour program of transcribed music made its debut in 1937, has been on the air continuously in various formats for the past five and one-half years.

AIR FAX: Editor of the *Rainbo Musical Magazine* is KOA staff announcer Ivan Schooley. Ad-lib patter between numbers, plus short commercials fill the bill.

*First Broadcast:* March, 1937.

*Broadcast Schedule:* Monday through Saturday, 8:30-9:00 A.M.

*Preceded By:* Something to Think About.  
*Followed By:* Road of Life.  
*Sponsor:* Rainbo Bread Co.  
*Station:* KOA, Denver, Col.  
*Power:* 50,000 watts.  
*Population:* 303,273.

**COMMENT:** Consistency in the use of radio time is one of the essentials if the advertiser expects to reach the top rung on the ladder of success. Almost six years of continuous sponsorship is evidence of the truth of this assertion.

## Beverages

**LINGER WITH ESSLINGER** Childhood gangs soon evolve mysterious ritual as a part of their inner circle, revel in the secret password that admits members to gang pow-wows. That thrill of the password carries on into adulthood, springs into full bloom in fraternal organizations of all kinds.

To those radio listeners who *Linger With Esslinger* over WDEV, Waterbury, Vt., and WWSR, St. Albans, Vt., the M. M. FARRELL & SONS password means dollars and cents for those in the know. Evidence that while the password changes from day to day the listening audiences remains stable: 70 per cent of listeners telephoned know the password.

**AIR FAX:** Show heard in the interests of Esslinger Old Stock Ale features telephone calls made to persons selected at random from Vermont telephone books or from listings of persons who mail in their telephone numbers. If the person called gives the correct Esslinger password for the day, his reward is a crisp five dollar bill. Three times and out is the credo of scripster-emcee Reg Nash; if three in a row fail to give the password, the money is added to the prize for the next evening.

While the announcer makes telephone connections, emcee Nash gives Major League baseball scores. Show also has a *Story for the Day* filler. Featured are interesting odds and ends about this and that. *Show's finale:* announcement of the password to be used the following night.

*First Broadcast:* March 16, 1942.

*Broadcast Schedule:* Tuesday, Wednesday, Thursday, 6:15-6:30 P.M.

*Preceded By:* News.

*Sponsor:* M. M. Farrell & Sons, Burlington, Vt.  
*Station:* WDEV, Waterbury, Vt., and WWSR, St. Albans, Vt.  
*Power:* 1,000 watts.

**COMMENT:** Programs featuring money prizes may be adapted to communities of almost any size. While in metropolitan areas, the prize must usually be large to get maximum returns, the same type

of show on a less pretentious scale may be equally successful in smaller cities.

## Department Stores

**SEWING SCHOOL** While the old adage, "*A stitch in time saves nine*" is more truth than poetry, the fact remains that an entire generation has reached the age of discretion without ever having mastered the intricacies of thimbles, needles, dress patterns, other appurtenances of the school that sews a fine seam. When war economies and curtailments knocked the ready-mades into a cocked hat, the feminine world was thrown into a turmoil.

In yard goods departments, merchandisers experienced a run on fabrics of all kinds. Lack of feminine knowledge of the age old art was the only fly in the ointment. The few who could lay pattern to cloth, come out with colors flying, lorded it over less fortunate sisters.

To those who were long in willingness, short in skill, the M. L. PARKER Co., department store in Davenport, Ia., offered a *Sewing School of the Air* over WOC.

Commercial Manager L. O. Fitzgibbons was skeptical. His guess as to how many would respond to such an offer: a measly 500. PARKER's admanager R. V. Boom stuck to his guns. Pre-program announcements suggested that interested listeners register at PARKER's for leaflets that would help them listen more intelligently to the program. "Help! Help!" cried adman Boom, as the campaign got underway.

Within the first few days, the 500 quota was exhausted. More than 1,200 had registered before the program hit the air. An extra 1,000 sets of leaflets failed to quiet the clamor. Frantic was adman Boom as 1,540 women customers stormed the dress goods department in response to the offer of sewing lessons. The long pull had come from three announcements daily, preceding the first program, plus newspaper publicity in sponsor's regular ads, and window display.

*Hook:* listeners were required to reg-

ister at the dress goods department in order to receive the printed lessons. PARKER's records show that more than 50 per cent of those who registered made yard goods purchases, and almost overnight, sales of yard goods jumped to record volume.

**AIR FAX:** While a feminine voice presented the PARKER selling commercials, all other copy was on transcription. The 30-minute instruction series of six was prepared by the McCall Co.

**First Broadcast:** January 21, 1943.

**Broadcast Schedule:** Wednesday, 10:30-11:00 A.M.

**Preceded By:** Breakfast at Sardi's.

**Followed By:** News.

**Sponsor:** M. L. Parker Co.

**Station:** WOC, Davenport, Ia.

**Power:** 250 watts.

**Population:** 164,231.

**COMMENT:** While yard goods sales have reached an all-time high, department stores who have used a series of this type generally report sales far in advance of what is the normal sales increase. Program here embodies what are the essentials in the use of radio for department stores; it builds a single department, it contains elements of showmanship, and at the same time, it builds the store as an institution.

## Employment Bureaus

**TIME TO GET A WAR JOB** Man power shortage is one of the alarming bottlenecks in today's total war, and particularly in boom towns, wartime manufacturers are covering the field with a fine tooth comb. Those who for one reason or another aren't as yet behind a machine, need to be reminded that it's *Time to Get a War Job*.

Better than a string around a finger as a reminder, is the 15-minute program heard over WGL for the FEDERAL EMPLOYMENT BUREAU. During the first six months, records show that the program filled more than 1,000 positions.

**AIR FAX:** Originally set up in 1939 before the war crisis created a labor shortage emergency, the program swung into its new assign-

ment as a good will gesture of WGL in conjunction with the Federal Employment Bureau. Without special promotions or tie-ins, the program has stood on its own feet, pulled its own weight.

Broadcast aired four mornings a week opens and closes with reveille call. Discussed against a background of appropriate sound are factory and office jobs.

**First Broadcast:** April 17, 1939.

**Broadcast Schedule:** Four times a week, 8:30-8:45 A.M.

**Preceded By:** Happy Herb.

**Followed By:** Anything Goes.

**Sponsor:** Federal Employment Bureau.

**Station:** WGL, Fort Wayne, Ind.

**Power:** 250 watts.

**Population:** 117,246.

**COMMENT:** Getting the man and the job together is half the battle, and radio has stood the acid test in this assignment. Many advertisers have used this type of program as a good will service gesture with splendid results.

## Jewelers

**GEMS OF MELODY** That *Gems of Melody* has sterling worth for SARTORI JEWELERS is crystal clear to jewelryman Albert Sartori. Five times a week for 14 years the quarter-hour program of organ music has sold merchandise for its sponsor with ever increasing volume.

To appeal to the widest possible listener range, show is presented on a staggered schedule. Two evening programs and three afternoon shows at various day and night times hit a wide variety of listeners. Introductions and commercials are read to a musical background.

**AIR FAX:** Out of the musical album come semi-classical tunes familiar to most radio listeners.

**First Broadcast:** 1928.

**Broadcast Schedule:** Sunday, 11:00-11:15 A.M.; Tuesday, 4:00-4:15 P.M.; Wednesday, 6:45-7:00 P.M.; Thursday, 4:00-4:15 P.M., and Friday, 9:30-9:45 P.M.

**Preceded By:** Sunday, *The World is Yours*; Tuesday, *News*; Wednesday, *Stan & Guitar*; Thursday, *News*; Friday, *Whodunit*.

**Followed By:** Sunday, *Wednesday, Music*; Tuesday, *Thursday, Home with Susan*; Friday, *Dedication*.

**Sponsor:** Sartori Jewelers.

**Station:** KHQ, Spokane, Wash.

**Power:** 5,000 watts.

**Population:** 117,414.



**COMMENT:** While programs where contin-

uity is an important factor are most successful when heard at a fixed hour, a musical program of this kind may do a splendid job for its sponsor on a staggered schedule.

## Jewelers

**NOTES OF LOVE** In times of crises, as well as in the springtide, a young man's fancy lightly turns to thoughts of love. From *Notes of Love* to a plain gold band on the left hand is then the shortest distance between two points. The middle man in this case is the LEVITT JEWELRY Co., Wichita, Ka., who offers romantically inclined listeners the transcribed feature over KFH.

Evidence that *Notes of Love* is the ring that binds the jewelry market for LEVITT: at the end of 13 weekly broadcasts, sponsor doffed its beaver to the powers that are radio's, signed a renewal 26 week contract on a three-a-week shot.

**Showmanotions:** space in LEVITT's newspaper space, and short teasers spotted on KFH turned the trick for store manager A. H. Glasser.

**AIR FAX:** Transcribed quarter-hour combines popular love ballads liqui-dated by song thrush Joey Nash and famous love letters of yesterday and today.

**First Broadcast:** October, 1942.

**Broadcast Schedule:** Sunday, 12:45-1:00 P.M.

**Preceded By:** News.

**Followed By:** Those We Love.

**Sponsor:** Levitt Jewelry Co.

**Station:** KFH, Wichita, Ka.

**Power:** 5,000 watts.

**Population:** 183,000.

**Producer:** H. S. Goodman.

**COMMENT:** Sponsors who want to entertain the public with network calibre talent find transcribed features of this kind an easy-on-the-budget solution to the problem.

## Men's Wear

**JACOB REED'S SONS MODEL PLANE CLUB** While youngsters have spent leisure time for a number of years making models of airplanes, today what was a hobby has become a vital war industry. So that student flyers in the Army and

Navy may be able to recognize different types of planes in actual combat, scale-model replicas are needed for study.

Putting youthful enthusiasm and energy to good use is the JACOB REED'S SONS, men's clothiers in Philadelphia, Pa. Saturday morning radio series for children provides instruction in building model airplanes, and club members are invited to donate finished products to Army and Navy flying schools.

Chairman of the club, Colonel Bill, visits schools to get the youngsters *hepped up*. That the show is scaled to the right model is indicated by the fact that in three months, membership reached 2,200. A contest to select the most accurately designed models had them 2,200 strong on their toes. Merchandising flier for the JACOB REED'S SONS: a model plane display in a store window.



**AIR FAX:** First Broadcast: January 16, 1943.

**Broadcast Schedule:** Saturday, 10:15-10:30 A.M.

**Preceded By:** Let's Visit the Zoo.

**Followed By:** Nellie Revell Presents.

**Sponsor:** Jacob Reed's Sons.

**Station:** KYW, Philadelphia, Pa.

**Power:** 50,000 watts.

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

**Agency:** Seberhagen, Inc.

**COMMENT:** A natural for any sponsor who wants to capture the elusive customer while he's young is a program which ties-in with the tremendous interest in aviation. Club memberships also provide advertisers with invaluable mailing lists.

## Stationers

**GOLDSMITHS PHANTOM THEATRE** Every Friday night at 10:30 a blood curdling scream pierces the air. The *Goldsmiths Phantom Theatre* takes the center of the stage for the GOLDSMITH BOOK & STATIONERY Co., Wichita, Ka., over KFH. The mystery stage is set, the title of the play announced, and the GOLDSMITH commercial read before the whodunit fans settle down to a pleasant

session of shivering in their boots. So that listeners are not left hanging over the cliff while the commercial spiel is read, the audience is assured that once the play is on there will be no interruptions for commercials.



Starting as a sustaining KFH feature in 1939, the show built an enthusiastic audience of listeners in less time than it takes to say Jack Robinson. Fans besieged the studio to watch the production. Packed houses anxious to see the only local show of its kind hit the decks have made the program one of the town's most talked about. Audiences, warned not to give vent to their studio reactions while the show is on the air, hold their sides while heavy sound effects man Larry Stanley breaks a stalk of celery to coincide with the crushing of the heroine's bones. Bloody and gory, the plays run the gamut of mystery and supernatural to straight detective yarns.

Came Pearl Harbor, and troop movements of American soldiers. Withdrawn from production on the grounds that it was not in step with the times was *The Phantom Theatre*. Audience demand proved the error of this step. KFH switchboard was clogged with return requests during the four months the show was off the air.

Back the show came, this time under the banner of the GOLDSMITH BOOK & STATIONERY Co. Sponsor was skeptical. A late night spot didn't add up to a large audience potential, and the first fling was on a 13-week trial basis.

Commercials advertising products not advertised in newspaper copy were tossed into the program. Often these were slow movers. Sales on these radio advertised products jumped up after each broadcast. The show had met the acid test, and today it's GOLDSMITH's for 52 weeks!

While there are occasional window cards, and audiences are sometimes presented with pamphlets or samples of

items in the store, there is little outside promotion. Yet the show has to be produced in the large audience studio to accommodate the 300 strong crowd anxious to see the show in production.

**AIR FAX:** *First Broadcast:* November, 1939.  
*Broadcast Schedule:* Friday, 10:30-11:00 P.M.  
*Preceded By:* News.  
*Followed By:* News.  
*Sponsor:* Goldsmith Book & Stationery Co.  
*Station:* KFH, Wichita, Ka.  
*Power:* 5,000 watts.  
*Population:* 5,000 watts.

**COMMENT:** Wisely, sponsor here recognizes that the best way to impress a commercial message upon listeners is not to over-do a good thing. While some programs lend themselves to a middle commercial, an offering of this type which leaves the whodunit fans in mid-air while a commercial is given, is more apt to create ill will than to increase sales. Sales results here indicate that grateful fans give ear, suit deed to action, via opening and closing commercials.

## Sustaining

**WOMEN TODAY** West Coast housewives are eager to do what they can to make sugar rations go as far as possible if response to a *Women Today* offer is a criterion. Offered was a *Victory Begins at Home* pamphlet put out by the Department of Agriculture, sanctioned by the Office of Emergency Management. Response in four days: 8,000!

**AIR FAX:** Narrator Eddie Albright presents newsy topics of general interest to women.  
*First Broadcast:* April 13, 1942.  
*Broadcast Schedule:* Monday through Friday, 10:35-10:45 A.M. (PWT).  
*Preceded By:* News.  
*Followed By:* Dramatic Serial.  
*Station:* KHJ, Los Angeles, Cal.  
*Power:* 5,000 watts.  
*Population:* 1,497,074.

**COMMENT:** Growing in favor with sponsors whose products appeal to women are news shows slanted at the feminine audience. Chief ingredients for a successful program of this kind are (1) a popular announcer, and (2) an interesting selection of news.



# JOHNNY ON THE SPOT

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

## KNOCK! KNOCK!

Who's there? *Falstaff Openshaw* himself in person in a new series of spot announcements recently released by the HARRY S. GOODMAN Co. featuring Alan Reed. While *Falstaff Openshaw* is a household word with all listeners to the Fred Allen network program, this new series of spots is available to anyone, can be broadcast on any station. Open ends give the local announcer his lead, and sponsor may use any desired commercial in that break.

Designed to attract attention, hold the interest of the listener, make him sit up and take notice of the sponsor's commercial, the show is a part of a series of programmed one minute spot announcements. Sample patter in this series which now makes it possible for local sponsors to use national celebrities on spot announcements:

**SOUND:** Knock on door and door opens.

**ANN:** Well, Falstaff Openshaw!

**FALSTAFF:** Welcome, stranger, doff your bonnet! Falstaff's here with a brand new sonnet! Have you heard, "Don't Jump in the Ocean, Mother, You're Too Old to Become a Wave?"

**ANN:** Come, come, Falstaff. Haven't you a message?

**FALSTAFF:** Precisely why I am here. I have written a poem—

I've changed over to a Vict'ry suit,  
It's made to save on cloth;  
The wool that's wasted in it  
Wouldn't feed a new-born moth.

There are many changes 'bout my suit  
But there's one that isn't strange;  
They've changed my cuffs, my pleats and vest . . .  
But in my pockets, there's no change!

## COME FAR FOR FURS

Five years ago CHERRY & WEBB Co., department store in Lawrence, Mass., decided to give radio a whirl, via the WLAW airwaves. Starter was a 15-minute once-a-week program. From its original reluctance to breaking down its newspaper appropriation to add radio, CHERRY & WEBB did an about-face, bought three station-break announcements daily.

Direct proof in the terms of increased sales of radio's selling power led sponsor to up its radio budget a second time. Schedule now includes six spot announcements a day. Commercials are placed near news spots and in a daily women's program.

One reason why CHERRY & WEBB changed its tune: an announcement on an early morning broadcast featured a special on fur coats at \$149. Shortly after the store opened its shutters that morning, a customer and her daughter from Newburyport, 18 miles away, asked the clerk about the fur coats she had heard advertised over the air that morning. Request met blank stares: the advertising manager had neglected to tell the department head about the item he was planning to feature on the early morning broadcast. A quick call to WLAW verified the details, and the sale was made.

## FIRST AID FOR SPONSOR

When timebuyer, W. O. Hamilton, CAPITOL STORES area manager, New Orleans, La., decided to take his first plunge into radio, he did more than just get his feet wet. To mark the opening of one of its new supermarkets, CAPITOL STORES bought 52 station break announcements, two quarter-hour shows and one half-hour program on WWL. Spots made Orleanians CAPITOL STORES supermarket conscious, led them to the store for *Food for Thought* radio quiz shows. Remote broadcasts featured the auctioning of baskets of food, the proceeds going to the RED CROSS war relief fund. RED CROSS canteen workers were present for the Friday and Saturday broadcasts to accept money.



## NEXT MONTH

**W. W. MILLIKAN**, of the J. W. MILLIKAN SPORT SHOP, Hammond, Ind., gives this advice to radio advertisers: "Concentrate on a particular department for a seasonal period to get best results!"

**MAX YANDT** puts a *Sport Slant* on his men's clothing store, Missoula, Mont., with plenty of service men's hooks for future business.

**ALFAR CREAMERY**, West Palm Beach, Fla., hits the airwaves nightly, 52 weeks a year, for amazing radio results.

Plus Tested Programs and Promotions You Can Use in Your Own Business!



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