

S

A vintage microphone with a sign that says "RADIO" is positioned diagonally across the page. The sign is rectangular with a black background and white border, featuring the word "RADIO" in red, bold, sans-serif capital letters. The microphone has a silver, perforated grille and a black body with various adjustment knobs and a textured base.

Showmanship

AUGUST 1941

25¢

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Automobiles • Beverages • Dairy Products • Department

Stores • Finance • Furs • Groceries • Home

Furnishings • Jewelers • Meat Products • Men's Wear • Shoes

MORE THAN A MAGAZINE

A SERVICE



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.

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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.

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ACTION! HEART-THROBS!
ADVENTURE!
Drama!
Romance!
LAUGHS!

39
 Quarter-Hour
 Episodes

Not "just a radio show,"
 but a **COMPLETE** sales
 and merchandising cam-
 paign, available to only
ONE store in a city. For
 your most outstanding pro-
 motion, investigate this
 series!

LITTLE-BY-LITTLE HOUSE

Produced and Distributed Exclusively by
KASPER-GORDON Incorporated
 140 BOYLSTON STREET • BOSTON • MASSACHUSETTS
 One of the Country's Leading Program Producers and Distributors of Tested Syndicated
 Transcribed Radio Shows

Furniture Retailers!

Here's a thoroughly tested transcribed radio series ready for your Fall sales campaign. It is now selling more furniture for some of the country's leading home furnishings and furniture stores. It's a complete package, consisting of a new and splendid radio series plus an intelligent merchandising campaign that will sell furniture for YOU —at an amazingly low radio of advertising expenditure!

Audition Samples and Complete Manual—will be shipped at \$5.00 Deposit.

ON PUBLIC SERVICE

THE average American business man would never make a good story book hero. In fiction, the hero, upon rescuing the pretty maiden, retires modestly into the background and shuns the plaudits of his admirers.

On the other hand, our average American business man isn't modest at all. When he does a good deed or a public service, he shouts the fact to the sky. He has learned long ago that *good* public service is *good* business.

Are we blaming him? Not at all! For in these troubled times, the important thing is the *deed*, not the *reason*.

No other medium of advertising presents better opportunities to serve the public than radio. Last minute news flashes, weather and market reports, even comedy and musical entertainment are services the public appreciates. The most elaborate newspaper advertisement won't build a tenth the good will that a blow-by-blow description of a championship heavyweight boxing match will.

Today, many a radio program sponsor has gone a step further, has introduced a new and deeper kind of public good, a service that ties in with all U. S. efforts toward national defense.

Some advertisers are *giving* their time for army camp programs, for promoting *Bundles for Britain*; others have turned over their entire broadcast periods to appeals for U. S. O. funds and Defense Savings Bonds. Many national advertisers are taking the lead in this new kind of radio *good will* advertising. Some of the more progressive local business men are following suit.

As you read this, you may decide you would like to do your part, but just don't know how or where to start; here's a suggestion:

Right now, there are many important and worthwhile government sponsored drives in progress. (The civilian defense drive for old aluminum, the U. S. O., Defense Savings Bonds appeals, etc.) Each organization handling these campaigns has prepared a series of spot announcements designed especially for local radio programs.

(Continued on page 262)

A large, intricate decorative border of stylized floral and scrollwork patterns surrounds the central text. The border is composed of repeating motifs of leaves, scrolls, and floral shapes, creating a rich, textured frame.

Portrait of My Best Salesman

By Frank Reardon of the Pay'n Save Super Market

DUE to the national defense spending spree, people have more money to spend than they have had for several years. The more serious people are planning homes, buying better furnishings, completing their wardrobe and stocking their pantry.

Naturally, the thought dominant in the mind of every merchant is: "How am I to get some of those dollars in my cash register?"

Now there may be more nice, shiny American dollars floating around than normally, but a businessman must be a hustler to get them. Competition is stiffer today than ever before. A merchant using the horse-and-buggy technique of merchandising is lost before he starts.

Perhaps other merchants may benefit by my experience. I have found that proper streamlined radio advertising is my best salesman. Radio has enabled me to build the *largest self-help drug store and super market* in the Pacific North-

food stores. During that time I used volumes of newspaper advertising.

In 1935, when I opened PAY'N SAVE, I again patronized the newspapers, employing full page displays. We had a \$4,000 opening day.

Business kept at a brisk pace for several weeks, then took a nose dive. We put on a vigorous drive, staged special sales, increased our newspaper displays. But business leveled off at a lower volume and stayed there.

Then, Ed Craney, operator of the Z Bar Radio Network, induced me to experiment with radio. It was the most important step in my business career. Sales began climbing.

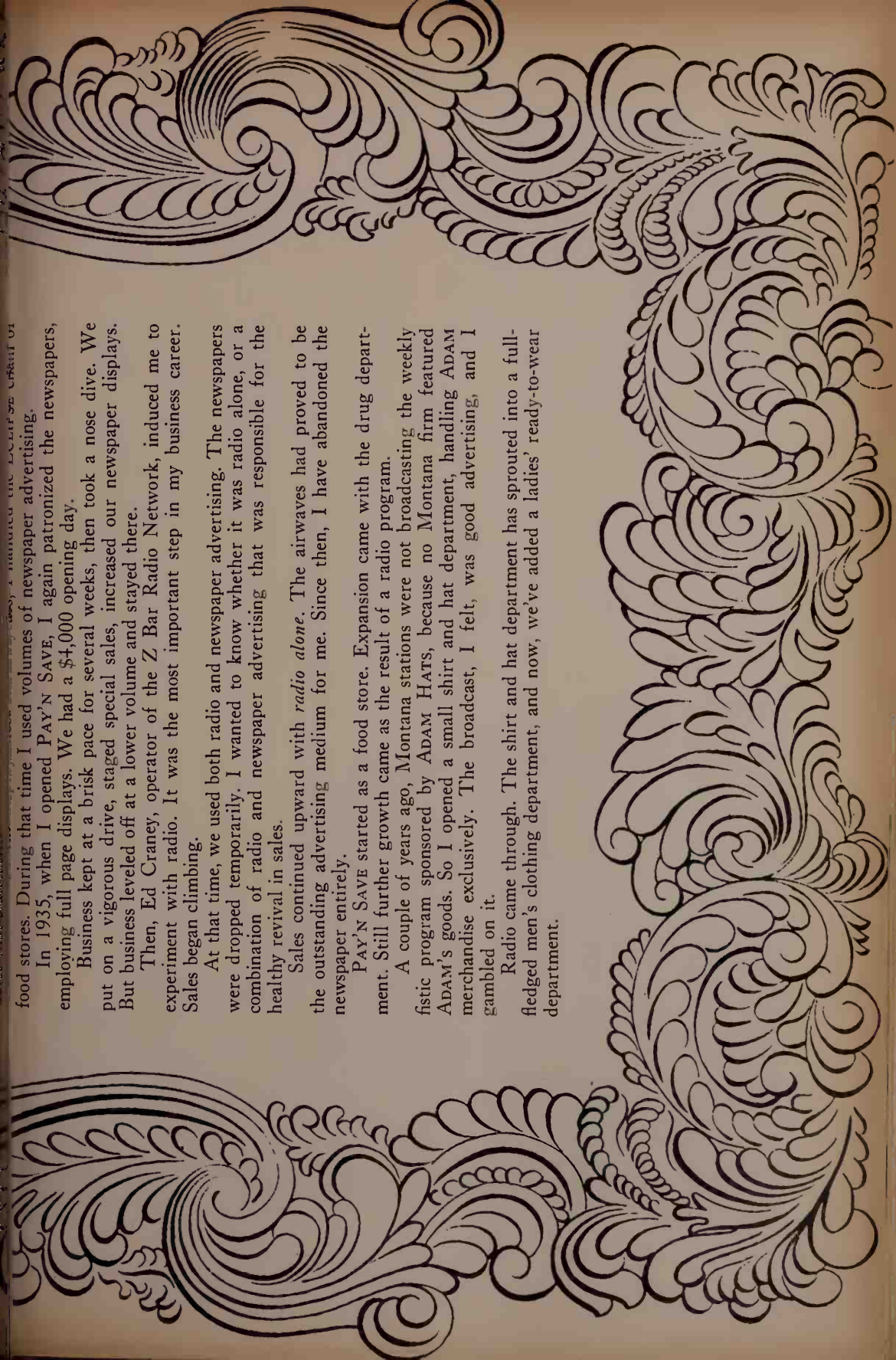
At that time, we used both radio and newspaper advertising. The newspapers were dropped temporarily. I wanted to know whether it was radio alone, or a combination of radio and newspaper advertising that was responsible for the healthy revival in sales.

Sales continued upward with *radio alone*. The airwaves had proved to be the outstanding advertising medium for me. Since then, I have abandoned the newspaper entirely.

PAY'N SAVE started as a food store. Expansion came with the drug department. Still further growth came as the result of a radio program.

A couple of years ago, Montana stations were not broadcasting the weekly fistic program sponsored by ADAM HATS, because no Montana firm featured ADAM's goods. So I opened a small shirt and hat department, handling ADAM merchandise exclusively. The broadcast, I felt, was good advertising, and I gambled on it.

Radio came through. The shirt and hat department has sprouted into a full-fledged men's clothing department, and now, we've added a ladies' ready-to-wear department.



This latter department, I understand, is the only self-help ladies' wearing apparel store in the entire West.

The store did over a million dollars worth of business last year and will probably go somewhere between a million and a quarter and a million and a half this year.

We leave our radio programs entirely to Ed Craney of KGIR.

Every trick in the book is used. We sponsor our own orchestra. We use 15-minute programs, spot announcements, 30-minute shows, and station breaks. We offer prizes and put on quiz programs.

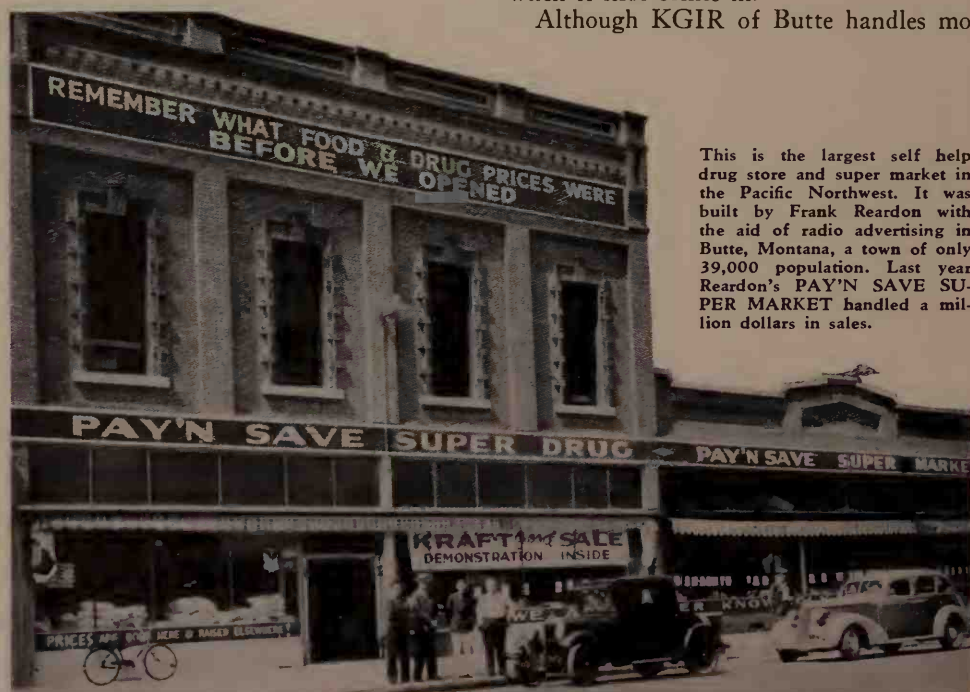
Opening KGIR program in the morning is our *Musical Clock*. In this show, we have reduced the popular quiz to its simplest form—a *What Time Is It?* contest. We're not out to educate nor ascertain I. Q.'s.—all we want to do is *sell*, and we've found that the best way is to keep the program at a level in which every housewife without exception can participate. All that listeners have to do is write in the correct time when without warning, a gong is rung sometime during the program. The prizes are always merchandise that is featured by

some national advertiser on KGIR. For instance, we give Lucky Strike, Chesterfield, Avalon, Camels and Phillip Morris Cigarettes, Kraft Cheese, You and I Sugar, Occident or Rex Flour.

We leave it up to the station to decide what the prizes shall be. In case of ties, we give duplicate prizes. At one time, it was necessary to tell listeners what the gong was all about, but now we never have to say a word. All we do now is say (at the end of the musical number or announcement in which the gong was rung) "Did you hear the gong that was rung? Put down the exact time on a post card to enter the PAY'N SAVE *What Time Is It Contest*."

PAY'N SAVE also sponsors the last commercial program on KGIR in the evening. In addition, we have a talent show that is broadcast every Sunday from the station studio, and once or twice a week this same show is broadcast from the store. In addition to this, we sponsor a flock of announcements. Incidentally, we use just as many announcements to tell the folks that this or that item is *completely sold out* and they'll have to wait until the new stock arrives, as we do to advertise the stock when it first comes in.

Although KGIR of Butte handles most



This is the largest self help drug store and super market in the Pacific Northwest. It was built by Frank Reardon with the aid of radio advertising in Butte, Montana, a town of only 39,000 population. Last year Reardon's PAY'N SAVE SUPER MARKET handled a million dollars in sales.

of our advertising, sales are also broadcast over the entire Z Net, which includes Bozeman and Helena as well as the Mining City. This is done principally to attract rural trade.

During the winter and rainy seasons, hundreds of Montana farmers and ranchers are trapped in the country. Listening to radio is their principal pastime. They are attracted by the PAY'N SAVE specials, and although they are unable to profit by them at the time, they start for Butte and the PAY'N SAVE when the weather brightens.

Sales from this type of customer often add up to from \$50 to \$700 at a time.

Radio advertising, I have found, brings *speedier* results than newspaper advertising. It results in *volume sales at a low cost*. In the summer, for example, we can receive a 30,000 lb. truck load of perishable peaches or cherries at 2 o'clock in the afternoon and have them all sold out by 5 o'clock. If we depended on the newspaper, our ad would not appear until the next morning. The public, at the same time, benefits by fresher fruit.

Radio specials have produced phenomenal turnovers for us. During the Christmas season, we sold a carload of toys. We handle more Sweet's candy than any other retailer in the world. We sold an entire car of eggs and two cars of sugar in less than a week recently. We sell more than a ton of Kraft cheese and sandwich spread every week. In fact, we order Kraft products in 10,000 lb. lots.

Our advertising alone does not do this. We have learned to feature all national merchandise that is advertised on the Z Net. It sells far easier than any other merchandise we can buy. With Kraft cheese we are merely "cashing in" on the *Kraft Music Hall* show now carried by KGIR.

PAY'N SAVE recently conducted a weekly quiz program on the surplus commodities food stamp plan. Weekly stamp sales towered from \$200 to \$1,300 almost immediately.

PAY'N SAVE stocks only standard goods in order to capitalize on double advertising. It is poor merchandising, I feel, to push goods that people are not familiar with when one can sell merchandise that people have heard over the radio. We have found that radio advertised products move more

A horse, buggy, and 25 dollars worth of groceries were the stock in trade of Frank Reardon at the age of 18. Left on his own when but 10 years old, young Reardon realized, with the same clear-headedness that guides his decisions today "that if I wanted to eat I had to get a job somewhere." By the age of 18, he had saved the magnificent sum of 85 dollars with which to buy the aforementioned articles. Out he went on a peddling route. In 90 days, he had cleared over \$3,000. This amount was invested in the first store of the ECLIPSE chain, which he managed for 17 years. In 1935, he sold out his interest in the ECLIPSE chain and opened the PAY'N SAVE SUPER MARKET. Last year, PAY'N SAVE grossed over a million dollars!

Apple of Grocer Reardon's eye is his dancing daughter, aged 10, who has scooped up prizes in piano and dance contests. To the Montana mountain streams sportsman Reardon goes for his favorite trout.

rapidly than non-radio advertised goods.

Throughout our store, you will see one display after another tying up the product with the national network program promoting it. We have displays of Rinso, with a sign attached, "KGIR, *Big Town*, with Edward G. Robinson, Tuesdays, 8:00 P.M."; "*Ma Perkins*, for Oxydol, Monday thru Friday, 1:15 P.M."; "KGIR, *Vic and Sade*, Crisco, Monday thru Friday, 1:45 P.M."; "Jack Benny for Jello, KGIR, Sundays; Maxwell House Coffee, Good News of 1941; Dr. I. Q. for Mars Candy, etc., etc.

When I first started in business I drew a mental picture of the man I wanted to fill a sales position in my organization. I wanted a man who would be equal to any task I set out for him to do; I wanted a man who could talk to a customer and gain a friend; a man who did the right thing at the right time; who could get results in a hurry.

I never found that man. I found, instead, a perfect substitute: Radio!

The First Hundred Year

On Its 105th Anniversary the
Radio with Remarkable Success

AFTER 105 years of service, POLLARD'S DEPARTMENT STORE in Lowell, Mass., decided to use radio advertising. That sounds like a summarizing sentence to end a story; actually, it is the beginning of one.

For over a century, POLLARD of Lowell has faithfully served the department store needs of thousands of Merrimack Valley families. Managed through these years by descendants of the founding Pollard family, the store survived wars, floods, and depressions with an ever growing group of customers . . . customers whose parents, grandparents, and even great grandparents found satisfaction and reliability in their purchases.

As December, 1940, approached, we felt that we should do something different for our 105th Anniversary Celebration Sale,

Forty-eight-year-old advertising manager J. Paul Doherty has been associated with the A. G. POLLARD department store for 37 years. He joined the firm as a stockboy in 1907 upon his graduation from Moody school in Lowell. In the interim, he worked in practically every department of the store, a background which has served him well in his present position.

Mr. Doherty is an active member of Post 87, American Legion, spent 18 months in the army during World War I, is married, has three children, Nancy, Jan Paula and J. Paul, Jr.



scheduled for March of 1941; something more than our customary newspaper advertising, window displays, store banners, and similar types of department store promotion. We had often considered radio, but not seriously; to us it was an unproved

medium for our type of business. However, at this time a series of coincidental events made us reconsider the medium and persuaded us to try a program—A POLLARD'S Anniversary Program.

In December, 1940, Station WLAW of Lawrence, Mass., celebrated its third anniversary of broadcasting. Since 1937, however, WLAW had been operating on a limited local sunset license with 1,000 watts power. This third anniversary for the station marked the beginning of vastly improved service to its listeners. The Federal Communications Commission granted WLAW a construction permit for increased power and time; so, on their third anniversary WLAW inaugurated their new service as a 5,000 watt, full-time affiliate of the Columbia Broadcasting System. The programs for this anniversary date featured many leading New England men and women as well as outstanding entertainers. This, we felt, was the time for us to try radio.

POLLARD'S presented a half-hour program over WLAW on that anniversary day. We felt it was just a good will builder, institutional advertising, an out-of-the-ordinary something to mark POLLARD'S 105th Anniversary. We found out in that one program that radio could produce real results for our business.

re the Hardest . . .

rd Department Store Turned to al Doherty, Advertising Manager

I could tell you of the hundreds of people who mentioned the program when they came to the store. I could tell you of stocks mentioned on the broadcast that moved like proverbial hotcakes. Instead, let me tell you that we've a year's contract for programs; we've built a regulation studio right in our store and now regularly broadcast our shows direct from POLLARD'S.

For our programs, we evolved a show that honors and salutes local organizations. The show features one of the honored organization's officers as a speaker. Guest artists are used as often as possible and are selected from talent among the members of these civic and social groups. POLLARD'S interests are taken care of by "Polly Palmer—Pollard's Personal Shopper" who interviews department heads and store buyers, asking them for information on the best "buys" in their departments for the coming week. The formula for the show is simple and very flexible.

Through this radio program, we have reached suburban patrons and prospective customers who are out of the range of our other advertising media. One woman shopper from Haverhill, Mass., said that she was just leaving her home to go shopping in Boston when she heard Polly Palmer talking about children's clothes bargains. She stayed to listen and then came to POLLARD'S in Lowell to buy, instead of going to Boston. She was pleased with what she saw in the store and now has become a regular customer; what is more important, she has become a regular booster for our store. We would never have made contact with this valuable customer except for our radio program over WLAW, and we feel that she is only one of many new

customers that the broadcasts have brought to us.

Any retail store executive will agree with me when I say that you ordinarily recognize your regular customers. Walking around the various floors of the store you see these people going from one department to another. They know where they're going. You recognize them by appearance even though you may not know their names.

Since the start of our broadcasts, I, and

From this model studio right in the department store emanate all POLLARD programs. In picture below, store buyers are being interviewed in person, given opportunity to plug their department's "best buy." Ad manager Doherty, sporting black bowtie, is almost visible in the back of the studio.



other executives of the store, have remarked at the number of new customers who come into our store; people who have to ask their way around; people who must be directed to the various departments; people who are strangers in our city and store, but who have heard of both through our radio programs.

Testing our program by placing special prices on special articles not advertised in any other medium, we have found radio has done a tremendous selling job for POLLARD'S. In the case of one nationally advertised line of women's beauty aids, this year's annual sale showed a 200% increase over any previous annual sale for this product. The only change in our customary plan of promotion was the use of radio. Our furniture department has a success story to tell for our program, too, a story of beds and mattresses that were moved by radio broadcasts alone.

There are many other examples of sales directly attributable to radio that I could mention, but these will suffice for purposes of illustration.

We have discovered another advantage in radio. As I mentioned earlier in this article, Polly Palmer, our personal shopper, interviews various department heads on the air. The increased spirit and enthusiasm of the personnel and the rivalry between departments to talk and feature the products mentioned in the radio program resulted in improved employee morale and sharply increased sales.

We, at POLLARD'S entered radio thinking of it chiefly as a medium for building more institutional good will and to do something a little different for our 105th Anniversary. We've found, by experience, that radio can be used to produce direct sales and that it can, and does, pay. We certainly had a "whale" of a 105th Anniversary, and feel quite sure radio will play an even greater role in our future advertising plans.

Graphic indeed is the story told in these two photographs. Pic No. 1 is an ancient and blurred print of the first LOVELACE market, taken some nine years ago. Pic No. 2 is the fine, modern LOVELACE market of today, built by enterprise, ingenuity and smart radio merchandising.

Give The

By W. R. Lovelace of the Lovelace Grocery & Market, Fort Worth, Texas

THIS is probably describable as a Cinderella business story, for it involves a poor individual, a couple of villains, a Fairy Godmother and a Prince Charming. I was the poor individual, the villains were the forces of the Great Depression that began in 1929, the Fairy Godmother was Radio Broadcasting as personified by Station KFJZ, and Prince Charming—he's the grocery-buying Fort Worth public.

The Depression broke me into small pieces. To make an attempt to get back on my feet I borrowed \$900 in April, 1932, with which to set myself up in the grocery business. In an effort to make the most of my small enterprise, I adopted radio advertising, using a small program once a week. It didn't cost much, and it seemed to bring good results because my business throve nicely and kept increasing. I was sure that radio had a great deal to do with the growth of my business because I used little other advertising, and my customers frequently commented on my radio program.

But that's all history, and the details of that early program and my business efforts



Reason for Coming In . . .

From \$900 to a Volume of a Half a Million Dollars in Nine Years
Is Quite a Climb in the Grocery Business, or Any Other Business

make routine reading. The important and significant fact is that I started in business in 1932 with \$900 of borrowed money, and today, in 1941, I am doing half-a-million dollars worth of business. That's what I did in 1940, and I'm sure that it will be still better this year. It's all cash, too.

Lately my radio programs have become more frequent, and more effective. In 1939, I was on the air six days a week, from 7:00 to 7:15 A.M., using a Hill-billy band. The first six months of 1940 I switched to a program idea with a stronger merchandising slant.

It was called the "Gifty Basket Program" and it operated as follows: Names were picked at random from the city directory, and the lucky person whose name was drawn was sent a certificate good for \$5 worth of groceries. The winner did not have to take out his \$5 all at once; he could buy a dollar's worth today, two dollar's worth later, and so on, according to his needs.

One "basket" was given away daily. A

total of 450 were awarded to lucky winners.

In 1941, the program was changed to the "Four Bell Special"; the show consists of transcribed music, an announcer (Marshall Pope) who ad-libs his stuff very cleverly, and a daily announcement of four "super specials"—special bargains—changed daily.

My other advertising consists of a two-column ad in a local newspaper every Thursday—one newspaper ad per week. My total advertising cost runs about one-and-a-half percent. The "Four-bell Specials" are advertised exclusively on the air.

My business has been constantly increasing without a corresponding increase in advertising costs. So far there has been a 21% increase in 1941 over 1940. And



radio has been the biggest factor in building the business. That certainly puts radio in the Fairy Godmother class, in my opinion.

One great advantage in radio, I find, is the fact that I can change my "specials" at the last minute; I can decide what specials to run as late as the morning of the same day, and base my selection on a survey of the stock on hand. You can get to the people quicker with radio than any other form of advertising.

Of course, radio alone is not responsible for my success. Advertising alone cannot build a business; the business must have a foundation—a special reason for its existence; you must give the public a *reason* for patronizing you. When you have established this, or are trying to establish it, radio is an excellent means of letting the public know of your existence, and getting them to come in to look you over.

I have tried to give the people of Fort Worth a good reason for coming in; for giving my store preference. To this end I have used great care in the selection of my employees. I started with four of them in 1932, and now I have sixty. They are hand-picked for intelligence and personality, courtesy and good-nature. I do my best to make things pleasant for them, so they will not have to force themselves to smile and be good-natured. People like to go to a store that has pleasing, attractive, attentive employees.

I have also endeavored to give the people the utmost possible for their money. I now have my own bakery, and am able to sell good bread for 4c a loaf. Every time I give somebody a good bargain the store makes a friend and steady customer. I am able to do this and still make a satisfactory margin of profit. It is a sound foundation for business; it gives the people another reason for coming to my store.

Spotless cleanliness is another factor in bringing business, and still another is the constant introduction of new novelties. A doughnut machine is one of these; people like to watch doughnuts being made, and they like to buy them warm and fresh.

It's simply a matter of knowing what the people want, and giving it to them. And what they want above all—perhaps even more than low prices—is *friendliness*.

William R. Lovelace started in the grocery business in 1920. Eleven years later on December 11th he went broke.

The story of his comeback, if ever written, would be a fine example of American courage, faith and ingenuity. For in April of 1932, less than four months after his affairs went boom, Bill Lovelace started all over again on 900 dollars borrowed capital. In 1940, the LOVELACE GROCERY & MARKET did a hefty half million dollars worth of business. That sizeable gross will probably be topped this year.

Bill Lovelace's hobby is his business. He employs 60 people. Married some 26 years, he has two children, a boy and a girl. The girl is 12 years old. The boy, Adis, 24, is his assistant.

Those clerks of mine know everybody; they call people by name and joke with them and listen to them; they're not just clerks, they're friends. When my radio program brings people into the store, it's the clerks who have the real responsibility of turning those people into friendly customers. My store is a kind of a big family proposition, and everybody who comes in is made to feel at home. I'm there to meet them, too, and so is my son, Adis.

This system of doing business, combined with excellent, constant radio advertising, is responsible for my success story. It's responsible for the constant increase in business. Let me mention a bit more about that increase: I did \$30,000 worth of business in January, 1940, and \$41,000 in January, 1941. Things have been going at that rate for some time, as would be naturally essential to building up a half-million dollar business from virtually nothing in a short space of nine years. A *cash* business, too! Not even any deliveries.

Radio advertising has done a wonderful job for me, and if anyone asks me if I am really "sold" on radio, my only answer is, "You're darn right I am!"

There you have my story. The difference between my story and Cinderella's is that mine is real.

Sugar Coating Commercials

Words that Sell and Cast a Spell Put the "Sing" in Advertising

By S. John Schile, Advertising Manager of S & L Company Stores

JUST suppose someone came to your door, knocked, and after being admitted started a barrage of conversation something like this: "Do you want to buy a six months' subscription to the 'Searchlight' . . . it costs only five cents . . . we guarantee you'll like it and etc." Personally, I think at this point you would be ready to toss the overzealous salesman out on his "sample case" and with good reason.

Yet, many of us will "barge" into a living room via radio and use the same high-pressure approach to our prospective customers. Is it any wonder "hot spots" sometimes grow cold? Is it any wonder Mrs. Jones doesn't come posthaste to our store to buy the ninety-eight cent corset lacers we'd advertised over the air at sixty-three cents?

You should know Mrs. Jones. Her day begins and ends with "soap operas" and "you tell me your dream and I'll tell you mine" programs. She has become accustomed to drama, but more than that she has become accustomed to *sugar coatings*. In selling your product to her, you should maintain a soft, easy tempo. Oh, I know you have only a limited number of words, and words cost money; but if the words don't reach the ears of your listeners, then sink in, they cost you a great deal more.

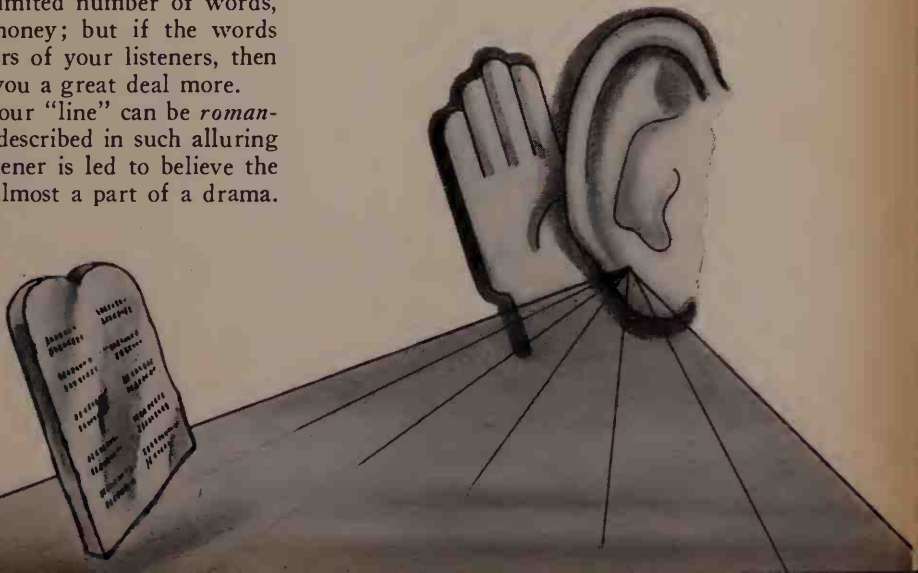
Every item in your "line" can be *romanticized*. It can be described in such alluring terms that the listener is led to believe the announcement is almost a part of a drama.

With words, you must first set the stage before the "principals" are brought into play. Your "characters" must have a setting, in which they can come to life.

In demonstrative or display selling, it is easy to show the functions or adaptabilities of a certain item, since we are at liberty to use color, animation, third dimension and other attention-compelling factors. In radio, we must create the same setting with a *word picture*. We must strive to create an illusion that will show the advertised item in the correct atmosphere or proper surroundings. With a little creative thinking, this can be accomplished many times with a single opening sentence.

Let me illustrate with an example from one of the commercials written for Myn-dall Cain beauty oils. The object of the commercials were to show how modern beauty oils had replaced "old-fashioned" surface creams that came in jars: Here's the way it was handled:

"Rummaging through the attic last night, my wife and I had a few hearty laughs over some of our stowed-away



memories . . . an old pair of high-topped shoes with pearl buttons . . . a plumed hat for which some poor ostrich probably was the victim . . . and an empty jar that once held face cream, etc., etc."

The point I want to bring out is this. In the above paragraph the jar of cream is immediately placed in an old-fashioned atmosphere. So you see, by writing a bit of drama into commercial announcements, we immediately put the advertised item to work.

Famous quotations or opening lines of popular verse will sometimes give you a lead without "jarring." For example: "Mark Twain once said . . . everybody talks about the weather but nobody does anything about it. . . . Ladies, Mark Twain didn't know about Myndall Cain cosmetics . . . because the makers of these famous skin tonics have developed a cream powder base especially suited to hot, sultry weather . . . etc."

Many network shows today employ subtle drama in presenting their sales message. I don't believe, however, that this method should be confined entirely to programs. Announcements that "sing" may be used with equal effectiveness as a "spot" or "station break." Mrs. Jones is interested only in what your commodity will do for her, and it's up to you to give her a clear, concise, complete word picture. Mrs. Jones has a "photographic" mind. She will not readily remember each individual word of your sales story, but the next time she goes shopping she will remember the picture as a whole, if you "paint" it carefully, vividly and with conviction.



Trim, young, baldish S. (for Sylvester) John Schile (rhymes with really) has spent the last 10 years in the study and practice of retail advertising and merchandising. As ad manager of the S & L Co. Stores (Salkin

& Linoff, operators of a chain of small town department stores throughout the Northwest) he has had ample opportunity to test and prove, has done just that. From the process, S. John has emerged with a set of worthwhile, sales-making convictions.

As a prelude to purchasing radio time for a few S & L stores, progressive Adman Schile enrolled in night classes at the University of Minnesota, studied radio script and commercial writing.

Active in many a civic club, S. John Schile is past president of the Minneapolis Display Guild, secretary of the Normandale Club in Edina (Minneapolis' suburb), has two hobbies: music and dramatics. An easy, witty speaker, he receives many invitations to address civic functions, obliges more often than not.

S. John will observe his seventh wedding anniversary next September, his 31st birthday in November, has three boys, shoots golf in the low 80's.

FILE AND REFER to each copy of Radio Showmanship Magazine. Thus, you may profit by the experience of others. The promotion plans carried in its pages are gathered from all over the country. You'll note by the "Your Business at a Glance" Index that this information is classified by businesses. Available now is a sturdy, leatherette binder in which 18 copies of Radio Showmanship Magazine can be conveniently filed for ready reference. It's a compact way of keeping your issues in permanent chronological order. Order one today. Price per binder, prepaid: One dollar. Address: Radio Showmanship Magazine, Eleventh at Glenwood, Minneapolis, Minn.

SOMETHING TO THINK ABOUT

Adman Harfield Weedin of Houston Pins His Seal of Approval Upon This Highly Informative Five-Minute Script Program

DID you know that in Tokyo, Japan, you wouldn't go to the telephone company to have a telephone installed? Instead, you'd buy your phone service from a broker! What's more, you'd pay about \$225 for the installation.

Did you know that in 1837, a young lady attending the famous Mt. Holyoke College was expected to abide by this rule: "No young lady is expected to have gentlemen acquaintances unless they are returned missionaries or agents of benevolent societies!"

Did you know that Cadmus, the Phoenician, invented the alphabet? *That's Something to Think About!*

Something to Think About is a five-minute script show crammed full of interesting information. What's more, the title affords a natural tie-up for commercial copy for any business field. Already using this program are dry cleaners, florists, bakers, refrigerator dealers, grocers, clothiers, etc.

The facts and interesting items in *Something to Think About* are not to be found in the average newspaper column. Over a year of research went into digging up facts, checking them, weeding out dry, uninteresting material. The scripts are not "dated" with material that will be uninteresting six months from now.

That the public is anxious to learn things these days is evidenced by the success of quiz programs *Information Please*, *Ask-It Basket*, *Professor Quiz*, *Dr. I. Q.*, *The Quiz Kids*. Provided that information is presented in sugar-coated, easily digested bits!

Next to buying a complete transcribed program, best bet for many a local merchant in search of a program to sponsor is a looksee at the great variety of script programs dished up by idea men who put their programs on paper instead of records.

Top advantage of script shows (as contrasted with transcribed programs) is the low cost. But here again, as in all things, you get what you pay for.

A transcribed program gives you a finished program on discs; a script show gives you a mimeographed script. This script, if it includes more than one character, has to be acted out by the talent of your local station.

Two things to keep in mind when buying a script show: 1) Simplicity. 2) Adaptability.

The program has to be simple enough in production so that no matter how it is handled it will still get its message across; the idea has to be adaptable to the product or store or service that you're selling. *Something to Think About* has both of these qualities.



The Editors of RADIO SHOWMANSHIP selected 10 sponsors of the program at random, wrote each a letter requesting a reaction on the pulling power of the program, its popularity, its adaptability.

Typical of the replies is the report of Adman Harfield Weedin of SEGALL & WEEDIN, INC., Houston, Tex. Wrote Mr. Weedin: "Having completed our fifth consecutive week of *Something to Think About* broadcasts over KTRH, Houston (Tex.), (Continued p. 257, "What the Program Did for Me")

You Can't Fool the Kids

By Allen Ducovny, Director of Production, Superman, Inc., New York City, Who Presents Facts and Figures to Prove His Point

A LISTENING audience composed of children is the most loyal group of prospective purchasers any radio program sponsor could be blessed with. Such an audience is both a trust and a responsibility, and sponsors should therefore treat their young listeners with the respect and concern given any valuable investment.

This does not necessarily imply that a sponsor's responsibility is any less when presenting an adult program. It does mean that because children's minds are more receptive to ideas and commands, the sponsor has to exercise greater care in the selection of a program, and greater care yet in its presentation.

To illustrate how important a segment of buying power the sponsor is addressing with his children's program, I have borrowed a page from a survey conducted on behalf of the *Juvenile Market Group* (comic magazines) by the Ross Federal Research Corporation last May. *The Juvenile Market Group* includes *Superman Magazine* and *Action Comics*, from which, in turn, the radio serial, *Superman*, originated.

The survey was conducted on a national basis, and the answers came from the 1,100,000 readers of *Superman Magazine* and *Action Comics*, readers who purchase these magazines each month.

If these are the results compiled on a national survey, it is reasonable to assume that they retain their worth when applied to your local or regional market.

To illustrate, among the questions asked were these six:

"Do your parents usually buy you things you ask for?"

77.3% of the boys and girls said "Yes."
4% said "Sometimes."

"If your child asks for something within reason, do you buy it?"

91.5% of the parents answered "Yes."
2.3% said "Sometimes."

"What kind of cereal do you eat?"

To this, the children gave some 25 different brand names as answers, with WHEATIES leading, oatmeal (no brand name) second, and RALSTON, third.

The next question was: "Why this kind of cereal?"

74.6% of the boys and girls answered, "Because I ask for it."



The next question, although not applicable to radio directly, serves in introducing the question that followed:

"Do you read the ads?"

90% said "Yes."

"Have you ever sent for anything advertised?"

24% answered "Yes."

And to the parents went this question: "Have you ever bought anything advertised for your child?"

59% said "Yes."

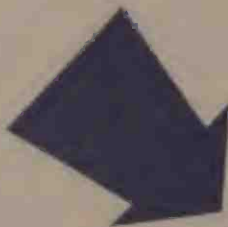
With child influence on purchases so great, you can readily understand why it does not pay to trifle with the affections of youngsters. You must be honest with them; you can't use subterfuge to excite their interest, for they'll repay you with a lack of interest that'll make your cash register shrink.



ANY SEAL CAN DO THIS
BUT...



Selling Local T



*If you would like to see the complete letters, or some of the many others we had no space to quote, just drop us a note today. Or ask the managers of any station now using SHOWMANSHIP. You'll find a partial listing on the next page.

SHOWMANSHIP magazine by *pre-selling* the business of radio showmanship from the many stations. Here are a few quotes from stations:
WFIL, Philadelphia: "Radio Showmanship magazine is very helpful."
KDYL, Salt Lake City: "Radio Showmanship magazine is contained in your magazine in good many instances."
KOMA, Oklahoma City: "We have made favorable comments in your magazine to good advantage."
Radio Showmanship helps: "Radio Showmanship helps Radio Showmanship is the best way to consider Radio Showmanship."
KOL, Seattle: "One of our most popular shows."
more: "We have had very good results."
more sold on Radio Showmanship.

Time Is Tougher . . .

OUR STORY IN 10 SECONDS: *We print a monthly magazine full of useable, tested radio programs and promotions gathered from all over the country and indexed by businesses. We mail it to the men and firms you want to reach. We pay the postage. We bind your station insert into every copy mailed to your town. We mail the magazine in an attractive envelope. We address it. We mail your station salesmen (to their home address) the RS Sellogram each month! We give you a beautiful Gift Subscription Card, imprinted with your station call letters, that you can mail to each of the men and firms who are going to receive Radio Showmanship each month through the courtesy of your station!*

All this for just 15 cents per copy, per month.

All you do: Send us the names and addresses of the businessmen and agencies in your town who should receive Radio Showmanship, send us your station insert. The insert is bound into every copy of Showmanship mailed out by us to your customers.

It makes your local selling job easier. It paves the way for your salesmen; helps them when they call on. We have a file-full of proof of the promotional power of Radio Showmanship who subscribe to it on behalf of their clients, prospects and station salesmen. These letters*:

We received numerous letters from agencies and advertisers commenting favorably on the program. The members of our Sales and Program Department have also found (it) most interesting. **City:** "We have already been approached by two of our clients and asked that ideas be developed for their own use on the air." **WBLK, Clarksburg, W. Va.:** "In a Showmanship has specifically been the clinching argument to the close the sale." Salesmen report that many of our prospective clients as well as current advertisers are interested about the magazine." **WCBS, Charleston, W. Va.:** "Our salesmen use the magazine as a means of inestimable value to this station." **KMO, Tacoma:** "Showmanship has done a lot to make a picked mailing list radio conscious." **WHK, Cleveland:** "For the cost involved, Showmanship is the best promotions we have ever undertaken." **WBRC, Birmingham:** "We consider it a good investment and are more than pleased with results we have obtained." Salesmen has turned two of your merchandising ideas into sales." **WFBR, Baltimore:** "We have comments from our prospects and our salesmen." **WIND, Chicago:** "We are receiving a hip each month."

THESE ARE SOME OF THE STATIONS NOW USING Radio Showmanship Magazine

We mail Radio Showmanship to their clients,
prospects and station salesmen each month.

WXYZ <i>Detroit, Mich.</i>	WIND <i>Chicago, Ill.</i>	KOMA <i>Oklahoma City, Okla.</i>	WBNS <i>Columbus, Ohio</i>
WSPD <i>Toledo, Ohio</i>	WHN <i>New York, N. Y.</i>	WGR-WKBW <i>Buffalo, N. Y.</i>	WOL <i>Washington, D. C.</i>
KOA <i>Denver, Colo.</i>	KOL <i>Seattle, Wash.</i>	WHK-WCLE <i>Cleveland, Ohio</i>	WKRC <i>Cincinnati, Ohio</i>
WFBR <i>Baltimore, Md.</i>	KDYL <i>Salt Lake City, Utah</i>	WFIL <i>Philadelphia, Pa.</i>	WFBM <i>Indianapolis, Ind.</i>
KMO <i>Tacoma, Wash.</i>	KFJM <i>Grand Forks, N. D.</i>	KGIR <i>Butte, Mont.</i>	KIT <i>Yakima, Wash.</i>
KROW <i>Oakland, Calif.</i>	KLPM <i>Minot, N. D.</i>	KHBG <i>Oklmulgee, Okla.</i>	WELI <i>New Haven, Conn.</i>
WBLK <i>Clarksburg, W. Va.</i>	KRMC <i>Jamestown, N. D.</i>	KTSW <i>Emporia, Kan.</i>	WNLC <i>New London, Conn.</i>
WCHS <i>Charleston, W. Va.</i>	WOOD <i>Grand Rapids, Mich.</i>	WORC <i>Worcester, Mass.</i>	WNBC <i>Hartford, Conn.</i>
WPAR <i>Parkersburg, W. Va.</i>	WAGA <i>Atlanta, Ga.</i>	WGRC <i>Louisville, Ky.</i>	KVAK <i>Atchison, Kan.</i>
WSAZ <i>Huntington, W. Va.</i>	WWVA <i>Wheeling, W. Va.</i>	KVFD <i>Fort Dodge, Iowa</i>	WFCI <i>Pawtucket, R. I.</i>
KFJZ <i>Fort Worth, Texas</i>	WLOK <i>Lima, Ohio</i>	WCOP <i>Boston, Mass.</i>	WFBL <i>Syracuse, N. Y.</i>
WEBC <i>Duluth, Minn.</i>	WHIZ <i>Zanesville, Ohio</i>	KPDN <i>Pampa, Texas</i>	WHOP <i>Hopkinsville, Ky.</i>
WLAP <i>Lexington, Ky.</i>	WMMN <i>Fairmont, W. Va.</i>	WJPR <i>Greenville, Miss.</i>	KDTH <i>Dubuque, Iowa</i>
WTCN <i>Minneapolis, Minn.</i>	WBRC <i>Birmingham, Ala.</i>	WSIX <i>Nashville, Tenn.</i>	KGDE <i>Fergus Falls, Minn.</i>
KDLR <i>Devils Lake, N. D.</i>	WING <i>Dayton, Ohio</i>	WKST <i>New Castle, Pa.</i>	WIBM <i>Jackson, Mich.</i>

Radio Showmanship Magazine Is Exclusive with One
Station in a City. Give Your Salesmen This Extra Lift

Mail the Enclosed Postcard Today

These points are worth remembering and applying:

1) *Don't over-sell a premium.*

Don't tell your audience that for 10 cents and a box top you will send them a gold badge and then send out instead one made of gold paper.

2) *Don't ask them to ask their parents for too much too often.*

If you over-use the statement: "Ask your mother to buy — milk today!" you'll get mother upset sooner or later. Not that the child won't ask; he will. By subtle selling you can make him want your cereal or milk or bread without actually using that form of request.

3) *Give the kids a chance to catch their breath between premiums.*

The length of time that should be allowed to pass in between premium offers varies of course with the program, product and market; but announcing them too rapidly is one sure way of wearing out your welcome, or at the very least, *not* getting a maximum return on each offer.

4) *Don't allow your commercials to be presented in a condescending manner.*

Child psychologists agree that children respond best when treated as equals. Too often an announcer or the wording of a commercial will stoop to an adult-baby talk level that even leaves the kids yawning.

5) *Don't forget the parents.*

To quote the JMG survey again (for although it concerns magazine readership, it carries with it a strong moral for radio sponsors also): 86.1% of the parents enjoy reading these magazines themselves.

25.5% approve of their children reading these magazines.

In radio, more than in any other medium, the parent is watchful of the fare. Keeping the parents in mind can help assure your program of success, if you have the *right* program. That, of course, is a different chapter in itself.

The children's program is one type of radio on which U. S. local merchants combined are spending more money and using more extensively than network advertisers.

Modest, medium-sized, and married is Allen Harold Ducovny, alert production director of the amazing Superman radio serial. A perfect lookalike for cinema-hero George Raft, Mr. D.

sports spectacles, is often bothered by autograph seekers in hicktown New York, who mistake him for the slick-haired Raft.

Hailing from Wilkes-Barre, Pa., where he unleashed his first lusty yell some 31 years ago, Ducovny drifted into selling at an early age, peddled everything from autos to zippers, found time in between to polish off an education at Temple University, where he majored in merchandising (Class of '33).

College done, he drifted into newspaper work, soon headed for the Big City, where after three months of trying to avoid it, he became a press agent. For five years he haunted columnists for plugs on behalf of his clients; at the same time studying radio direction and production at NYU and spending all spare time at radio rehearsals.

Today, Mr. Ducovny is knee-deep in Superman promotion and production, yet finds time for books and talk and playing around with automobiles; time for tennis, swimming, hunting; occasional time for his lovely, brunette bride, Roslyn, who keeps dinner waiting many a night. (Further proof of D.'s modesty: The white space in the upper right hand corner; he sent no photograph.)

Because of the widespread use of this type of selling and the watchful eye of PTA and other parent groups, it is doubly necessary to use care and forethought before entering the field.

A children's audience is a valuable one and should be treated as any valuable piece of property with care and thought.

AN RS AIR ANALYSIS

MAMA BLOOM'S BROOD

Can a Transcribed Drama
Here's the Answer from the

merchant who sets his mind and his appropriation to it. Listen to the facts:

Phoenix, Ariz.:

When DEVANEY'S CONFORMAL SHOE STORE (featuring comfort footwear) were groping for a satisfactory advertising medium, newspapers got their first appropriations. Despite average returns, Manager J. H. McClurkin felt it necessary for their business life to strengthen their position and increase sales much more rapidly.

After auditioning a number of shows at KTAR, they chose *Mama Bloom's Brood* and contracted for 15 minutes night time once a week. Promotion went forward immediately. *Conformal News*, the small pamphlet published by the advertiser boosting their shoes, now had the additional function of boosting *Mama Bloom's Brood*. In its paid newspaper advertisements, station KTAR carried the name of sponsor, title of show, and broadcast time. Plugs also ran in their publicity sheets mailed throughout Arizona. On the day of the broadcast, the station cooperated with several free air announcements.

Then sponsor DEVANEY'S CONFORMAL SHOE STORE watched for results. Soon customers and passersby dropped in to discuss the program. Localities came to regard the company as *Mama Bloom's* store. Manager McClurkin began to realize that the program was reaching people no other medium had been successful with, for sales began an ever swelling trickle from all parts of Arizona.

AMONG the 10 most listened-to daytime serial programs on the radio networks is a warm-hearted, serio-comic life drama called *The Goldbergs*. In *The Motion Picture Daily* poll of 1940, the life and times of the Goldbergs placed third in popularity of all network daytime serials.

Transcribed counterpart of *The Goldbergs*, available for local time buyers, is the engaging serial, *Mama Bloom's Brood*. RADIO SHOWMANSHIP examined the records of some of the advertisers who sponsored the program. From these, we selected three cases, typical of the response that came from all parts of the country.

Interesting, beyond the specific examples of selling-power, is the proof that a locally sponsored, transcribed, continuous-plot radio program can achieve a popularity and do a selling job comparable (in its own local way) to the networks' highly-publicized, highly-merchandised efforts.

So, once again here is a three-part answer to the merchant who says: "PROCTER & GAMBLE can do it, but I can't."

The example set by big-time network serial sponsors such as P & G, Lever Bros., General Mills, Pillsbury Flour is a good example. The formula of its success can be followed to the very letter by any local

Story Do a Job for Your Store? Point of View of Three Sponsors

During its first year, *Mama Bloom's Brood* was directly responsible for 65% of the store's business! Sponsor's means of arriving at this figure was to question customers. After exhausting the complete supply of *Mama Bloom's Brood* records, DEVANEY's viewed with satisfaction its sales record, the acceptance and rapid growth of its company, viewed with alarm the end of the *Mama Bloom's Brood* series.

Roanoke, Va.:

The NEUHOFF PACKING Co. is a conservative organization. Progressive enough to envisage the selling potentialities of radio, they utilize sound forms of promotion, sidestep the spectacular. After deciding to sponsor *Mama Bloom's Brood*, the NEUHOFF PACKING Co. purchased space in the local newspaper, announced the beginning of their new radio show.

Station WDBJ plugged the show with spot announcements the week prior to its debut. The local newspaper's Sunday radio page also trumpeted the news, with a brief synopsis of the plot. Further promotion by WDBJ included a window display in the studio building exhibiting the products to be advertised and appropriate literature on the program itself. The station also bought newspaper space for program promotion.

Although the NEUHOFF PACKING Co. shuns spectacular promotion devices, they welcomed the sensational sales results!

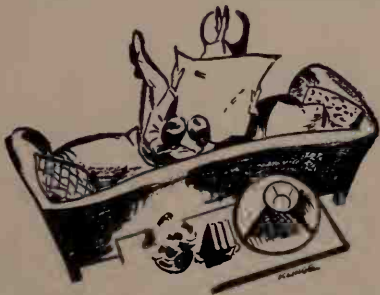
They began immediately offering free packages of bacon and sausage in a simple participating contest that sent listeners scurrying to the neighborhood stores that handled NEUHOFF PRODUCTS. In order to get their free package of bacon or sausage, people had to go to the store to pick it up in person.

Veteran radio advertisers, the NEUHOFF PACKING Co. regarded *Mama Bloom's Brood* as their best air investment!

El Paso, Texas:

In November of 1939, the FIRST FEDERAL SAVINGS & LOAN ASSOCIATION of El Paso introduced *Mama Bloom's Brood* on station KTSM. At the expiration of the 39-week period, sponsor paid mute tribute to the effectiveness of the program by renewing for another 39-week period. *Results figures:* Of all new accounts received since the *Mama Bloom's Brood* broadcast began, 45% were traceable to the show!

Sponsor's commercial messages never lost sight of the program contest and spirit. Typical commercial opening: "Tonight, the Bloom's, who have never before been west of New Jersey, find themselves away out in Arizona, with Indians and everything! If they get lost, remember that the Indians would probably get lost in New York. Everyone knows his own part of the country best . . . and that brings us to the very important fact that the First Federal Savings & Loan Association knows home building in El Paso!" and then into the message.



COMMENT: The most interesting fact to remember about *Mama Bloom's*

Brood is that three sponsors in three highly dissimilar fields of business had almost equal success with the program. The reason: Each advertiser wisely adapted a good show idea to his own particular product. They didn't allow the program alone to bear the burden of attracting customers; they followed through. In radio, as in golf, follow through is all important.



AIRING THE NEW

All the available data on new radio programs. No result figures, as yet, but worth reading about!

Cemeteries

BOWERY MISSION Each Sunday afternoon, to the microphone in New York's famous Bowery Mission flock homeless men to tell director Dr. Charles St. John, shepherd of the program, their life stories, ask for jobs, participate in group singing, hear an inspirational talk by Dr. St. John.

December, 1939, sponsor **RESTLAND MEMORIAL PARK**, a cemetery located near Hanover, N. J., started to sponsor **WHN's Bowery Mission**. The following November, after a two-month summer pause, they again signed, in conjunction with **GRACELAND MEMORIAL PARK**, for another 39 weeks of **Bowery Mission**.

A **WHN** feature since October, 1935, **Bowery Mission** was sponsored for two years by **ADAMS HATS**, then by **GOTTFRIED BAKING CO. (GOLDEN CRUST BREAD)** for 19 months.

Men who come to the Mission are under strict guidance and subject to regulations regarding habits and cleanliness. Compensation: a bed, food, clothing, registration with the employment service which dispenses some 6,000 jobs a year.

AIR FAX: First Broadcast: October, 1935.

Broadcast Schedule: Sunday, 3:00-4:00 P.M.

Preceded By: United Press News.

Followed By: Art Green's Music.

Sponsor: Restland & Graceland Management Corp.

Station: WHN, New York, N. Y.

Power: 5,000 watts.

Population: 7,346,272 (1940).

Agency: Jasper, Lynch & Fishel.

COMMENT: Memorial parks in cities large enough to have missions have a natural in this kind of program. Compassion

and curiosity will assure a strong listening audience.

Department Stores

CAMPUS SCOUT CRADDOCK During the grid season, **WWSW** sports commentator, Jack Craddock goes pigskin prowling on the campuses of the four local colleges, snoops at practice sessions, hob nobs with the boys in the locker rooms before and after the games. Then, on sponsor **GIMBEL'S DEPARTMENT STORE'S** program, instituted to boost sales in the men's department, Craddock feeds interesting items about the boys' condition, training progress, activities associated with the four teams—**Pitt, Carnegie Tech, Duquesne, and the Pittsburgh Professional football team.**

Week days, the program is broadcast at 6:45 from the **WWSW** studios; each team has its own day, when one of its own stars is interviewed. The Friday program, broadcast at noon, originates in **GIMBEL'S MEN'S CLOTHING DEPARTMENT** attracts men to the department. *Average attendance: 75 to 150.* At this show, popular scout Craddock predicts scores for the weekend games, interviews coaches and players from the three school teams and the professional team.

AIR FAX: First Broadcast: Middle of September (continued for 10 weeks).

Broadcast Schedule: Tuesday thru Friday, M. T. Th, 6:45 P.M.; Friday, 12:15-12:30 P.M.

Sponsor: Gimbel's Department Store, on behalf of men's clothing department.

Station: WWSW, Pittsburgh, Pa.

Power: 250 watts.

Population: 665,384 (1940).



COMMENT: Watch the growing trend (of multi-department concerns) to plug single departments with a single radio program idea.

Shoes

THE CAMPUS REPORTERS Problem furrowing the brows of most college town merchants today is: How to pierce the indifference of a group completely absorbed in activities within the campus walls. Psychologically smart **Fresno (Calif.)** shoe sponsor **NEIL WHITE & Co.**

found a simple formula. He burrowed from within with a program guest-starring campus personalities, boosting campus activities.

Within a few weeks *The Campus Reporters* became a vital organ of Fresno State College publicity. A typical program features an interview with an outstanding boy and girl, trivial gossip about football hero Red Jones' comic catastrophe, plea for cooperation with the women's honorary society, sponsors of a sale of Jingle bells.

AIR FAX: *First Broadcast:* September 19, 1940.
Broadcast Schedule: Thursday, 5:15-5:30 P.M.
Preceded By: Bruce Gregory (NBC).
Sponsor: Neil White & Co.
Station: KMJ, Fresno, Calif.
Power: 1,000 watts.
Population: 66,513.

SAMPLE SCRIPT AVAILABLE.

COMMENT: No more avid listening group can be found than a college population—when the subject matter is their own activities!

Dentistry

LOST AND FOUND Drs. Naff and Van Valzah, credit dentists, Olympia, Wash., have incorporated in a five-minute, KGY radio program, the two factors essential to building clientele: good will and public familiarity with their telephone number.

Method: Program consists of an opening and closing commercial of some 125 words. Between times, announcer broadcasts information on lost and found articles, finds homes for pets, etc. Listeners are asked to telephone their requests to sponsor's office (requests are then relayed to station KGY). On each broadcast, people are advised that the use of the *Lost and Found service* is free, that the doctors are glad to be of assistance to people who can use the service.

AIR FAX: *First Broadcast:* July, 1940.
Broadcast Schedule: Daily, 7:15-7:20 P.M.
Sponsor: Drs. Naff and Van Valzah, credit dentists.
Station: KGY, Olympia, Wash.
Power: 250 watts.
Population: 14,500.

COMMENT: It's the little things that count! The simple, effective stunt of handling *lost and found* requests through their own telephone number is the factor that contributes most to the success of this program idea. It means extra work, but it means extra customers, too!



SHOWMANSHIP IN ACTION

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

Optometry

LEARNING TO SEE Eye-opener program that batters at people's natural tendency to neglect eye examinations is KROW's *Learning to See*. Before trying radio February last, sponsor had used no advertising medium, so any increased business may be laid directly at radio's door. Average mail response per broadcast is 35 letters, many of them asking for the free booklet, *Learning to See*, offered at the conclusion of each program. In addition to the new patients attracted by the broadcasts, many customers have been reminded to return for re-examination. Sponsor has renewed contract on the program twice.

Under the cool, able handling of narrator Philip Van Slyck, "true stories in the science of vision," or casebook histories from the files of the optometrists, are dramatized.

In addition, program is further merchandised by Dr. A. R. Reinke in personal appearances before civic and service clubs in northern California. At end of lecture, Dr. Reinke usually plugs program.

AIR FAX: *First Broadcast:* February 2, 1941.
Broadcast Schedule: Saturday, 11:15-11:30 A.M.
Sponsor: Dr. A. R. Reinke, Oakland, Calif.; Dr. A. Sutton Nichols, Oakland and Stockton, Calif., optometrists.
Station: KROW, Oakland, Calif.
Power: 1,000 watts.
Population: 284,063.

COMMENT: Drama is obviously not the primary consideration in a program of this nature, a skillfully written script provides the opportunity to sell the need of optometric examination in layman's terms. *Learning to See* is effective salesmanship, because its natural, absorbing dialogue sugar-coats the commercial message.



Dairy Products

STORK EXPRESS When *Stork Express* was born on Owensboro (Ky.) station WOMI last September, HOMOGENIZED MILK was just being introduced by sponsor OWENSBORO ICE CREAM & DAIRY PRODUCTS Co. They made good traveling companions. Today many babies in the area are using HOMOGENIZED MILK daily, many adults have substituted it for the usual kind of milk.

Scripter, program conductor, ambassador of good will is "Joanna," chief character of the show. Her beat is the local hospital, the homes of new mothers, where she gleans the vital statistics, gets the parents' permission to describe the tot, leaves a baby book bearing sponsor's name. *Record*: Out of more than 300 visits to hospital rooms and homes since program's beginning, "Joanna" has found only one home in which she was not expected.

"Joanna" tells about the color of the baby's eyes, how much he weighs, who he resembles, how happy the proud parents and grandparents were to tell about him. Each program usually features the story of three babies, interspersed with transcribed musical numbers dedicated to the infants under discussion.

After three months of WOMI airing, sponsor OWENSBORO ICE CREAM & DAIRY PRODUCTS made a party for all their young fans who had at some time requested that songs be dedicated to them. Many of the moppets are brothers and sisters of babies who have been officially brought to Owensboro (Ky.) via the *Stork Express*. Standing in rear are (left to right): W. W. Binford, program's "Bill"; Mrs. Elmyra Montgomery, OWENSBORO DAIRY PRODUCTS official; Mrs. Hugh O. Potter, "Joanna."

AIR FAX: First Broadcast: September 1, 1940.

Broadcast Schedule: T-Th-S, 11:15-11:30 A.M.

Preceded By: T-Th, Jack Berch and His Gulf Spray Gang; S, Milady's Melody.

Followed By: T-Th, Milady's Melody; S, Tex Justus and His Texas Cowboys.

Sponsor: Owensboro Ice Cream & Dairy Products.

Station: WOMI, Owensboro, Ky.

Power: 250 watts.

Population: 22,861.

COMMENT: Every sponsor must study the audience he wants to reach. Dairy concerns throughout the country favor child audiences. Within this classification even finer distinctions can be made: Dairy concerns intent on promoting ice cream, chocolate milk, regular milk, etc., aim at grade school children, usually with kid quiz, kid talent shows. Sponsor OWENSBORO ICE CREAM & DAIRY PRODUCTS, in this case intent on plugging HOMOGENIZED MILK, with dairy and frozen products of secondary interest, aimed their program with success at mothers of newly-born infants.



SPECIAL PROMOTION

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

Finance

JUMPING FROG JUBILEE The BANK OF AMERICA pops up all over the California scene, with a web of 495 branches. Seeking to dispel any idea that the institution is a great financial giant with no local interests, the BANK OF AMERICA is buying radio broadcasts of special California events similar to *Jumping Frog Jubilee* on an "if and when" basis throughout the summer, seeking each time to build local interest in the various branch banks.

One of the most colorful of the mining country fiestas, attracting people and frogs from far and wide, is the tradition-steeped *Jumping Frog Jubilee*, held each May at Angel's Camp, Calif. Vestige of a halcyon, tougher time, the *Jumping Frog* contests were made immortal by a prominent visitor to Angel's Camp in 1864—yarn-spinning Mark Twain. Long in advance, trainers nurture their frogs in preparation for the big event, coax them toward record-breaking leaps.

At program's outset, manager Charles Crespi of the Angel's Camp branch of the BANK OF AMERICA was introduced as the radio host of the evening, tendered brief words of welcome. The bank advertised the program on the radio pages of all the newspapers and printed several thousand handbills which were distributed throughout the area surrounding Angel's Camp.

Up from San Francisco came KSFO's special events department head R. W. Dumm, with a troupe of radio entertainers to stage an hour long show on the fair grounds. On the night preceding the broadcast, more of the show's entertainment was picked by audition of local talent from Angel's Camp and the Mother Lode country.

AIR FAX: Half an hour preceding the broadcast, DUMM and KSFO man Tro Harper engaged in a dress rehearsal for the assembled audience, presented the talent, who entertained. Dumm and Harper in-

dulged in horse play, adroit antics, stock jokes, ended up with slapstick. But they got what they wanted, for by air time their audience was ready with loud salvos, vigorous applause.

Broadcast Schedule: May 17, 8:45-9:15 P.M.

Sponsor: Bank of America.

Station: KSFO, San Francisco, Calif.

Power: 5,000 watts.

Population: 629,553 (1940).

SAMPLE SCRIPT AVAILABLE.

COMMENT: In these local, colorful events, sponsor BANK OF AMERICA is also getting exactly what they want—the solution to their unusual problem. Radio is a flexible unit, which can be bent to serve diverse purposes. Study *your* problem and prowl around for its radio solution!

MICHIGAN AVENUE

WHERE
CHICAGO
Lives

● The pulse of the city—Michigan Avenue. Chicago works and plays to the tune of its rhythmic hum. In the most convenient location on this famous thoroughfare, Hotel Auditorium provides spacious pleasant rooms, excellent service and superb cuisine, at reasonable rates.

WITH BATH FROM \$2.50 WITHOUT BATH FROM \$1.50



AUDITORIUM

MICHIGAN AT CONGRESS GEO. H. MINK, Manager



SHOWMANSCOOPS

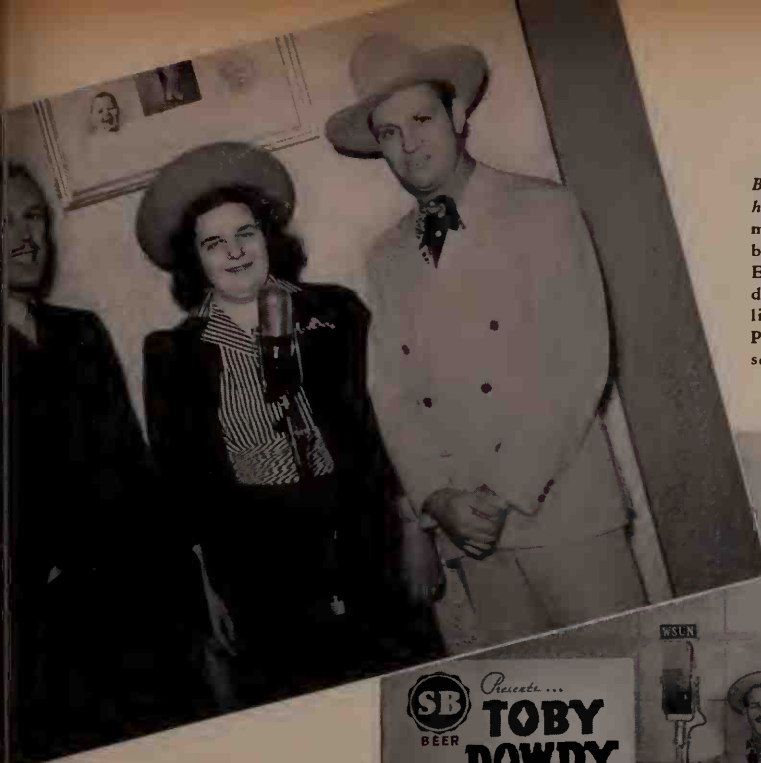
RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. One dollar will be paid for pictures accepted. If you wish photographs returned, please include self-addressed, stamped envelope.





Left . . . The balloon-faced clown wags his tongue, rolls his eyes with delight in MEYER'S animated billboard, erected to promote their 15-minute, WCLE (Cleveland, Ohio) show, *Streamlined Fairy Tales*, featuring the famed Korallites.

Below . . . More than 100 women accepted Elma Latta Hackett's invitation to visit the KROW studios (Oakland, Calif.), see a demonstration of the new THOR GLAD-IRON, advertised on her *Friendly Home-maker* program. So pleased were Mrs. Hackett (center, facing camera) and Helen Nelson (seated) of sponsor's sales promotion department that they repeated the stunt in the studio, then moved to several of the larger local stores.





Above . . . To Hollywood, a contract in her cap, went "Tiny" Ellen Sutton, for three years the featured warbler on Pittsburgh's *Wilkins Amateur Hour*, heard on station WJAS. Emcee Brian McDonald wishes "Tiny" good luck with her new boss, Gene Autry. "Tiny" will not only sing on Cowboy Autry's network show; she's to have the role of Smiley Burnette's little sister in Autry cinemas. (For a complete review of the WILKENS JEWELRY CO.'s outstanding program, see *Selling Jewelry the Year Round*, May issue, p. 132.)


 Presents...
TOBY DOWDY
 AND HIS
Barn Dance Gang
 ON
W-S-U-N
 DAILY 12:45
 SATURDAYS 8:00²⁵
 Sponsored by the
Southern Brewing Co.
 Tampa, Fla.
 Silver Bar Ale

Below . . . Rollicking Toby Dowdy and his Barn Dance Gang now have the musical chore of working up St. Petersburg (Fla.) folks' thirst for SOUTHERN BREWING CO.'s beer. To all dealers in the state are going 16x20 lithographs of the *Barn Dance Gang*. Post cards of the troupe are also being sent out on request by station WSUN.



Right . . . KFJM special events director Bill Walker really went to the fair. During the combined Goodman Wonder Show and State Fair at Grand Forks (N. D.), Walker broadcast 10 remotes from the carnival. At right, he is interviewing world champ rider Earl Ketring. Walker went on a ride with him in the seat where the lion usually sits, described his own sensations of driving 60 miles per hour on a perpendicular wall 35 feet in diameter.



WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. Radio advertisers are invited to 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.

Automobiles

SPORTS MIRROR "We feel this program has been very popular and has been very good institutional advertising. We intend to continue the program every fall during football season."

Paul A. Skinner
Sales Manager
Lee J. Hobbs Co.
Wichita, Kans.

AIR FAX: In Wichita, Kans., sports fans turn to *Sports Mirror* for scoop stories, scores, slants. For punch, sponsor HOBBS adds contests, offers free tickets to sports events. In one contest, listeners were invited to relate their greatest thrill while attending a sport event. In another, they were asked to guess the name of a sports celebrity whose career and personality was sketched briefly in a contest called, *What Is My Name?* In a third, sponsor called for a statement of 50 words or less on "..... is my favorite sport because"

For all three contests, first prize was a \$25 baseball ticket; second and third prizes, four-dollar baseball tickets; fourth, fifth, sixth, and seventh place winners got two box seats to the American Association Ice Hockey games. Prizes were awarded weekly. *Program ballyhoo:* Bus cards.

First Broadcast: March, 1938.

Broadcast Schedule: Monday thru Saturday, 6:15-6:30 P.M.

Preceded By: Fred Waring in *Pleasure Time* (NBC).

Followed By: European News Round Robin.

Competition: Sports Salute, Boots in Bouquets.

Sponsor: Lee J. Hobbs Co., Chevrolet distributor.

Station: KANS, Wichita, Kans.

Power: 250 watts.

Population: 111,110.

COMMENT: If you sponsor a sports show, you'll be interested in HOBBS' contest ideas. They can add punch to your program!

Beverages

PEARL TROUBADOURS "The show is strictly a Mexican program involving the playing of request numbers. We have been using this show about three years, and its drawing power is really astounding. It has pulled as many as 450 requests in one day and averages at least 1,000 per week.

"It is difficult to determine what the program has actually done for us, but its pulling power proves its popularity, and

knowing that we enjoy a nice business from the Latin American trade, we feel that it definitely has its place in our advertising set-up."

H. B. O'Brien
Sales Manager
San Antonio Brewing Assn.
San Antonio, Texas

AIR FAX: All continuity, including the commercial, is announced in Spanish. Songs and music, typically Mexican, are delivered by two boys and a girl, two guitars and three voices.

First Broadcast: October 1, 1938.

Broadcast Schedule: Daily, 7:30-8:00 P.M.

Sponsor: San Antonio Brewing Assn. (Bottlers of Pearl Beer.)

Station: KMAC, San Antonio, Texas.

Power: 250 watts.

Population: 254,562.

Agency: Pitluk Advertising Co.

COMMENT: A program idea meriting investigation in many sections of southwestern U. S.

Men's Wear

BUNDLES FOR OUR BOYS "We have sponsored this program for more than two months, and have received many letters from the boys at camp telling of their appreciation. The families of the boys all listen to hear if a letter from someone they know is read. In all, there is a very favorable public reaction to a program of this type.

"After a short time, some of the local manufacturers donated products to be included every week in the bundles. This made the bundles more welcome, as they included cigarettes, razor blades, and chewing gum. (Things most welcome at camp!)

"The program is a great publicity builder for the store and brings people in to leave bundles and to get lists of things to send."

Samuel Enson
Owner
Enson's Clothing, Furnishings
New Haven, Conn.

AIR FAX: First Broadcast: April 1, 1941.

Broadcast Schedule: Tuesday, 7:15-7:30 P.M.

Preceded By: Fulton Lewis, Jr. (MBS).

Followed By: Connecticut Universities' Forum.

Competition: News; Lanny Ross (CBS).

Sponsor: Enson's Men's Shop.

Station: WELI, New Haven, Conn.

Power: 500 watts.

Population: 196,192.

COMMENT: For complete review of this outstanding and timely program, see July issue, p. 215.

SOMETHING TO THINK ABOUT

(Continued from page 245)

we are now in a position to report accurately on the results obtained for our client, the MERCHANTS AND EMPLOYES INDUSTRIAL BANK.

"The commercials on these broadcasts have featured personal loans exclusively, and in this comparatively short time, an excellent increase has taken place in the number of loans made. A number of their old customers have returned to take advantage of the M. & E. BANK's financial service, stating that they had been reminded by listening to *Something to Think About*.

"Even more encouraging is the report that a number of loans have been made to new clients whose business is directly attributable to the program. Many people openly state that they were sold by listening to *Something to Think About*. In addition, you may be interested to learn that we received a number of telephone calls requesting information incorporated in the scripts. We sincerely feel that *Something to Think About* is doing a good job for our client."

Harfield Weedin
Segall & Weedin, Inc.
Houston, Texas

AIR FAX: Number of episodes available: 260. Minimum contract episodes: 65.

Commercial Time: Program allows for one minute, 30 seconds for commercial copy. Arranged in five-minute scripts.

Availability: For sample scripts, details, write RADIO SHOWMANSHIP, 11th at Glenwood, Minneapolis, Minn.

COMMENT: For low cost, simple production, syndicated script shows are hard to beat. If you've never investigated this method of programing, it'll pay you to look into it.



PROOF O' THE PUDDING

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

Dairy Products

FOOTBALL FORECAST In Durham, N. C., hub of football-frantic colleges, DURHAM ICE CREAM Co., manufacturers of BLUE RIBBON ICE CREAM, have sponsored *Football Forecast* every fall since station WDNC started operation in 1934. Last fall sports commentator Woody Woodhouse used the Evans system of forecasting with remarkable accuracy, maintained an average of 89.5 per cent. Accordingly, astounded grid fans rallied round this program without fail—surveys showed as high as 67% audience! Sponsor had his own check. When recently he introduced a new product, RE-VEL, he got the best results he had ever attained by advertising!

AIR FAX: Surrounded by Duke University, University of North Carolina, North Carolina State College, and Wake Forest College, sponsor's program is a natural. On Wednesdays, announcer Woodhouse reviews the high light games; on Fridays, he forecasts the scores of the morrow's games. Sponsor DURHAM ICE CREAM posts each week throughout city and surrounding sections in dealer locations special forecast sheets, window cards. Crowd noise and band music background commentator.

First Broadcast: 1934.

Broadcast Schedule: W-F, 6:45-7:00 P.M. (Begins September 11, continues for 13 weeks.)

Preceded By: Wednesday, The Squared Circle; Friday, Jungle Jim.

Followed By: The World Today.

Sponsor: Durham Ice Cream Co., manufacturers of Blue Ribbon Ice Cream.

Station: WDNC, Durham, N. C.

Power: 250 watts.

Population: 52,037.

COMMENT: Here is one of the many successful cases where a local sponsor has taken a nationally syndicated idea and applied it to his own home town. The Evans Forecast is a national script service sold exclusively to one local sponsor in a town. (There are several other similar football forecast sys-

tems distributed in this way.) The local announcer reads the "dope sheet" supplied him, and to all intents and purposes, he is the expert. It's a good way to get the most out of local radio during the football season, an excellent method of building a respected personality for your program.

Building Materials

MODERN HOME IDEAS HOME INSULATION Co., Champaign (Ill.), outlet for **JOHNS MANVILLE ROCK-WOOL HOME INSULATION**, has sponsored *Modern Home Ideas* for four consecutive years on Tuscola station WDW. What's more, it credits *Modern Home Ideas* with 19% of total sales volume for the year 1940!

The program is an about-face of customary selling procedures: Here the customer tells the sponsor the merits of the product! Presented by electrical transcription, program features the personal testimonial of the home owner who has already purchased **JOHNS MANVILLE HOME INSULATION**. The portable transcription equipment is taken to the users' homes each week, and the broadcast, to all appearances, emanates from the scene.

AIR FAX: First Broadcast: 1937.

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

Preceded By: Hoosier Harmony Pals.

Followed By: Oil News.

Sponsor: Home Insulation Co., Champaign, Ill., dealer outlet for Johns Manville Rock-Wool Home Insulation.

Station: WDW, Tuscola, Ill.

Power: 1,000 watts.

Population: 2,569.

COMMENT: Multifold concerns, aware of the selling potency of user-testimonials, have built newspaper, magazine, radio campaigns around them. However, in the radio field, these testimonials have heretofore been limited to the program's outright commercial material. **HOME INSULATION Co.** has built a complete program around interviews with satisfied product users. It's true, a program of this type limits its audience, but on the other hand,

that audience consists primarily of people interested in home insulation.

Drug Products

B-C SPORTS REVIEW Decade-old, year-round *B-C Sports Review* has been feeding Birmingham (Ala.) fans the scoop news, via International News Service and local sources, since 1931. WBRC emcee John Connolly religiously covers all branches of sports interesting to his listeners, underlining the sport of the season. He also brings to the microphone local and nationally known celebrities.

During the fall season, sponsor **B. C. REMEDY Co.** conducts a football contest, gives away two all-expense paid trips to the Sugar Bowl game to the person picking the winning teams, the nearest correct scores. Contest usually pulls around 1,000 letters, and each one includes a *B-C envelope!* (Proof of purchase.)

AIR FAX: First Broadcast: 1931.

Broadcast Schedule: Daily, 5:45-5:55 P.M.

Preceded By: INS News.

Followed By: What's Doing in Birmingham.

Competition: Men in the News; Comic Club.

Sponsor: B. C. Remedy Co., Durham, N. C. (Headache Powders.)

Station: WBRC, Birmingham, Ala.

Power: 5,000 watts.

Population: 259,678.

Agency: Harvey Massengale, Durham, N. C.

COMMENT: After 10 years of continuous broadcasting, **B. C. REMEDY Co.** has made **B-C HEADACHE POWDERS** a household word in Birmingham. Many of its people have heard the name since childhood, accept its place in their cabinets as they do bread and butter on their tables.

Furs

COCKTAIL HOUR Seven years ago, Portland's (Ore.) largest exclusive furrier, **MILTON L. GUMBERT**, presented upper-crust, in-the-know Gladys Bowen, society editor of *The Oregonian*, on station **KGW**. Year in, year out, she continues to get sponsor's principal yearly advertising appropriation, gives local



women, via a running dialogue with a staff announcer, a glamor-full account of Portland society—weddings, big parties, teas, etc.

Shunning all merchandising tie-ins in the belief that they are discordant with exclusive fur selling, sponsor GUMBERT seeks good will by offering his program at all times for use by speakers from the Community Chest, Portland Symphony Society, other philanthropic organizations with a legitimate appeal to the public at large.

AIR FAX: *Broadcast Schedule:* M-W-F, 4:45-5:00 P.M.

Preceded By: Stars of Today.

Followed By: Dr. I. Q. (NBC).

Competition: The Bartons (NBC Dramatic Serial).

Sponsor: Milton L. Gumbert.

Station: KGW, Portland, Ore.

Power: 5,000 watts.

Population: 314,785.

SAMPLE SCRIPT AVAILABLE.

Groceries

CRESCENT GUEST OF HONOR CRESCENT MACARONI & CRACKER CO. of Davenport, Ia., is "radio's oldest consistent advertiser." Their claim to the title: Since they signed their first radio contract on June 5, 1925, they have never missed a week on the air! Consistency has carried over to the station; WOC has always carried their broadcasts.

Year ago this month, sponsor started *Crescent Guest of Honor*, now regards it as the most satisfactory program in their 16 years of radio broadcasting.

AIR FAX: Sponsor bucks threat of audience boredom with a barrage of "guests": Music by a guest orchestra, songs by a guest soloist, commercial copy on a guest cookie, movie guests, interview with a guest grocer. Each broadcast a different grocery store is honored. Sometimes the grocer himself is interviewed; other times, two CRESCENT scouts tell the story. On each broadcast, six pairs of free movie tickets are given to customers seen in the grocery honored that day.

First Broadcast: August, 1940.

Broadcast Schedule: Monday thru Saturday.

Sponsor: Crescent Macaroni & Cracker Co., Davenport, Ia. (Makers of cookies, crackers, spaghetti, etc.)

Station: WOC, Davenport, Iowa.

Power: 250 watts.

Population: 148,332.

COMMENT: It's no surprise that 16 consecutive years of good will building, typified in sponsor's present program, reaps dividends!

*Direct Subway Entrance
To All Points of Interest*

New York's Popular HOTEL

LINCOLN

44th TO 45th STS. AT 8th AVE.

1400 ROOMS

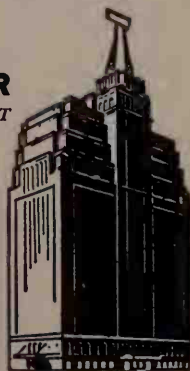
from \$3

Each with Bath, Servidor,
and Radio. Four fine res-
taurants acclaimed for
cuisine.

MARIA KRAMER
PRESIDENT

John L. Horgan
Gen. Mgr.

HOTEL EDISON
Same Ownership



IN THE CENTER OF
MID-TOWN NEW YORK



JOHNNY ON THE SPOT

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

PEACHES! PEACHES! PEACHES!

You've all read the story about how radio came to the aid of many people in the Ohio River Flood. Here's another *rescue* story . . . only this time, it isn't a flood, it's peaches.

Manager J. Levy of the RURAL STREET MARKET on the outskirts of Indianapolis found himself in dire trouble one Sunday morning. He had on hand about two thousand bushels of peaches, just arrived via large overland motor trailers from Michigan. It was an unusually warm Sunday morning, and the peaches were ripening too soon. Levy wanted some help, and he wanted it right then.

WFBM salesman Bill Kiley had a suggestion. He told Levy to buy two 40-word spots that day on WFBM, following Gilbert Forbes News (local) at 12:15 P.M. and the World Today (CBS) at 5:30.

Mr. Levy decided to risk \$30. Kiley went down to the station, wrote up the copy himself, starting with "Peaches! Peaches! Peaches! etc."

The price per bushel was 85 cents, and listeners were advised to bring their own containers. That afternoon, RURAL STREET MARKET disposed of more than 1500 bushels of peaches, and the next day cleaned out their entire stock.

Chalk up another score for radio. When timeliness is an important factor in selling, radio has no peer!

SHORT SHORT STORY

A few minutes before three P.M. Thursday, March 27th, Montgomery Ward & Co.'s local store telephoned station KWBG

(Hutchinson, Kans.). They wanted to dispose of 1,000 baby chicks. *One spot announcement* on the three o'clock station break was used. At 5:30, store closing time, nary a chick was left.

FROM CAR TO YOU





Here's another story where *speed* played its part.

The FLUORESCENT FIXTURE & SUPPLY Co. started a three-a-week announcement schedule at 6:15 P.M. on Cleveland station WCLE, following Pinky Hunter's baseball review. Immediately after the first announcement, a man walked into the company's store and placed an order. He had been driving by on his way to a competitor's store and heard the announcement on his car radio.





THIRD RETURNS

The best announcement campaigns on a large sample of U. S. radio stations are classified in this return. It is a qualitative not a quantitative analysis, and only campaigns running at least three consecutive months are included. Remember, too: only locally sponsored announcements were tabulated.

ANNOUNCEMENTS Directed to Women Only

A.		20 word announcements	13%
B.		50 word announcements	26%
C.		100-125 word announcements	52%
D.		150 word participating spot	9%
			Total 100%

ANNOUNCEMENTS Directed to Men Only

A.		20 word announcements	8%
B.		50 word announcements	34%
C.		100-125 word announcements	48%
D.		150 word participating spot	10%
			Total 100%

(Next Month: General Returns)

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, JUNE, 1941

Type	Rating	Last Month	Change
MUSIC	32%	32%
NEWS	22%	22%
QUIZ	12%	12%
INTERVIEWS	8%	8%
TALKS	8%	7%	+ 1%
SPORTS	7%	7%
DRAMA	6%	6%
COMEDY	5%	6%	-1%



GROUPS	Men	Women	Children
Music	27%	35%	32%
News	27%	21%	10%
Talks	6%	12%	5%
Interviews	7%	8%	10%
Quiz	12%	12%	14%
Sports	13%	3%	4%
Drama	4%	4%	16%
Comedy	4%	5%	9%

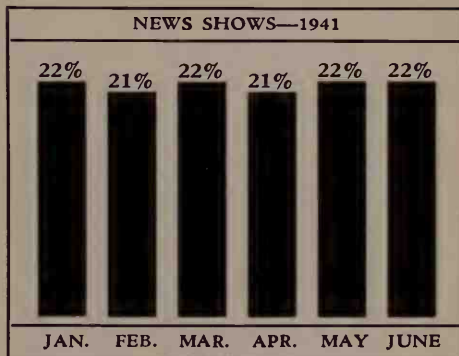
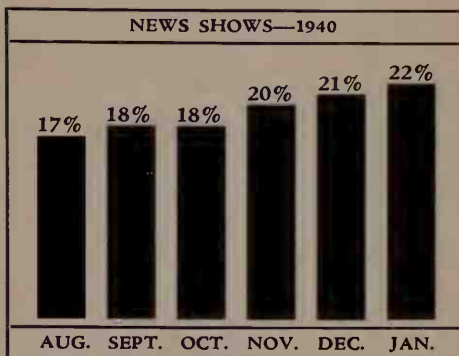
SIX MONTHS REVIEW

A comparison of the last five months of 1940 with the first six months of this year uncovers many interesting facts:

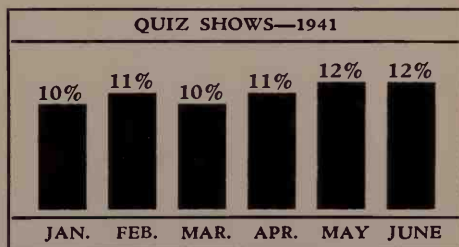
1) Less variation recorded in the first six months of 1941. Program ratings (1940, last half) varied an average of plus or minus 2% ; ratings (1941, first half) varied an average of plus or minus 1.33% .

2) Biggest single rise in the 1940 figures was in *news* programs (4% rise) ; biggest single rise in the 1941 figures was in *quiz* programs (2% rise).

3) Biggest single drop in the 1940 figures was in *talks and interview* programs (3% drop) ; biggest single drop in the 1941 figures was in *music* programs (3% drop).



A general leveling off of the trend of *news* shows is indicated from these two graphs: Increasing world tension may push the trend up in future months.



Quiz programs have shown a steady rise ever since last October. The popularity of locally sponsored kid quizzes has been partially responsible for this increase.

All you have to do is ask your radio station for a copy of any or all of these announcements. If the station doesn't have them on hand, they can be obtained by writing to the publicity departments of the organizations.

Set aside a little time in the middle or at the end of your program so your announcer can read the appeal. Thirty seconds is all that's needed in most cases. (Please don't make the mistake of adding the announcements on to an already well-filled program, running your show over and thus, merely take up the station's time. U. S. radio sta-

tions are already doing *their* part.)

You'll find this new way of using radio different from the methods of the past. The results are the same. Today, you can sell a lot of furniture with a radio message announcing a big discount sale. You can also sell a lot of furniture by using your radio program to sell for your country.

The Editors

YOURS FOR THE ASKING

ADDRESS RADIO SHOWMANSHIP

11th at Glenwood, Minneapolis, Minn.

Please enclose 10 cents in stamps to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No (see Sept. issue, p. 32).
Auto Supplies—Jack, the Tire Expert (see May issue, p. 135).
Bakeries—Musical Arithmetic (see Feb. issue, p. 72).
Beverages—Pigskin Prevue (see July issue, p. 222).
Building Materials—Homers at Home (see Feb. issue, p. 58).
Chiropractic—The Good Health Program (see March-April issue, pp. 110, 112).
Dairy Products—Junior Town (see Dec. issue, p. 136).
Dairy Products—Kiddie Quiz (see July issue, p. 214).
Dairy Products—Young American's Club (see Nov. issue, p. 110).
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NEXT MONTH

GROCERMAN ARTHUR TWEET, Grand Forks, N. D., used radio five years before he found a program that filled the bill. In the September issue, he presents a complete analysis of *Tell On Your Neighbor*.

AD MAN ALVIN Q. EHRLICH, Kal Advertising, Inc., Washington, D. C., describes radio's part in the phenomenal growth of the **CHERNER MOTOR Co.**—from hole in the wall to one of the world's largest **FORD** dealers in 11 years!

SALES MANAGER BOB REINHART, **JULES CHAIN STORES CORP.**, New York, N. Y., sets forth suggestions on how to pull the small wage earner into your clothing store.



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