Showmanship

JANUARY 1941

25c

NATIONAL
GENERAL
30 ROCKEFELLER PLAZ

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Amusements · Bakeries · Beverages · Cleaners · Department Stores · Drug Products · Groceries · Home Furnishings · Laundries Men's Wear · Public Utilities · Shoes · Tobaccos · Women's Wear

MORE THAN A MAGAZINE A SERVICE

THIS IS YOUR FOURTH COPY OF

SHOWMANSHIP. In it are articles concerning, and detailed descriptions of, 39 radio programs as used in 27 different types of business fields. One of these program presentations may prove adaptable to your business. The Editors of RADIO SHOWMANSHIP & MERCHANDISING REVIEW welcome and will promptly answer all correspondence. May you enjoy and profit from this issue.

YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

JANUARY

DECEMBER

If you don't have the December issue on file, order now!

SELLOGRAM

PUBLISHED BY RADIO SHOWMANSHIP MAGAZINE
SHOWMANSHIP BLDG. ★ 11th at GLENWOOD ★ MINNEAPOLIS

TO
RADIO
STATION
SALESMEN

NO. 5

With so many new radio stations added to RADIO SHOWMANSHIP'S franchise list this month, I think it would be a good idea if we retrace our steps.

Five months is just a short time, but in those five months, RADIO SHOWMANSHIP has become the "clearing house" for local radio programs and promotions.

When a furniture dealer in San Francisco wants to find out how a furniture dealer in New York uses radio, he turns to RADIO SHOWMANSHIP.

By offering merchants an independent source of radio information and experience, RADIO SHOWMANSHIP breaks down customer resistance. It helps you, the station salesman, sell more local time!

For better results, however, we need your cooperation. That's why we print this Sellogram. We want to acquaint you with RADIO SHOWMANSHIP's outstanding "saleable" program ideas, so that you can point them out to your clients and prospects.

Remember: A businessman isn't interested, primarily, in radio.... he's interested in his own business. The more times you can cite examples of what other businessmen in his field are successfully accomplishing, the closer you'll come to arousing his interest and obtaining his account.

RADIO SHOWMANSHIP--*The Contact That May Bring A Contract*

READ 'EM AND REAP!

Here are a few things to look for in this month's RADIO SHOWMANSHIP MAGAZINE.

1. It's an important improvement, and we hope you like it. This month's issue is sent in envelopes instead of wrappers. Your clients get the magazine in perfect condition. Notice the statement in the upper left hand corner of the envelope. It's just one of the many ways we break down customer resistance and arouse reader interest.

2. The magazine is divided into two sections. (a) Articles by leading businessmen, advertising men and radio writers. (b) Service departments-- conveniently classified by businesses to interest your prospects.

3. (P. 7) If you are on the verge of selling a clothing account in your town a sports show, maybe Max Yandt can help you. He's a men's wear merchant with seven years of radio experience. See his own story on Page 7.

4. (P. 9) Be sure your continuity dept. sees the story, Ten Best Sellers!

5. (P. 10) Top story of the month: Laundry Sales Thru the Air. Ad man Newby tells how he planned an entire campaign around a horn! And every laundry in your town will know of the Quality Laundry of Chicago.

6. (P. 24) If you charge for church time on your station, see the letter received from Rev. Carleton Brooks Miller of Battle Creek, Michigan.

7. (P. 26) Graysons, Inc., is a well-known women's wear chain. Read what their San Antonio manager has to say about radio. The Graysons' shop in your town would like to read this too.

8. (P. 29) Most unusual promotion: The Rowe Shoe Store's ten day sale.

9. (P. 33) Department stores will want to know about H. C. Capwell's radio show. Capwell is Oakland's largest department store.

10. (P. 38) If you're planning a series of broadcasts of the boys from your town, via transcription from army training camps. Don't miss Edward Kirby's letter.

*****

--- SELL STELLA UNGER ---

On Page 3 you'll find a pre-selling advertisement on a brand new transcribed radio program with a sure-fire selling angle: Hollywood, The News Behind the Names You See on the Screen. It's a five minute show (something you may have been looking for) at a price that's unusually low. In most cases, less than a dollar an episode. Even your smallest account will be able to afford this one.

The star of the show is Stella Unger, Hollywood newspaper columnist, with a brilliant record of successful broadcasting. Her column, "Camera Close-ups" is featured in newspapers from coast to coast. Be sure to check your local paper; if her column appears in your town, you may be able to swing a reciprocal tie-up with the newspaper. (Example: In return for a line in bold face type at the end of her column reading: "Stella Unger's Hollywood Headliners is presented daily over Station WWWW at 0:00 P. M.", you will mention the newspaper her column appears in at the end of every program.)

"Hollywood Headliners" is a program that adapts itself easily to any number of sponsors: Dairies, Apparel Shops, Department Stores, Bakeries, Furniture Stores, almost any business that is searching for a radio program that will attract--and hold--a woman's audience.

There will be 156 programs available, enough for a full year of broadcasting (3 times weekly). With the addition of some transcribed music you can build each show to fit a full 15-minute spot, if the advertiser wants a more varied type of program.

The show is complete, with some excellent merchandising tie-ins that you can spring after it has established itself on the air. Start auditioning it today! Somebody, among your prospects, is a pushover for a show like this one!

SELLOGRAM

Program is already sold to:

WMAL - WRC	Washington, D. C.	KBEC	San Luis Obispo, Calif.
WCSC	Charleston, S. C.	KGSZ	Kalispell, Mont.
WSJS	Winston, Salem	CKOC	Hamilton, Ontario
WHOP	Hopkinsville, Ky.	CFAC	Calgary, Alberta
WBRK	Pittsfield, Mass.	WPAY	Portsmouth, Ohio
WIBC	Indianapolis		

On Station WFLA (Tampa, Fla.) the Tampa Gas Co. is the sponsor.

On Station WMFF (Plattsburg, N. Y.) Herman's Apparel Shoppe is the sponsor.

EVERYWHERE ELSE IT'S ANYBODY'S BABY! SO GIVE IT A WHIRL!

Your sales manager has price lists on the program, and if there is any other information you need before closing a deal for yourself, write us!

* * * *

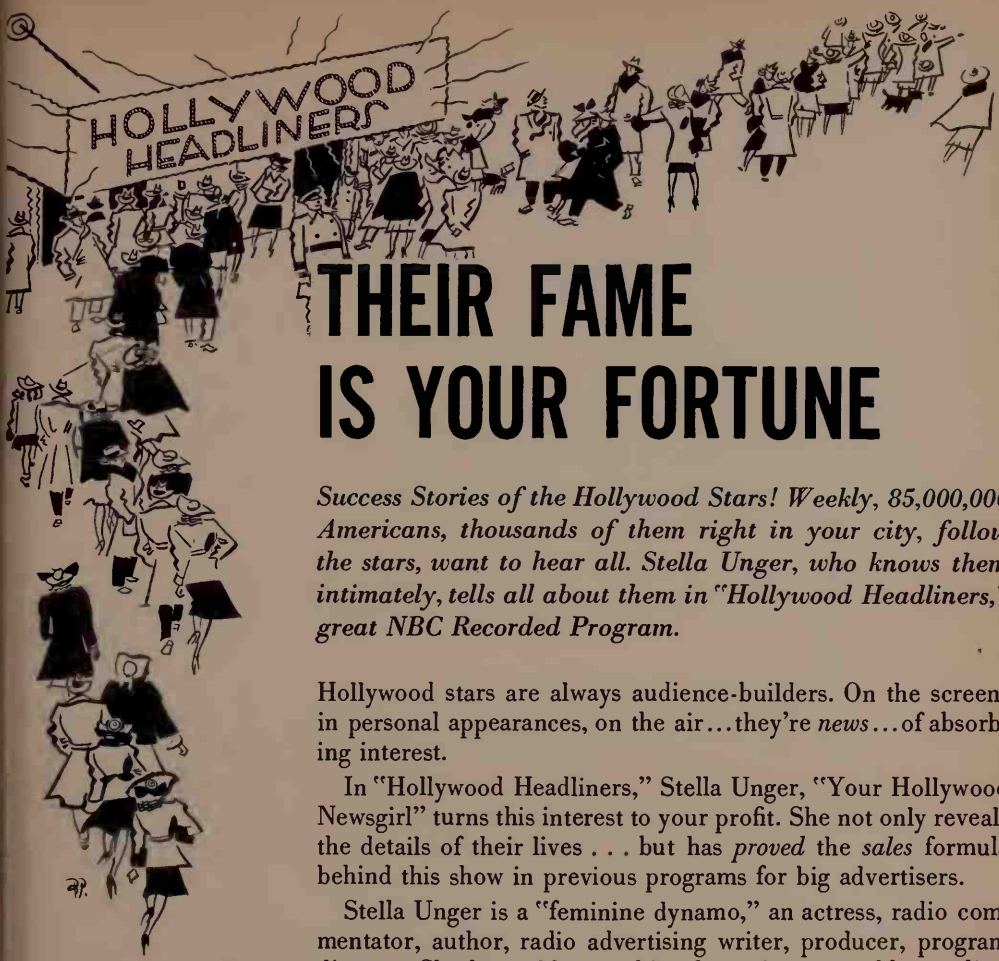
Remember: Any leads we get on any show advertised or publicized in RADIO SHOWMANSHIP are sent to FRANCHISE STATIONS (stations distributing RADIO SHOWMANSHIP to their customers) first!

* * * *

IN PARTING

Make the SELLOGRAM your magazine. Write to us often.

- Don Paul -



THEIR FAME IS YOUR FORTUNE

Success Stories of the Hollywood Stars! Weekly, 85,000,000 Americans, thousands of them right in your city, follow the stars, want to hear all. Stella Unger, who knows them intimately, tells all about them in "Hollywood Headliners," great NBC Recorded Program.

Hollywood stars are always audience-builders. On the screen, in personal appearances, on the air...they're *news*...of absorbing interest.

In "Hollywood Headliners," Stella Unger, "Your Hollywood Newsgirl" turns this interest to your profit. She not only reveals the details of their lives . . . but has *proved* the *sales* formula behind this show in previous programs for big advertisers.

Stella Unger is a "feminine dynamo," an actress, radio commentator, author, radio advertising writer, producer, program director. She has sold everything from cigars to cold remedies.

Her program, "Hollywood Headliners," offers you a remarkable value...a full year's schedule of 3 programs a week...156 programs a year...at *unbelievably* low cost. A five-minute program with special movie-set atmosphere and musical theme... or with recorded music added, it becomes a 15-minute show. Recorded advance announcements, photo, mat, and publicity releases are included.

"Hollywood Headliners" is now being sponsored in various cities...by dress, apparel, fur, and shoe stores, dairies, bakeries, laundries, and other local advertisers.

Your local radio station can arrange an audition...or write

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N.Y. Merchandise Mart, Chicago Trans-Lux Bldg., Washington, D.C. Sunset & Vine, Hollywood

EDITORIAL

THE coming of 1941 brings with it the formal sanction by the Federal Communications Commission of a new advancement in radio technique, *frequency modulation.*

What does frequency modulation mean to the businessman who is interested in radio? Only this: Radio has done its job well. Receiving sets today are higher in sensitivity, clearer than ever before. The immediate future holds promises of complete static-less reception.

Technical perfection is desirable, but it's not enough. There must be continued improvement in radio program presentations, or the full value of the technical advances are not being completely utilized.

Responsibility for creating good local programs is partially radio's, partially the advertising agency's, mostly the businessman's—the man who spends his money for radio advertising.

It's true, he doesn't produce his programs or even actually work on them, but he does have the final "yes" or "no."

And it is upon this "yes" or "no" that the future of radio rests. The businessman should know enough about *radio* to make his decisions on more than a purely personal basis. *The businessman should buy his programs as he buys his merchandise—on the basis of what his customers like, not what he likes.* He should spend a few minutes every month finding out how other businessmen are using radio, so that he may profit by their experience.

In the past year RADIO SHOWMANSHIP has endeavored to help businessmen better carry out these responsibilities. From the start, it has dedicated itself to improving the calibre of local radio presentations. At the end of 1941, what success we achieve will not only be reflected in the increased interest in radio programs, but in the business records of individual merchants who use the medium of radio.

The Editors

CONTENTS

JANUARY 1941

VOL. 2 NO. 1

Publisher
DON PAUL NATHANSON

Editor
S. H. KAUFMAN

Associate Editor
NORMAN V. CARLISLE

Research Director
G. M. OSMAN

Business Manager
WILLIAM A. HUSER

Editorial Advisory Board

HERBERT PETTEY	*New York*
RALPH ATLASS	*Chicago*
WILLIAM DOLPH	*Washington*
HENRY JOHNSTON	*Birmingham*
GLENN SNYDER	*Chicago*
PHILIP LASKY	*San Francisco*
ROGER CLIPP	*Philadelphia*
GUSTAV FLEXNER	*Louisville*
MAURICE M. CHAIT	*Peoria*
J. HUDSON HUFFARD	*Bluefield, Va.*
J. HAROLD RYAN	*Toledo*
LORENZO RICHARDS	*Ogden, Utah*

Published by Showmanship Publications, Minneapolis, Minn. Subscription rate: $2.50 a year, 25c a copy. Address editorial correspondence to Showmanship Building, Eleventh at Glenwood, Minneapolis, Minn. Telephone: Bridgeport 6228.

Copyright 1941, by Showmanship Publications, publishers of Radio Showmanship.

(Continued on next page)

THE ENEMY WITHIN!

A DYNAMIC EXPOSE OF NAZI SPIES IN AUSTRALIA! — AND HOW THEIR SECRET SERVICE SMASHED

THE 5TH COLUMN!

Now breaking sales records over KFWB for DI-MON-GLO WAX; over WKBN for Barton Dry Cleaners.

117 transcribed quarter-hour episodes ready for immediate delivery. The program EVERY AMERICAN should hear — so that he may recognize 5th Column Activities and be prepared to cope with them!

A terrific show as timely as tomorrow's headlines!

Write or wire for Audition Samples.

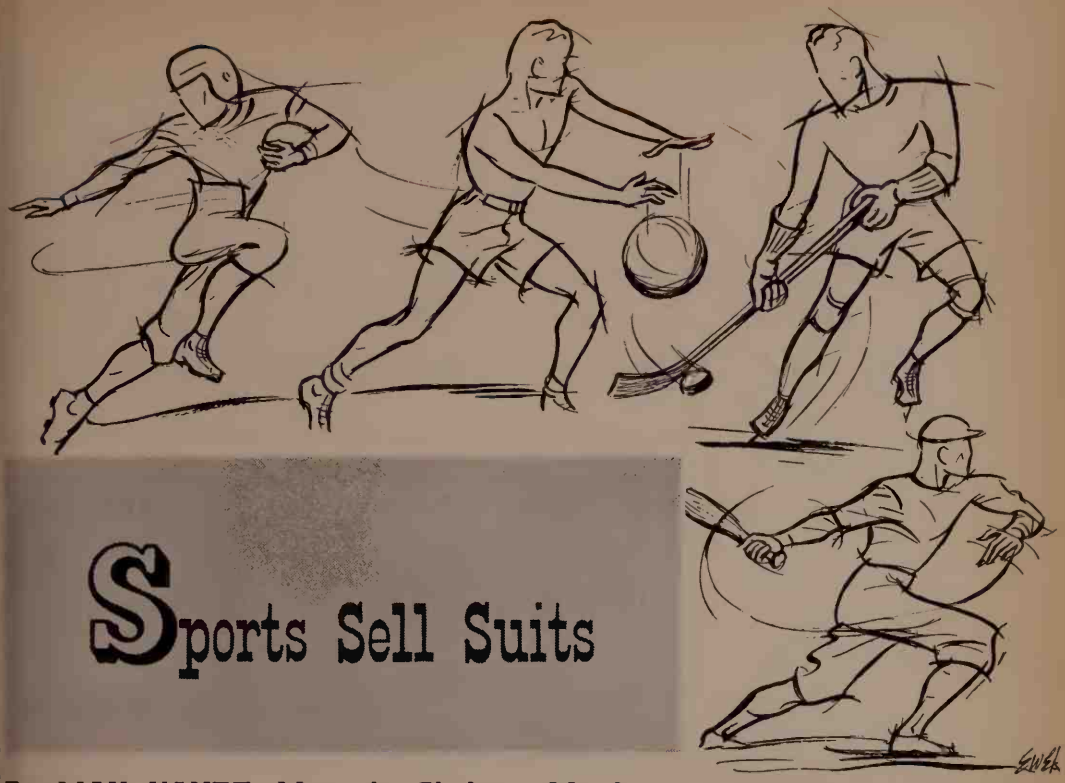
Distributed Exclusively in the United States and Canada By

Kasper-Gordon, Inc

140 BOYLSTON STREET

BOSTON, MASSACHUSETTS

ONE OF THE COUNTRY'S LARGEST RADIO PROGRAM PRODUCERS AND DISTRIBUTORS OF SYNDICATED ELECTRICAL TRANSCRIPTIONS



Sports Sell Suits

By MAX YANDT, Missoula Clothing Merchant, Whose Story Is Based on Seven Years of Radio

SEVEN years ago we decided to go on the air. Today, we're *still* on the air, and until something better comes along, we'll *stay* on the air.

That's bold talk for a man in a business field that spends most of its advertising dollars in another medium. But I know what *radio* can do.

For seven years, radio has carried the *major* portion of our advertising appropriation, and, believe me, it *pays!* When we first tried radio, we didn't just get our feet wet but plunged in head first.

We decided to concentrate *everything* on a sports program—*everything* because sports broadcasts cannot be promoted half-heartedly. Your store must become a sports center, your windows, your interior display, your supplementary advertising must take on a sports atmosphere. Your personnel must be sports minded, able to discuss sports intelligently with anybody who walks into the store.

To better tie-up the show with the store, I handled the broadcasts myself, not that this is essential to profitable radio advertising. It happens that I have had a broad background in sports, and after taking an audition, I discovered that my voice was acceptable.

By handling the broadcast myself, I feel the program is personalized and comes closer to our purpose of making people think of YANDT'S MEN'S WEAR every time they hear or see a sports event.

Our program, which is called *Yandt's Sports Slants,* is aired daily except Sunday at 6:30 P.M., immediately following the news. We find that this time is excellent for last minute results of football, baseball, and other important sport events. The news we carry is carefully edited to insure no duplication of the material in the evening paper. Coming as it does at 6:30, it scoops the early editions of the morning papers by many hours.

Direct results? On the broadcast, we invite the listeners to visit us at the store and just talk sports. No special inducements are offered. Yet hundreds have come—some just out

of curiosity, others for a chance to discuss their favorite sports event. They all leave as friends, and, in many cases, customers. We have had some people come in from several hundred miles away just to tell us they listen to our program.

Good will? No sports event is too small to receive a plug in our show. Juvenile and amateur sports, as well as sandlot exhibitions, are always mentioned and publicized. Whenever a club or organization sponsors a sports event, they always bring in their publicity to us. They know we will be glad to publicize any sports event of public interest. All this keeps us in constant touch with every type of organization!

We use two commericals on our sportscast, one to open the program, and one fitted into the center. Both are given by myself in the first person:

EXAMPLE: *Good evening, sport fans. This is Max Yandt, speaking again for Yandt's Men's Wear, the friendly store for men and women who buy for men. So very often men drop in and say, "Let me see that suit in the window," that we sometimes fear they do not understand that our show windows contain only a mere smattering of what we have in the store. Let this be a pointer, fellows, not to stop at the "sideshow" but drop into the "main-top" where we have simply hundreds of new fall suits and topcoats. You can depend upon it that our clothes are made of the world's best fabrics; the linings and trimmings and styles are tops. Pick out a Yearcraft suit and it will cost you only 23.50. . . . A Silvertex and the tax will be 29.50. . . . A Schoeneman will cost you 35.00, and a handcrafted Kuppenhiemer, an even forty bucks. Whichever suit you select, you'll have a winner, and you'll feel and look like one when you wear it. And now for sports. . . .*

You will note that the commercials are carried out in typical sport patter. They're informal, friendly, and take full advantage of the important fact that they are given by a personality connected with the store rather than a regular announcer. We close every broadcast with our slogan: "Whatever a man wants for himself, or a woman wants to buy for a man, YANDT'S MEN'S WEAR has it, priced right with quality first always." As you see, women are never passed by in any of our commercials. This is good business. For we find that more and more women are showing an interest in sports events, and as a result, in sport programs.

Firm believer in follow-through, never doing anything halfway is rugged, Rockne-browed Max Yandt, *Vice-president of Yandt's Men's Wear of Missoula. Since first sponsoring a sports show, seven years ago, sports enthusiast and authority Yandt has built an excellent wardrobe of sports clothes, feels most at home in them. He personally writes major portion of his sports copy, the rest is supplied by KGVO's sport staff, the news teletype. His pride and joy is three-year-old, tousle-haired Max, Jr. Already the youngster has learned to imitate papa's radio chatter, greets family at dinner table with "Good evening, sports fans, this is Max Yandt speaking."*

Why all this emphasis on sports? To answer this question requires a complete understanding of the men who buy our clothes.

The average man today is virtually deluged with "reasons why" he should buy. There was a time when each sales message (newspaper, radio, direct mail, etc.) could obtain a response, one way or another. Today, by the very weight of their numbers, few get even a chance.

The potential customer has built up an "armor" that resists all sales messages, good or bad. But every Achilles must have a heel, and the modern man's weakness is his love of sports. By using radio to appeal to his love of sports, by talking of things that he likes to talk about, *his* language, *his* interests, you can break down his resistance.

Thus, your sales story can not only be *told,* but also be *heard!*

Ten Best Sellers

THE purpose of all commercials is to awaken an anticipated experience through the ear to the mind of the listener-buyer.

To achieve this purpose, the commercial must attract attention—pleasant attention.

It must convey some fact of immediate interest to the listener so he will take the time to listen and understand. It must create a *desire* to act.

Before writing any commercial, ask yourself *"Why should those who listen buy what I describe?"* Then answer in writing, *"Because. . . ."* List as many *"becauses"* as you can. Do this and you produce a commercial that will produce results.

Every commercial should somehow pay the listener for his time—the time he takes to listen.

Plan your commercial copy so it will be remembered. It's the *memory value* of a commercial that makes it profitable, because only a few people are in the mood to buy or have the money to buy at the time your commercial reaches their ears.

You can persuade if you are unafraid. When you *believe* in the value of what you are commercially advertising over the air, you will produce a commercial that engenders buying impulses.

Loquaciousness bespeaks a vacant mind. Being verbose or wordy repels rather than attracts the buyer.

Verbs make the potent commercial. Too many commercials are made up of nouns and adjectives and not enough *verbs*. Verbs suggest action and impel action because they carry conviction. Headline writers in magazines and newspapers make use of verbs to intrigue reader interest. Put at least *one strong, forceful* verb in every sentence of your commercial. Note the interest it arouses, even in yourself. Verbs are the gold nuggets of the sales language. Cultivate the verb habit.

Positive statements make potent commercials. The average commercials contains negatives such as *"Don't forget. . . . Don't buy until. . . . Don't miss this. . . . etc."* Positives suggest and impel action because they convey *doing*. Put strong, positive statements in *every* sentence of your copy. Successful businessmen think, act and speak *positive*.

Pioneer broadcaster, lecturer, author and globe-trotter is Colonel B. J. Palmer, who formulated the precepts for good commercial copy presented on this page. Many years ago, when he first entered the then new radio field, he saw a need for a set of standards by which he, his salesmen and the businessmen who purchased time on his station, could guide themselves in preparing a message addressed to the public. The common-sense and vision which guided his writing have stood the test of time; today, commercial copy written on the same principals as advocated in Colonel Palmer's note to his sales force, is selling merchandise for alert sponsors everywhere. . . . Colonel Palmer is president of the broadcasting companies that own and operate WHO, in Des Moines, Iowa, and WOC, in Davenport.

Laundry Sales Thru the Air

By A. WESLEY NEWBY, President, Newby, Peron & Flitcraft, Advertising Agents for the Quality Laundry Co., Chicago, Ill.

THERE are in Chicago over 270 laundries, and a reasonable percentage of them are out plugging hard for business. Just like the restaurant merchandising idea of several years ago, "All you can eat for 65c"—Chicago laundries had a big flurry recently offering "All the washing you can send in your laundry bag for $1.00."

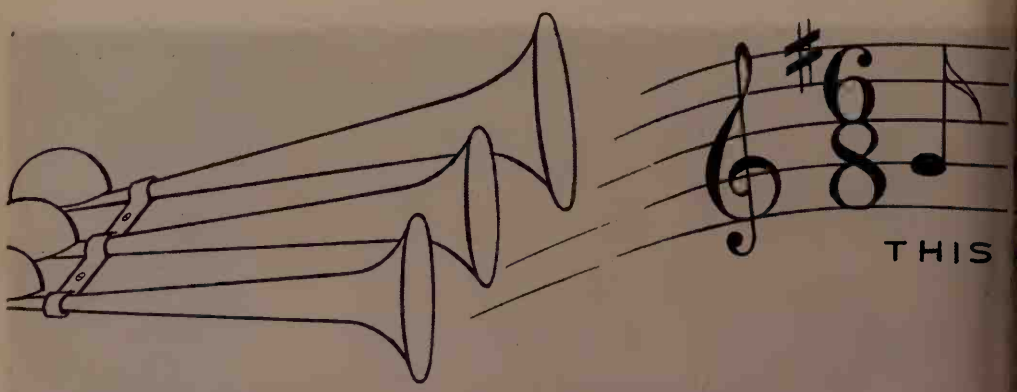
Because the public responded *too* well, restrictions had to be imposed. This, in turn, dulled the effectiveness of the idea and this type of advertising gradually tapered off.

At this point we were invited to handle the advertising of the QUALITY WET WASH LAUNDRY COMPANY, established over 30 years, and one of the leading laundries in Chicago. QUALITY employs more than 240 employees who work in a modern daylight plant. They serve over 8,000 families weekly.

Switching is one of the bug-a-boos of the laundry industry and the recent $1.00 bundle offers had intensified "switching" more than ever. We realized that to attract business something really sensational had to be done. A very fine opportunity presented itself. Sparks-Withington Co., of Jackson, Michigan, makers of the Sparton musical air horn, designed a horn that "played" the musical notes of the well-known nursery rhyme and song, "This is the way we wash your clothes."

It was a natural! A deal was made with the Sparks-Withington Co. for the exclusive use of this musical theme for this territory. Each of the "Q's" 50 trucks (the laundry has established its name as the "Q") was equipped with one of the musical horns. Wherever they went they invariably attracted favorable attention.

Now comes the important tie-up. Spot announcements were contracted for. The introduction was an actual reproduction of the musical horn, followed by the announcer singing, "Here is the 'Q' (cue) to wash your clothes." This was followed by a commercial featuring two laundry offers. The radio campaign broke on WGN. Then new transcriptions were prepared in which a dramatized commercial tied up with the musical horn. Stations WIND and WAAF were added. Many spots during the morning were used. Thus the housewife kept on hearing "Q's" musical horn in her home, as well as when she went outdoors.



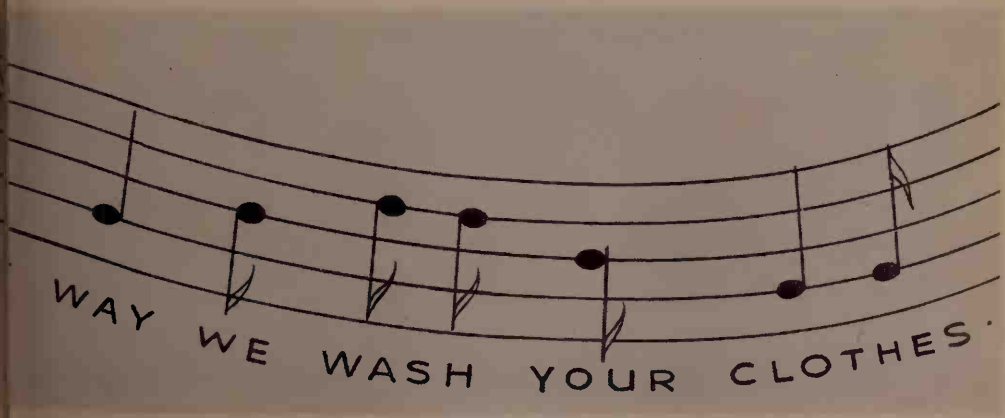
Missouri-born agency executive A. Wesley Newby *stepped into the merchandising field via the* Chicago Herald-Examiner *advertising department, combined with associates Herbert Peron and Eugene Flitcraft four years ago. NP&F now handles such big time accounts as Associated Grocery Industry Council, Distillers Philip Blum & Co., Winston Tobacco Company, Bismarck Brewery, and many others. Big, enthusiastic, keen-minded adman Newby celebrated his sixth wedding anniversary just last month, owns a buff-coated cocker spaniel called Taffy, plays golf in the plus eighties. Although he boasts of no hobby of his own, Newby collects post-mark cancellations on behalf of a friend, enjoys the collecting as much as the complete hobby. For next month's issue, he is preparing an unusual radio promotion story concerning Chicago's independent grocers.*

The results of this radio campaign proved a greater business stimulator than any others which this aggressive firm has used in the past. The spots still continue with gratifying results. QUALITY LAUNDRY's advertising appropriation is $25,000 per year, which is composed of $4,200 for billboards, $10,000 for newspapers, $7,500 for radio and $3,300 for direct mail and miscellaneous.

In conjunction with radio, three inch advertisements were used in the *Daily News* and *Tribune* (Women's page) and *Times* (R.O.P.). Contrary to average laundry advertising in Chicago which usually appears once a week, these advertisements were scheduled three times weekly in each paper. The copy and layout were styled entirely differently from any other laundry advertiser's.

Jack and Gordon Gibbons, owners of the "Q" laundry, are keenly responsive to new ideas. They like to chart new ways of presenting their services to the public, whether it is radio, newspapers, direct mail or outdoor. Working for clients like these makes the advertising agency's problem much simpler and its task becomes a real pleasure.

There is no doubt that radio can do a good job for a laundry. But the laundry owner must not get the idea that "going on the air" is as simple as going out for a walk. A great deal of preparation and planning is essential, and if that has been conscientiously done, the reward should be fairly certain.



A New Slant on News

Re-writing News Releases Into Folksy Patter Pays, Writes TOD WILLIAMS, Advertising Manager, Atwood Coffee Co.

THREE and a half years ago it was my privilege to introduce a new kind of morning newscast on Twin City radio station WTCN.

When this idea was first proposed, seasoned radio men shook their heads tolerantly. Agency men pronounced it clever but unworkable. Only the faith of the sponsor made it possible.

Since that initial program, roughly 1,000 mornings ago, my home and social life has been reduced to shambles because after due experimenting, it was found that I required a minimum of two-and-a-half hours of preparation to prepare copy for the air. Inasmuch as we sound off at 7:45 A.M. six days each week, I must be in the studio promptly at five.

At this point the question naturally rises: "Why this lengthy preparation?"

In our case, it was borne of necessity. And now its success precludes any thought of letdown.

Our necessity was occasioned by the fact that two other Twin City stations had well-established morning news programs. Our sponsor wanted a similar program. Ergo: We would have to capture some of the other fellow's audience by doing tricks; *being unusual.*

Prior to presentation of the idea, we spent months in analyzing news programs. After the rough idea was blocked out, we spent more days cutting test transcriptions. Station authorities, agency representatives and the sponsor went into one huddle after another. From these conferences came reams of suggestions.

Finally, it was decided that the time had come to give the public a chance to approve or disapprove. We went on the air.

Now the premise of the whole program is to make it a *newspaper*.

What do we mean by that?

Just this: A *newspaper* contains more than the latest bulletins from Washington and abroad. A daily paper, in addition to straight news, has feature stories, an editorial page, letters to the editor, a "woman's page," sports, comics and advertisements.

So does this program.

While news continues to be the high light of the quarter-hour, approximately 20% of the time is allocated to these other features. More important, we bear down heavily on *local news*. We have demonstrated that the average listener would rather know that neighbor Joe Doakes had an accident and was sent to the hospital with a broken leg, or that sixteen families were driven from a nearby tenement into the night by a fire, than the latest didos of the Axis Powers.

Further than that, and the reason for my hours of preparation, is that this program is completely rewritten for radio presentation. Not one line is used "as is" from the newspaper or teletype.

Take the average newspaper story of an accident:

> **Joe Smith, 69 Oomph Avenue, and Bill Jones, 432 Blah Street, were injured when their cars collided at the intersection of Main and Broadway at 2 A.M.**

Now, if you were *telling* me about that accident, you wouldn't use that kind of language. Not by a jugfull. It's *visual* copy, written for the eye and not for the ear.

Yet nine newscasters out of ten will read a story like this verbatim and believe that listeners are going to follow word for word.

Not according to our experience.

Our version would be informal, conversational. Something like this:

> **"They certainly had a beaner of a smashup at Broadway and Main this morning. About two o'clock, Joe Smith, who lives at 69 Oomph Avenue, buzzed up to the intersection. So did Bill Jones of 432 Blah Street. Came then the crash. Residents for six blocks around were startled out of their slumbers by the sound of the collision. An ambulance from Mercy hospital was called, and both victims were taken away. Doctors say both are in serious condition, but will pull through."**

Below: Atwood salesmen, on the alert for merchandising tie-ins at the point-of-sale, distributed time change placards (illustrated below), arranged coffee-can background for announcement of new program time. Latest program ballyhoo: A letter insert, included with all mail leaving the Atwood office. It reads: "Keep up with the world. Listen to the Northwest's most popular morning newscast." Time and station.

Above: More important than the show itself is the fine, all-around merchandising plan that surrounds Atwood's morning news. Although the program is the base, the merchandising is the peak; the direct, day-to-day contact that keeps grocers aware of the program and what it is doing on their behalf. Each morning, for example, Broadcaster Williams gives a market report on fresh fruit and vegetables, what's available at the city markets, what's in season, what's arrived, what's priced right. Thus the housewife and the grocer learn what to buy, what to feature.

Above: William W. Wieder, at present the president of the Minneapolis Retail Grocers Association, and operator of one of the largest independent food markets, is shown holding one of the blackboards distributed by Atwood. Said Grocer Wieder: "I always pick up the Atwood program on my store radio. When Williams mentions the daily specials, I put them down on the blackboard; I know my customers will come in and ask for them."

Further, we judiciously employ the use of colloquialism. To us a jail can be a "clink," "bastile," or "hokey-poke." Police officers are "The Law," "gendarmes," or just plain "cops." The one thing to bear in mind in connection with the use of slang terms in radio is that they should be used as sparingly as salt in a cake. Too much can spoil the batter. None leaves the taste flat.

Our "woman's page" consists of a market report which is provided by the largest fruit and vegetable distributor in the city. Each morning, he calls with the information as to the best fruit and vegetable buy of the day. Tied to this is a recommendation for its use, or a recipe. If, for example, the market is loaded with grapefruit, we plug it and then suggest that the listening housewife serve baked grapefruit. We follow with a concise recipe for its preparation.

A home economist prepares recipes in advance. These are kept looseleaf, and as the various fruits and vegetables appear they can be incorporated into the program readily.

To merchandise this feature of the program, we had a series of small blackboards prepared. Across the top is a headline, "The ATWOOD Radio News Recommends TODAY'S BEST BUYS." Then, there is plenty of space for the grocer to chalk in the items and the prices. On the bottom of the card is a reproduction of our coffee can and a price spot. These blackboards have been installed over the fruit and vegetable bins throughout the territory. Grocers are eager to have them put up. What's more, they listen to the program themselves so they'll be ready to serve the women who come and ask for "today's special."

Through the cooperation of the leading film producers, advance showings of all the top pictures are scrutinized. On the day that a picture opens in the "loop," it gets a send-off. A movie is never criticized. The exhibitor is in business to make money just as we are. There's no use condemning his show if we don't happen to like it. Better to say nothing than to carp.

The "comics" are embodied in the tagline. We sign off each day by saying:

"And that's about all for today except for this:" (and then pop with some pert saying, for example) "the biggest mystery to a married man is what a bachelor does with his money."

Time and temperature are given every two minutes or as close thereto as possible. I admit that frequently a long story cannot be successfully interrupted for this service, but the frequency of this feature is important.

Above all, emphasis is laid on keeping the commercial copy short and *interesting*. Too many advertisers feel that they must clutter up their program with talk about the product. Many local shows have been clocked, using from three to five minutes in a quarter-hour period to "sell the stuff."

We lean just as heavily the other way. Including the opening announcement (10 words) through the close (14 words) we insist on a maximum of 50 seconds. The one short plug for the product is put in the middle of the program, and I deliver that myself.

Does it sell ATWOOD'S COFFEE? You can bet your sweet life it does!

(Continued on page 38)

To chubby-cheeked, brown-haired ad manager Miles Tod Williams, *newswriting is no new venture. Six years ago he was with the old* Minneapolis Journal, *left the Fourth Estate to join the Hutchinson Advertising Company, agents for Pillsbury Flour, other big-time accounts. The Hutchinson-to-Atwood switch took place last year, gave Williams a chance to show his wares and concentrate his merchandising ideas on a single product, an opportunity to learn the fine art of coffee-tasting from Atwood's husky, publicity-shy president, veteran coffee connoisseur W. W. Wilcox. Thirty-five year old newscaster Williams has been in front of a microphone off and on since his agency days, takes no voice lessons, teaches himself by listening to network experts. He has two children, Gregory, 14 years old, and Virginia, 11. On October next he and Mrs. Williams will celebrate 16 years of wedded bliss. Addicted to tweedsy suits, brown brogue shoes, pudding desserts, Williams wakes at 4:10 A.M. daily except Sunday, shuts off the alarm clock (which is set for 4:20), drives to studio (12 minutes) to prepare script from INS despatches as they come off teletype at WTCN. Three hours later he goes on the air with his version of the news. By 8:30 he's at his desk at Atwood's enjoying his second cup of morning coffee. For diversion: Oil painting.*

Take a Tip From the Latins

By ELMER WHEELER, of the Tested Selling Institute, Who Discusses the Value of Emotional Appeal in Advertising Copy

In Old Mexico, recently, I learned about showmanship in selling by appealing to the emotions. The Latin sells with his heart. He romances about whatever he offers. He may touch your desires, your fancy, your sentiment, your love (depending on his product), but always he blends the emotional with the practical. And this double appeal gets you. It is showmanship. It is profitable.

For example, as I was rushing out of a Mexico City hotel, a small-sized man held up a gardenia and said, "Buy it, senor; it will make you feel important *all day long!*" I almost sprained my ankle twisting around to buy it when the full significance of the sentence struck me. I had several important calls to make, and I certainly did want to feel important. Fifty centavos! What a small price to pay for a full day's importance.

Take a tip from the Latin! Give your radio commercial the same emotional appeal, blended with the factual. It's simple.

Back in the States a radio program, giving emotional names to certain dresses, increased the dream appeal—and pulled an astonishing number of people into a department store. Such names as *Priscilla Model, Duchess of Windsor Model,* and *Ginger Rogers Model* brought hundreds of customers who hoped to absorb some of the glamour of these famous women by wearing dresses named for them.

You can apply the same principle to any product you are trying to sell, and success is bound to be yours.

A man recently climbed onto the narrow ledge of a New York hotel, eighteen stories above the street, ready to leap to his death.

A secretary in a nearby office screamed. The man hesitated. People rushed to windows all around. For over an hour they pleaded with him not to jump. A fireman told him to get back. A minister reminded him that suicide was against his religion. The cops shouted, "Get off that ledge—wanna get killed!"

Then a young lady in my office was called to the scene. She tested sentences on him. "Shall I get you a cup of coffee?" didn't work. Neither did the suggestion of a glass of wine.

Finally, she cried, "You look *silly* on that ledge! Get down before your wife sees you making a *fool* of yourself!"

The would-be suicide got down, touched at that most vulnerable point—his vanity.

It was front-page news that a few sentences decided this matter of life and death. Yet every day without fanfare the radio programs of this country are helping to decide the life and death of various businesses.

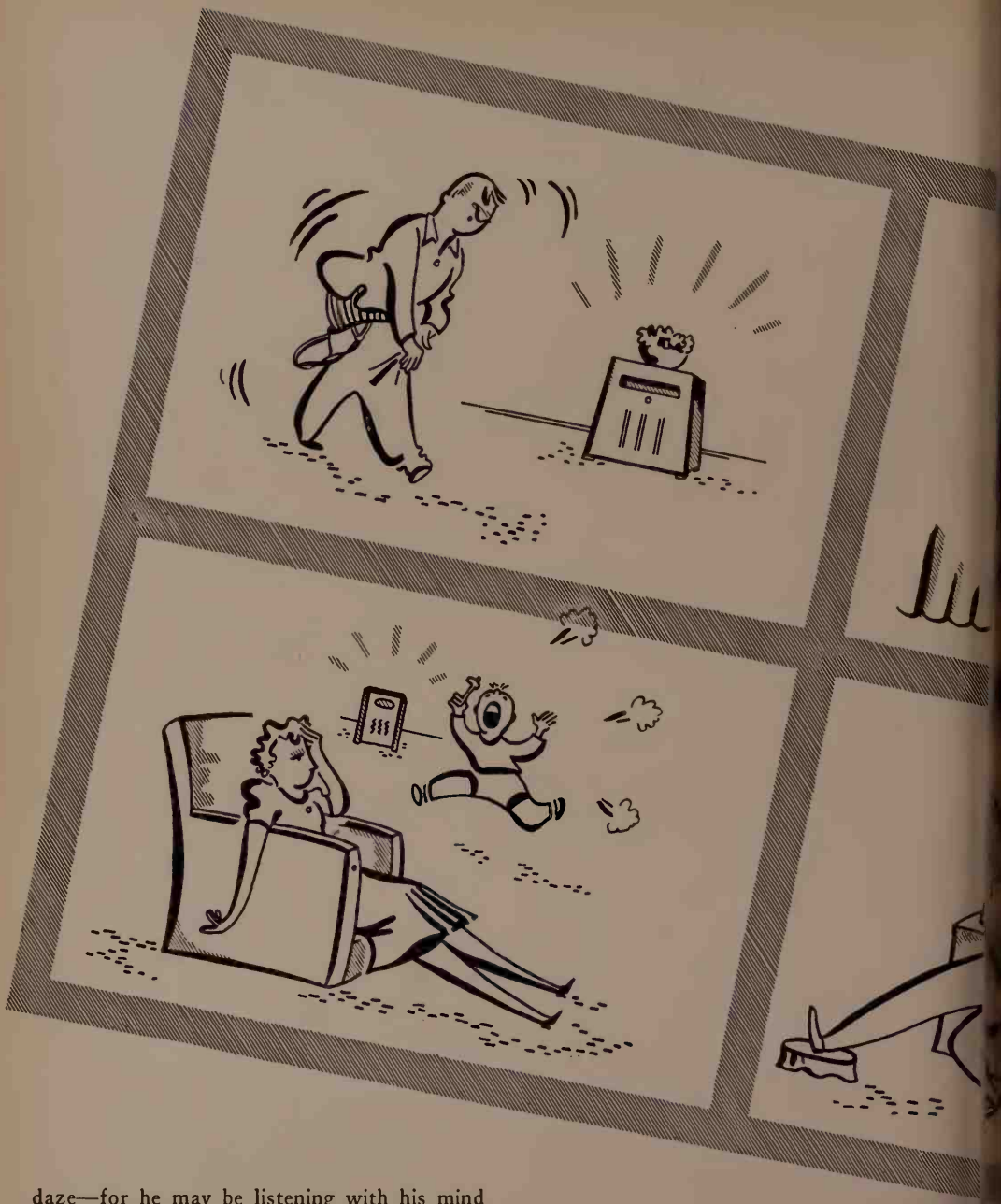
For a live, profit-making program, it will pay you to study the basic, emotional motives (such as vanity in the preceding incident); then make your sales appeal directly to them—soundly, forcefully, and with precision.

What makes people buy? What makes good radio programs sell? Everyone in the office knows the numerals on the safe dial. Only a few know the *combination* of those numbers that will unlock the safe and reveal the riches therein. Likewise, every radio sponsor knows the many "sizzles" of his products or services, but what he often does not know is the *right combination* of selling words and ideas to make people respond to his sales massages.

For example, we have repeatedly stressed the importance of brevity and the unusual—of getting "ten-second attention." In this respect, you are just like your prospects:

As you go to work, your mind is miles away. *Automatically* you tip your hat, *subconsciously* you dodge a car, and *instinctively* you get through traffic. You are awake—yet sound asleep mentally!

For effective radio selling, you must learn the secret of getting words into the listeners' consciousness—by the haze and past the



daze—for he may be listening with his mind miles away and not hear a word that is said.

Too many radio programs today are monotonously similar. They lack the "sizzle" it takes to rise above the average and to secure and hold the favorable attention of listeners. Go to work on some startling but true "daze crashers" to penetrate people's minds—to turn that faraway look into one of keen attention.

How?

Play for the emotions and shoot straight for the heart!

The heart is closer to the pocketbook than the head. Logic and factual appeals are fine, but most products sell faster when pushed by a strong emotional appeal.

Here are three basic buying motives to keep in mind when planning a radio program.

1. SELF-PRESERVATION. People need food, clothing, and shelter for themselves before they can think of other people and other things. The strongest and oldest instinct is "Look out for Number One first."

2. ROMANCE. After people have food, clothing and shelter, their thoughts turn to leisure and to romance. Romance includes not only sex but also adventure, travel, fashionable clothes and accessories, attractive homes and furnishings, motor cars, and all the other aids to comfort and happiness.

3. MONEY. People will buy products or services that will help them make more money or show them how to save money.

There are many other supplementary buying motives, but the 105,000 word combinations in our library indicate that 85% of all sales can be made by appealing to these three basic buying motives.

So fashion your ideas and words to proceed past the prospect's mind with its cold reasoning, past his efforts to be strictly logical; go deep into his heart and move his basic buying urges emotionally.

Remember, fear and desire are the forces which motivate most people. Men fear declining virility and health; women fear signs of age. On this basis, both will respond to all sorts of drugs, cosmetics, health lamps and other apparatus, as well as the lure of climate and vacation trips where youth and health are plentiful.

Desiring to end money worries and become financially secure, people will be interested in whatever promises to increase their productivity, save time, make them go-getters. They will invest in stocks, bonds, insurance or gold bricks, as well as all the personality- and confidence-builders on the market if they play on man's inherent desire to get ahead.

Whether you are planning a new radio program or remodeling an old one, bear in mind that people buy not from cold logic but from emotional appeal. Consider the three basic buying motives and direct your commercials straight at them. Penetrate the half-listener's mind with a swift "daze crasher" that gets attention and holds it. Deal in dreams that are attainable, in romance that is within every listener's reach. In other words, give every listener what he most desires in life, and what he most desires may often turn out to *your product.*

TRUE, TIMELY, THRILLING

Fifth Column Activities in Australia Are Built Into a Series of Dramatic Transcribed Programs

THERE'S *drama* in the headlines! The movies found that out long ago, and such stirring photoplays as *Escape* and *The Mortal Storm* are merely celluloid reproductions of the great conflict across the sea. And now radio follows suit.

There are headlines in *The Enemy Within,* a dramatic new series of transcribed radio programs. The series deals with Fifth Column activities, points out how undercover espionage actually worked in Australia, shows how the Anzac Secret Service smashed the spy ring in that country. If that isn't news, then news has lost its importance, and headlines don't mean anything.

The Enemy Within was first produced in Australia, with an all-English cast. The Australian Secret Service, a branch of the regular Army, cooperated in its preparation and supplied most of the details and facts around which the series was built. Then the Board of Radio Censors passed on the story before it was permitted to be released, for they wanted no facts on which the Secret Service was working to be released until it was practical to do so.

The program was sold immediately for sponsorship to the DOUGLAS DRUG COMPANY and broadcast over 37 Australian stations. Contract was for 52 times, but after seven or eight broadcasts, it was extended to 90 programs, subsequently increased to a 208-time schedule, and present indications point to its being continued indefinitely because of public demand.

Arrangements were made for United States and Canadian distribution through Kasper-Gordon, Inc., syndicated transcription company. Publicity was released to all radio stations and important radio advertising agencies. But, at first, the series didn't sell. After hearing audition samples, prospective sponsors agreed the show was superbly done, and everything in it was worthwhile, but they were afraid some people might take offense at exposes of sabotage and espionage.

Jack Barton, president of BARTON DRY CLEANERS, had no such fears. Located in the heart of a section containing about 70% foreign born inhabitants (Youngstown, Ohio), he signed for the series as a test, promptly renewed after the series got under way over station WKBN. A canvass of 1,000 people proved that from 35% to 50% knew the show and listened to it, and could name the sponsor. BARTON, who keys his advertising to up-to-the-minute events, backed the program with a three column-full advertisement in the Youngstown newspapers, showing pictures of himself and executives of WKBN signing the first commercial contract in the United States on *The Enemy Within.* He invited people to listen to this dramatic expose of Fifth Column activities, then tied up with BARTON CLEANERS, *The Friend Within,* and went on with the story of his company and services. Other ads followed, and BARTON'S dry

Please Show This

Copy of

Radio Showmanship

Magazine

to Each of Your

Station Salesmen

THIS MAGAZINE IS THE
EVER OFFERED TO MEN

CAN you visualize the effect of a message like this from you to your clients and prospects:

"We have long felt that you, a local businessman, would like to know what others in your same field throughout the country are doing in radio . . . what methods they are using to get sales through the air. This magazine is devoted to the transmission of these ideas, plans and promotions and we have taken the privilege of subscribing to it for you.

"We sincerely hope you will find some of the tried and tested merchandising ideas set forth in these pages adaptable to your business. If they give you the spark of an idea, let our staff assist you in developing it into a sound radio advertising campaign. Discussion can be had at your convenience. No obligation, of course."

T EFFECTIVE SALES HELP SELL LOCAL RADIO TIME

Fifteen cents per copy sends this educational, sales-stimulating, brilliantly edited magazine to a selected list of men in your town.

Every month your clients, your salesmen's prospects, the advertising agencies in your community will have *you* to thank for their copy of Radio Showmanship magazine. Your station insert (four pages) will be bound into every copy mailed by us to your city.

The price (15 cents) covers cost of mailing, stamps, wrapping, addressing, binding your insert into the center of the magazine . . . in other words, the magazine *complete* — delivered to whomever you wish. (The insert is your own to do with as you please; you make it up, you print it, you mail it to us. We bind one into *every* magazine mailed to your city.)

In addition, your salesmen receive at their home the RS Sellogram every month . . . a salesman's guide to better selling through the pages of Showmanship.

The overwhelming acceptance of Radio Showmanship after only five months of publishing is proof in itself of the effectiveness of the magazine. . . . Your station cannot afford to be without it! Because Radio Showmanship is *exclusive* with one station in a town, why not fill out the enclosed self-addressed postcard today? Your salesmen will appreciate this extra selling aid you give them . . . your clients and prospects will appreciate receiving the magazine.

On the Next Page You Will Find a Partial List of the Stations Already Using Radio Showmanship Magazine

THESE ARE SOME OF THE STATIONS NOW USING RADIO SHOWMANSHIP

KDYL
Salt Lake City, Utah

KMO
Tacoma, Washington

KOA
Denver, Colorado

KROW
Oakland, Calif.

KFJZ
Fort Worth, Texas

WEBC
Duluth, Minn.

WFBR
Baltimore, Md.

WFIL
Philadelphia, Pa.

WHB
Kansas City, Mo.

WHK – WCLE
Cleveland, Ohio

WHN
New York, N. Y.

WIND
Chicago, Ill.

WLAP
Lexington, Ky.

WTCN
Minneapolis, Minn.

KDLR
Devils Lake, N. D.

WBLK
Clarksburg, W. Va.

WXYZ
Detroit, Mich.

WSPD
Toledo, Ohio

WAGA
Atlanta, Ga.

WEMP
Milwaukee, Wis.

WCOP
Boston, Mass.

WCHS
Charleston, W. Va.

WPAR
Parkersburg, W. Va.

WSAZ
Huntington, W. Va.

WOOD-WASH
Grand Rapids, Mich.

KOL
Seattle, Washington

KFJM
Grand Forks, N. D.

KLPM
Minot, N. D.

KRMC
Jamestown, N. D.

WWVA
Wheeling, W. Va.

WLOK
Lima, Ohio

WHIZ
Zanesville, Ohio

WMMN
Fairmont, W. Va.

WLEU
Erie, Pennsylvania

KTUL
Tulsa, Oklahoma

WGR
Buffalo, N. Y.

KTSW
Emporia, Kansas

KOMA
Oklahoma City, Okla.

WBRC
Birmingham, Ala.

WGRC
Louisville, Ky.

WORC
Worcester, Mass.

KVFD
Fort Dodge, Iowa

RADIO SHOWMANSHIP MAGAZINE IS EXCLUSIVE WITH ONE STATION IN A CITY.

GIVE YOUR SALESMEN THIS EXTRA LIFT . . .

Mail the Enclosed Postcard Today

cleaning business increased. When 35% to 50% of listeners contacted state they hear the program and can name the sponsor, the reason for increase in business is obvious.

Then KFWB, Hollywood, the WARNER BROTHERS station, took the show under its wing and set out to find a sponsor. DI-MON-GLO-WAX PRODUCTS took the series after KFWB had broadcast four episodes as a sustainer.

AIR ANALYSIS

That *The Enemy Within* offers unusual radio fare for American listeners is unquestionable, for the average American citizen, while aware of Fifth Column activities in this country, doesn't know how they operate, what goes on, how it affects him, but he is interested.

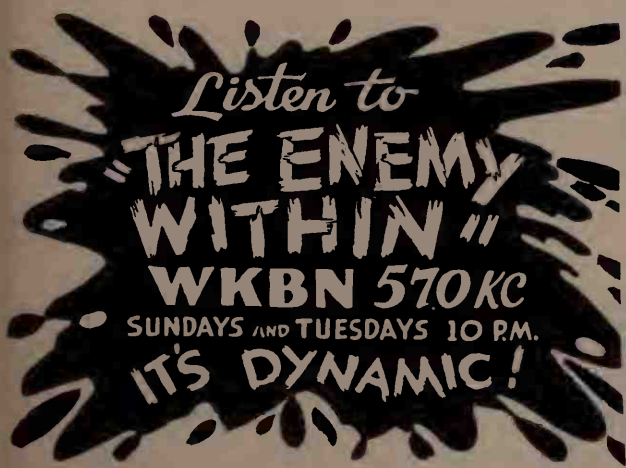
Because it is timely and topical, the series requires little or no merchandising tie-ups. Publicity and promotion in newspapers and by direct mail will create an immediate audience.

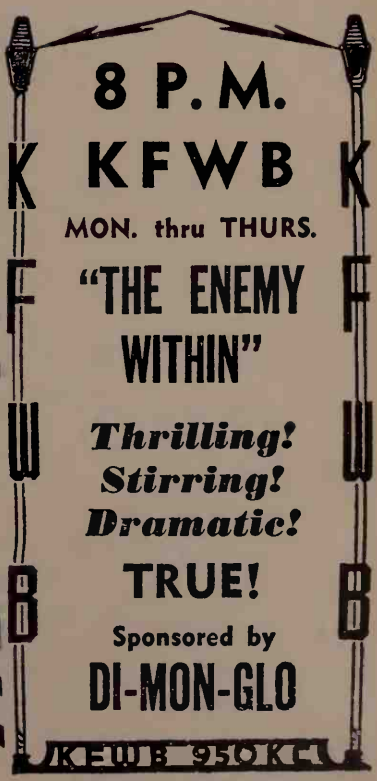
Suggested premium to be used to check audience response for the programs is a copy of the Constitution of the United States, bound in book form, available at 10c each from the government printing office in Washington, D. C., published a short time ago in celebration of the Sesqui-Centennial anniversary of the signing and adoption of the Constitution.

In addition, *The Enemy Within* is now being published in book form, and this book will be available for use as a merchandising tie-up and premium. It will cost about 75c per copy, including mailing and packaging. Sponsors may offer the book for a certain number of labels, wrappers, or sales slips plus 75c, and thus make the book a self-liquidating item. Many requests for the book have already been received by the Australian sponsor.

AIR FAX: 117 transcribed episodes are now completely recorded and ready for delivery. Minimum contract, 65 episodes. Sufficient time allowed for commercials. No ASCAP music in the series. Sponsors and stations must be prepared for English accent as the entire program series was produced in Australia with the cooperation of the Australian Secret Service. Because of the limited number of samples, Kasper-Gordon has been forced to restrict length of time during which inquirers may hold audition discs. Address all inquiries to Kasper-Gordon, Inc., 140 Boylston Street, Boston, Mass.

Both Sponsor Barton in Youngstown (O.) and Sponsor Di-Mon-Glo in Los Angeles use newspaper copy to herald the airing of *The Enemy Within*. Particularly suited to newspaper ballyhoo is this unusual dramatization of espionage agents and their sinister methods of operation; it ties in perfectly with the blaring headlines on the same subject sure to be on the front pages of the same newspapers. This grim association assured for both sponsors an unusually large listening audience right from the very start of the series.





WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. Here, the advertisers of the nation exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me,* Radio Showmanship, *11th at Glenwood, Minneapolis, Minn.*

Churches

FIRST CONGREGATIONAL CHURCH "THE FIRST CONGREGATIONAL CHURCH in Battle Creek began broadcasting its Sunday morning service in September, 1930, and has been continuously on the air each Sunday since that time with the exception of the Sundays during July and August. This is the oldest continued broadcast by the local radio station.

"Better than half the cost of the broadcasting is met by contributions from church members and church groups. Non-church people are not habitual givers, and consequently, only a few members of the radio church send in contributions. These are rarely for more than one dollar. Nevertheless, during the darkest days of the depression when church income fell below the barest running expenses, we never failed to meet the cost of each radio broadcast *through contributions.*

"Of the many ways in which our seven-day-a-week church serves this community, I place near the top the good done by radio broadcasting. One of my favorite expressions about the Sunday morning broadcast is that 'My good friend, *Mike,* is the best home missionary pastor that the church ever employed!'

"Radio broadcasting is like the poem which begins, 'I shot an arrow into the air.' We never can know the thousands of homes reached. So frequently we are rewarded by knowing that an arrow has reached home that we go before our radio church with the same enthusiasm and high expectation with which we face a church congregation."

Carleton Brooks Miller
Minister
First Congregational Church
Battle Creek, Mich.

AIR FAX: Beneficial effects of radio broadcasting as outlined by the Rev. Miller: 1) Non-church goers learn about the church, its mission, are attracted to attend. 2) Members of other churches appreciate service when unable to attend church. 3) Regular church members can listen when unable to attend. 4) Old people who are ill are not deprived of church service. 5) People in institutions (hospitals, convalescent homes, old people's homes) gather 'round the radio in groups regularly. 6) Families having no church affiliation call on the radio minister in time of serious trouble.

First Broadcast: September, 1930.

Broadcast Schedule: Sunday, 10:45-12:00 noon.

Preceded By: Southernaires (NBC).

Followed By: Children's Theater (Michigan network).

Sponsor: First Congregational Church.

Station: WELL, Battle Creek, Mich.

Power: 250 watts.

Population: 47,000.

Drug Products

YE OLD STANBACKER "This program has been used on station WBRC in Birmingham, Ala., since September, 1936. Because of its popularity both with consumers and dealers in the Birmingham area, it has run consistently without interruption. This consistency has, of course, reflected favorably on our sales in that section."

T. J. Mathews
District Manager
Stanback Company, Ltd.
Salisbury, N. C.

AIR FAX: Swinging off with Tommy Dorsey's "I'm Getting Sentimental Over You," this show plays hot dance recordings in response to mail requests. *Ye Old Stanbacker* slips in a subtle statement that all letters containing a STANBACK envelope will be given preference. *Mail pull:* 50 daily letters. Occasional give-away of tickets for theater, public events pull as many as 500 letters per day. *Most recent offer:* tickets to rodeo for identifying mystery tune. In a recent telephone survey of 21,000 calls put through, program polled nine out of ten listeners.

First Broadcast: September 27, 1936.

Broadcast Schedule: Daily, 12:30-12:45 P.M.

Preceded By: Musical Galleries.

Followed By: Hal Burns Crossroads Varieties.

Competition: Rhythm Four, Farm & Family Forum.

Sponsor: Stanback Company Limited (makers of headache powders), Salisbury, N. C.

Station: WBRC, Birmingham, Ala.

Power: 5,000 watts.

Population: 259,678.

COMMENT: A program doesn't have to be complicated, elaborate, expensive to succeed. Find a show that has a wide appeal, *stick with it,* and watch the sales go up!

Drug Products

HEALTH DISCOVERIES "From the first broadcast, we received numerous inquiries and several orders from druggists and health food stores. CALWHEY sales through jobbing outlets and direct sales have increased over 800% during our first six months on the air."

C. L. Neubert, M.D.
The Calwhey Company
San Francisco, Calif.

AIR FAX: Dramatic conflict adds the punch in every health discovery narrative. Writer-narrator Frank Wright ranges his subjects from the Neanderthal man's arthritis to the discovery of sulphanilamide. Dealer good will is obtained and sales are upped by mention in the commercials of concerns carrying CALWHEY. *Example:* A leading San Francisco drug concern reported a sales pick-up from 3 1/6 dozen to five gross per month in a brief period.

Broadcast Schedule: Sunday, 4:00-4:15 P.M.

Preceded By: Show of the Week (MBS).

Followed By: Musical.

Competition: News, Prof. Puzzlewit.

Sponsor: Calwhey Company, makers of Calwhey (aids intestinal ailments, high blood pressure, underweight).

Station: KFRC, San Francisco, Calif.

Power: 5,000 watts.

Population: 629,553 (1940).

Agency: Theodore H. Segall Advertising Agency.

COMMENT: If you can make your product the subject of an entertaining radio program, the sales value of your radio time will be immeasurably increased. *Health Discoveries* gives sponsor CALWHEY an additional advantage: In the public's mind, CALWHEY is linked with the brilliant health discoveries related on the program.

Furs

SHOPPING CIRCLE "We have used the *Shopping Circle* over KDKA for quite some time. The program extended invitations to many women to visit our factory and actually see fur coats in production, as well as to acquaint them with our fine quality furs.

"We feel this purpose has been accomplished to a great extent, particularly in the western part of the state and surrounding states. The increased number of inquiries, as well as sales, from that section of the country, shows this program has many listeners who are interested in CLEARFIELD FURS."

S. K. Williams
President
Clearfield Taxidermy Co.
Clearfield, Pa.

AIR FAX: Employee representatives in many surrounding towns make personal calls on prospects obtained from the broadcasts. Capable Janet Ross conducts a friendly, informal program on home furnishing and decoration, fashions, shopping, travel, parties. Frequent fillip is an interview with a visiting celebrity or a review of an outstanding book.

Broadcast Schedule: Monday thru Friday, 9:00-9:15 A.M. (Clearfield Furs, every Tuesday.)

Preceded By: Ma Perkins (NBC dramatic serial).

Followed By: Linda's First Love.

Competition: Polly Malone; Yours Sincerely.

Sponsor: Clearfield Taxidermy Co. (manufacturing furriers).

Station: KDKA, Pittsburgh, Pa.

Power: 50,000 watts.

Population: 665,384 (1940).

COMMENT: Located in a town with a population of 10,000, CLEARFIELD TAXIDERMY CO. seeks big city volume by advertising on a big city radio station. It's unusual, but it has succeeded!

Groceries

TONIGHT'S BEST BUYS "We first tested our program on two stations in the spring of 1938. The idea blossomed into a definite schedule of 15 Pacific Coast stations during the fall and early winter of the same year, and the scope was then increased to 22 stations in 1939 when a definite spring and fall schedule was arranged.

"This year (1940) we have made even greater use of these broadcasts, the daytime shows running from March 28 through November 29, and the nighttime shows (Portland, San Francisco, and Los Angeles) continuing throughout the entire 52 weeks of the year!

"Our opinion of the sales effectiveness of these broadcasts is reflected in the steadily increasing use we have made of them. More factual is the record of returns received through the stations as the result of merchandising offers and contests conducted by us in the last few years. These have been more than gratifying.

"In the final analysis, FOLGER'S COFFEE sales (and distribution) have been growing by leaps and bounds since the broadcasts first were aired. 1940 will see the largest total volume of FOLGER'S COFFEE sales in our 90-year history!"

Porter F. Anderson
Advertising Manager
J. A. Folger & Co.
San Francisco, Calif.

AIR FAX: Stiff competition to the local newspaper's classified want ad section is this novel audience participation program. Anyone with anything to sell may telephone the station. Operators receive the calls, announcers relay the information to the radio audience. Five-minute daytime counterpart is *Today's Best Buys* for which sale information must be *mailed* instead of telephoned.

Broadcast Schedule: Thursday, 5:30-5:45 P.M.

Preceded By: Bob Andersen.

Followed By: Bob Andersen; News.

Competition: Bud Barton (NBC dramatic serial).

Sponsor: J. A. Folger & Co., makers of Folger coffee.

Station: KSFO. San Francisco, Calif. (Others: KNX, Los Angeles; KOIN, Portland. States covered: California, Oregon, Washington, Idaho, Nevada, Arizona.)

Power: 5,000 (KSFO).

Population: 629,553 (San Francisco).

COMMENT: The same person who reads the newspapers listens to the radio. Often a tested newspaper feature can easily be converted into a successful radio program.

Tobaccos

TOBACCO MARKET BROADCASTS "When we started the selling season for 1938-1939, we anticipated a loss in poundage from the previous year of well over a million pounds. This feeling was due to the early crop as well as the effect of crop control.

"At the close of the season, we found that we had lost only about two per cent, whereas many markets were under from 15% to 20%. We firmly believe that our use of radio was the means of attaining this fine record, as many producers commented to us personally on our splendid daily and weekly programs."

William S. Mason
Secretary
Reidsville Tobacco Market
Reidsville, N. C.

AIR FAX: For complete story, see *Proof O' the Pudding*, page 35.

Women's Wear

GRAYSON'S PRESENTS "We have used the radio program, *Grayson's Presents,* for the past five years and find that this type of advertising has helped build up marvelous good will and prestige for GRAYSON'S in San Antonio. Periodical check ups show results extending to a 150-mile radius. Announcements of special promotions that extend over a period of time get excellent sales results.

"During the time this program has been on the air, GRAYSON'S have taken in additional space three times the original size of the store in 1935 and continues to show greatly increased sales volume. Customers have informed us they eagerly look forward to the program. Written and oral comments have been most favorable."

D. A. MacFarlane
Manager
Grayson's Shops, Inc.
San Antonio, Texas

AIR FAX: For complete story, see *Proof O' the Pudding*, page 35.

YOURS for the asking

ADDRESS RADIO SHOWMANSHIP
11th at Glenwood, Minneapolis, Minn.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No (see Sept. issue, p. 32).

Beverages—Gaslights and Bustles (see Oct. issue, pp. 73, 74).

Dairy Products—Junior Town (see Dec. issue, p. 136).

Dairy Products—Young American's Club (see Nov. issue, p. 110).

Department Stores—Hardytime (see Sept. issue, p. 35).

Drug Stores—Five Years Ago Today (see Dec. issue, p. 146).

Electric Appliances—Listen and Win (see Dec. issue, p. 151).

Electric Appliances—Prof-it (see Sept. issue, p. 28; Oct. issue, p. 65).

Flowers—An Orchid to You (see Sept. issue, p. 35).

Fuel—Smoke Rings (see Dec. issue, p. 126).

Gasoline—Home Town Editor (see Oct. issue, pp. 73, 74).

Gasoline—PDQ Quiz Court (see Dec. issue, p. 134).

Groceries—The Carnival of Fun (see Sept. issue, p. 27).

Groceries—Food Stamp Quiz (see Sept. issue, p. 33).

Groceries—Imperial Interlude (see Nov. issue, p. 107).

Groceries—Matrimonial Market Basket (see Dec. issue, p. 154).

Groceries (Wholesale)—Hoxie Fruit Reporter (see p. 34).

Groceries (Wholesale)—Market Melodies (see Oct. issue, pp. 73, 74).

Groceries (Wholesale)—Women's Newsreel of the Air (see Oct. issue, p. 63).

Men's Wear—Juster's Styles for Men (see Sept. issue, p. 8).

Men's Wear—True Stories of the New York State Police (see Dec. issue, pp. 150, 155).

Music Stores—Meet the Team (see Dec. issue, p. 151).

Optometry—Good Morning, Neighbors (see p. 35).

Women's Wear—Melodies and Fashions (see Nov. issue, p. 112).

SAMPLE TRANSCRIPTIONS

Adventures in Christmastree Grove (see p. 98).

Betty and Bob (see Oct. issue, p. 53).

The Enemy Within (see p. 18).

Pinocchio (see Sept. issue, p. 11).

Ray Daughters Health Club (see Sept. issue, p. 35).

Secret Agent K-7 (see Sept. issue, p. 35).

SHOWMANSHIP IN ACTION

Those *extra* promotions and merchandising stunts that lift a program out of the ordinary.

Auto Supplies

FIGHT BROADCASTS Sliding into the new year with a new promotion, CYCLONE AUTO SUPPLY STORE (White Plains, N. Y.) is applying the installment plan to auto license plates, offering the service to local auto owners. On Friday, December 27, sportscaster John Dillon announced the plan at his CYCLONE-sponsored blow-by-blow description of a special holiday boxing bout from the Westchester County Center.

Proposal: Sponsor CYCLONE AUTO SUPPLY STORES of Westchester County will buy the listeners' 1941 auto license tags for them, collect the fee on a "time" basis during the year. Twofold benefit to auto owners: 1) Avoid standing in line to get license. 2) Ease the "bite" of the lump payment demanded by the New York Motor Vehicle Bureau.

AIR FAX: Cyclone Auto Supply Stores sponsor the weekly blow-by-blow descriptions of the local boxing shows.
Broadcast Schedule: Tuesday, 9:45-11:00 P.M.
Preceded By: Organ Music.
Followed By: Dance Music.
Sponsor: Cyclone Auto Supply Stores.
Station: WFAS, White Plains, N. Y.
Power: 250 Watts.
Population: 35,830.

COMMENT: Offering an article on the installment plan with absolutely no *direct* profit in view is definitely something new. Resultant good will is not the only benefit for sponsor. Patrons' regular payment calls acquaint them with the stores, stimulate traffic.

Bakeries

KIDDIES KLUB Tops in commercial programs is one that securely ties in sponsor's product with body of show. Noteworthy, then, is LOG CABIN BAKERY'S program, *Kiddies Klub,* aired once weekly over station KHSL. Originating on Saturday afternoons from the stage of the Senator Theatre (Chico, Calif.), program centers around apple-bobbing, LOG CABIN pie-eating, other kid contests, plus amateur singing, acting, playing, etc. Birth dates of *Kiddies Klub* members are celebrated with presentation of LOG CABIN cakes.

Point of show: Pie-eating, cake gifts leave perfect openings for sponsor plugs. Show emcee is Uncle Earl, KHSL staff man, who, with aid of stooge, keeps party patter at high pace. Sponsor LOG CABIN BAKERY attributes great gains in good will to this top-notch popular show. Outside of theater displays, radio announcements are sole means of promoting the program.

AIR FAX: *Broadcast Schedule:* Saturday, 5:00-5:15 P.M.
Preceded By: Dance orchestra.
Followed By: Dance orchestra.
Competition: Quiz of Two Cities (CBS) and dance orchestra.
Sponsor: Log Cabin Bakery.
Station: KHSL, Chico, Calif.
Power: 500 watts.
Population: 7,961.

COMMENT: Sponsor shows double showmanship in his natural merchandise tie-ins with the program. Pie-eating contests and birthday gift cakes can go farther to promote LOG CABIN products than double the number of 200-word commercials.

Public Utilities

MUSICAL COFFEE CUP Lifting this show out of the run of the mill morning musicals is its accent on the personal lives of its listeners. There are the usual radio requests: birthday, wedding anniversary announcements. But there are also the unusual: hello, farewells, get-wells, love greetings! Even the transcribed musical numbers are requested. To add a touch of humor, emcee shares laughs with his early-rising listeners by ridiculing late sleepers.

AIR FAX: *First Broadcast:* January 2, 1940.
Broadcast Schedule: Monday thru Saturday, 7:15-7:45 A.M.
Preceded By: Band Music.
Followed By: Morning Clock.
Sponsor: Pacific Power and Light Co.
Station: KBND, Bend, Oregon.
Power: 250 watts.
Population: 8,848.

COMMENT: The success of this program depends upon the type of requests that are obtained. The more unusual the announcements, the better the show. Incidentally, the use of ridicule on the air may become dangerous business. In this case, the emcee, by poking fun at late sleepers, takes no chances.

James Bohannon, advertising manager of the Brewing Corporation of America (with arm extended) shows announcer Lew Henry of station WCLE, Cleveland, how *Carling's Ale* is inspected for purity and cleanliness. A strong light shines through the freshly-capped bottles as they pass along the conveyor. Announcer Henry thoroughly absorbed this and many other pertinent facts and uses this background information when he ad-libs on the radio program.

Beverages

PARADE OF ALL NATIONS To timid prospective radio advertisers who flirt with the idea of a five- or fifteen-minute spot on the air, THE BREWING CORPORATION OF AMERICA'S new program—*two and a quarter hours in length*—comes as a concentrated tonic.

To promote the show, some 3,000 letters were sent to Cuyahoga County beverage dealers urging them to be ready to capitalize on the program by stocking up on the sponsor's product (CARLING'S ALE).

Popular WCLE emcee Lew Henry really knows the background facts on CARLING'S ALE. He made a complete tour of the brewery, where he amassed facts for commercial material. He continues to concentrate on dealers in foreign sections by periodic, informal visits.

AIR FAX: Originating in a typical American melting pot (Cleveland), program seeks to please all of the people with a series of recordings ranging from swing to classics, starring a variety of folk melodies to appease every member of every nationality. Struggles of announcer Henry with pronunciations of foreign song titles amuse listeners, win him the sobriquet, "The Polka King."

Broadcast Schedule: Saturday, 3:00-5:15 P.M.

Preceded By: Hotel Cleveland orchestra.

Followed By: News (MBS).

Competition: Southwestern Serenade (NBC); Time to Take It Easy (CBS).

Sponsor: Brewing Corporation of America, for Carling's Ale.

Station: WCLE, Cleveland, Ohio.

Power: 500 watts.

Population: 878,429 (1940).

COMMENT: The unusual length of this show is really something worth talking about (especially to impress dealers). Smart sponsors BREWING CORPORATION OF AMERICA thought so too!

Women's Wear

RIGHT OR WRONG To seasoned radio time-buyers one primary criterion of a successful program is its power to pull consistent traffic. Sponsor MART, INC., found the answer three years ago when they put on a quiz show with a novel twist, awarded weekly 100 double guest theater passes *to be collected at* MART, INC.

Second criterion: Mail pull. *Right or Wrong's* customary count wavers around the 1,000-mark weekly.

Here's the *twist* that makes this quiz show different: Announcer Ralph Powers directs his questions not to five or six people selected from the studio audience but to every listener at home.

Powers asks 20 questions; listeners check questions right or wrong, mail their answers

to station WFBR. First 100 correct answers get double passes to one of Baltimore's four leading downtown theaters. Sponsor notifies winners by mail, asks them to collect their awards at MART, INC.

AIR FAX: *Broadcast Schedule:* Sunday, 1:30-1:45 P.M.
Preceded By: Book Review.
Competition: March of Games (CBS); Al & Lee Reiser's Orchestra (NBC).
Sponsor: Mart, Inc.
Station: WFBR, Baltimore, Md.
Power: 5,000 watts.
Population: 854,144 (1940).

COMMENT: Home-participation air shows seem to be gaining increased interest throughout the country. Last month, two other programs of this type were described. (See *Lucky Gong Contest,* December, 1940, pp. 150, 153; *Add 'Em Up,* December, 1940, p. 152.)

Shoes

THE SIDEWALK REPORTER Is a 10-day shoe sale a booming success if a merchant has as many pairs of shoes at the end of the sale as he had at the start? The answer is an emphatic "yes"—*if* this is the case:

In San Bernardino (Calif.) THE ROWE SHOE STORE set up on the sidewalk in front of their store two barrels painted red, white, and blue and placed a microphone between them. Twice daily for 10 days ROWE offered via the airways a two-dollar reduction on any sale purchase accompanied by an old pair of shoes. The shoes were to be given to the British War Relief fund. *Results:* For Britain, a dozen barrels of shoes; for ROWE, a highly successful sale.

AIR FAX: During the show, emcee Lowell Smith interviewed passersby, discussed the war, sought particularly for a concensus of opinion on whether America should give every possible aid to Great Britain.
Broadcast Schedule: Nov. 29-Dec. 13, 4:45-5:00 P.M.
Competition: Fletcher Wiley (CBS).
Sponsor: Rowe Shoe Store.
Station: KFXM, San Bernardino, Calif.
Power: 250 watts.
Population: 37,481.

COMMENT: This is an important promotion. It may herald the beginning of a series of similar attempts to use radio to aid the Allies. Its success, of course, depends on public opinion at the moment.

Looking at it from a strictly business point of view, the sponsor must be certain that the *cause* he is aiding is the *cause* that most people in his community favor. Otherwise, the entire promotion may boomerang.

The idea of donating clothes, books, toys, etc., is not new. Before Christmas, many businessmen sponsored programs that asked for special donations to help the underprivileged.

Twice daily, chief announcer, Lowell Smith (handling mike), interviewed passersby in front of the *Rowe Shoe Store* in San Bernardino, Calif. For ten days, he asked for old shoes for British War Relief as part of an unusual *Rowe* promotion. Over a dozen barrels of shoes were collected as a result of the show.

SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used to promote radio programs. One dollar will be paid for pictures accepted. If you wish photographs returned, please include self-addressed, stamped envelope.

Left . . . Ever since 1934, the WILKENS JEWELRY CO. has given Pittsburgh a full-hour amateur show on station WJAS. Last month, they observed the fifth annual All-Twin Amateur Show, presented 14 sets of talented twins. Beaming emcee Brian McDonald is surrounded by a group of the stars.

Right . . . A three weeks' Christmas Book Drive on popular KFPY's early morning participation program *Good Morning Neighbors,* pulled 3,800 books from all parts of the entire Spokane-Inland Empire section. Books were sorted, delivered to Spokane social agencies. For complete story, see *Proof O' the Pudding,* page 35.

Above . . . To the annual St. Louis Food Show went station KMOX with a cheerful booth boasting of its stars, boosting its sponsors. An entire pantry shelf was devoted to KMOX food advertisers. *Note to sponsors:* The more promotion-minded a station is, the more opportunities you will have to put your program across to the public.

Author-lecturer John K. Chapel discusses stamps with a youthful philatelist during the stirring historical program, *Rancho Peralta.* Sponsor R. A. SHUEY CREAMERY offers free of charge a 40-page Postamp History album to all listeners.

"I'm washed up," cheerfully admits a participant in WEST END LAUNDRY'S quiz program, *Meet the Ladies.* Thrice-weekly, various women's organizations congregate in the sponsor's large reception room at the plant, join in community singing, tour the laundry, partake of refreshments, participate in the quiz program emceed by jocular Wayne West.

PROOF O' THE PUDDING

Results from radio programs, based on *sales, mails, surveys, long runs,* the *growth* of the business itself.

Amusements

HELLZAPOPPIN Sunday night on Broadway, and nine legitimate theaters junked precedent to hold performances, Olson and Johnson's famous *Hellzapoppin* among them. Business for all was good; business for *Hellzapoppin* was better. *They alone were sold out!*

Plausible reason: Though all nine had used equal space in New York newspapers, only *Hellzapoppin* had added an extra kick to the punch—*radio!* Thrice weekly, the stage show had sponsored a radio musical program with regular commercials. The special *Sunday* performance had been plugged a full week on the air.

AIR FAX: *Station:* WABC, New York, N. Y.
Power: 50,000 watts.
Population: 7,346,272 (1940).
Agency: Blaine-Thompson.

COMMENT: In the past year, local stage and screen theater owners have just begun to rub their eyes, blink at the untried possibilities of radio as a method of promoting their shows.

Cleaning-Laundry

BOY GREETS GIRL In November, 1938, Bill Schingel, the boy; Jane Day, the girl, went on the air to "clean" the town (Indianapolis) for WILLIAM M. LEONARD GARMENT CLEANERS. Last month, for the second straight year, sponsor gave them the "go" signal to keep right on.

System: Boy greets girl every day under the marquee of the English Theater on Monument Circle in downtown Indianapolis. Jane pops the questions to the men passersby; Bill, to the women.

Asked to come downtown and meet Jane and Bill personally, listeners accept the invitation. Sidewalks are almost always jammed at air time.

AIR FAX: Clever questioners compose queries to tie-in with the times. Example: During the Christmas shopping season, participants were asked what they wanted for Christmas.

To every sender of a question used on the show goes a free garment cleaning certificate. Correct answers from passersby net them theater passes, SPUD and TWENTY GRAND CIGARETTES.

First Broadcast: November, 1938.
Broadcast Schedule: Monday thru Saturday, 11:45-12:00 noon.
Preceded By: Parade of Bands.
Followed By: Indiana News.
Competition: Our Gal Sunday (CBS).
Sponsor: William M. Leonard Garment Cleaners.
Station: WIBC, Indianapolis, Ind.
Power: 1,000 watts.
Population: 364,161.

SAMPLE COMMERCIALS AVAILABLE

COMMENT: Once in a great while, it takes nothing more than a good title to get a program off to a good start. In this case, the title helped to build the announcers into real personalities, thus popularize the show.

Department Stores

MICKEY MOUSE CLUB This month, mammoth Chattanooga (Tenn.) department store, LOVEMAN'S, INC., celebrates the third birthday of their weekly Saturday program. With the accent on youth, the show invites local, jubilant juveniles to perform, sets their age limit at 10 years.

The sponsor views with delighted alarm the average of over 100 offers to perform per week; each show can accommodate a maximum of only 14. So eager are parents to assure their little Deanna's and Mickey's a spot on the program, they write in from small surrounding towns, telephone long distance.

AIR FAX: Presented each week is a complete variety show of songs, recitations, instrumental solos or groups. To "sign up," moppets telephone station a week in advance, describe their act. Enlisting the cooperation of the Orange Crush Bottling Company, LOVEMAN'S celebrated the club's birthday successfully with a studio party.

First Broadcast: January 8, 1938.
Broadcast Schedule: Saturday, 10:00.
Sponsor: Loveman's, Inc.
Station: WAPO, Chattanooga, Tenn.
Power: 1,000 watts.
Population: 119,798.

COMMENT: Many farsighted department stores believe in reaching customers when they are young. For another department store's program (BULLOCKS, INC., Los Angeles, Calif.), which sets its age limit at 10, see *Whoa Bill Club,* Sept., 1940, page 31.

Department Stores

QUESTION-AIR SHERMAN-CLAY & Co., leasers of the fourth floor music-radio department in Oakland's (Calif.) largest store, the H. C. CAPWELL Co., stage a quiz show *right in their department,* awarding PHILCO portable radios as first prizes each week.

Upshot: 150-odd shoppers gather every Friday to participate, thereby creating the first merchandising essential—*traffic.* One model, most persistently plugged and *demonstrated* on the program, jumped nearly 100% in units sold since the initial quiz show.

From H. C. CAPWELL Co. has come full cooperation with scores of showcards in prominent positions throughout the store, window displays, circulars in mailing pieces.

AIR FAX: Subject range: art, travel, music, radio, theater, stage, etc. Similar to network *Take It or Leave It* is the final question put to each contestant: a "toughie"—take it or leave it! If done and won, score is doubled; error halves the score.

First Broadcast: October 4, 1940.

Broadcast Schedule: Friday, 3:30-4:00 P.M.

Preceded By: Concert Hall.

Followed By: Newspaper of the Air.

Competition: Man of the World; Grand Lake Revue.

Sponsor: Sherman-Clay & Co. (leaser in H. C. Capwell Co., department store).

Station: KROW, Oakland, Calif.

Power: 1,000 watts.

Population: 284,063.

COMMENT: Growing tendency among department stores is to plan radio advertising in a series of progressive stages: Build one program around one department, then add more programs, more departments, as increased volume warrants. Start is usually made with departments featuring high markup goods.

Thus, the department store, instead of fluttering about from item to item, from department to department, can concentrate on selling one thing at a time as national advertisers do. Leased departments have been first to break the ground for this type of department store advertising, first to prove it *can* work successfully.

Drug Products (Others)

WJJD SUPPERTIME FROLIC It's a rootin', tootin', good old hillbilly show when the Cumberland Ridge Runners come a-jug blowin' and a-square dancin' every night at 8:30 P.M. Seven days a week, two solid hours daily, for six consecutive years, the public has stood by this hardy, radio perennial.

Among present sponsors is CONSOLIDATED DRUG TRADE PRODUCTS. Results obtained for some of their products: 1) McCOY'S COD

Elaborate window displays boost *Question-Air,* KROW Friday afternoon quiz show broadcast directly from the music-radio department of Oakland's (Calif.) largest department store, THE H. C. CAPWELL CO. First prize each week is a PHILCO portable radio. Second, third, and fourth prizes are merchandise orders for ten, five, and two and one-half dollars.

LIVER OIL TABLETS. Offering as a premium a toy balloon, sponsor received, according to station figures, 163,953 letters in two and one-half weeks. 2) RADIO GIRL PERFUME. New on the market, in five months of 15-minute daily participation, product received a mail response of 1,302 carton tops per week. 3) ACIDINE (stomach powder). 1,742 mail pieces in one day as result of their campaign on the program.

SERVICE LIFE INSURANCE CO. (Omaha, Neb.), who has also taken time on this participating show, received, at the end of the week of May 6, 1940, 584 requests to have their salesmen call.

Total mail pull for *WJJD Suppertime Frolic:* In one year, 265,714 pieces of mail. Average number of letters per week: 5,110.

AIR FAX: Old American folk tunes sung by the hillbilly Cumberland Ridge Runners highlights the two-hour show. Other features: guest performers, novelty acts (harmonica, jug blowing, square dance calling, etc.)

Broadcast Schedule: Daily, 8:30-10:30 P.M.

Preceded By: News.

Competition: What's My Name? (NBC); Grand Central Station (CBS).

Sponsor: Consolidated Drug Trade Products (manufacturers, sales agents for cosmetic, medicinal products). Others: Olson Rug Co., Service Life Insurance Co., Vick Chemical Co., Kass Clothes, etc.

Station: WJJD, Chicago, Ill.

Power: 20,000 watts.

Population: 3,384,556 (1940).

COMMENT: Opinion differs whether ex-postmaster Jim Farley or radio premiums should be given credit for the greatly increased consumption of postage stamps in the past decade. Of all radio listeners, none is a more prolific and constant letter writer than the hillbilly fan.

Groceries (Wholesale)

HOXIE FRUIT REPORTER Year 'round WHO (Des Moines) program is *Hoxie Fruit Reporter,* not only the apple of every local grocer's eye, but "appetizing" to the listening audience as well.

Since its initial broadcast back in August, 1938, for sponsor HOXIE FRUIT CO., the program has had a series of notable mail responses. Three announcements of a banana booklet offer open for only one week netted over 3,500 requests; six announcements for the same premium, 5,000 requests; a similar offer with a one-week limit on a cranberry booklet, 2,915 calls.

AIR FAX: After the theme song, *Yes, We Have No Bananas,* dapper, mustached, smooth-voiced Ernie Sanders gives listeners fruit facts, recipes, romance in the development of various fruit products; glides casually into the history and superior qualities of the sponsor's own brands.

First Broadcast: August 1, 1938.

Broadcast Schedule: Monday thru Saturday, 7:00-7:15 A.M.

Preceded By: Captain Herne, News Commentator (NBC).

Followed By: News.

Sponsor: Hoxie Fruit Co. (Wholesale fruit and vegetable distributor).

Station: WHO, Des Moines, Ia.

Power: 50,000 watts.

Population: 142,559.

SAMPE SCRIPT AVAILABLE

COMMENT: Nothing must move faster off the grocer's shelves than perishables. Time is an important factor. For that reason, the *Hoxie Fruit Reporter,* although primarily aimed at the homemakers, offers a valuable aid to the grocer. It tells *what* to push *when!*

Home Furnishings

THE ROMANCE OF MERCHANDISING Faced with the problem of attracting business from a trade territory that spent most of its dollars in a large town nearby, Elk City (Okla.) furniture dealer GRUBITZ & SON tried radio.

Since they handled nothing but nationally advertised products, merchandise available anywhere, the success they achieved has been largely attributed to their radio program.

Mail response to a question-answer contest has been exceptionally high. Unprecedented sales increases have been obtained not only from the immediate vicinity but from this large trade area usually serviced by the neighboring town.

Starting with a once-weekly program, GRUBITZ soon tripled their radio appropriation, broadcast thrice weekly *direct from the store.* For 1941, they have allotted an even larger appropriation for special radio promotions.

AIR FAX: Emphasizing the fact that they carry nothing but nationally advertised products (each with a history as old as the country itself!), GRUBITZ plans their shows to link each product's past history with its present utility. *Method:* The emcee discusses a product informally with three or four customers, via *rehearsed* question form.

Example: To build up GENERAL ELECTRIC appliances, they chat about the life of Edison. After the history, the following question is put to the interviewees and radio listeners: "What do you think of your GENERAL ELECTRIC refrigerator?" To the best answer submitted by mail goes a store prize. To the customers on the program, souvenirs are awarded.

Broadcast Schedule: M-W-F.

Sponsor: Grubitz & Son.

Station: KASA, Elk City, Okla.

Power: 250 watts.

Population: 5,666.

COMMENT: Radio affords a merchant the opportunity to romanticize the products he sells. No other medium can do this job as well.

Tobaccos

TOBACCO MARKET BROADCASTS Within 50 miles of the three greatest tobacco manufacturing plants in the world, plants producing 65% of American cigarettes, is situated THE REIDSVILLE TOBACCO MARKET.

Not content to rest on its ideal location, REIDSVILLE was the first market in this highly competitive area to use radio as a method of attracting tobacco raisers. It has during

the past six years regularly increased its radio budget—and as a result, its business transactions.

Promotion stunt: In honor of the tobacco raisers, a picnic is held every year. (Special display cards and post cards are used to plug the program.)

AIR FAX: Starting in the early fall, programs continue until the end of the tobacco market in January. This year's radio appropriation: Two spot announcements, daily; 15-minute noonday news, daily; a special Friday program, *The Ole' Professor.*

Previous to the opening of the sale season, THE REIDSVILLE MARKET conducts a series of broadcasts giving advice to growers and curers of tobacco. From the Department of Agriculture and other recognized, reliable sources comes the information for these programs.

Opening day of the sales auction is broadcast directly from the market. Farmers are called to the mike. Said one: "I'm the happiest man on this warehouse floor; I've just sold 2,200 pounds of tobacco for an average of 31 cents."

During the sales season, the market broadcasts the daily schedule of sales, actual sales and prices, outlook for the present and following day. Secretary W. S. Mason conducts the Friday program, *The Ole' Professor.*

Broadcast Schedule: Spot announcements, daily, 6:15 A.M., 6:15 P.M.; daily news, noon; *The Ole' Professor,* Friday.

Sponsor: Reidsville Tobacco Market, Reidsville, N. C.

Station: WBIG, Greensboro, N. C.

Power: 5,000 watts.

Population: 53,569.

COMMENT: For sponsor comment, see *What the Program Did for Me,* page 26.

Optometry (Others)

GOOD MORNING, NEIGHBORS Every merchant has a certain group of merchandise that he calls *staples.* Radio's staples are early morning participating shows. In Spokane, Wash., *Good Morning, Neighbors* has been on the air uninterruptedly since 1931. Furthermore, practically all of the present sponsors have been on the program from *three to eight years!*

In a KFPY survey of their five largest unsolicited mail-pulling program, *Good Morning, Neighbors* stacked first, took 48.2% of the total. Despite the early hour, women's organizations in a body have attended the studio broadcast, helped entertain with community singing.

AIR FAX: On casual observance, this oldtimer, with its sunny round-the-breakfast-table banter, philosophy, weather reports, time signals, anniversary announcements, might appear run of the mill. Claim to distinction is the quality of the music rendered by two of the region's finest performers, Norman Thue at the organ, Del Yandon at the piano.

First Broadcast: May, 1931.

Broadcast Schedule: Monday thru Saturday, 7:15-7:45 A.M.

Preceded By: News.

Followed By: Roving Hillbillies.

Competition: Josh Higgins (NBC dramatic serial); Financial Service (NBC-Red).

Sponsor: Poux Optical Co. (Others.)

Station: KFPY, Spokane, Wash.

Power: 5,000 watts.

Population: 115,514.

SAMPLE SCRIPT AVAILABLE

COMMENT: Hard to find is a radio station without its early morning show. *Good Morning, Neighbors* has pointed out one way to lift these shows above the average—able musicians.

Women's Wear

GRAYSON'S PRESENTS Always the backbone of radio, musical shows continue to pull new sponsors, hold old ones. Successful oldtimer: Back in 1934, GRAYSON'S SHOPS (popular priced dresses, women's furnishings) went on the air with a 15-minute recorded musical show. Since that time bands and tunes have faded, but *Grayson's Presents* continues to be an outstanding KONO program. It has delivered a steady stream of sales to the sponsor for six (6) straight years without any stops.

AIR FAX: Program features recordings of all popular dance bands.

Broadcast Schedule: M-W-F, 9:00-9:15 A.M.

Preceded By: Morning Merry-Go-Round.

Followed By: Popular music.

Competition: Houseboat Hannah (NBC dramatic serial); Hymns of All Churches.

Sponsor: Grayson's Shops, Inc.

Station: KONO, San Antonio, Texas.

Power: 250 watts.

Population: 231,542.

COMMENT: Popular with the ladies at all times is music. Once having found that this type of program had appeal, smart sponsor GRAYSON'S SHOPS established its messages in listeners' minds with continual repetition. See *What the Program Did for Me,* page 26.

JOHNNY ON THE SPOT

If you use spot announcements, you'll be interested in the news, reviews, and tips in this column.

SPONSORS of special events are finding spot announcements a splendid method of arousing quick public interest.

In New Orleans, the PACIFIC WHALEING COMPANY staged a carnival show and purchased a series of spot announcements over WWL to exploit the show.

To introduce the series, special eventman Henry Dupre broadcast from the mouth of a whale at the show grounds.

In Oklahoma City, the advisory committee of the OKLAHOMA INDEPENDENT RETAIL GROCERS ASSOCIATION announce that attendance at this year's Food Show far exceeded that of last year. The show also broke all existing attendance records at the huge Oklahoma City Municipal Auditorium.

Spot announcements over KOMA were used this year, as well as broadcasts direct from the show and from the studios of KOMA.

The successful use of spot announcements for promoting special events is dependent on the number of announcements bought. Usually, the promotion time is so short that the more spot announcements purchased, the better.

The announcements should be unusual, and the same announcement repeated frequently to gain the benefit of repetition. The objective of the entire campaign is to start people talking, so give them something worth talking about.

SYNDICATED TRANSCRIBED SPOTS

Remember those clever FORD announcements? Their catchy tunes really started people humming.

Since then, a few of the progressive transcription companies have produced syndicated musical and dramatic spots for local sponsors.

Each spot runs approximately 30 seconds. Following the transcription, the local station announcer ties in 30 seconds of closing commercial copy with the sponsor's individual sales message, name, address, etc., thus completing a one-minute announcement that is different from the average local straight commercial.

Each of the series is made for a specific business field and is available to only one sponsor in a community.

Through syndication, the cost of each series of spots to the individual sponsor is but a fraction of actual production expenses which comprise scripts, talent, direction, original music, and recording.

INTRODUCING

New business fields to which radio is now extending its services . . .

Bird Seed . . . Justrite Co., Milwaukee, Wisconsin. 13-week daily participation announcements. Station WHN, New York City.

Biscuits . . . Merchant's Biscuit Co., Denver. 5 time signals and 1 announcement daily. Station KOA, Denver.

Biscuits . . . Sawyer Biscuit Co., Chicago. One and one-half minute announcements preceding European News Roundup. Station WBBM, Chicago.

Dried Fruit . . . Mission Packing Co., Los Angeles. 13 one minute transcriptions to be used seven times per week. Station KECA, Los Angeles.

Express . . . Railway Express Agency, New York City. 36 announcements. Station KOA, Denver.

Peanut Oil . . . Planters Nut & Chocolate Co., San Francisco, 150 word announcements. Five a week on Art Baker's Notebook. Station KFI, Los Angeles.

Resort . . . Strawberry Resort, El Dorado County. California. One minute transcribed announcements. Station KPO, San Francisco.

Roofing . . . Clarence Hansen & Sons, Inc. 52-week contract for station break announcements. Station WHN, New York City.

Wedding Dresses . . . Marlene Shop, Pittsburgh, Pa. One minute announcements, one per week on Wednesday. Station KDKA, Pittsburgh, Pa.

Wine . . . California Wine Co. 4 fifty-word announcements daily for 13 weeks. Station WIND, Chicago.

HINTS TO SPOT BUYERS

Big *unknown* factor in buying spot announcements is just how many to buy. The proper point of diminishing returns (if there is one), can only be determined by experimenting.

When you buy—start with a quantity smaller than you had originally planned—then *add* announcements whether your original purchase showed results or not. This increase may be all that is needed to turn failure into success. If the first increase proves profitable, you may find it wise to continue adding announcements.

TRENDS

A rating of program patterns based on a special survey of outstanding, locally-sponsored radio programs throughout the country. Let the TREND of these ratings, month to month, be your guide to better buying.

PROGRAM RATINGS, DECEMBER, 1940

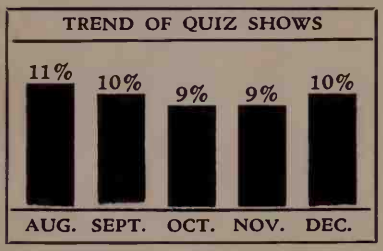
Type	Rating	Last Month	Change
MUSIC	36%	36%	....
NEWS	21%	20%	+1%
TALKS & INTERVIEWS	14%	15%	–1%
QUIZ	10%	9%	+1%
SPORTS	7%	7%	....
DRAMA	6%	7%	–1%
COMEDY	6%	6%	....

GROUPS	Men	Women	Children
Music	30%	38%	41%
News	26%	21%	7%
Talks & Interviews	11%	18%	14%
Quiz	10%	11%	8%
Drama	5%	4%	18%
Sports	13%	3%	4%
Comedy	5%	5%	8%

GOOD NEWS FOR NEWS SPONSORS

THE end of 1940 sees locally-sponsored *news* programs receiving the highest rating since these surveys began. This means that more and more businessmen are finding *good news* broadcasts pay!

WHAT ABOUT QUIZ SHOWS?



Figures don't lie—but many times they forget to tell the entire story.

Take the trend of *quiz* programs as an example. The first three months of these surveys showed a sharp decline for shows of this type, but since then almost a complete about-face has been recorded.

Now, let's examine the figures a little closer. Since October, when the decline stopped, it has been noted that most of the new successful *quiz* shows reported have added twists and showman stunts that make them differ entirely from the straight question and answer programs that marked the first few months of this survey.

DR. PEPPER BOTTLING CO., over KFDA, Amarillo, Texas, reported a *quiz* show, only five minutes long dealing entirely with crime problems. HYDE PARK BREWING ASSOCIATION, over KMOX, St. Louis, tell of their sport *quiz* featuring a board of sports experts with the listeners asking the questions, much on the order of *Information Please*.

KAY JEWELRY, over KROW, in San Francisco, has a *quiz* contest between two teams; the winning team continues week to week until beaten.

Many of the newer *quiz* shows are directed at the listeners themselves instead of a selected few from the studio audience.

HADLEY FURNITURE CO., over WAPO, Chattanooga, Tenn., has the listener phone in his answer. QUIMBY BAKERY, over WWVA, Wheeling, W. Va., asks for replies by mail and requires the contestant to include a wrapper of their bread.

The list of successful *quiz* shows goes on and on, but they all prove a single point: Today, *quiz* programs have to be *different* to be *good!*

THE READERS WRITE

HELLO, MA!

To Edward M. Kirby, director of public relations, NATIONAL ASSOCIATION OF BROADCASTERS, *who has been appointed to the Radio Division of the United States Army, we recently sent an inquiry regarding the part that the local radio sponsor and station can play in the Army recreation program. We were particularly interested in locally-sponsored programs originating at the camps, recorded, and sent back to the station for re-broadcast; the kind of programs that featured informal messages from the trainees to their friends back home. Here is the answer.*—Ed.

Sirs:

I think you will find that the present policy of the Army with reference to broadcasts include both local as well as network originations, and also include the use of recordings of interviews with local boys at distant camps, prepared for broadcast over the local station. This is in line with the thoughts expressed in your own letter of December 6. Final determination with such local originations, we understand, rests with the Commanding Officer of the Army camp.

EDWARD M. KIRBY

Certain policies with reference to program material and endorsement of either the product or sponsor by Army personnel or the War Department are necessary prior to receiving clearance for such broadcasts. Army regulations prohibit the endorsement of any product by any of the Army personnel.

If, therefore, a commercial program desires to be broadcast from an Army post, care must be exercised that in no way shall the inference be made that the product or sponsor has received the official sanction of the War Department or the Army. The sponsored program is simply placed at the position of broadcasting from the Army post in its usual fashion, without particular reference or advertising tie-ins which might violate the existing Army policy.

EDWARD M. KIRBY
Director of Public Relations
National Association of Broadcasters
Washington, D. C.

A NEW SLANT ON NEWS

(Continued from page 14)

Here's another reason that I believe accounts for the program's success. It is under constant surveillance. The daily "policing" is never relaxed. Two homemakers, an agency representative, and at least one official from the ATWOOD COFFEE COMPANY check the program with care. They do more than just listen. They have handy a scratch pad and pencil. Notes are made on diction, tempo, balance of one item against another, etc.

The only reason any advertiser uses the radio is to sell his product. If he were spending his money on newspaper space, he'd get the most for his money by putting a specialist on the job of preparing the copy. He'd hire the best artist and layout man that his budget would afford.

He should do the same thing with a newscast, but, unfortunately, this does not always hold true. Naturally, it costs more to do it this way. But the sponsor who will pay such a cost will get every penny of it back in dividends.

We know what we're talking about.

This particular program has done exactly what we predicted it would. It has diverted tremendous numbers of listeners to WTCN. In turn, these new listeners have shown their approval for ATWOOD'S COFFEE by buying more of it.

In other words, we have again proved that hackneyed axiom of Emerson's, "Build a better mousetrap, and the world will beat a path to your door." We have no copyright on the success of this program. It'll work for anybody anywhere.

Try it and see!

NEXT MONTH

BEVERAGE MAN FRANK J. SCHNELLER, Advertising Manager of JOHN GRAF CO., Milwaukee, Wis., tells the dramatic story of how his company increased their sales volume during slack months. Whether you're beverage-minded or not, you'll want to read all the facts and figures in *Beverage Sales Thru the Air!*

ABOUT DR. KENAGA, the Toledo optometrist whose radio spot announcement has been changed only seven times in seven years (and then just to change a single word). It's one of the most unusual stories ever featured in RADIO SHOWMANSHIP. See *Johnny on the Spot!*

ADVERTISING AGENT A. WESLEY NEWBY returns to RADIO SHOWMANSHIP'S pages with the important story of how the ASSOCIATED GROCERY INDUSTRIES' COUNCIL OF CHICAGO met the radio promotion of large grocery chains.

Plus More Than 35 Programs and Promotion Ideas You Can Use in Your Own Business!

THIS IS YOUR FIFTH COPY OF

SHOWMANSHIP. In it are articles concerning, and detailed descriptions of, 39 radio programs as used in 27 different types of business fields. One of these program presentations may prove adaptable in your business. The Editors of RADIO SHOWMANSHIP & MERCHANDISING REVIEW welcome and will promptly answer all correspondence. May you enjoy and profit from this issue.