

# S Showmanship



OCTOBER 1942

25c  
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## IN THIS ISSUE

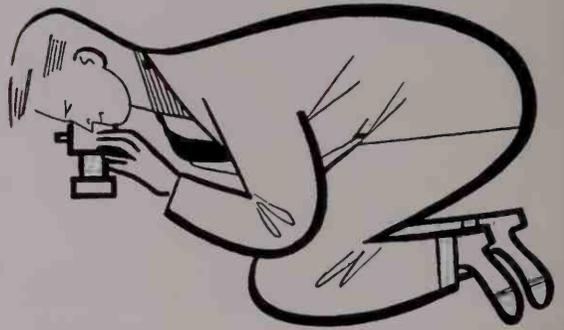
★ Tested Shows  
for Christmas  
SELLING



*Section II*

# RADIO SHOWBOOK

ONE MAN A MAGAZINE . . . A SERVICE



# YOUR BUSINESS AT A GLANCE

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

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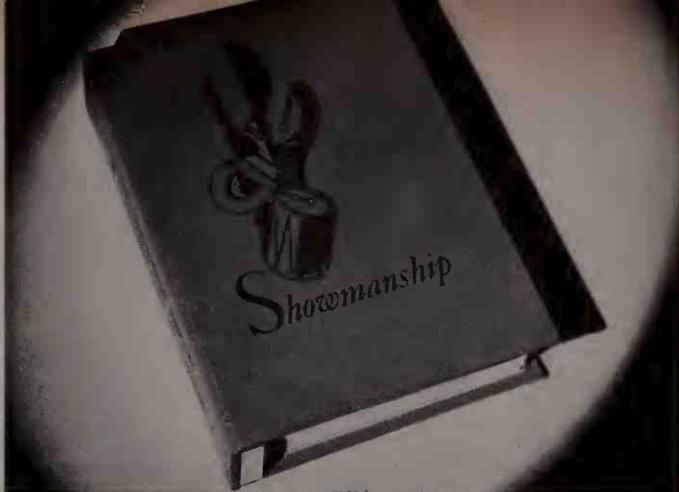
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NO. 10



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Editor and Publisher: Don Paul Nathanson. Managing Editor: Marie Ford.

Published by Showmanship Publications, Minneapolis, Minn. Subscription rate: \$2.50 a year, 25c a copy. Address editorial correspondence to 1004 Marquette, Minneapolis, Minn. Tel.: Br. 6228.

Franchise office: 510 N. Dearborn, Chicago, Ill. Director of franchise: Peter C. Goldsmith. Field franchise representatives: Howard M. McGrath, Robert Parvin.

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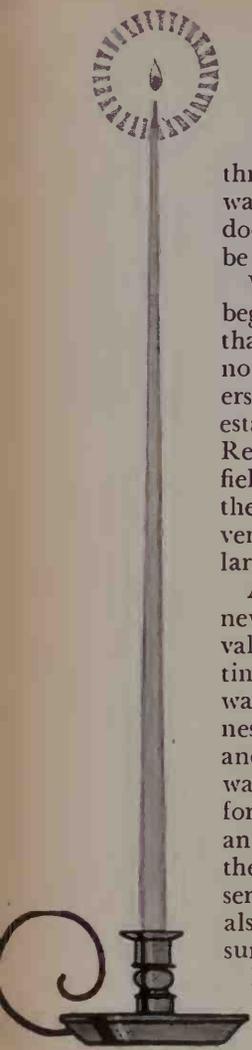
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**I**T will be a different sort of Christmas this year, and it won't be a merry one, but Americans will carry-on as the English have done through three long years of war. If the Christmas stocking doesn't bulge, at least it won't be empty.

When Christmas shopping begins, the public will find that some consumer goods are no longer available, but buyers won't have to leave retail establishments empty-handed. Retailers are looking to new fields to keep volume up, and they are backing up these new ventures with advertising dollars.

Advertising based on these new services is one of the most valuable types of advertising in times like the present. People want to know, and expect business to tell them how to buy and how to conserve in such a way as to act most effectively for themselves, their families and their country. In meeting the situation, business not only serves its own interests but it also serves the public as consumers.

Business has already faced these new conditions, and what hangs on the nation's Christmas tree this year will be there because retailers have not been afraid to tackle their wartime problems.

To determine how retail stores have adjusted their merchandising policies to wartime conditions, the Research Department of the LIBERTY BANK OF BUFFALO (N. Y.) conducted a survey among 60 department stores.

Since what retailers are doing to meet shortages in merchandise is of value not only to other retailers, but to those who deal with them as well, the results of this survey are summarized here. Included are a number of suggestions for *Wartime Advertising Themes for Retail Merchandisers*.

# Retailer

Bank Survey Yields Wartime  
Writes John A. Bacon, WGR-W

## APPEAL TO WORKERS

Reflected in this survey is the vastly increased consumer purchasing among lower income groups with wartime jobs which will help in part to offset the reduced purchasing power of the upper and middle classes. Typical is this response:

*"Because the trend has been toward basement activity, and particularly in view of the credit restrictions which now puzzle and will soon semi-paralyze charge account customers, we have spent a greater part of our promotional dollar for basement advertising."*

## MAKING IT PLEASANT TO STAY AT HOME

The nation is just beginning to stay at home, and advertisers are making use of this theme to great advantage in the retail field. Stores throughout the country report an increased demand for porch and yard furnishings, barbecue items of all kinds, and garden tools. Seeds, bulbs and garden equipment have been merchandised on a larger scale. Reports one of these merchants:

*"We have set up a very fine toy department as a year-round proposition, especially emphasizing playground equipment, which is already bringing us added sales. Recently we ran a large promotion campaign on garden shrubs and fruit trees, which brought us a month's normal business in one week."*

## REPAIR SERVICES

In line with the slogan, "Take care of what you have," department stores are

# Christmas Star

Advertising Themes for Retailers  
Director of Sales, Buffalo, New York.

now extending repair department to include such things as vacuum cleaners and electric fans, reweaving, glove cleaning and hosiery repairing, watch and jewelry repair, shoe repair, fur coat repair, rug and furniture repair. One merchant instituted a *Re-Use-It Service* with contact desks on each floor where customers can discuss such problems.

## DEFENSE ACTIVITIES

Victory workers must be dressed for their part, and some merchandisers have adjusted their merchandising plans to include this phase of the war effort. Reports one:

*"In March of 1941, we announced a new low price policy on all uniforms for officers of the Army and Navy. This action was prompted by a desire to cooperate with the men who are joining our Nation's defense forces by placing uniforms at their disposal at prices that do not even cover our cost of distribution. As a result of this pricing schedule, our monthly volume has regularly increased. Because we feel very close to defense activities we have since broadened this policy to include work clothes and equipment for both men and women workers in mills, factories, railroads and shipyards. In this direction, the acceptance has likewise been most gratifying."*

## CONSERVATION APPEAL

Americans are living, more or less, off inventories which

More than one bow to his arrow has WGR-TVKBW Sales Director, John Anderson Bacon, who joined the Buffalo (N. Y.) Broadcasting Corporation in



1939. Spark-plugger Bacon is a Past Director of the Greater Buffalo Advertising Club, member of the Buffalo Executives Ass'n., Buffalo Automobile Club, Mid-Day Club, and Buffalo Sales Executives Club.

Red Cross, United War & Community Fund (Division "G" Chairman), Y.M.C.A. Drive, and a host of other worthwhile civic promotions also get his support.

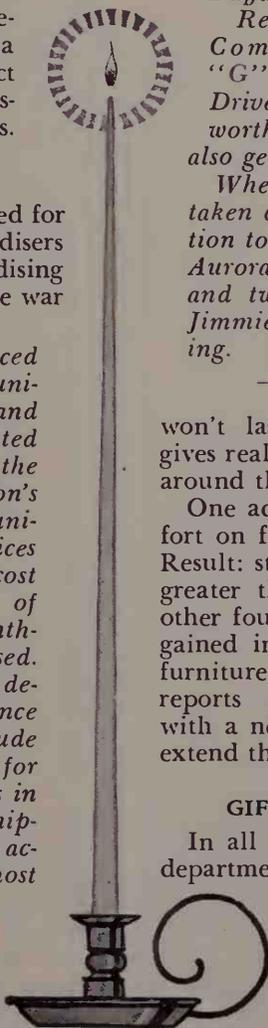
When advertising and sales are taken care of, he turns his attention to his farm just outside East Aurora where his wife, Charlotte, and two children, Johnnie and Jimmie, help with Victory farming.

won't last forever. Common sense gives real point to advertising framed around the conservation appeal.

One advertiser made a stronger effort on fur storage than ever before. Result: storage was about 30 per cent greater than the previous year. Another found that considerable can be gained in promoting slip covers for furniture. Still another merchandiser reports excellent volume business with a new fluid that is supposed to extend the life of automobile tires.

## GIFTS FOR SERVICE MEN

In all sections of the country new departments are blossoming under such titles as *Parcels for the Forces*, and *Bundles for Buddies*. Here is the comment of one advertiser:



"When our Hosiery Department volume started to slip, we condensed its size, and put in a Candy Department, featuring boxes of hard candy for soldiers. This department is growing very nicely. We, then, condensed several other departments so as to enable us to locate, near the center of our first floor, a canteen for men in the armed forces. This department carries out the theme of the express company, 'Express Your Gratitude', and has boxes made up of magazines, toilet equipment, games, etc., which can be sent to the boys away from home."

#### KEEP FIT ANGLE

War necessarily creates a national strain. In one city, a specialized department for the sale of health belts and posture braces, with an expert fitter in charge, has produced a very substantial volume of business. Another store added a line of specially prepared foods known as *Health Foods* to help take up the slack in its business volume.

#### NEW DEPARTMENTS

*Antiques:* In one instance, space vacated by the larger electrical units was taken over by an antique dealer, leased on a percentage of sales basis. Another merchant added a line of old clocks, old English silverware and antique jewelry.

*Blackout Essentials:* Numerous stores report the addition of air-raid protection departments, carrying all kinds of merchandise which the average citizen will need to blackout his home.

*Rentals:* To offset to some extent the sales previously enjoyed in typewriters, one store now offers them on a rental basis. Another merchandiser has under consideration a record lending service.

*Expansions:* While many departments are now curtailed, a few departments have been enlarged. One such unit is the fabric and pattern department where merchandisers have already experienced an increase in piece goods business.

# Non-Canc

## How Four Merchants Put S Radio Material With Splen

**T**ODAY, the almost universal symbol of Christmas is Santa Claus. Because of priorities, dwindling supplies and other problems of wartime emergency, the be-whiskered old gentleman may not bring the nation's children all that they ask for, but Old Santa has always done his best, and this year is no exception.

Like roast turkey without cranberry sauce is a department store's Christmas promotion without Santa Claus, but presenting him in a novel and appealing way is a bugaboo for many an advertising manager. In recent years, radio has met and solved this problem in a variety of unique methods. Presented below are a number of successful radio programs which combine clever radio material with excellent store exploitation.

#### DUBUQUE, IOWA

What the J. F. STAMPFER DEPARTMENT STORE, Dubuque, Ia., wanted was a strong Christmas promotion program that not only sold toys but everything else in the store as well. It wanted audience participation, it wanted mail, and most of all it wanted to see merchandise disappear. It did. Santa Claus did it all! And working against time at that!

In November, a small shop adjacent to the half a block square building which houses the J. F. STAMPFER DEPARTMENT STORE was suddenly vacated. Just as suddenly, STAMPFER's decided to take over this space as a Toy Annex. Moving the toy department to the annex added to the radio problem, and time was at a premium.

STAMPFER's and KDTH decided to help Santa by contacting him at the

# North Pole Claus

to Work, Combined Clever  
Exploitation is Told Here

North Pole via the magic of short wave radio. Daily KDTH advertiser throughout the year, and radio-wise, STAMPFER's chose one of its own department heads to impersonate the venerable old gent. In him, they had a representative who not only had a way with children, but who also knew the store organization by heart. When a youngster wanted to remember Dad and Mother, Santa had suggestions on the tip of his tongue and he could tell just where it could be found in the STAMPFER store.

Santa was housed in a blind studio at the station. Toys, dwarfs, and other sound effects were with him. As far as the listening youngsters were concerned, he was at the North Pole.

At the STAMPFER store, an impressive broadcasting set-up was arranged. To solve the problem of feed back and to give the moppets the thrill of listening to Santa all by themselves, an amplifier and a line was used on the mike. A small receiver with plug in jacks for head sets was used for actual operation. As far as the boys and girls who gathered to see the proceedings were concerned, it was a one-sided conversation but each one was mighty anxious to hear what Santa would have to say to him personally on the *Contact Santa* program.

Originally scheduled for fifteen minutes, the show moved to a half-hour on its second airing. Subsequently it went to three-quarters of an hour, and in the week before Christmas it took a solid hour to interview the youngsters who jammed the Toy Annex. When letters began coming in, a special North Pole

Post Office was installed in the Toy Annex, and replies under a Red Cross seal awaited all of the letter writers a few days after their own letters had been posted. So great was the demand that the supply of colorful lithographed stationery, showing Santa at a microphone, which was used for replies, was exhausted in a week, and the letterheads had to be changed several times.

ROCKFORD, ILL.

In Rockford, Ill., youngsters came, saw and were conquered by the OLSEN-EBANN JEWELRY STORE's Santa Claus heard over WROK on the three Saturdays preceding Christmas. While censorship bans against the open mike will necessitate some changes in the set-up, in 1941 he was *Santa On the Street* for one of Rockford's oldest and largest credit jewelers.



Featured on the WROK show were interviews with the youngsters. Assisted by announcer Morey Owens, Santa Claus chatted with the sprouts, presented each with a sack of candy. Distributed in three half-hour airings were 900 sacks of candy! For the *Rockford Register-Republic*, the show rated a picture in its full page of *Photo Highlights of the Week in Rockford Business*.



#### DES MOINES, IOWA

Among the first to have a Mrs. Santa Claus was the SEARS ROEBUCK AND COMPANY'S retail store, Des Moines, Ia. For four weeks preceding Christmas, Mrs. Santa Claus was heard Monday through Saturday from 8:30 to 8:45 A.M. over KRNT.

Different and novel was the promotional plan built around Mrs. Santa Claus. In the SEARS' toyland was a wishing well attended by a fairy. Children filled out cards listing what they wanted

for Christmas, signed their names and addresses, and dropped the cards into the well as they blew one of Santa's wishing whistles.

The cards, made out in the child's own handwriting, were sent to its mother. Accompanying the card was a letter from SEARS telling the mother of the child's recent wish at the well. The suggestion was made that SEARS hoped to help the child's wish come true, and mothers were invited to visit the store soon. SEARS found that a very high percentage of the direct mail letters were read, and the fact that the letters were accompanied by a card in the child's own handwriting added a telling and effective personal touch.

While Mrs. Santa Claus, alias Beverly Berry of the KRNT staff, read the children's names on her daily program, what they wished for was not divulged. Did the small fry go for this plan! A three weeks' supply of cards, wishing whistles and cartoon books was used up in a single week.

#### COLUMBUS, OHIO

In Columbus, O., Santa really went to town for the F & R LAZARUS & CO. department store. With the toy department in a new location exactly six stories away from Santa's throne-room, two obstacles immediately presented them-



● *Left . . .* From the J. F. STAMPFER Toy Annex, children talked direct to Santa via short wave and KDTH, Du-  
buque, Ia.

● *Below . . .* So popular was the STAMPFER *Santa's Post Office* that the season's supply of reply letterheads was exhausted within a week.

● *Right . . .* Youngsters and parents lined the sidewalk for a full block at each of the OLSEN-EBANN JEWELRY STORE'S broadcasts aired over WROK, Rockford, Ill.

selves. First, how to acquaint the public with Santa's new location, and second, how to accommodate the inevitable burden of traffic which would tax the crew of 13 elevators conveying Young Columbus and family to Toyland.

A freight elevator near Santa's new location was converted into the *Chimney Express*, and radio was required not only to attract youngsters and their parents, but also to steer them away from the busy Main entrance and regular passenger elevators to the entrance nearest the auditorium where Santa held sway and from there to the special *Chimney Express* to Toyland.

WHKC was used exclusively, with fifteen-minute programs daily at 7:15 P.M., beginning several days prior to Santa's arrival at the Columbus Airport via TWA-Stratoliner on Thanksgiving Day.

Originated by Fred W. Sample, head of WHKC's continuity department, the *Chimney Express* broadcast, supposedly originating in Santa's North Pole Toy Shop, opened with the wireless contacting Radio Station XMAS by WHKC. Santa, aided by Godfrey and Gasper Gnome and Icicle, read letters sent in by out-of-town boys and girls, and actually telephoned four local children during each broadcast.

Evidence of the success of the second year of this radio promotion: 13,265 form cards were mailed out to youngsters in response to personal mail for Santa; Santa talked with 25,048 boys and girls, and the grand total of children and parents carried to the toy department on the *Chimney Express* was 79,332!

**COMMENT:** With institutional effort playing an important role in store operation, it is to be expected that special emphasis be placed on Christmas activities. Sure-fire are programs which combine clever radio material and store exploitation. Most of these programs cost little or nothing in addition to the actual airing of the program, but they establish another link in the chain which will result in a closer alliance between the retailer and radio.

*Words of Caution:* Plenty of time clearance is an absolute essential; kids will jam any place to talk to Santa by radio. If the replies-to-letters angle is worked, have plenty of letterheads on hand; the mail pull on a Santa Claus show is often terrific. Lastly, be set for anything. It can happen. Santa must be nimble witted to meet any and all emergencies.

CHRISTMAS shoppers in Washington, D. C., aren't inclined to believe their eyes at first. Plunked down in the middle of the city is a country store. Year before last this small slice of Vermont was in the heart of the Washington shopping district on Pennsylvania Avenue. The next year it moved to the toney Connecticut Avenue region where this bit of authentic ruralism vied for attention with Rural Electrification's modern building and ELIZABETH ARDEN's salons.

The *Country Store* is just a frame building, the outside plastered with advertisements for everything from smokes to corn plasters. When the store opens up each Christmas season, its shelves are empty. Its appointments include a pot-bellied stove, a few cracker barrels for the local philosophers to rest on, and a large sand pit. (Cuspidors are too small for a good country store.)

Nothing is sold in this WOL Christmas enterprise. Its purpose is to take in contributions for the poor. While money is acceptable, and contributors may bring in what they wish, canned goods, flour, coffee, tea and other staples are preferred.

Every morning for two weeks store proprietor Art Brown runs his WOL *Musical Clock* program, heard from 6:30 to 9:30 A.M. direct from the *Country Store*. This participating show gives the *Country Store* its main publicity,

## No Slack

Out of the Cracker Barrel  
\$6,000 Worth of Yuletide

and the fact that the program comes direct from the scene helps impress the *Country Store* on listeners' minds. Other publicity comes from station break announcements either urging contributions or calling attention to some of the special events put on the air from the *Country Store*.

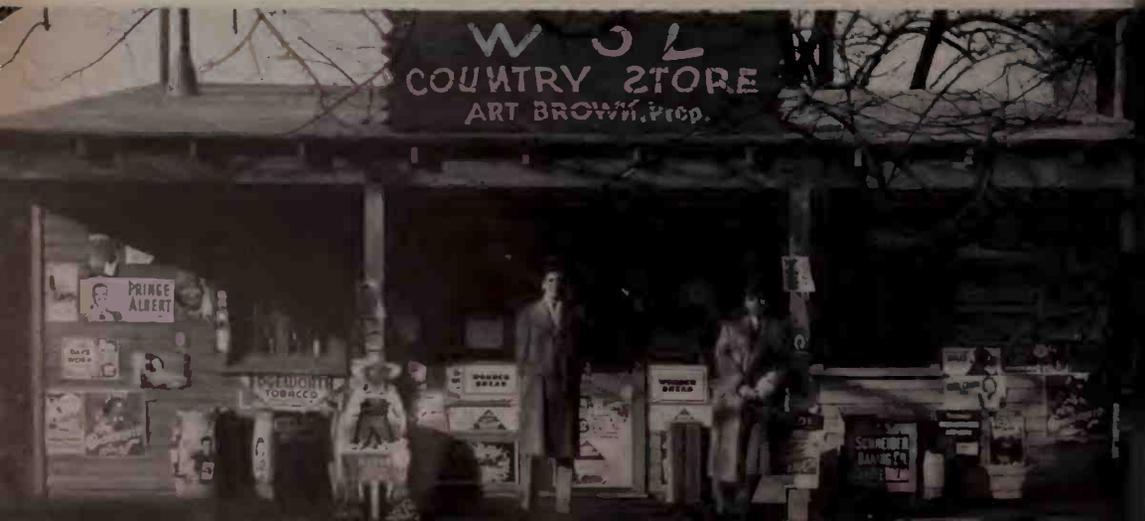
One of these special events last year was a potato-peeling contest. Four soldiers came up from Fort Belvoir, Va., for a little K.P. duty and their activities were described over WOL. Potatoes, both used and unused, stayed at the *Country Store*.

Another day Russ Hodges did his WOL *Sports Resume* from the store. Contributors, some of them not even sure they are facing a live microphone, are also interviewed.

More than gratifying are the results. Gathered in two years: more than \$1,150

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● A small slice of Vermont in the center of Washington, D. C., is WOL's *Country Store*. Proprietor Art Brown, and his assistant, Ted Dunlap, look over the premises.



# Santa's Sack

The Country Store Comes  
Washington, D. C., Needy

in cash contributions alone. Ten times that amount of food have lined the shelves of the *Country Store*. An inventory of Prop. Brown's stock last year included 19,208 pounds of coffee, salt, sugar and flour; 7,649 pounds of fresh meats, fruits and vegetables, and 19,208 units of canned food. Also turned over to the Metropolitan Police who distribute the baskets: 12 live chickens, one live

turkey and two dressed ones, and one small, squealing pig. WOL had filled the cracker barrel with \$6,000 worth of food for the needy!

Wonderfully cooperative are listeners. One man who came in to see what the *Country Store* was all about, promised that out of his budget for lunch during the Christmas season, each day he would give the *Country Store* what he saved by eating less. And he kept his promise.

Many listeners go to great inconvenience to present their contributions in person. Many write thanking Prop. Brown for the privilege they had in finding a new outlet for their Christmas spirit. And when the baskets are distributed on Christmas Day, listeners, participating sponsors on the *Musical Clock* program, and all others who shared in the venture know that they have had a part in an expression of the genuine Christmas spirit.

● *Right . . .* Empty shelves give way to a well stocked larder as *Musical Clock* listeners bring in their contributions to the needy.

● *Below . . .* Policemen officiate as baskets are made up for Christmas Day delivery to families who need food.



# Year 'Round Plum Pudding

Tech Ice Cream Merchandises Its Kid Show to the Hilt Writes

Ronald P. Taylor, Vice-Pres. of Smith, Taylor & Jenkins, Inc.

**K**IDS being kids, there is no sure-fire formula for a successful kiddies show. But if there were, it would go something like this: "Let 'em act, let 'em dance, let 'em play, let 'em sing." In other words, the youngsters like best the programs they themselves participate in.

At least that's the system followed by the *Tech Junior Jamboree*, which is the keystone of its sponsor's advertising campaign. That it has some foundation in truth is evidenced by the fact that the program, now in its tenth year, is radio's



*A product of Ohio University and the Poor Richard Club School of Advertising, amiable Ronald Patterson Taylor now puts college theory to the*

*acid test as vice-president of Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa. Before settling down to advertising agency business, adman Taylor dabbled in newspaper work, retail advertising and auto parts sales.*

*A believer in the adage that "all work and no play makes Jack a dull boy," nimble-witted Taylor shoots golf in the "low hundreds." Other enthusiasms: bridge, poker, mystery stories and T-bone steaks. Pet aversions: soap operas, hominy, and having someone read a newspaper over his shoulder.*

oldest and largest continuous kids show originating in a theatre. Broadcast over WWSW from Pittsburgh's ENRIGHT THEATRE, the *Jamboree* plays to an average live audience of over 2,500 yelling youngsters. It occupies a half-hour segment of a special Saturday theatre program running from 11:30 A.M. to 5:00 P.M. The boys and girls are treated to an extra half-hour stage show, a Western horse opera, and usually another feature production, a comedy and a serial, as well as the radio broadcast. Yes, they bring their lunches!

The broadcast comes first on the program. It is made up roughly of one-third community singing, one-third stage and vaudeville acts, and one-third pure, unadulterated horseplay. Every week there are stunts, contests and other audience-participation features in which every juvenile may join. More often than not, the children themselves read or sing the commercials (always brief) perhaps with a mouthful of crackers. Sometimes a quiz is included, with participants paying humorous penalties for failure. Much of the show is ad-libbed and unrehearsed, and it benefits thereby in freshness and spontaneity.

There is the full quota of relatives. Uncle Walt Framer, who emcees the program, and Cousin Johnny Mitchell, organist and musical director, have been with the *Jamboree* since its beginning. Then there's Pappy Bill Hawk, ENRIGHT manager; Cousin Alan Trench, the commercial announcer, and Cousin Gil Bacon, special representative of the TECH ICE CREAM COMPANY, sponsors of the broadcast for the past two years.

*Smiles right back at you!*



*Tech*



**ICE CREAM**

PHONE Schenley 7761 FOR NAME

● One of the most familiar advertising trademarks in Pittsburgh is the picture of *Polly Tech*, a gay, vivacious lassie. Winner in the annual *Polly Tech* contest becomes the sponsor's trade-character for the year, serves as **TECH ICE CREAM'S** advertising model as in this 24-sheet poster.

Production begins the previous Thursday afternoon, with a four-hour session in the WWSW studios. Here the young aspirants, aged from five to fifteen, are auditioned, with no applicants refused. Those with real ability are selected for future broadcasts. Others, who have latent talent that merely needs development, receive further seasoning on the stage-show portion of the bill.

Many stars of Hollywood and Broadway are graduates of the *Junior Jamboree*. There's Gene and Fred Kelly, of *Pal Joey* fame, George Staisey and Perry Jubilier, whose latest appearance is in *Best Foot Forward*; Ann Barrett, Little Jackie Heller and a host of others. Al Helfer and Ollie O'Toole, now top-flight network announcers, both began their radio careers on this show.

It takes more than good programming to make a radio program pay out commercially. The **TECH ICE CREAM COMPANY** merchandises the *Jamboree* to the hilt. Annually, through the spring months, there is a contest to choose a new *Polly Tech*, who then becomes the sponsor's trade-character for the year. Entrants must include a box top. On the Mother's Day program there are awards for the oldest, youngest, fattest, skin-

niest, shortest and tallest mothers present, as well as one for the mother coming from the most distant point.

Hallowe'eners get prizes for the prettiest, funniest and most unusual costumes. Similar events are held on Christmas, New Year's, July Fourth and Father's Day. All minor prizes are in the form of merchandise certificates redeemable at any **TECH** dealer's store. Occasionally photographs of popular stars, such as Gene Autry, or some novelty children's prizes are offered in exchange for box tops.

But the most resultful merchandising stunt yet attempted is the *Tech Dealer Draw*. Each week the names and addresses of eight **TECH ICE CREAM** storekeepers are read, together with the announcement that "*the first 20 people to enter each store, make a purchase and mention the Junior Jamboree, will receive a free pint of delicious Tech Ice Cream.*" In every case, stores have become crowded within a few minutes after the announcement. In the 10 years the *Junior Jamboree* has been on the air, the broadcast has had several different sponsors and innumerable changes in routine. But never has it ceased to be the kids' own show. And they love it!



# SHOWMANSCOOPS

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



## Sponsor's Ride

● *Above . . .* Close to one million people watched the opening of *Santa Claus Lane* in Hollywood, Cal. Every commercial show originating from the NBC Hollywood Radio City studios was represented. Riding in the Maxwell are Carmichael and Rochester of Jack Benny's Jello program.

● *Left . . .* R. H. Glissman, Santa Claus and general chairman for the San Francisco-Oakland Com-muter's annual *Christmas Party*, and KROW announcer Bert Winn, do a 30-minute broadcast of festivities. (For story, see *Christmas Promotion*, p. 349.)



## The Yuletide

● *Above . . .* At the seventh annual *Christmas Giving Party* presented by WLS, Chicago, Ill., the Saturday before Christmas, 4,000 youngsters and parents contributed staple food items as their price for admission.

● *Right . . .* Ceiling high is the collection of 15,000 items of foodstuff collected at the special Christmas airing of the Morris B. Sachs *Amateur Hour*. Mr. Sachs and two members of the American Legion Auxiliary are shown looking over the collection. Show was aired over WENR, Chicago, Ill.

● *Below . . .* Regularly received on WMBD's *Christmas Capers* program were cakes, embroidered pieces, etc. *Reason:* Peoria, Ill., quiz show contestants were judged not only on neatness but also on originality. (For story, see *Christmas Promotion*, page 347.)





# CHRISTMAS PROMOTIONS

Here is a collection of successful merchandising stunts used last Christmas in a variety of business fields.

## Dairies

**STREAMLINED FAIRY TALES** Christmas is something special, and even a sponsor who is consistently on the air wants something special with which to celebrate the Yuletide season. MEYER'S DAIRY, Cleveland, O., found both its every-day needs and its special Christmas requirements satisfied in one and the same program.

While *Streamlined Fairy Tales* consists of 60 quarter-hour transcribed episodes, 15 are especially prepared for Xmas season airing. No fairy tale was MEYER's success with the series.

Comments adman Lehman Wood, of MELDRUM & FEWSMITH, INC. ADVERTISING: "When *Streamlined Fairy Tales*, under the sponsorship of MEYER'S DAIRY, was in its ninth week of broadcasting, we offered a free *Fun Book* to children between the ages of four and eight. Listeners were asked to stop the MEYER DAIRY milk men to obtain the free gift book.

"The program was aired at 9:30 A.M. on Saturday. At that time the MEYER DAIRY milk men had completed more than half of their daily calls. But regardless of the late hour, the wagon men were stopped over 300 times that Saturday, and before Thursday of the next week, the entire lot of 1,000 books ordered were gone."

**AIR FAX:** Santa introduces each of the 15 special Christmas episodes, is assisted by the *Koralites*.

*First Broadcast:* March 6, 1941.

*Broadcast Schedule:* Saturday, 9:30-10:00 A.M.

*Preceded By:* Music.

*Followed By:* Farm Program.

*Sponsor:* Meyer's Dairy.

*Station:* WCLE, Cleveland, O.

*Power:* 500 watts.

*Population:* 1,111,449.

*Producer:* H. S. Goodman.

*Agency:* Meldrum & Fewsmith, Inc. Adv.

**COMMENT:** Sponsors and their advertising agencies have taken full advantage of radio's flexibility in presenting a premium story. Especially valuable is the use of premiums to stimulate sales in areas where sales and distribution need additional buying stimulus.

## Department Stores

**SANTA'S MAGIC CHRISTMAS TREE** When round eyed moppets reached the toy department of the S. H. HEIRONIMUS Co. department store, Roanoke, Va., to greet Santa Claus, the first thing to confront their eager-eyed gaze was a huge Christmas tree. Out of its feathery branches, three times daily, stretched the venerable Saint Nicholas to greet the sprouts. Truly, it was *Santa's Magic Christmas Tree*.

While the old gent was hard put to it to greet personally every child who came to the HEIRONIMUS toy department, he established personal contact with each of them three times a week via

WDBJ. Broadcasts invited children to write letters to Santa Claus. To admanager Mrs. Gonzales Cumbie, "Sales results and mail pull of the program were very satisfactory."

**AIR FAX:** This transcribed Christmas series of 15 quarter-hours includes an entire promotional cam-



paign, is delivered as one complete package. Commercial continuity suggestions, ad mats, display tie-ups, prebroadcasting spot announcements, merchandising ideas, et cetera are designed for department store, bakery, dairy or food product sponsorship.

First Broadcast: November 15, 1940.

Broadcast Schedule: Monday, Wednesday, Friday, 5:00-5:15 P.M.

Preceded By: The Lone Ranger.

Sponsor: S. H. Heironimus Co.

Station: WDBJ, Roanoke, Va.

Power: 5,000 watts.

Population: 112,184.

Producer: Kasper-Gordon, Inc.

COMMENT: Programs which combine institutional and direct selling advertising don't grow on trees. According to the testimony of this sponsor, here is one program which achieves its twofold purpose with splendid results.

### Finance

MUSIC OF ALL NATIONS Not in 50 years had a Christmas Eve Midnight Mass been held in Marion, O. At the suggestion of WMRN the wheels began to turn, and Father William E. Spickerman got the necessary diocese approval within 48 hours.



To control the anticipated audience, 25 cent tickets were offered at the first of two Sunday Masses. Before the end of the second Mass, tickets were completely gone. To radio listeners went the entire service over WMRN airwaves.

Broadcasting the Mass meant that WMRN stay on the air after its usual 10:00 P.M. sign-off. Into the breach stepped the NATIONAL CITY BANK OF MARION to take on the 10:00 to 11:45 P.M. package stint. Broadcast consisted of an especially created program titled *Music of All Nations*. Only commercial: a two-minute Christmas welcome by bank cashier R. E. White.

AIR FAX: First Broadcast: December 24, 1941.

Broadcast Schedule: 10:00-11:45 P.M.

Followed By: Midnight Mass.

Sponsor: National City Bank of Marion.

Station: WMRN, Marion, O.

Power: 250 watts.

Population: 31,084.

COMMENT: That radio and its sponsors are prepared to meet their obligations

of service to the community is indicated through broadcasts of this kind. Particularly appreciated during the Christmas season are such gestures of good will.

### Meats

CAKES FOR CHARITY *Man does not live by bread alone* goes the adage, more

## MINNEAPOLIS' GREAT

# DOUBLE ROOM VALUE

# \$1.75 PER PERSON

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

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



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

HOTEL 10th STREET AT 3rd AVENUE

# Leamington

MINNEAPOLIS • MINNESOTA

pertinent during the Christmas holiday season than at any other time of the year. Hence, the *Cakes for Charity* drive started on the *Silverleaf Sendoff* program aired for SWIFT & Co., Chicago, Ill.

In cooperation with Chicago, Ill., *United Charities* metropolitan goodfellows were offered an opportunity to provide 6,000 cakes to needy families. Interested housewives had only to whip up a cake at home. A special messenger made a Tuesday pickup. Delivery to the needy was made through the 12 local branches of the *United Charities*.

Housewives pledged offerings by telephone to campaign headquarters or got pledge cards from their grocers. Card was then filled in, returned by mail. Cash prizes were awarded by SWIFT & Co. for the best cakes.

**AIR FAX:** Transcribed music, and time reports are included in this early morning show heard on five week days. Program is aired in the interests of *Swift's Silverleaf Lard*.

*First Broadcast:* September 8, 1941.

*Broadcast Schedule:* Monday through Friday, 8:15-8:30 A.M.

*Preceded By:* News.

*Followed By:* Musical Clock.

*Sponsor:* Swift & Co.

*Station:* WBBM, Chicago, Ill.

*Power:* 50,000 watts.

*Population:* 3,440,420.

*Agency:* J. Walter Thompson Co.

**COMMENT:** While the run-of-the-mill broadcasts of a program of this type may serve the primary function of stimulating dealer and salesman enthusiasm, a special drive of this nature creates a tremendous amount of consumer good will for the sponsor.



## IN HIS STEPS

The Half-Hour Transcribed Show That America Has Taken to Its Heart

### One sponsor says:

"We have been consistent users of radio advertising for FIFTEEN YEARS . . . we personally believe this is the GREATEST and BEST STORY PROGRAM we have ever had the pleasure of hearing . . . AS FINE AS ANYTHING ON THE AIR TODAY."

### Another says:

"We consider 'In His Steps' one of the BEST PIECES OF ADVERTISING WE HAVE EVER USED . . . in face of the fact that we have been on the radio for FOURTEEN YEARS."

### AND ALL OUR CLIENTS SAY THE SAME

26 HEART-THROBBING, HUMAN INTEREST DRAMAS OF KINDNESS AND TOLERANCE

### And Two Other Great Shows THIS THING CALLED LOVE

65 Five-Minute Programs of ROMANCE AND CHARM

and

### That Outstanding Juvenile Program THE ADVENTURES OF PINOCCHIO

in  
78 Thrilling Episodes

Write or Wire

## EDWARD SLOMAN PRODUCTIONS

8782 Sunset Boulevard  
HOLLYWOOD, CALIFORNIA

## Merchant's Association

**SANTA'S HELPER** While all youngsters pin their hopes on the all-seeing, all-doing Saint Nicholas, the Christmaseason means an S.O.S. to *Santa's Helper* for children whose parents are among the needy. In Ashtabula, O., 17 WEST END MERCHANTS took on the role. On the four Sundays preceding Christmas Day participating sponsors aired Yuletidings over WICA. Identification mark for each of *Santa's Helpers*: a large Christmas Star in the store window. Inside, in a prominent position: a large box waiting to be filled with gifts for charity.

Putting its shoulder to the wheel, the local Boys' Club repaired broken toys, handled distribution on Christmas morn. When the local *Rebekah Lodge* held its Christmas party, members took Christmas gifts not for each other, but for *Santa's Helpers*. Individual merchants, all of the neighborhood store variety, also contributed merchandise to swell the total volume of Christmas cheer.

**AIR FAX:** Commercials were limited to mention of the participating merchants.

*First Broadcast:* November 31, 1941.

*Sponsors:* West End Merchants.

*Station:* WICA, Ashtabula, O.

*Power:* 1,000 watts.

*Population:* 23,301.

COMMENT: Radio's value as an institutional builder works as well with a group of merchants as with one merchant. Building up via radio of an entire shopping district benefits all the merchants in that district and expenses should be shared alike; competition for the little dress shop on the corner isn't the store across the street, it's the downtown stores.



## Merchant's Association

**CHRISTMAS CAROL** When the *Windber Business Men's Association* wound up its series of 26 programs to promote *Windber's Greatest Christmas Sale*, participating merchants had something to sing about. So successful was this campaign that another blossomed forth with the spring violets, was heard over WJAC, Johnstown, Pa., on a six-per-week basis. *Under discussion:* a series of three-a-week on a long-term contract.

While 25 broadcasts in the Christmas promotion were quarter-hour airings made up of music, merchants really lighted the Christmas tree on Christmas Day, took to the airwaves with a full-hour broadcast of the NBC transcribed version of Dickens' *Christmas Carol*.

One minute opening and closing commercials on each of the quarter-hours plugged *Windber's Greatest Christmas Sale*. Variations on the same theme: announcement to the radio audience of Santa's arrival in Windber; commercials plugging Trading Stamps given by over 75 Windber merchants with each 25 cent purchase, etc.

*Special promotion:* a weekly newspaper-size circular prepared by the *Windber Business Men's Association*, delivered free to all homes in the Windber trading area, announced the broadcasts. Eight billboards with Santa Claus blown up to gigantic proportions ballyhooed Windber merchants' *Christmas Sales*, included time-and-station program information.

On two occasions, Windber businessmen-of-good-will aired programs on which the only commercials consisted of mention at the beginning and end of

sponsorship by the *Windber Business Men's Association*; namely, the Thanksgiving Day airing of the transcribed NBC short story, *The Rich Kid*, and the Christmas Day *Christmas Carol* offering.

**AIR FAX:** Musical selections appealing to all types of listeners were the day-to-day feature of these Monday through Saturday broadcasts.

*First Broadcast:* November 26, 1941.

*Broadcast Schedule:* Monday through Saturday, 12:15-12:30 A.M.; Christmas Day, 2:00-3:00 P.M.

*Sponsor:* Windber Business Men's Association.

*Station:* WJAC, Johnstown, Pa.

*Power:* 250 watts.

*Population:* 105,265.

*Producer:* NBC Radio-Recording Division.

COMMENT: That radio can sell a small town's business district (as well as a neighborhood district) is shown here. With transportation curtailed, more small towns should follow Windber's lead.

## Participating

**CHRISTMAS CAPERS** Fourteen 12-pound turkeys graced 14 Peoria, Ill., tables because 14 participating sponsors plugged for extra Christmas business with twice-weekly airings of *Christmas Capers* over WMBD. Preceding a tuneless half-hour, a special key word was divulged at the beginning of each broadcast. To be in the running for tom-turkey listeners were required to count the number of times the key was mentioned in sponsors' commercials.

When sponsors took a gander at results, their decision was that tom-turkey was their meat. In seven broadcasts, the program pulled over 2,100 entries.

Considered by the judges in awarding the prizes was neatness and originality. Listeners met the challenge: regularly received were cakes with correct answers spelled out in the icings, embroidered pieces featuring the key



number, etc. Two gobblers were awarded on each broadcast.

**AIR FAX:** Some of the participating sponsors were on every program, others on alternate broadcasts.

**First Broadcast:** December 2, 1941.

**Broadcast Schedule:** Tuesday and Friday, 8:30-9:00 P.M.

**Sponsor:** Peoria Finance & Thrift Co.; Si Brown Furniture Store; Central Illinois Light Co.; R. A. Singer Jewelry Co.; Tyler Sprague; A. Espenscheid; Biehl Cleaning & Dyeing Co.; Dr. C. M. Burns (Optometrist); Jefferson Cleaners; Peoria Camera Shop; Rembrandt Studios; S. S. Kresge Co.; Peoria Blue Print & Photo Press Co.

**Station:** WMBD, Peoria, Ill.

**Power:** 5,000 watts.

**Population:** 121,050.

**COMMENT:** That what was sales meat for sponsors was sauce for listeners is indicated by 2,100 responses in seven broadcasts. For those with a limited advertising budget, contest programs produce maximum results with a minimum of expenditure. (For pic, see *Showman-scoops*, p. 343.)

## Ready For The Air

Hollywood SHOWMANSHIP and SALES-MANSHIP at Its Super Best! Prices as Low as \$3 Per Complete Recorded 15-Minute Show. 5-Minute Script Shows From \$1 Up. Timed—Tested—Proved.

Available are five profit-making programs of proved popularity designed for hard-hitting radio campaigns.

### "THE SUNDAY PLAYERS"

Bible Dramas  
52 30-Minute Transcriptions

### "WADE LANE'S HOME FOLKS"

Music and Philosophy  
52 ¼-Hour Transcriptions

### "LEISURE HOUSE"

Domestic Drama  
26 ¼-Hour Transcriptions

### "CITY GIRL"

Dramatic Serial  
5-Minute Script Show

### "FOLKS NEXT DOOR"

All-American Domestic Drama  
520 ¼ Script—Minimum: 26

## GEORGE LOGAN PRICE

946 South Normandie Los Angeles, Cal.

## Participating

**CUES FOR CHRISTMAS** Thumb-worn are newspaper shopping column gift suggestions. Likewise, as daily calendar reminders bring the shopping season one day shorter to its holiday close, dial twisters need go no farther than the nearest radio column for shopping hints.

In New York City, LEDERER OF PARIS, MOSSE, INC., NEWSREEL THEATRES, INC., CARL FISCHER, and the ALTMAN-KUHNE CORP. took on participating sponsorship of the WQXR twice-daily five-minute shopping column program, *Cues for Christmas*. Woven into the script was holiday promotion for participating sponsors.

**AIR FAX:** Christmas shopper for WQXR listeners was Alan Taulbee. Each sponsor got 150-word commercials featuring specific merchandise. Just before the sign-off, shopper Taulbee summarized gift offerings for the day, worked in each sponsor by name.

**First Broadcast:** December 1, 1941.

**Broadcast Schedule:** Monday through Saturday, 9:00-9:05 A.M., 12:00-12:05 (Noon).

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Lederer of Paris; Mosse, Inc.; Newsreel Theatres, Inc.; Carl Fischer, and the Altman-Kuhne Corp.

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

**Power:** 10,000 watts.

**COMMENT:** At other times of the year, programs built entirely upon items of merchandise may be the listener's *radio white elephant*, but this Yuletide service is a bringer of glad tidings to harassed shoppers.

## Public Service

**WLVA CHRISTMAS PARTY** Charity began at home for residents of Lynchburg, Va., at 4:00 P.M., Sunday, December 21, when WLVA hit the airwaves with its seventh annual *Christmas Party*. It kept the limelight until WLVA's 10:30 P.M. sign-off. Local talent sang, told stories, presented dramatizations, performed instrumental music with one single purpose: to secure money for 1,500 baskets of food for Lynchburg's needy.

At the sign-off, collections totaled \$4,462.50 from Lynchburg's 45,000 pates. *Only pre-broadcast publicity:* 40 twenty-five word spot announcements scheduled at the rate of five per day for eight days preceding the airing.

Crews of high school boys and girls collected contributions upon receipt of phone call pledges, and all collections were completed within a few hours after broadcast's end. Lynchburg Collector of Revenue Charlie McLeod emceed the show, acknowledged via the airwaves contributor's name. Administrative expenses, et al were donated.

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

*Broadcast Schedule:* Sunday, December 21, 4:00-10:30 P.M.

*Station:* WLVA, Lynchburg, Va.

*Power:* 250 watts.

*Population:* 45,000.



**COMMENT:** While single, sporadic efforts to raise funds for charity also get tremendous results, such appeals gain momentum when they become annual events. Thus, radio pays out regular dividends even on an irregular, seasonal schedule.

## Public Utilities

**CHRISTMAS GREETINGS** Radio is a two-faced guy. It sells merchandise for its sponsors, and it can also be used to queer sales for out-of-the-market sponsors. With communication lines already taxed by wartime emergencies, PACIFIC TELEPHONE & TELEGRAPH used reverse advertising, took to the KROW airwaves to ask the public not to use long distance telephones for Christmas greetings.

Sponsor's one-week schedule of pre-Christmas announcements sang this tune: *"This is your telephone company calling. . . . We want you to know that we are meeting this emergency with everything we've got, but in these critical times when many circuits are jammed, delays are bound to occur. We are deeply grateful for your cooperation in not making other than the most urgent long distance calls in order that our lines may be available for telephone calls important to defense. May we ask you to lend us a hand over the Holiday Season by not sending greetings by long distance this year. Thank you!"*

**AIR FAX:** *Broadcast Schedule:* Announcements for one week prior to Christmas.

*Sponsor:* Pacific Telephone and Telegraph Co.

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

*Power:* 5,000 watts.

**COMMENT:** With many families scattered to the far corners of the world, the impulse to communicate is particularly strong on Christmas Day. However, to sponsor appeals of this kind, the public lends a willing ear, gladly forfeits its own personal satisfactions to the more important necessity of wartime emergencies.

## Transportation

**COMMUTER'S CHRISTMAS PARTY** Wrapped in holly and lost in antiquity are most of the traditions associated with the Christmaseason, but through the ages, Yuletide has been the season for good fellows to get together. In Oakland, Cal., KROW annually attends the *Commuter's Christmas Party* in the San Francisco Terminal Building on the day before Christmas.

Festivities perpetuate old Yule parties conducted by East Bay commuters to San Francisco on former KEY SYSTEM ferry boats for a span of 25 years, and on SOUTHERN PACIFIC ferry boats for the past 46 years.

Recorded at the party is a 30-minute transcription for Christmas morn KROW release. Waxed are speeches by Alfred J. Lundberg, president of KEY SYSTEM; S. L. Dolan, manager of the INTERURBAN ELECTRIC RAILWAY CO., SOUTHERN PACIFIC Co. subsidiary, and R. H. Glissman, who is general chairman of the party, has been Santa Claus for the past 18 years. Also put on platters: commuter interviews.

**AIR FAX:** *First Broadcast:* December 25, 1939.

*Broadcast Schedule:* Half-hour, Christmas morning.

*Sponsor:* Key System; Interurban Electric Railway Co.

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

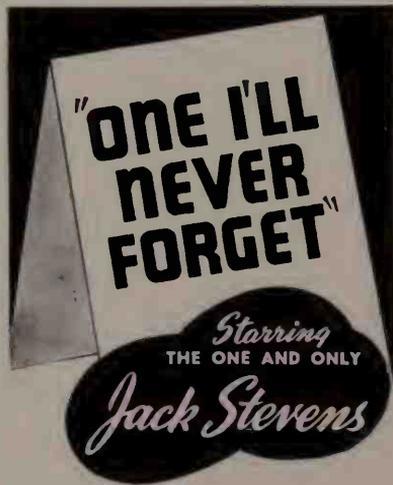
*Power:* 5,000 watts.

**COMMENT:** Advertisers who invite the public to a party on the house reach an even larger audience when stay-at-homes are allowed to share in the gayety over the airwaves. (For pic, see *Showman-scoops*, p. 342.)

## TWO NEW Transcribed Shows THAT "CLICK"



52 ¼-hour Programs  
Music and Philosophy  
21.9 Rating for One Sponsor!



156 5-minute Sports Programs. Stevens is rated the BEST sports commentator in the United States. Sponsored over a 74-Station network by Phillies Cigars, building a record-breaking audience.

Write or Wire for Complete Details

**KASPER-GORDON** Incorporated  
142 Boylston Street  
BOSTON, MASS.

## Participating

**LET'S TALK SHOP** A merchandising contest to stimulate Christmas shopping for its retail sponsors was Christmaseasoning for WQXR, New York City. Offered to listeners were merchandise prizes totaling fifty dollars per week for each of the three weeks between November 24 and December 12. Holly-days awards were bankrolled by CHARLES OF THE RITZ, HAMMACHER SCHLEMMER, W. & J. SLOANE, and BONWIT TELLER.

CHARLES OF THE RITZ, with five beauty salons in New York City, ten throughout the country, offered a first prize equivalent to twenty-five dollars in merchandise or services, a second prize of ten dollars. Third, fourth and fifth prizes were worth five dollars each. Pay-offs were for the best letters on "My idea of a beautiful woman."

Letter-writing contest feature for the week of December 1: "My idea of a well equipped household." Santa Claus to radio listener prize winners was home-furnisher HAMMACHER SCHLEMMER. In the twelfth week of broadcasting BONWIT TELLER offered with its compliments MATCHABELLI's miniature vial of *Abano Bath Oil*. Requests for same: 500!

**AIR FAX:** Main broadcasting personality: Ross Williams, *Vogue's Shophound* for a number of years. Broadcasts told about merchandise seen in sponsors' stores.

**First Broadcast:** September 29, 1941.

**Broadcast Schedule:** Monday through Friday, 9:45-10:00 A.M.

**Preceded By:** Music.

**Followed By:** Commentator.

**Sponsor:** Charles of the Ritz; Hammacher Schlemmer; W. & J. Sloane; Bonwit Teller.

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

**Power:** 10,000 watts.

**COMMENT:** Programs which feature specific gift suggestions useful to the frenzied Christmashopper are almost certain to get the listener's ear. While such information is a seasonal feature of most newspapers, radio has not yet fully exploited this Christmasevice. Especially necessary on a program of this type is a *personality* announcer with an established reputation.

SECTION II

# RADIO

# Showbook

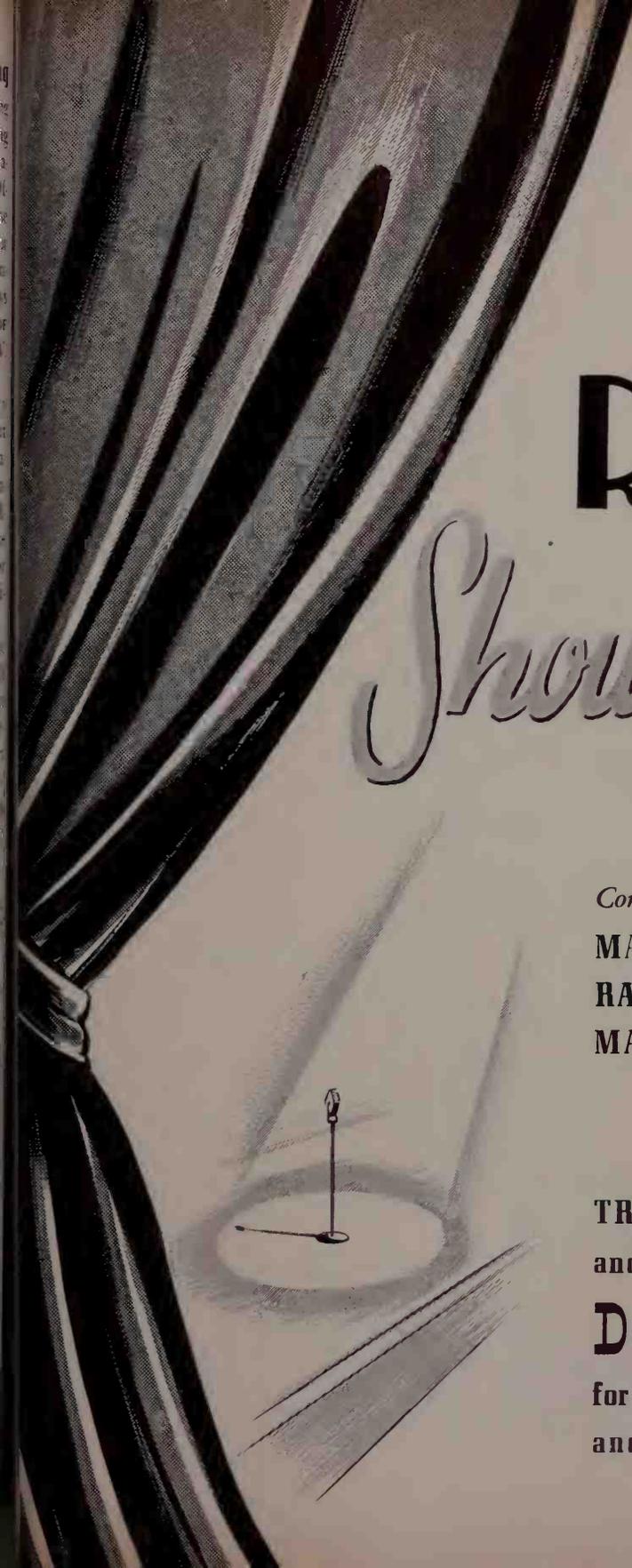
*Compiled by*

**MARIE FORD, Editor of  
RADIO SHOWMANSHIP  
MAGAZINE**

**TRANSCRIBED, SCRIPT,  
and LIVE TALENT SHOW**

**DIRECTORY**

**for Buyers of Local, Regional  
and National Radio Time**



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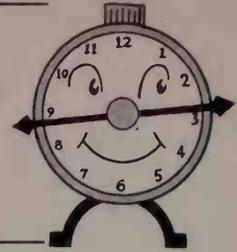
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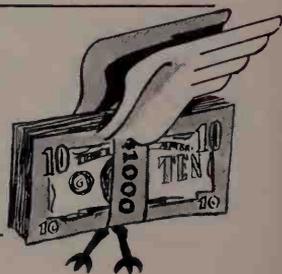
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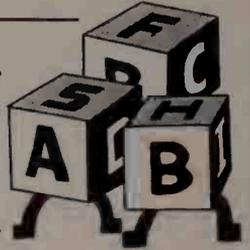
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Mutual's newest woman commentator.

*Type:* Live Network  
*Time Unit:* 15 Minutes  
*Schedule:* Monday Through Friday, 5:00-5:15 P.M.; Tuesday Only, 5:05-5:15 P.M. (EWT)  
*Appeal:* Feminine  
*Class:* News Commentary

**PHILLIP KEYNE-GORDON** News commentary.

*Type:* Live Network  
*Time Unit:* 15 Minutes  
*Schedule:* Monday Through Friday, 6:01-6:15 P.M. (EWT)  
*Appeal:* General  
*Class:* News

**MISS MEADE'S CHILDREN** The experiences of a spinster who gives a home to her sister's children.

*Type:* Live Network  
*Time Unit:* 15 Minutes  
*Schedule:* Monday Through Friday, 2:15-2:30 P.M. (EWT)  
*Appeal:* Feminine  
*Class:* Dramatic Serial

**Q.E.D.** Mutual's newest daytime commentator.

*Type:* Live Network  
*Time Unit:* 15 Minutes  
*Schedule:* Monday Through Friday, 1:00-1:15 P.M. (EWT)  
*Appeal:* General  
*Class:* News Commentary

**THE SHADOW** Mystery-adventure stories.

*Type:* Live Network  
*Time Unit:* 30 Minutes  
*Schedule:* Sunday, 5:30-6:00 P.M. (EWT)  
*Appeal:* General  
*Class:* Mystery Thriller

**KARL ZOMAR'S SCRAPBOOK** Homely verse and philosophy.

*Type:* Live Network  
*Time Unit:* 15 Minutes  
*Schedule:* Monday Through Friday, 1:45-2:00 P.M. (EWT)  
*Appeal:* General  
*Class:* Inspirational

## RADIO TRANSCRIPTION CO. OF AMERICA

**MYSTERY CLUB** Format: a meeting of an imaginary Adventurers' Club. Prospective members dramatize every conceivable type of mystery and adventure.

*Type:* E.T.  
*Episodes:* 52  
*Time Unit:* 30 Minutes  
*Appeal:* General  
*Class:* Detective Mystery

**THOMAS J. VALENTINO, INC.**

1600 Broadway, New York City

**HOT FROM HOLLYWOOD** Gossip of motion picture studios and preview scenes from latest Hollywood productions.

*Type:* E.T.  
*Episodes:* 13  
*Time Unit:* 5 Minutes  
*Appeal:* Feminine  
*Class:* Specialized News

**FREDERIC W. ZIV RADIO PRODUCTIONS**

**EYE-WITNESS NEWS** Presented are verbatim, eye-witness dramatizations of sensational battles of World War II, based on exclusive reports of Associated Press correspondents.

*Type:* E.T.  
*Episodes:* 13 Available; 52 Scheduled  
*Time Unit:* 15 Minutes  
*Appeal:* General  
*Class:* News; Patriotic

## ADDITIONAL LISTINGS

**C. P. MAC GREGOR ELECTRICAL TRANSCRIPTIONS**

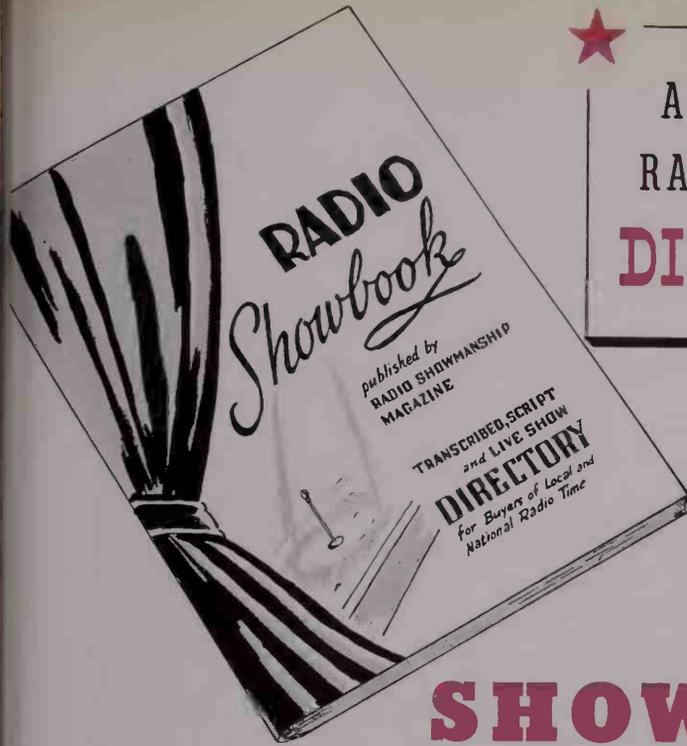
**HOLLYWOOD RADIO THEATRE** A series of plays ranging from heavy drama to high comedy.

*Type:* E.T.  
*Episodes:* 52  
*Time Unit:* 30 Minutes  
*Appeal:* General  
*Class:* Dramatic Feature

**MUTUAL BROADCASTING SYSTEM**

**SHEELAH CARTER** Sister of Boake Carter is

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IN NEXT MONTH'S ISSUE OF

HOWMANSHIP, Oliver Elliott, Employee Relations Director of the Cessna Aircraft Co., presents the amazing story of how that company presents its industrial workers in a fast moving *Strictly Personal* radio show heard over KFH. ★ ★ ★ ★ ★