

S Showmanship



BROADCASTING COMPANY, INC.
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FEBRUARY 1941

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IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Amusements • Automobiles • Bakeries • Beverages • Building Materials

Department Stores • Electric Appliances • Finance • Groceries

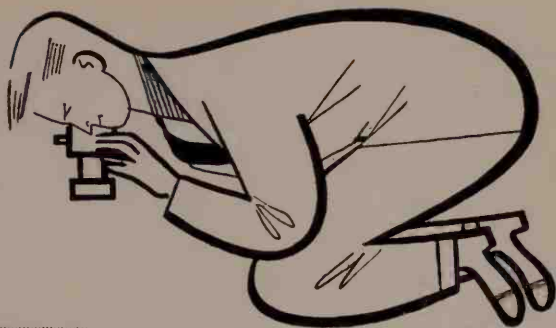
Hardware • Jewelry • Laundries • Men's Wear • Optometry

MORE THAN A MAGAZINE A SERVICE

MEET MRS. AMERICA



S*HE* is queen over all she surveys. Her kitchen is her kingdom, and unto her, every voice must bend! . . . Radio advertisers, spending millions of dollars each year, must never lose sight of Mrs. America. Her likes and her dislikes decide the fate of the businesses that sponsor the various radio programs. There is but one sure way to discover Mrs. America. Find out how other men in your business field are using radio. Their experience can be your guide. Only one magazine brings you briefly, yet accurately, the ever-changing picture of radio in action! . . . RADIO SHOWMANSHIP.



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

EDITORIAL



NEW reader from Canada wrote for a radio program suggestion.

We sent him an interesting story that appeared in our December issue under the heading, *automobiles*. There is nothing unusual about this procedure, except that this particular reader happened to be in the *shoe* business.

This action may appear illogical, especially because RADIO SHOWMANSHIP is classified by businesses! But let's delve a little deeper. We have classified radio programs under specific business headings for only one reason: To describe conveniently how a program *has been used* in a certain selling area; not how it *can be used* in other markets.

It's true, there are certain programs that are designed for certain businesses, and for no others. For example, the *Farmer's Hour* (reviewed on page 65). It's a market report show and would be commercially worthless if sponsored by anyone but a dealer in farm supplies.

Good programs that knit the show idea and the product into one complete unit are the exception.

Entertainment value must be taken into account. Although entertainment can be classified into sex or age divisions, seldom, if ever, can it be rigidly confined to one business category. *Good entertainment* can sell gasoline as well as tooth paste, pancakes as well as women's hats.

The important point to remember: To get the most out of RADIO SHOWMANSHIP, don't pass up a program or a promotion idea simply because it's reviewed under the heading *bakeries* when you happen to be in the *dairy* business!

The Editors

NATIONAL BROADCASTING COMPANY, INC.
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THE READERS WRITE

NEW SLANT

Sirs:

For years we have been looking for a book or bulletin that would serve as a guide, or clearing house, of ideas, suggestions, and sales helps suitable for our radio programs and announcements. RADIO SHOWMANSHIP fills a definite need for information of this kind.

While we have been on station WSPD (Toledo, Ohio) as a consistent advertiser for over twelve years, starting in a small way and building up to our present program of six announcements a day, (a record that speaks for itself!) we are always on the lookout for a new slant in radio advertising for our retail department, as the bulk of our advertising appropriation goes to this medium.

JOHN B. CARSON
Advertising Director
National School of Meat Cutting, Inc.
Toledo, Ohio

COFFEE QUERY

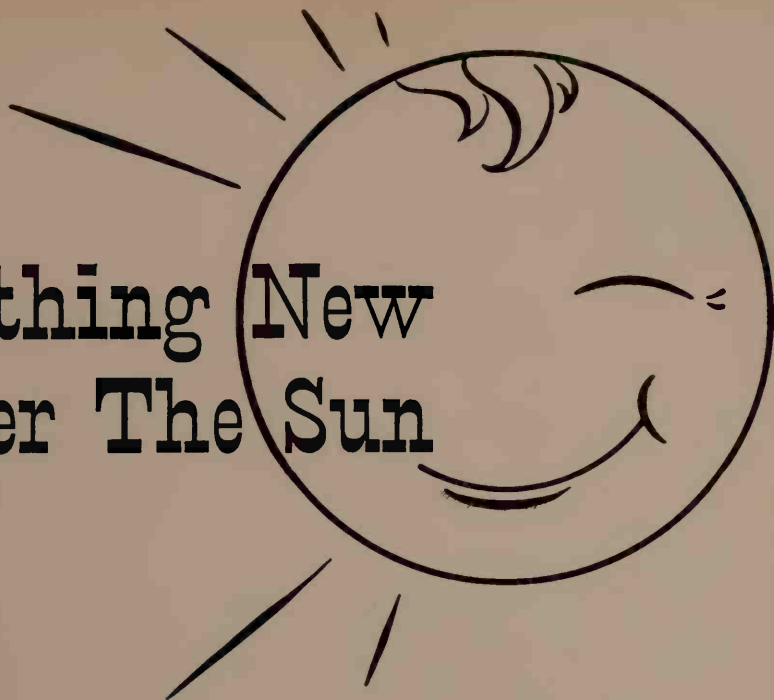
Sirs:

I was very much interested in the article on page 12 of RADIO SHOWMANSHIP, in the January issue. I wonder if you could send me a sample of one of the blackboards distributed by the ATWOOD COFFEE COMPANY in the Twin Cities.

G. W. FREEMAN
Secretary
Marschalk & Pratt, Inc.
(Marketing and Advertising Service)
New York, N. Y.

(The samples are on their way, and to anyone else interested, they are yours for the asking . . . Ed.)

Nothing New Under The Sun



By FRANK J. RYAN, President,
Kalamazoo (Mich.) Laundry Co.

There's nothing new in business. Everything goes back to the old, homely logic of 50 years ago; good sound common sense that built many of our great American businesses of today. My father used the same principles of merchandising to build this laundry business as I am using today. The difference lies not in methods, but in mediums.

Back in 1932, I put THE KALAMAZOO LAUNDRY COMPANY on the air for the first time. My reason for doing it would shock many a modern advertising expert clear out of his upholstered swivel chair. So prepare yourself. For mine was not a hifalutin' reason, but just a common ordinary hunch, tied up, of course, with a friendly gesture.

About 10 years ago, a friend of mine, John Fetzer, started a radio station here in Kalamazoo. I believe I saw the future of radio in those days (at least I like to think I did), although to tell the truth I wasn't sold on small local programs. I felt, like many another businessman, that radio was a productive





Cigar-smoking, sports-loving, civic-minded Frank John Ryan took over the reins of his Kalamazoo Laundry business from his father some 15 years ago. With the aid of smart promotions in three different media, he has since propelled the 40 year-old establishment into the No. 2 spot in the state of Michigan (second largest volume).

Laundryman Ryan will go anywhere, anytime, any place, for a good sports event, has missed no major athletic happening in the past 10 years. His sole hobby: Saving the stubs of the admission ducats he has bought and used. Each is dated, carefully filed in the lower left-hand drawer of his desk, along with stubs ranging from the Dempsey-Firpo battle of '25 to the All-Star games of '30 to '40 inclusive. Sports-follower Ryan is also a member of some 11 civic organizations, on the Board of Directors of the Kalamazoo C. & C., treasurer of the Community Chest. In the national field, he is equally as prominent; he is president of the Miraclean Institute, a member of the board of the American Institute of Laundering, and is proud as a peacock of his personal friendship with hundreds of dry cleaners and laundrymen whom he has visited and confabbed with in many a coast-to-coast jaunt.

Mr. Ryan is married, has one 14 year-old son at LaSalle Military academy (whom he's grooming for a halfback post on some major college team in '45).

enough medium for the big fellow, but not much for the smaller merchant.

And then in 1932 our business hit an all-time low. The years 1929 to 1932 had taken their toll in volume; a 70% drop left me breathless and searching for new ways and means of rejuvenating it. John Fetzer had been in my office many times with the story of radio, what it could do for me if I gave it a trial. So at that moment I made up my mind, picked up the phone and called John.

That started it, and I've been on the air ever since. Looking back over the figures, I

wasn't a bit surprised to find that the first year in radio we spent only 5% of our total advertising appropriation on radio; 80% of our money went into newspaper advertising, the rest in outdoor boards. Today, radio and newspaper ads take a fifty-fifty cut of our advertising money, that is about \$3,000 allocated for each; the remainder goes into outdoor display signs and memorandum advertising such as calendars, matches, etc.

Before I go into an explanation of what we used on the air, and how we merchandised our programs, let me give you a result figure: *This year our business, in dollars and cents, will be up to our 1929 volume; and our average prices are 32% lower than they were 11 years ago!* A comeback like that can be attributed only to one thing (after deducting, of course, the essentials of any business, such as prompt service, expert work, etc.) and that is *proper advertising methods!*

Now let me tell you something about our business setup in Kalamazoo. Our town has a population of about 55,000. With the surrounding population included, all within a radius of two and one-half miles, the figure runs around 78,000. But the KALAMAZOO LAUNDRY COMPANY services 31 other towns besides Kalamazoo; towns like South Haven, Three Rivers, Bangor and Galesburg, all ranging in individual population from 200 to 6,000. In these towns, we have service stations where customers can leave their bundles. Thus, our prospective customers are scattered around and about us in a circle of, roughly, one hundred miles.

That sort of widespread customer location can be covered completely *only by radio!*

We've had a good many different types of programs on the air since 1932, so I'm going to tell you about our present schedule in general and about one particular program in it.

Ten months ago, I attended a laundry convention in Chicago. Sitting in the lounge one evening, I mentioned to a few of the men present that I intended to start a diaper service when I got back home. Some of them laughed, others seriously warned me that it wasn't a profitable department to have and illustrated their advice with examples of the difficulties they had encountered in their own towns. But I guess I'm just a stubborn Irishman. So when I returned to Kalamazoo, I instituted a diaper service!

Knowing that the new service would need some backing, I went into a huddle with John O'Harrow, WKZO's salesman, and we

came up with a show called *Rock-a-bye Lady*. We called in a young lady by the name of Margaret Hootman (Kalamazoo College) and put her on the air.

Her stock in trade are the week's birth announcements. Congratulations are extended to the parents, and the infants' names proclaimed.

Rock-a-bye Lady is now in its thirty-fourth week on the air. Our diaper service is not the most profitable branch of our business, but it's not losing money either; within a year I'm confident that it will prove a marked addition to the all-around service we offer. The only assistance we gave the program was to include the name of it along with the station and the time it was on the air in our newspaper advertisements. But whatever growth our diaper service may have will be due entirely to the radio program.

But *Rock-a-bye Lady* was merely an addition to our regular radio schedule. For over a year now, ever since I finally got around to noticing the importance of newscasts and what a flock of listeners (and customers) they attracted, we have been sponsoring the one o'clock news period on Mondays, Tuesdays, Thursdays and Fridays. (With *Rock-a-bye Lady* on the air Wednesday morning, that schedule gives us a full five-day week of broadcasts.)

Do our programs have listeners? Are we getting our money's worth on the air? I had often asked myself these questions. Sure, business was up, but could I honestly point to radio and say, "Mister, that's what did it?"

We have had any number of good shows on the air, daytime and nighttime. One of them was *Ida Bailey Allen*, the home economics expert's program (via transcription) for 26 weeks. Add to that, the fact that I *know* small town listeners are more critical of radio presentations, as a whole, than resi-

dents of larger cities. (That's one of my pet theories and is based on personal observation. Small-towners, for example, travel three times as much as residents in bigger towns, are looking toward the larger centers constantly. Everything they see or hear is compared to their own standards of taste and living.)

I felt that perhaps a survey would give me a fair indication of just how many people heard or listened to THE KALAMAZOO LAUNDRY message on the air. We conducted a telephone survey (non-coincidental).

We learned that 46% of the people called had heard or knew of THE KALAMAZOO LAUNDRY program!

We've since conducted two other surveys. In each, we found that by the standards of our own community, we were putting good programs on the air, and that our customers and prospects were listening!

You know, the progressive businessman is easy enough to convince. That's why he is called progressive, and it's two-to-one his place of business (and his books) show it. But it's the fellow who sticks his head in the sand and yells, "Business is bad," that's tough to convince. In the first place, a man can't see if he doesn't look; in the second place, even after you get him to look, he may have one eye shut.

We were the first in the U. S. to go into the rural laundry business; we now operate 28 trucks and just can't afford to miss any bets. Radio came along and looked like a good bet; I put my money on it.

Sure, we've had a few stumbles. But it wasn't the fault of radio, any more than it was the fault of the receiving set. We just picked the wrong kind of a program and put it on the air at the wrong time. Plan the right program for *you*—and you'll get business from radio!





Grocery Sales Thru the Air

By A. WESLEY NEWBY, President, Newby, Peron & Flitcraft,
Advertising Agents for the Independent Grocers of Chicago



ABOUT two years ago, a small grocer in Chicago made this plea to Sidney M. Libit, secretary and treasurer of the ASSOCIATED GROCERY INDUSTRIES COUNCIL: "Why not give us something to offset the radio promotions of the large grocery chain stores?"

The plea was made to the right man. It brought home to Mr. Libit the independent grocers' tremendous need for a weapon sufficiently powerful to overcome the challenge of the chain stores.

It was hard work to find such a weapon, requiring plenty of imagination, resourcefulness, and cooperation from the wholesale houses. After almost twelve months of labor, the complete plan was ready to be launched. It called upon the independent grocers to consolidate their efforts and to present a united front. The idea was worked out during the course of innumerable mass meetings with the retailers and wholesalers.

The result was that 14 of Chicago's leading wholesale food houses pledged their wholehearted support. 1,253 independent groc-

ers signed on the dotted line. The name designed for these stores was YOUR FRIENDLY GROCER. The stores were to be distinguishable by a red, white, and blue decalcomania emblem.

Opening gun was fired last September 30 with a 15-minute radio show on station WAAF, Monday, Wednesday, and Friday, 10:00 to 10:15 A.M.; and on WBBM, Tuesday, Thursday, and Saturday, 8:45 to 9:00 A.M. The big feature of the show was the FRIENDLY GROCER's *Collecto* contest featuring a greater number of prizes than had ever before been given away within so small an area.

There were three grand prizes: the first, a 14-day all-expense Happiness Tour to Mexico worth \$189.50; the second, a RANDOLPH MODEL ROPER RANGE with a new stagger top worth \$149.50; the third, a 1941 CONSOLE MODEL ZENITH COMBINATION RADIO with an automatic record changer worth \$129.50. In addition, over 12,000 bags of groceries were awarded, each containing twelve pounds of worthwhile food products and merchandise.

Key to success in the distribution of these grocery bags was the fact that every FRIENDLY GROCER store gave away ten prizes to cus-



tomers of his own store. This had the psychological effect of bringing the contest very close to the home of practically every listener on the air.

The FRIENDLY GROCER stores were supplied with uniform decorations, primarily window banners and placards. After each month's contest, every store was given a special window poster listing the ten winners of that store. This had tremendous local interest-value.

One of the most important tie-ups was the publishing of *Friendly News*, a four-page tabloid size weekly, which contains features, articles, news items of interest to the housewife, full details and rules of the *Collecto* contest. Space in this publication was sold to national advertisers. A place was provided on the front page at the bottom, right-hand corner for the grocer to stamp his own name and address. Every store was supplied with 500 copies each week and 2,000 *Collecto* coupons.

The contest itself is being promoted on the basis of its extreme simplicity. All the housewife has to do is save the *Collecto* coupons her neighborhood FRIENDLY GROCER gives her. She receives one coupon every time she shops at his store and an extra coupon for every package she purchases of nationally-advertised items listed in *Friendly News* or on the placards in each grocer's store. Those women accumulating the largest number of coupons are awarded prizes. Three major awards and over 12,000 bags of prize groceries are given away every month.

During the first month of the contest, 12,000,000 coupons were distributed. Approximately 50% of them were turned back to the grocers by over 75,000 contestants.

Taking into consideration the difficulty of



Reading left to right . . . Mrs. Theresa Csicsai of Chicago wins an all expense trip to Mexico.

1250 neighborhood Friendly Grocer stores give away 12,000 bags of groceries each month.

Ad-man A. Wesley Newby glances through the *Friendly News*.

Meet Tom Moore, the radio funster who puts the *Collecto* contest on the air.

attempting to unite a great number of individual, independent grocers, and the response to this promotion, the results have been extremely gratifying. Letters have been received from many grocers stating that their business has picked up as much as 20% even before the end of the first month of the contest.

Approval in the grocery field has been so great that the radio stations have received many inquiries from grocery stores, who are not participating, to find out how they can join the program. Considerable interest has been shown by the general public; many housewives have actually paid a visit to the headquarters of the association, and many complimentary letters have been received.

Each grocer signs up for a period of 13 weeks. No additional enrollments are accepted during the period. To weed out all but the liveliest stores, that is, those who have entered wholeheartedly into the promotion, fieldmen are busy checking up on all participating FRIENDLY GROCER stores and grading them on their general interest and cooperation.

Each store's rating is based on the following points: Proper and prominent display of window banners, placards, decalcomania, and other interior store promotions. For example, the *Friendly News* should be displayed prominently on the counter, and the *Collecto* coupons should be properly distributed.

At any time, a FRIENDLY GROCER may call up headquarters to ascertain his grading. A fieldman visits each grocer twice a month. By making the new enrollment more selective, the next 13 weeks finds the FRIENDLY GROCER's program obtaining even better results than during the initial period.

This is the first real promotion by the independent grocer where he has attempted to employ the same modern, streamlined weapons that the chain stores use to pull in business. The program has attracted attention far and wide in the grocery field. Inquiries are coming in from other cities on how independent grocers can put this promotion over in their sales area.



By ROGER W. CLIPP, General Manager WFIL and the Quaker Network

In between the strictly local and the coast-to-coast network advertisers lies a group of merchants and manufacturers who cannot waste money on coverage where they have no distribution. Neither can they afford to build, on a local station in each market they cover, an individual program good enough to compliment the product. For these in-betweeners, the answer lies in a good regional network that can give them coverage in selected areas where distribution is sufficient to warrant the additional promotion.

Throughout the United States, there are many such networks, some of them producing shows and results on a par with the chains. Just to mention a few, there are the Michigan Radio Network with its key station WXYZ in Detroit, the Kansas State Network, with its key station WHB in Kansas City, the Don Lee Network with its key station KHJ in Los Angeles, the West Virginia Network with its key station WBLK in Clarksburg, and the Quaker Network with its key station WFIL at Philadelphia. We have asked Mr. Roger Clipp, general manager of WFIL and the Quaker Network, to show exactly how a regional network works for the advertiser who has regional distribution. . . . Ed.

Made To Measure Coverage

WEE WILLIE KEELER, baseball star of another generation, made himself famous for consistent base hits and his self-announced formula, "I hit 'em where they ain't." What is true in baseball is *not* true in advertising. Especially in radio advertising, money can be wasted by "hitting where they ain't."

That's where the regional network comes in. With a key station equipped to produce shows, an advertiser can put on a network-quality program at a minimum expense. He can enjoy the economies of splitting costs over the markets where he has distribution. He can keep the program under close surveillance and can adapt the advertising message to each community in which the program is heard.

Cost would be high if you were forced to build a program of network quality on a station in each individual market. The big expense is talent, and you'll find the average individual station cannot pay big talent fees. \$1,200 put into talent each week on the key station of a regional network and divided over fifteen stations on a per program basis brings costs down to figures that make sense.

Telephone line charges between each station also cease to be too great a factor when lines are ordered thriftily, and costs are spread over several shows.

At present, two national advertisers are using the Quaker Network, each with a different type of show. FELS AND COMPANY'S *Golden Bars of Melody* is a 15-minute song and chatter program built upon the personality of Rhonna Lloyd. The program was tried out for several months, only on WFIL, Monday, Wednesday and Friday. After the program had become established and its rating continued to mount, six more Quaker Network stations were added. The program rating has continued to climb, and the client has now extended the show to five days a week.

Of a different type is the GENERAL BAKING program for BOND BREAD, a national advertiser with a regional sales problem. Through Ivey & Ellington Advertising Agency, they purchased 15 Quaker Network stations in four states and the District of Columbia.

THE GENERAL BAKING COMPANY in the Quaker Network area had been sponsoring a quarter-hour of the NBC *Breakfast Club* on several stations. When NBC decided to

withdraw all sponsors from the *Breakfast Club*, it was suggested that the station build a *Breakfast Club*-type program for BOND BREAD'S exclusive use on the Quaker Network. WFIL built the show with network talent. THE GENERAL BAKING COMPANY signed a 52-week contract with the Quaker Network for an expenditure in excess of \$200,000. Though the talent receives a generous share of this sum, when the client divides the cost over the 15 Quaker Network stations, talent cost per station is extremely low.

In handling of commercials, the program carries a definite flavor of BOND BAKERS throughout, but the unique hook that appeals to branch plant managers is the local cut-in announcement. On long musical numbers the program is faded down, and the local announcer comes in with a commercial announcement peculiarly adapted to the local sales problem. These announcements are prepared by the advertising agency, which has contacted the men in the field. In this manner, the BOND BAKERS have a network calibre program, closely identified with the product they advertise, but flexible enough to be bent to the local sales problem.

Another feature of the regional show is the promotion the advertiser is able to put behind it. Instead of enormous printing costs for a number of different local shows, he is able to bunch car card, poster, window card, folder, give-away, insert, packaging and other printing costs, simply imprinting local station call letters. The same is possible with newspaper ads and copy.

In addition to covering the region desired by the advertiser, the key station furnishes the regional network stations with publicity stories and photographs of the members of the casts on network shows. This publicity is followed up by a special department, and the results are compiled for agency and client consideration.

This special merchandising-publicity service is designed to make the network a better buy for the regional advertiser. An alert regional network has a very definite place in the radio industry, but the advertiser must be certain that network is constantly on its toes to give extra service, extra care, extra results. When a regional network becomes just a group of stations linked by telephone wire, it falls apart and fails to produce results.

Returns: Almost a Million

Sportcasts Should Be Merchandised, Writes PAUL HELLMAN.
Here's the Interesting Account of One That Was, and How



ON July 2, 1921, before a cheering crowd of almost 100,000, the "Manassa Mauler," Jack Dempsey, knocked out Georges Carpentier of France in four rounds at Boyle's Thirty Acres in Jersey City. It was a great fight, made greater still by the fact that Major J.

Andrew White described, blow by blow, every bit of action to millions who couldn't afford to pay \$50 for ringside seats.

From that early beginning, sports broadcasts have progressed to the point where today they are a regular feature on most U. S. radio stations. Boxing, baseball, basketball, and even badminton are being broadcast at the very time they actually *happen*.

Throughout the country, hundreds of sponsors have ridden along on the crest of the wave of public interest in these "on-the-spot" sportcasts. There was a time when all a businessman had to do was identify his product with the sports event he sponsored, and his sales message would be accepted readily.

But that doesn't happen anymore. Sports shows today, despite their ever-increasing popularity, must be merchandised like any other radio program. Because they occur less frequently, cost more, the promotions must be planned carefully. For example, broadcasts of local boxing matches may be held but once each month, but interest must be sustained day to day.

Good radio promotions of sports events are difficult to uncover. I happened to hear of one that's worth relating.

Last fall, the WORTH FOOD MARKETS of Fort Worth were one of four co-sponsors of the local, high school, football games in the Texas Interscholastic League.

Faced with the problem of linking a sales

message appealing primarily to *women* with football appealing more to *men* than to *women*, ace KFJZ sports announcer Zack Hurt hit upon a *Popular Players Poll*.

It was simply an effort to determine the most popular young gridiron star in the league, but it became one of the most successful promotions ever undertaken by any local radio sponsor, if returns are any indication. When the last ballot was counted, there had been close to one million votes cast, but we are getting ahead of our story.

During the game, the local listeners were instructed how to vote for their favorite player. They were told to go to their nearest WORTH FOOD STORE and make a purchase. The sales slips they received could be used as ballots, and they could cast their votes by writing the name of the player they preferred on the reverse side. Ballot boxes were placed at checking stations in each store.

Only one "spot" announcement out of the four announcements during the football broadcasts was devoted to plugging the *Popular Players Poll*. No other medium of advertising was used.

At the completion of the contest, after six weeks of balloting, it was discovered that an amazing total of 934,007 votes had been tabulated. The winner of the contest, Ray Coulter, star end of the Masonic Home football eleven, had received 144,324 votes. He was awarded a beautiful trophy as the most popular player of the year.

Most unusual fact of all: A further careful check of the votes revealed that the average purchase made by voters was \$1.84. Some stores even reported an average of \$2.42 per person.

In analyzing the *Popular Players Poll*, one finds that it was not particularly difficult or different. Perhaps, its very simplicity is its strength. This kind of promotion is easily adaptable to almost any retail business, and to any kind of sport. What's more it *works!*



Homer Covey, president of the WORTH FOOD MARKETS in Fort Worth, is shown congratulating Zack Hurt (left), KFJZ sports commentator, and Fred L. Edwards (right), commercial manager of KFJZ, for the splendid results of the popular football player contest. Stacked on the table in front of the group are the sales slips which counted as votes—934,007 of them. The trophy on the table was presented to the Masonic Home, whose Ray Coulter pulled 144,324 votes to become the most popular player. Edwards is holding one of the sales slips in his hand showing the relative size of each vote placed.

STELLA, SCREEN STARS, SALES

Versatile Stella Unger Brings Local Businessmen An On-the-Spot Program of "Hollywood Headliners"



ASK the average American youngster today, "What is the biggest star in the heavens?" Chances are, he'll answer "Mickey Rooney."

The clothes we wear, the way we comb our hair, even the soap we use to wash our faces is influenced to some degree by Hollywood. Eighty-five million people spend at least two hours in some theater each week, and most of them spend even more time outside talking about the pictures they have seen. The movies and their glamorous stars are *news!* Is it any wonder that radio programs featuring these stars are among the most successful on the air?

In the past, local businessmen have sponsored many radio programs about screenland's pictures and personalities, but more often than not, the material used was newspaper re-hash, Hollywood publicity releases, or press book clippings. The only place to get the actual, inside stories was from Hollywood itself. Few, if any, businessmen were able to afford a full-time, on-the-spot Hollywood radio reporter.

The logical, economical solution was syndication, transcribed movie news written, produced right in Hollywood and sponsored in each market throughout the country by local radio advertisers. Among the first, and still the most successful of these Hollywood newscasters, is versatile Stella Unger.

Author, director, actress—Stella Unger is well-equipped for her present radio work. From the theater, where she wrote special material for Ed Wynn, the Shuberts, and Earl Carroll, she stepped into radio, conducted many successful shows including the BORDEN DAIRY COMPANY'S *Special Edition*, a popular half-hour afternoon variety program. As one-time head of the radio writing department of the advertising agency, Erwin Wasey & Co., she created commercial copy for such varied products as cigars, cold remedy, tooth paste, and many others. She also developed the *Springtime in Paris* promotion

for New York department store, SAKS 34TH STREET.

Her present radio program, *Hollywood Headliners*, is a fast-moving, five-minute, behind-the-scene picture of Hollywood. The material she uses is informative and completely up-to-date. Personalities, success stories, bits of human interest, sentiment, and drama are all included in the series, with petty gossip or keyhole technique omitted.

Made available to radio advertisers a very short time ago, the program is now on more than forty stations from coast to coast. 156 programs are ready, 3 a week for 52 weeks. Sponsors include: NEW METHOD LAUNDRY—WCOL—Columbus, Ohio; BROEBENER'S FUR SHOP—WBRK—Pittsfield, Mass.; HERMAN'S APPAREL SHOP—WMFF—Plattsburg, N. Y.; BILTMORE DAIRY FARMS—WSOC—Charlotte, N. C.; TAMPA GAS CO.—WFLA—Tampa, Fla.; TODD'S BAKERY—CFCF—Montreal, Canada; RAY MOORE'S DRUG STORE—WGTM—Wilson, N. C.; HUDSON DEALER—WBOW—Terre Haute, Indiana; FARMER'S COOPERATIVE DAIRY—WSJS—Winston Salem, N. C.; GIRARD'S SALAD DRESSING—KGO—San Francisco, Calif.

Most lavish in his praise of the program is NEW METHOD LAUNDRY's general manager, H. M. Siebold. He writes:

"We have been delighted with the results this program has accomplished for us for the period of time we have been on the air with it. We feel sure that, combined with our other forms of advertising, it fits very nicely into the scheme of promotive business. We are really very much sold on it as an advertising feature."

Regardless of product, Stella Unger's *Hollywood Headliners* claims attention!

HOW TO USE IT!

No program subject is better adapted to intensive merchandising than the movies. Promotions are practically unlimited. At the present time, Stella Unger syndicates a newspaper column, *Camera Closeups*, which should tie in

perfectly with the radio feature. If the column is used by one of your local newspapers, get them to call attention to your program at the bottom of each column, and you, in turn, mention the newspaper.

A series of *seven*, 20-second, dramatized announcements have been recorded which can be broadcast prior to the first program to build the listening audience. They are furnished to advertisers at no extra cost.

Although *Hollywood Headliners* is a five-minute feature with ample time for opening and closing announcements, a specially written script is available for use with music to fill out a full, well-rounded, 15 minutes.

AIR FAX: Stella Unger's *Hollywood Headliners* is available to only one station in each market.

Number of Programs: 156 (3 a week for 52 weeks.)

Publicity releases, mats, photographs, merchandising suggestions furnished. The programs are supplied eight to a double-faced record, which makes them unusually low in price. For complete rates, availabilities, details, write to NBC Radio-Recording Division, National Broadcasting Co., RCA Building, Radio City, N. Y.

COMMENT: Combine Hollywood with a product that appeals to women, and you have a good sales formula. For proof, ask the Lux soap people!

A feminine dynamo who refuses to do anything the way other people do it is Stella Unger. As the Hollywood Newsgirl, she tells listeners what's happening in the movie capital and sells a lot of her sponsors' products.



BANGOR BUSINESS BUILDER

The Timely Story of the House That Radio Built,
Sponsored by Eight Bangor, Maine, Building Companies



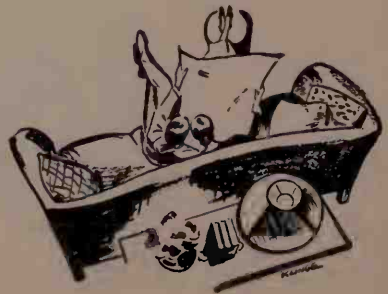
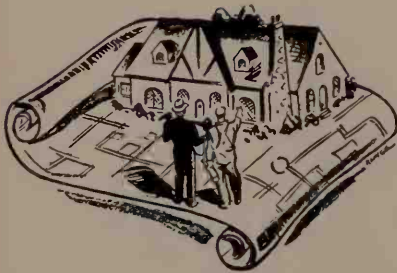
IN Bangor, Maine, a house went up—from hole in the ground to cellar, from foundation to structure, brick by brick, one piece of lumber fastened to another, up to the shingled roof.

It was not an unusual house. There are probably hundreds of others like it throughout the country. Yet, as the house rose, so followed the barometer of public interest. Not only did it attract its share of "sidewalk engineers," but people came from miles around just to watch. They passed by the big \$50,000 mansion that was going up down the block; they didn't even give a second glance to the half-finished modern bungalow across the street; all eyes were focused on *this* house.

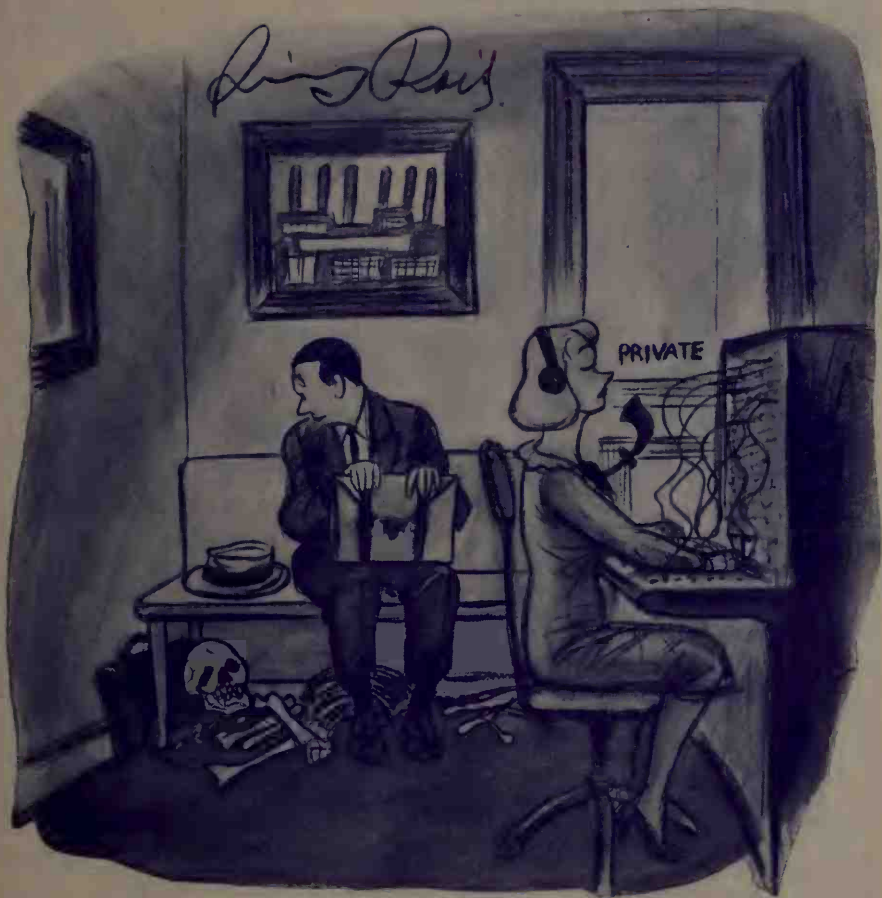
And here's why! Account executive Rudolph O. Marcoux of radio station WABI got the idea that in the spring a radio program revolving around the building of a house would have a natural appeal, for in the spring, most people revive a dormant desire to own a home, or at least to make their old home a better place to live in. Marcoux went out and sold his idea to eight Bangor concerns in, or related to, the building trade.

He called the program *The Homers at Home* and got each of the sponsors to take one or more of the half-hour shows for each product he wanted to feature. They also agreed to furnish the material going into the house at cost. Each week's show carried one long commercial in the middle, selling one particular product, and at the end of the show named all of the participating firms briefly.

Bangor residents were in on the ground



King Paris



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 business man, 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	KDLR Devils Lake, N. D.	KRMC Jamestown, N. D.
KMO Tacoma, Washington	WBLK Clarksburg, W. Va.	WWVA Wheeling, W. Va.
KOA Denver, Colorado	WXYZ Detroit, Mich.	WLOK Lima, Ohio
KROW Oakland, Calif.	WSPD Toledo, Ohio	WHIZ Zanesville, Ohio
KFJZ Fort Worth, Texas	WAGA Atlanta, Ga.	WMMN Fairmont, W. Va.
WEBC Duluth, Minn.	WEMP Milwaukee, Wis.	WLEU Erie, Pennsylvania
WFBR Baltimore, Md.	WCOP Boston, Mass.	KTUL Tulsa, Oklahoma
WFIL Philadelphia, Pa.	WCHS Charleston, W. Va.	WGR Buffalo, N. Y.
WHB Kansas City, Mo.	WPAR Parkersburg, W. Va.	KTSW Emporia, Kansas
WHK — WCLE Cleveland, Ohio	WSAZ Huntington, W. Va.	KOMA Oklahoma City, Okla.
WHN New York, N. Y.	WOOD-WASH Grand Rapids, Mich.	WBRC Birmingham, Ala.
WIND Chicago, Ill.	KOL Seattle, Washington	WGRC Louisville, Ky.
WLAP Lexington, Ky.	KFJM Grand Forks, N. D.	WORC Worcester, Mass.
WTCN Minneapolis, Minn.	KLPM Minot, N. D.	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



The cast and orchestra that bring Bangor listeners the *Homers at Home*.

floor, for week by week, the program brought the radio audience a blow-by-blow account of the building of the house. Listeners were also invited to visit the scene and watch the actual progress.

Though the house was real, and the scenes in the program were Bangor scenes, the story of the *Homers at Home* was entirely fictional. Like many American families, the Homers were building a new home, and all the complications formed the plot of the drama.

In spite of this, the story never becomes "commercial." The crises the Homers faced were humorous rather than tragic. The characters were Ambrose Homer and his wife; the former, a retired Shakespearian actor, and the latter, a retired trainer of an educated seal. The air at their breakfast table bristled with barbed wisecracks about their artistic careers. There were heroes, heroines, villains—all the typical characters that run rampant through our daytime serials. It was radio drama as the American audience has learned to like it, made surprisingly *real* by the fact that the *house* in the script was actually built.

The show ran 11 weeks, half-hourly. *Proof of its effectiveness:* Last year was the

second year year the idea was carried out, and every *original* sponsor returned for a second time. This year will be the third.

In both years, the homes were sold before the program series was completed. They cost about \$8,000, with the owners saving approximately \$1,000.

Last year's model home was built according to the specifications of the JOHNS-MANVILLE "Triple-Insulate" plans, has forced air heating, fuel oil, fireplace in the basement for a game room, many other outstanding features.

HOW YOU CAN USE A PROGRAM LIKE THIS

With the tremendous appropriation set aside for defense, the resultant higher wages to skilled workers, and the FHA plan, this year should find America going through another of its recurrent building booms. Quick to capitalize on the increased demand will be the busi-
(Continue on next page)



nessmen in the building trades who undertake a radio project as elaborate and spectacular as the *Homers at Home*.

Essential for the program's success is finding a married couple who will buy the home that you and other sponsoring firms will build. In Bangor, the BANGOR LOAN AND BUILDING ASSOCIATION not only furnished a tip on who was about to build a home, but helped sponsor the show as well. The fact that the owner will receive his home at the cost of the building materials makes selling relatively easy.

It is very important that the show receive considerable advance promotion. All of the sponsors' trucks should carry banners, and their show windows should tie in with the promotion. Both newspaper advertisements and spot announcements should be used for at least two weeks before the initial broadcast. An elaborate display should be constructed at the site of the house, calling attention to the radio program.

In order to test mail response, house plans can be offered to those writing in. This giveaway worked very successfully in Bangor.

AIR FAX: The dramatic serial was written and produced by Maurice W. Dolbier, performed by the WABI players.

Broadcast Schedule: Thursday, 7:00-7:30 P.M., for 11 weeks.

Sponsors: (Lumber) William B. Lewis Co.; (Plumbing, Heating, Roofing, Building Materials, Paint, Wallpaper) R. B. Dunning Co.; (Builder) Almon B. Stewart; (Builder's Hardware) Haynes and Chalmers Co.; (Furniture) Bangor Furniture Co.; (Electricity) C. H. Bobb and Co., using Hotpoint electrical appliances; (Modernization Loans) Eastern Trust and Banking Co.; (Home Building Loans) Bangor Loan & Building Association.

SAMPLE SCRIPT AVAILABLE

COMMENT: It takes *daring* to plan a program as elaborate as this; it takes *work* to carry it out; it takes *showmanship* to put it across.

A Ghost of an Idea

may be the beginning of a successful sales campaign. In this issue there is a collection of some of the best tried and tested program promotions being used in the country today. One of them may be adaptable to YOUR business. We will be glad to furnish more detailed information on any of the programs listed.



SHOWMANSHIP IN ACTION

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

Automobiles

SKY REPORTER In the December issue, *Radio Showmanship* reviewed Sky Reporter, p. 153, and sponsor WALTER IRVIN, INC.'s comment, p. 150. Considerable interest has been created by the program, because it is the first regular day in and day out interview program on any transcontinental air line.—Ed.

Just concluded was a letter-writing contest, with listeners asked to write their opinions of the program. Prizes: \$16.50 spotlight, five dollars in cash, TWA Stratoliner ash tray. **Current contest:** "Why I Like the FORD or MERCURY Ride Best." Twelve prizes will be awarded, the first prize, \$35 in trade at any men's or women's store in Amarillo (Tex.).

AIR FAX: Each after-noon at 5:35, *Sky Reporter* Earl R. Strandberg, mike in hand, greets alighting notables. The transcribed program is aired the same evening. Other current contest prizes: \$20.00 in trade at any jewelry store in town, \$15.00 worth of drug store supplies, \$10.00 worth of food, \$5.00 worth of merchandise from store of winner's choice; sixth to twelfth prizes, two and one dollars each.

Prominent past interviewees: James Stewart, Orson Welles, Ray Milland, Mary Pickford, Don Wilson, Rochester, Gene Autry, Richard Arlen, Horace Heidt, Lew Holtz, Henry Armstrong, Caesar Romero.

First Broadcast: November 1, 1939.

Broadcast Schedule: Daily, 8:00-8:15 P.M.

Followed By: News.

Competition: Walter Winchell (NBC); Ford Sunday Hour (CBS).

Sponsor: Walter Irvin, Inc. (Ford, Mercury, Lincoln-Zephyr distributor).

Station: KFDA, Amarillo, Tex.

Power: 250 watts.

Population: 43,132.

Agency: McCann-Erickson.

SAMPLE COMMERCIALS AVAILABLE

COMMENT: Not content to bask in the glory of a successful program idea, alert sponsor WALTER IRVIN, INC. merchandises the *Sky Reporter* to the hilt with his series of contests. In using contests, it is suggested that they be extremely simple so that anyone can enter and have a fairly good chance of winning. It is important that the contest be promoted for at

least two weeks on a daily program. If the program is aired less frequently, the contest should be continued proportionally longer.

Automobiles (Others)

SATURDAY OPEN HOUSE Remember the old time barber shop quartets? One often wonders where they disappeared to. Perhaps the answer will be disclosed in a new radio stunt conducted by the Chicago chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. It's all part of the fun and hilarity in Chicago's multi-sponsored *Saturday Open House*. Each Saturday afternoon, Chicagoans are invited to a two and a quarter hour star-studded variety show. Current high light is the hotly-contested attempt to determine the best barber shop quartet in the area, with different local groups auditioning and appearing weekly.

AIR FAX: Other features of the show include: CBS orchestra and instrumentalists Rhythm Rascals; magiloquent emcee Eddie Dunn, who magically becomes Prof. Anatole Zilch and delivers lectures on musical instruments; Yogi Yorgesson, the "Yenuine Hindu Mystic," tormenting the piano; organist Dave Bacal, songstresses Fran Allison, Dale Evans; WBBM usher-tenor Lloyd Webb.

Broadcast Schedule: Saturday, 1:45-4:00 P.M.

Preceded By: Listening Post (European News).

Followed By: The Story of Constance Worth.

Competition: Sports Edition.

Sponsor: Bird Sykes Motor Co., Chicago (Other: Agfa Anso Division of General Aniline & Film Corp., Binghamton, N. Y.).

Station: WBBM, Chicago, Ill.

Power: 50,000 watts.

Population: 3,384,556 (1940).

Agency: Young & Rubicam, New York, N. Y. (For Agfa Anso).

COMMENT: Saturday afternoon is an ideal "go places and do things" day. Many stations plan elaborate variety programs to lure a large studio audience, have secured surprising results.

Electric Appliances

THE JUNIOR SHOWBOAT When new sponsor ELECTRIC SHOP, INC. recently stepped into the helm of the decade-old WHK *Junior Showboat*, they didn't sit back, wait for the current to carry them to profits. With zealous ambition, they set themselves the task of selling the public on the program via 3,000 letters to civic leaders (chairmen of church radio groups, officers, schools, etc.). *Stress these letters:* the good musical quality of the show, the excellent opportunity it gives for promotion of youthful talent.

AIR FAX: Skipper Duke Lidyard presents Cleveland

amateurs as though they are part of a professional show aboard a river steamer.

Broadcast Schedule: Saturday, 12:30-1:30 P.M.

Preceded By: Army Recruiting Program.

Followed By: Concert Music.

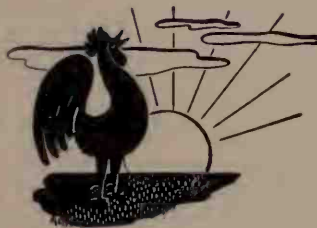
Competition: This Might Be You (MBS); Concert Music (NBC).

Sponsor: Electric Shop, Inc.

Station: WHK, Cleveland, Ohio.

Power: 5,000 watts.

COMMENT: A new sponsor on an old show can take advantage of an established audience, but credit the ELECTRIC SHOP, INC. with going further than this. They went out and, through promotion, added *new* listeners.



Farm Supplies

THE FARMERS' HOUR Last month, DESCHUTES GRAIN & FEED Co. of Redmond (Ore.) rang up a solid year of radio broadcasting, look forward to another. They had established a regular listening audience with daily presentation of the indispensable market reports.

But the sponsor was not satisfied to give the mere necessities. Each Tuesday and Thursday, they converted their program into a local amateur show (and a pulmotor of good will!). *Most important:* Talent is gathered from the various Farm Granges of the county.

AIR FAX: Program opens with lively band music, presents the market reports from the U. S. Agricultural Marketing Service, and the United Press. Remainder of time is devoted to reports from the Oregon Agricultural College on various farm problems.

First Broadcast: January 15, 1940.

Broadcast Schedule: Monday thru Saturday, 12:45.

Preceded By: News.

Sponsor: Deschutes Grain & Feed Co., Redmond, Ore. (Dealers in feeds, grains, farm implements).

Station: KBND, Bend, Ore.

Power: 250 watts.

Population: 8,848.

COMMENT: To the farmer, radio market reports are the highest form of public service. To the sponsor of these reports goes his appreciation. In recent years, stations have either sold out these programs or refused to sell at all. If you have a product that appeals exclusively to farmers and an available market report show in your town, you've got the start of a profit-producing combination.

Finance

LIFE IN THE ARMY Among the first to invade the army for radio material is alert sponsor **FIRST WISCONSIN NATIONAL BANK**. Last month, specially assigned scouts turned up at Camp Beauregard (La.), where Milwaukee and Wisconsin boys are stationed.

Their job is to record on a 15-minute disc, some eight or ten interviews twice weekly with home-town boys, plane them back to Milwaukee for immediate broadcast. To the families are sent advance notices of the time their boys are scheduled to be heard.

Outstanding good will token given by the bank to the boys' parents is the record of their own son's interview.

Program promotion: Three 1x6 newspaper ads in the radio section, publicity stories in newspapers, poster cards in bank lobbies.

AIR FAX: *First Broadcast:* January 23, 1941.

Broadcast Schedule: T-Th., 6:45-7:00 P.M.

Preceded By: Frazier Hunt (CBS).

Followed By: Coffee Time.

Sponsor: First Wisconsin National Bank.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 578,249.

COMMENT: Last month *Radio Showmanship* printed a letter received by them from Edward M. Kirby, newly appointed to the Radio Division of the United States Army. Mr. Kirby states regulations for the local radio sponsor regarding army camp broadcasts. See January issue, *The Readers Write*, p. 38.

Hardware (9 Others)

COOKING SCHOOL AND HOME-MAKER'S QUIZ Duluth (Minn.) housewives gather each Monday night in the commodious ballroom of the Spalding Hotel, where ten businesses jointly sponsor a combined cooking school and quiz. Alternated during the course of the program are demonstrations by prominent Northwest food authority Sally Sandison and a "Dr. I. Q." type quiz. Two roving microphones zigzag throughout the audience, followed by a table filled to the brim with merchandise prizes contributed by the sponsors.

Program pulls some 400 housewives weekly, satisfied all 10 sponsors completely after a four-program test run. To plug the program, placards are placed in some 120 Duluth-Superior busses.

AIR FAX: Quiz questions concern cooking, etiquette, home economics, home problems, women, etc. They are solicited from the radio audience. Demonstrator Sandison opens the program with 15 or 20 minutes



Zigzagging through the audience, two announcers ask "easy as pie" food questions as part of the *Home-maker's Quiz*. Winners get a table-full of prizes. The program is jointly sponsored by 10 businesses ranging from a hardware store to a butter manufacturer. It is staged weekly in the Spalding Hotel ballroom in Duluth, Minn.

of school; 10 or 15 minutes follow of the first portion of the quiz. Same cycle repeated completes the hour show. The Kitchenaires, musical quartet, entertain. Assistant Chef Milo, comedy relief of the program, gets his fingers into every culinary and quiz pie.

First Broadcast: December 16, 1940.

Broadcast Schedule: Monday, 7:00-8:00 P.M.

Preceded By: Musical.

Competition: Telephone Hour (NBC).

Sponsor: Daugherty Hardware Co. (Others: Minn. Assn. of Butte Manufacturers, Duluth Glass Block Store, Duluth Universal Milling, Piggly Wiggly Storet, Peerless Laundry, Klearflax Rug Co., Northern Fruit Jobbers, Andresen-Ryan Coffee Co., Twin Ports Co-op. Dairy.)

Station: WDSM, Superior, Wis.

Power: 250 watts.

Population: Superior, 36,113; Duluth, 101,463.

COMMENT: Orchids to the cooperative program with a genuine entertainment value! One of radio's big problems is to sell for a large group of sponsors on one program, at same time meet public standards of entertainment. Length of this cooking school-quiz feature (one hour) lessens the strain of squeezing commercials too closely together. Important added feature: Sponsors, using their products as quiz prizes, provide motivation for much commercial ad libbing.

Jewelry

SKULLCRACKERS Quiz-king in northern California for the past four years is Oakland's **KAY JEWELRY Co.**, who takes 30 explosive minutes weekly on **KROW** to broadcast *Skullcrackers*. *Formula*: Eminent emcee Scott Weakley pits two local organizations against each other. Winning team appears on subsequent programs until eliminated by another higher scoring organization. On each program, to the two highest *personal* scorers, irrespective of side, go sponsor merchandise awards.



Much of the credit for the success of *Skullcrackers* is due to off-the-air sessions of the show, staged before nearly 100 schools, fraternal organizations, churches, and civic groups. Rough estimate of total off-the-air audience is 25,000.

Audiences range from 50 to 8,000 at one time. (The largest group gathered at a special show in the Oakland Auditorium during Fire Prevention Week, held under the auspices of the Junior Chamber of Commerce of Oakland.)

During **KAY**'s twenty-sixth anniversary sale last September and October, almost the sole sale plugs were via this program. Customer crowds and resultant success of the sale testified to the program's pulling power. From time to time the program is aired from local theaters, auditorium to satisfy capacity audiences.

AIR FAX: Competing teams of four have been selected from business, industrial, fraternal, military, social, racial, and religious groups. Approximately 50% of the teams last for only one program; 35% stick for two or three weeks; 10% go five weeks; a bulldog tenacious 5% hang up records from seven to twenty weeks before tasting defeat.

The title theme, *Skullcrackers*, is carried out throughout the program: Contestants (figuratively) "get their skulls cracked" whenever they flunk a question. Prosecutor Weakley employs a real skull and an intricately arranged sound effects device, which produces a hollow, cracking sound when he wields his mallet.

To judge impartially the allotted time to answer questions, an automatic electric timing unit is employed.

Broadcast Schedule: Thursday, 9:00-9:30 P.M.

Preceded By: Concert Hall.

Followed By: Hockey.

Sponsor: Kay Jewelry Co.

Station: KROW, Oakland, Calif.

Power: 1,000 watts.

Population: 284,063.

COMMENT: Some quiz programs flourish and others fade in almost every U. S. radio town. Always sure interest-arousers are extra-promotions, such as *Skullcrackers'* good will off-the-air performances.

Men's Wear

MORN PATROL Last April, Cincinnati's go-getter **BOND CLOTHES STORE**, regular 15-minute time buyer on **WCKY's Morn Patrol**, moved into the Hotel Gibson roof garden to stage the "Bond Clothes Sports Parade," a double feature bill of sports bigwigs and spring styles for high school and college boys. *Morn Patrol* daily announcements for one week (*the show's sole publicity!*) invited students to get their tickets at **BOND's**.

Pandemonium followed, as 1,800 students (prospective buyers of commencement clothing) sardined into **BOND's** for tickets, met a store-full of suit and accessory displays!

That was the prelude! The actual party was a dizzying mixture of an All-American football player, American airlines pilot, "no-hit" pitching star, and a men's style show featuring clothes from **BOND's**.

AIR FAX: *Morn Patrol* originator Al Bland authors all the comedy patter, chameleonizes himself into a blackface character, "Mose." He is aided by straight man Bernie Johnson. Blow ups of Bland, Johnson, and "Mose" are featured in **BOND** display windows.

Last summer "Mose" penned a daily "baseball pome," copies of which were sent to fans requesting them. Response ran into thousands. At season's end, Bland printed in book form the "pomes," offered them over the air at cost, 35 cents. Within a week, the entire printing of 5,000 had disappeared, sent out by mail or called for at the **BOND** store.

First Broadcast: January 26, 1937.

Broadcast Schedule: Monday thru Saturday, 7:00-8:00 A.M. (Bond time: 7:45-8:00 A.M.).

Preceded By: Hot Coffee.

Followed By: News of Europe (CBS).

Competition: Sun-Up Salute, Schoolbus Special.

Sponsor: Bond Stores, Inc.

Station: WCKY, Cincinnati, Ohio.

Power: 50,000 watts.

Population: 451,160.



COMMENT: There are two ways to use radio to *push* a special seasonal promotion. **BOND's** used it the right way. Instead of plunging into radio spasmodically to promote commencement clothing and other seasonal sales, **BOND's** spent their dollars evenly on a year-round program. When the extra-special occasion arose, they used their regular program to pull in extra business.

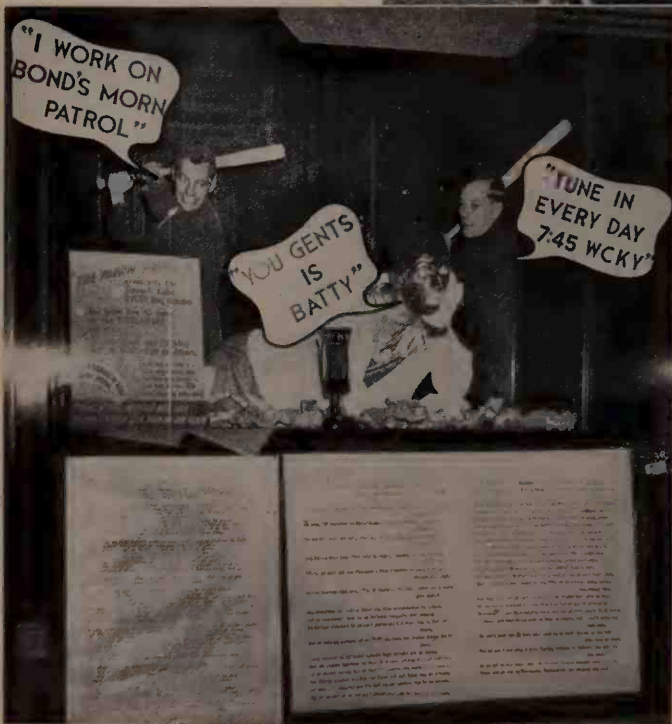
So many men's wear merchants are flabbergasted when radio salesmen attempt to sell time during dull February or mid-summer. But the cumulative value of a consistent year-round campaign pays out dividends when the "chips are down."



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.

At the blow-by-blow description of a special holiday boxing bout, prominent sportscaster John Dillon announced over station WFAS (White Plains, N. Y.) the Cyclone Auto Supply Stores' unusual offer to buy auto owners' licenses for them on non-profit, installment plan. For complete review, see *Showmanship in Action*, January issue, p. 27.



Typical BOND STORE display window includes blow-ups of Bernie Johnson, Al Bland, and "Mose", sponsors-pitchers on Cincinnati's WCKY *Morn Patrol*. For complete review of *Morn Patrol* and BOND'S successful spring promotion, see *Showmanship in Action*, p. 67.



Stepping into its fourth year on KROW, (Oakland, Calif.) is *Skullcrackers*. Sanguine skull is "Homer", who each week grins toothily at contestants, but actually, wrong answers receive a sharp stroke on an Oriental temple block, seen in the extreme left of the picture, which makes a bopping sound like a knock on the noggin. For complete review of *Skullcrackers*, see *Showmanship in Action*, p. 67.

Once each year, sponsor GUNTHER BREWING CO. hires a mammoth auditorium to clear up back requests for tickets for *Quiz of Two Cities* broadcasts, heard weekly on Baltimore's (Md.) WFBR and Washington's (D. C.) WMAL. Henry Hickman quizzes the Baltimore contestants.



KVEC (San Luis Obispo, Calif.) staff featherbrains act natural on daily, half-hour-long *Boarding House*, sponsored jointly by seven sponsors. For complete review of *Boarding House*, see *Proof O' The Pudding*, p. 73.

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.

Amusements

STRICTLY SWING CLUB "Last year, LAKE COMPOUNCE used WDRC exclusively on a four-time a week program basis of 10 minutes duration, sponsoring Gil Bayek's *Strictly Swing* show.

"The decision was more than justified by an increase in business of about 25%. Gil Bayek has over 10,000 members in his *Strictly Swing Club*, and these loyal 'swing fans' are boosters of LAKE COMPOUNCE by their actual attendance at Connecticut's outstanding playground.

"People attending the dance at LAKE COMPOUNCE have told me they came from Mystic, Norwich, New London and East Hampton, Conn.; Holyoke, Springfield, and Worcester, Mass. etc. 80 to 100 miles is not uncommon for several groups to come, and they all get their feature attractions for the coming week by listening to Gil Bayek's *Strictly Swing* program.

"Naturally, we're more than pleased with our results!"

Julian Norton
Advertising Manager
Lake Compounce
Bristol, Conn.

AIR FAX: Prior to the time LAKE COMPOUNCE (featuring name bands) sponsored *Strictly Swing*, they had limited their radio advertising to spots. Organization of the club last year brought LAKE COMPOUNCE the best business in its 40 years' history. Band leader, trumpet player, WDRC announcer Gil Bayek leads this ad lib-recordings program.

To each member of *Strictly Swing Club* is sent a membership card. *Special attraction:* Reduced rate to club members to hear name bands at Lake Compounce.

Sponsor: Lake Compounce, Bristol, Conn.

Station: WDRC, Hartford, Conn.

Power: 5,000 watts.

Population: 221,940.

COMMENT: Exceptionally well-adapted to dance resorts is the radio swing club. The

program itself need not be expensive, for sponsor can find no more appealing entertainment for his audience than musical recording. With a popular announcer and special concessions to members, the club and sponsor should go to town.

Department Stores

MICKEY MOUSE CLUB "This program has been an outstanding success ever since its start in 1933. It is handled through the local radio station, WAPO, and our tie-up is entirely through spot announcements, of which there are four or five during the half hour. Children up to 10 years of age are invited to take part on the program, and it is strictly amateur, with no rehearsed performance.

"The program has been instrumental, we are sure, in building up our children's department, and the children and their parents still continue to show a great deal of interest in it."

Mrs. M. P. Barry
Publicity Director
Loveman's, Inc.
Chattanooga, Tenn.

AIR FAX: With the accent on youth, the show invites local, jubilant juveniles to perform, sets their age limit at 10 years. 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.

First Broadcast:
January 8, 1938.

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

Sponsor: Loveman's, Inc.

Station: WAPO, Chattanooga, Tenn.

Power: 1,000 watts.

Population: 119,798.

COMMENT: For another review of *Mickey Mouse Club*, see January issue, p. 32.



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).
Bakeries—Musical Arithmetic (see p. 72).
Beverages—Gaslights and Bustles (see Oct. issue, pp. 73, 74).
Building Materials—Homers at Home (see p. 58).
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).
Garages (Others)—Boarding House (see p. 73).
Gasoline—Home Town Editor (see Oct. issue, pp. 73, 74).
Gasoline—PDQ Quiz Court (see Dec. issue, p. 134).
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 Jan. issue, 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).
Laundries—Rock-a-bye Lady (see p. 47).
Men's Wear—Juster's Styles for Men (see Sept. issue, p. 8).
Music Stores—Meet the Team (see Dec. issue, p. 151).
Optometry—Good Morning, Neighbors (see Jan. issue, p. 35).
Women's Wear—Melodies and Fashions (see Nov. issue, p. 112).

SAMPLE TRANSCRIPTIONS

- Adventures in Christmastree Grove* (see Nov. issue, p. 98).
Betty and Bob (see Oct. issue, p. 53).
The Enemy Within (see Jan. issue, p. 18).
Pinocchio (see Sept. issue, p. 11).
Secret Agent K-7 (see Sept. issue, p. 35).
Stella Unger (see p. 56).



PROOF O' THE PUDDING

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

Automobiles

SAY IT FOR CASH April last, Philadelphia DODGE and PLYMOUTH dealers, HEINEL MOTORS, jolted public attention with *Say It For Cash*, soon found other forms of advertising unnecessary. To local quiz fanciers, the show means a cumulative, unlimited, cash award; to sponsor, a cumulative, unlimited listening audience.

Method: Each day at program's start, emcee Doug Arthur announces a "money sentence." Then, during the program, Arthur calls Philadelphians at large. First person called who can repeat the "money sentence" gets the five-dollar award. If no one can cite the sentence, sum is pyramided onto following day's sum, etc., ad infinitum.

Show furnishes own check of effectiveness. As more and more people become avid *Say It For Cash* listeners, the sum has less and less chance of attaining huge proportions. Highest amount ever reached: \$225 at the start. Only once since has it hit above the hundred-mark.

AIR FAX: Following the trend to more radio informality, emcee Arthur ad libs even the commercials, tying them in with the phone calls, money, general program patter. Recorded music is gap filler.

First Broadcast: April, 1940.

Broadcast Schedule: Monday thru Saturday, 5:15-5:45 P.M.

Preceded By: Sports Cast.

Competition: Superman; Concert Ensemble.

Sponsor: Heinel Motors (Dodge, Plymouth dealers).

Station: WIBG, Glenside, Pa.

Power: 1,000 watts.

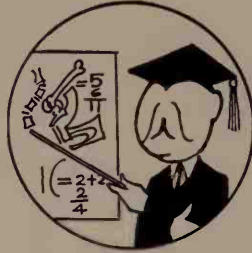
Population: Suburb of Philadelphia—1,935,086 (1940).

COMMENT: Even some of the best programs start out slowly. Sponsor HEINEL MOTORS didn't frighten easily even when his half-hour program had been on the air 51 times without hitting a winner! He kept on battering at Philadelphia radios, adding more and more dollar prizes each week, until people sat up and listened.

Bakeries

MUSICAL ARITHMETIC Soon after sponsor BART'S BAKERY dressed arithmetic into an enticing game, put it on the air, WSAV telephones began to ring. All the participants had to do to win baskets of groceries was to phone the radio station immediately with the answers to simple arithmetic problems.

Calls so taxed Savannah telephone facilities that the phone company required installation of additional telephones. Even the men (in mid-morning!) liked this simple way to win groceries! Sponsor and station soon had to make the request: For women only!



AIR FAX: A hark back to school days is this thrice-weekly air arithmetic class, where the emcee asks simple problems, and the "students" phone the correct solution. You can't eat a good report card, so the first two to phone the right answers are rewarded with baskets of groceries from any grocer they may choose.

First Broadcast: June 24, 1940.

Broadcast Schedule: M-W-F, (mid-morning).

Preceded By: The Gospel Singer (NBC).

Followed By: Hank Lawson (NBC).

Competition: Secret Diary.

Sponsor: Bart's Bakery (bread and cakes).

Station: WSAV, Savannah, Ga.

Power: 250 watts.

Population: 85,024.

SAMPLE SCRIPT AVAILABLE

COMMENT: Important merchandising stunt: Giving away baskets of groceries instead of cash; this makes new grocery friends for BART'S, since the winners can choose any grocery they wish.

Beverages

AUDITIONS ON THE AIR Back in December, 1937, salesmen for sponsor CURRAN & JOYCE scurried about their sales area distributing quarter-sheets. They told of a new, half-hour show designed to aid Lawrence (Mass.) artists find a place for their talents. Over the air, too, went the glad news that all amateurs past the 16-year mark were invited to participate.

The winner was to be determined by letters and post cards sent to the station. Following the first broadcast came the mail deluge that has never ceased, averaging some 2,000 letters weekly.

Special opportunity to trumpet his talent

goes to the people's weekly choice: He is sole entertainer on a 15-minute sustaining show at a future date; at which time, prospective advertisers are advised to keep tuned. In this way, several commercial shows have been built up and found sponsors.

AIR FAX: With its doors thrown wide open, the program differs from purely musical amateur shows in that comedians, dramatists, announcers share equal rights.

First Broadcast: December 26, 1940.

Broadcast Schedule: Sunday, 3:00-3:30 P.M.

Preceded By: Have You Got It?

Followed By: News.

Competition: New York Philharmonic Symphony (CBS); NBC String Symphony.

Sponsor: Curran & Joyce (makers of ginger ale, soda water).

Station: WLAW, Lawrence, Mass.

Power: 1,000 watts.

Population: 85,068.

COMMENT: Good will shows allow unlimited opportunity for promotions. CURRAN & JOYCE call attention to their program by distributing hand bills, other effective publicity.

Department Stores

SOCIAL EDITOR With an idea stemming from the popular women's newspaper section, the society page, sponsor G. A. DUCKER Co. DEPARTMENT STORE fashioned a radio program to appeal to women. Full time job is capable Gladys Arbeiter Erickson's, who amasses, writes, and airs daily a Joliet (Ill.) society column.

Since its debut back in March, 1939, social editor Erickson has consistently built program's popularity; at present, social items pour in daily, with more information than air time available. The program has run continuously without a stop six days a week for two years!

Audience builder-uppers: Mail pieces inserted in monthly billing, program-reminder spot in regular newspaper ads. During special sales, various leased departments within the store buy a portion of the program from DUCKER'S.

AIR FAX: *First Broadcast:* March, 1939.

Broadcast Schedule: Monday thru Saturday, 11:15-11:30 A.M.

Sponsor: G. A. Ducker Co.

Station: WCLS, Joliet, Ill.

Power: 250 watts.

Population: 42,993.

COMMENT: A recent study of the department store's use of radio called attention to the importance of centralizing all radio work on one person. *Practical proof:* G. A. DUCKER'S Miss Gladys Arbeiter Erickson.

Electric Appliances (Others)

MAN ON THE STREET Here's an interview program with a past! During the first year, the sole sponsor was GENERAL BAKING Co. for their BOND BREAD. Today, various sponsors have reserved the program for specific days in the week. *Monday and Wednesday:* KEMPFF BROTHERS (electrical appliances, radios, pianos). Sponsors of the program for two years, KEMPFF put the show to a store check, found that three out of four customers had heard the program, many made purchases because of it.

Tuesday: HARRY HEIMAN, INC. (Chrysler-Plymouth dealer). Also with the program for two years, sponsor HEIMAN states that radio has accounted for more new and used cars sold than any other medium he has used.

Thursday: SEARS, ROEBUCK & Co. On the show for the past 18 months, this famous mail order department store renews regularly.

Friday: PERSONAL FINANCE. After eight months experience, this organization concludes following an extensive check-up that the program has netted better response than all other advertising media.

Saturday: ALLEN, SCHMIDT AND PRINGLE (men's clothiers). They state that the cumulative programs made many people in Utica and surrounding territory "conscious of the store and its lay-away plan."

Record: Since show's inception, it has run steadily, fully sponsored; renewal contracts have already been booked till next summer. Weekly barrage of letters with prospective prize-winning questions: 350.

Recently sent out were WIBX questionnaires to various Utica business places. Customers were to check most popular WIBX program. Twenty per cent of the 2,000 filled-in forms voted for *Man on the Street*. Runner up was *news*, with a six per cent vote.

AIR FAX: Friendly emcee Elliott Stewart conducts interviews in down-to-earth manner, avoids all controversial issues. *Novel twist:* Interviewee always has the last word; he asks emcee Stewart a question! Program boasts of at least one interviewee from every city, town, hamlet in WIBX listening area. To everyone on the program goes a pair of theater tickets.

First Broadcast: October, 1937.

Broadcast Schedule: Monday thru Saturday, 12:45-1:00 P.M.

Preceded By: News.

Followed By: Words and Music.

Sponsor: Kempf Brothers. (Others: Harry Heiman, Inc.; Sears, Roebuck & Co.; Personal Finance; Allen, Schmidt & Pringle.)

Station: WIBX, Utica, N. Y.

Power: 250 watts.

Population: 101,740.

COMMENT: Certainly this story is a tribute to man-on-the-street broadcasts. Five different business fields, yet all have found success in a single program idea!

Garages (Others)

BOARDING HOUSE Strictly as a routine matter, a script is written daily for this half-hour babble-bedlam. Even its seven participating sponsors are warned in advance to expect anything. *Flabbergast fact:* The sponsors are satisfied!



Cast lineup is comprised of five staff featherbrains who carp about the boarding house food, change themselves readily into hillbillies, Negroes, billy goats, etc.

Membership cards in the *Boarding House Club* are sent to all those requesting them.

Each card carries a special serial number. On Friday, one of the sponsors gives away a merchandise certificate worth five dollars in radios, service, jewelry, etc. Only members of the *Boarding House* are eligible for prizes.

First week's requests scaled to 500; some thousand-"odd" members now swell the roll call.

AIR FAX: Names of new members and birthday celebrants are announced on each program.

First Broadcast: September 30, 1940.

Broadcast Schedule: Monday thru Friday, 5:00-5:30 P.M.

Sponsor: Lucky's Service Center (Others: H. C. Corey Jewelry, Badgeley's Tour City Gasoline, Valley Electric Co., Del Sight's Radio Sales & Service, Strong's Cleaning Works, Eagle Cafe, Montgomery Ward).

Station: KVEC, San Luis Obispo, Calif.

Power: 250 watts.

Population: 8,276.

SAMPLE SCRIPT AVAILABLE

COMMENT: Providing the cast knows what it's up to, "corn" programs can win wide popularity. Often the biggest difficulty in the success of a program that follows this pattern is that the sponsor himself doesn't like it. Strangely enough, surveys have proved that there are millions who do.

Insurance

BLACK AND WHITE REFLECTIONS Favorite son of Palestine, Texas, is dynamic local notable Leland Adams. Agent for AMICABLE LIFE INSURANCE Co. in adjoining Waco (Texas), a prominent worker in

Palestine's Junior Chamber of Commerce and other civic organizations, Adams stacks a record of 10 years on the air for his employer.

In 1930, he sat down at the piano, read, transposed, and faked a 15-minute musical interlude. Almost continuously during the last decade, he has continued his distinctive musicales.

AIR FAX: Program is a blend of new and old tunes.
Broadcast Schedule: Monday thru Saturday, 9:15-9:30 A.M.
Preceded By: First Baptist Church.
Sponsor: Amicable Life Insurance Co., Waco, Tex.
Station: KNET, Palestine, Tex.
Power: 250 watts.
Population: 11,445.

COMMENT: There are arguments pro and con regarding the use of a popular employee as an air entertainer. This much can be said: Certainly, the fact that he works for the sponsoring company should be no bar. It ties the program closer to the sponsor. The deciding factor, however, is the employee's ability to entertain. If he does have popular appeal, then by all means use him.

Ice

JAKE'S CHATTERBOX In mid-1939, famous soap manufacturers PROCTOR & GAMBLE bought a five-minute package on Danville's (Ill.) station WDAN, converted the



Francis "Jake" Higgins

citizenry into news-hawks trumpeting their own affairs, paid a brand new dollar bill (Oxy-dollar) for the best local news story of the week.

Ready successor to P & G was local BEARD ICE CO., dealing in air conditioned ice refrigerators. **Results:** 60 to 70 weekly mail pieces. **More results:** Directly attributed to the program is the sale last August, during a seven-day hot weather spell, of *seven dozen* home ice cream freezers, ranging in price from \$3.60 to \$9.60 per unit.

AIR FAX: Slender, fortyish Francis "Jake" Higgins rapid-fires the news in a friendly, down-to-earth, mid-western manner. The week's best story may deal in marriages, births, birthdays, parties, anniversaries, new pets, lost pets, lost clothing, etc. Prize is awarded every Friday morning. For the daily programs, Higgins combs marriage license applications, birth and hospital announcements, fire and police calls

from the local departments.

First Broadcast: June 18, 1939.

Broadcast Schedule: Monday thru Friday, 9:00-9:05 A.M.

Sponsor: Beard Ice Co.

Station: WDAN, Danville, Ill.

Power: 250 watts.

Population: 36,765.

COMMENT: In these days of hysterical headlines, program-seeking sponsors are apt to overlook the fundamental fact that many folks are still interested in home town news.

Groceries

WHAT'S NEW? And everywhere that Nancy goes, "Tyro" is sure to go. For eight (8) years, charming, cosmopolitan Nancy Gray has been ambassador-at-large for Milwaukee women. She has visited in Europe, Bermuda, various Caribbean ports, New York, Hollywood, Denver, Phoenix—and with her at all times has gone "Tyro," her pet recording machine. "Tyro" enables her to get "on the spot" color stories and interviews with prominent personalities. The wax disks are air mailed back to Milwaukee for immediate re-broadcast.

In between trips, Mrs. Gray has found time for interviews with Milwaukee visitors Eleanor Roosevelt, Schiaparelli, Frances Perkins, Schumann-Heink, Walter Hampden. She gives her listeners style information, but it is no secondhand material culled from print; it comes directly from interviews with such prominent authorities as Adrian, Helena Rubenstein, Lucien Lelong.

AIR FAX: Besides her interviews, Mrs. Gray brings her listeners a dash of culture with principal emphasis on the arts of self-improvement.

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

Preceded By: Arnold Grimm's Daughter (NBC dramatic serial).

Followed By: Toby & Susie.

Competition: Your Treat.

Sponsor: Hormel food products. (Others: Reid-Murdoch, Calavo Growers, Lehn & Fink, Maytag washers, Smartwear-Emma Lange, etc.)

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 578,249.

COMMENT: *What's New?* is not to be confused with the usual type of woman's program that is comprised of a few style hints and a handful of recipes. Firstly, Mrs. Gray gives her audience the vicarious thrill of sharing her travels and experiences. Secondly, she gives them information that has the prestige of actually being voiced by authorities on the subject. *Cleverest promotion stunt:* The personalization of "Tyro," the recording machine. It has resulted in newspaper pictures, stories, other invaluable publicity.



SPECIAL PROMOTION

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

Sustaining

WHO GOLDEN GLOVES TOURNAMENT

In 1938, radio edged into another newspaper activity and emerged a titan. When Des Moines station WHO slapped precedent, announced sponsorship of an officially sanctioned Golden Gloves (amateur boxing) Tournament, experts pooh-poohed radio's pulling power in a heretofore exclusive newspaper sphere.

But the smile froze on their faces, for the WHO tournaments clicked significantly before the first blow. Each year's meet has burgeoned forth with swelling attendance. Entry blank requests for the 1940 tournament totaled 1,000. And more than 200 Iowan youths, thumped and pumped by attending physicians, were certified to enter the tournament.

During three nights of preliminaries, mitts flew assiduously and simultaneously in three rings. Spectators won a battle with a 15 below zero temperature, and poured by thousands into Des Moines Coliseum. On February 12, big night of semifinals and finals, 6,500 eager, cheering spectators hugged the walls of the building. Hundreds of fans, unable to purchase tickets at the last minute, hustled home, pressed their ears to the radio. *It was a complete sellout!*

WHO sports editor Bill Brown directs the tournament; program director Harold Fairwields production, acts as clerk of the tournament, is directly responsible for activities of a working crew of 52 men plus an aggregate of 39 doctors, judges, referees, and timers. House staff, comprising doormen, ushers, police officers, stage hands, box office crew, totals 76 workers.

Des Moines swells its chest with civic pride over the Golden Gloves. As practical testimony of its recognition of the tournament's worth, the Chamber of Commerce volunteered cooperation through its Special Events Committee. *Results:* Streetcars displayed without charge a series of outside cards exploiting the tournament; Retail Merchants Bureau ordered two large display advertisements

in local newspapers over the signature of the "Des Moines Hospitality Club;" a leading department store inserted 10,000 tournament pieces in their deliveries; four banks used similar inserts in outgoing mail; leading hotels, at their own expense, printed cardboard easels for their dining room tables, and on tournament days put cards in mail boxes of all hotel rooms; a large restaurant chain rubber-stamped all menus a week prior to and during the tournament; even the newspapers cooperated with publicity.

What about the profits? In other towns, Golden Glove Tournament sponsors turn the profits over to specified charities. WHO turns the profits back to young American manhood. Gymnasium equipment has been supplied to community centers, gymnasiums, settlement houses, even the Junior Chamber of Commerce gymnasiums in Winterset, Iowa.

Practical, dubious businessmen shake their heads: What's there in it for the promoter? Neither Central Broadcasting Co., owner and operator of station WHO, nor WHO Radio Enterprises, Inc., which operates the Golden Gloves, has ever taken a penny of profit from Golden Gloves tournaments.

True, undeniable is WHO's glow of satisfaction in helping maintain supervised gymnasiums for sturdy young fellows who cannot pay for such facilities.

But more practical satisfaction is the boost it gives WHO as a sports station. As a result of the tournament, fans look to Bill Brown and company for news, reviews of all sports; sponsors do, too!

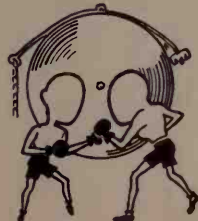
AIR FAX: *First Broadcast:* 1938.

Station: WHO, Des Moines, Ia.

Power: 50,000 watts.

Population: 142,559.

COMMENT: Radio proves once again that it can hold its own in the face of any competition.





JOHNNY ON THE SPOT

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

Last month's *Hint to Spot Buyers* suggested that when you buy spot announcements, start with a quantity smaller than you had originally planned, then *add* announcements whether or not your original purchase showed results. 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.

It's a method of experimentation, and it works! DAVIS CLEANERS in Columbia, Mo. started a small campaign on KFRU, three announcements daily. They soon found it profitable to add another spot daily, then four more. Today, they are using ten spots every day.

Most important, business has speeded up considerably. The company now needs a new, larger plant; the old one, which was recently remodeled, has already been found inadequate to handle the increased volume.

Giving radio complete credit for this business rise, DAVIS CLEANERS are now using radio in other cities where they have cleaning plants.

ABOUT DR. KENAGA

The amazing story of an announcement changed only seven times in seven years!

WHEN baseball fans in Toledo are annoyed by an umpire's decision, they don't cry out: "Get glasses!" Their admonition is, "See Doctor Kenaga!"

Dr. Kenaga, optometrist, opened his business in Toledo in 1932. During the first week, 20 patrons visited his shop. Today, an average of 100 to 150 people are fitted each week. Dr. Kenaga attributes this remarkable increase entirely to a spot announcement campaign over radio station WSPD in Toledo.

The most remarkable fact about Dr. Kenaga's amazing radio story is this: In his seven years of radio advertising, his original copy (which now runs 1,820 times a year) has been changed only seven times (and those were annual changes of a single word).

Here's the magic spot announcement that has brought fortune and no little fame to this radio advertiser:

"Dr. Kenaga, at 623 Adams Street, near Erie, is offering genuine Kryptock, invisible bifocal glasses for reading and distant vision for only \$3.50. Examination free whether you buy glasses or not. These Kryptock bifocals are the well-known Kenaga quality and are the deep-curve, spherical, first-division convex type. They are complete with standard size frames, fitted to your satisfaction or your money refunded. 90 days' trial. Dr. Kenaga is a graduate optometrist with 28 (the one word that's changed each year) years' practical experience in the examination of eyes and fitting of glasses. The address: 623 Adams Street, 2 doors off Erie."

This commercial may sound a bit technical for listener consumption, but you'll find hundreds of citizens of Toledo and Northwestern Ohio who can recite that message from memory. WSPD announcers could, if necessity demanded it, broadcast Dr. Kenaga's announcement without copy.

In 1932 and 1933 Dr. Kenaga's records show he advertised in two newspapers. His calls per week during that period averaged from 20 to 40. That year a chap named Jay Kelchner (now manager of WMMN, Fairmont, W. Va.) sold Dr. Kenaga on the idea of using radio.

A campaign was started calling for two announcements a day. Dr. Kenaga's business began growing. His calls increased to an average of 70 a week. The next year he dropped all other media, boosted his budget for radio. His calls per week climbed to 100. He is now and has been for three years averaging between 100 and 150 examinations a week. Over 90 per cent of those examinations result in sales.

When he launched his business, Dr. Kenaga fitted glasses by day and ground lenses by night. Now he employs a staff of five, operates the only complete retail surfacing and edging shop in his section of the country. Kenaga glasses are worn from coast to coast.

The Kenaga commercial has been burlesqued by the Junior Bar Association in its



Consistent in both business and pleasure, Dr. Kenaga's favorite pastime is boating. He owns a beautiful, 29-foot cruiser, which he operates on Lake Erie and the Maumee River. Aptly enough, the craft is named, "Miss Kryptock," after the glasses he has made famous.

annual gridiron dinner; it has been thundered in unison by Toledo sports fans in baseball and football stadiums; it has been the subject of all sorts of conversations remotely related to vision.

But each year, it goes merrily on its way. In 1941, it will be heard at least 1,820 times, and the only change in its text will be "29" to replace "28," indicating an additional year of experience for Dr. Kenaga.

INTRODUCING

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

Beans . . . Rocky Mountain Bean Dealers Assn., Station KOA, Denver.

Eggs . . . Washington Cooperative Egg and Poultry Association, Seattle, participations twice weekly on *Home Forum* (26). Station KGO, San Francisco.

Hotel . . . Adams Hotel. Station KOY, Phoenix, Ariz.

Ice Show . . . Center Theatre, Station WHN, New York.

Inhaler . . . E. Fougères & Co., New York, 39 announcements for Vapex Inhaler. Three times weekly. Station KGO, San Francisco.

Movies . . . Roxy Theatre for *Tin Pan Alley*, 13 announcements. Station WHN, New York.

Newspapers . . . PM, four days of spot announcements (27). Station WHN, New York.

Playing Cards . . . United States Playing Card Co., one-minute transcriptions (76). Station KFI, Los Angeles.

Restaurants . . . Gene's Restaurant, six spot announcements weekly. Station WIND, Chicago.

Starch . . . Faultless Starch Co., Kansas City, daily transcribed announcements. Station KOA, Denver.

HINTS TO SPOT BUYERS

Certain radio programs capture the attention of certain radio listeners, others leave the same listeners cold.

Be sure that when you buy announcements, you select your spots in between programs that reach the listeners you want to reach.

NEXT MONTH

Starting next month, this column will carry a detailed check of the very best radio spot announcement campaigns. It will give a complete break-down of these spots by length, by method (live and transcribed), and by commercial appeal (men, women, or children). The survey results should furnish careful time buyers with a good yardstick to measure spot effectiveness.

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.

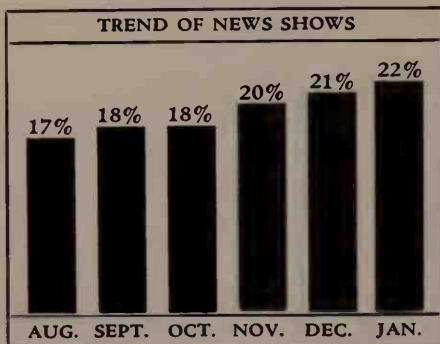
PROGRAM RATINGS, JANUARY, 1941

Type	Rating	Last Month	Change
MUSIC	35%	36%	-1%
NEWS	22%	21%	+1%
TALKS & INTERVIEWS	15%	14%	+1%
QUIZ	10%	10%
SPORTS	6%	7%	-1%
DRAMA	6%	6%
COMEDY	6%	6%



GROUPS	Men	Women	Children
Music	29%	38%	41%
News	26%	21%	9%
Talks & Interviews	12%	19%	14%
Quiz	10%	11%	9%
Drama	5%	4%	16%
Sports	13%	2%	3%
Comedy	5%	5%	8%

SIX MONTHS REVIEW



TRENDS of program patterns move slowly, and in six months, changes that may have permanent significance are hardly discernible. *News* has been the one exception. From

month to month, as these surveys proceeded, the rating of *news* shows has constantly advanced.

This rise has been at the expense of *dramas, talks and interviews, sports, and quiz* programs, all of which showed very slight declines during the six months period.

Most interesting of all trends to follow is *music*. With BMI and ASCAP still at swords points (as we go to press), the effect on locally-sponsored radio is worth watching. As yet, no important conclusions can be reached. The rating for music programs today (35%) is exactly the same as it was six months ago.

Comedy is another program pattern that has shown a rise in the past half year, but not as much as had been anticipated. This may be due more to a dearth in good comedy ideas than anything else.

LOOKING AHEAD

News should continue its steady rise in the next six months. *Talks and interview* programs (especially those with a military twist) should jump in importance, and the rise will not be due to any battle between musical organizations.

THE FIRST WISCONSIN NATIONAL BANK of Milwaukee is among the first to use interview programs in army training camps. (For further details read the complete story on page 66.)

EXPLANATIONS

The programs used in this survey are sponsored by local businessmen only. For that reason, relative costs of the different types of program patterns play an important part in the net results. For example, *drama* which is undoubtedly recognized as one of the most important phases of network entertainment—and, at the same time, one of the most expensive, has a comparatively low ranking among locally sponsored shows.

It may be possible to classify your customers into age or sex groups. In that case, the ratings by groups (see above) will then be of special interest.



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RADIO SHOWMANSHIP SURVEY OF BUSINESS

In cooperation with THE NATIONAL FURNITURE REVIEW, the editors of SHOWMANSHIP are conducting a survey that will give you the answer to selling furniture through radio; its use, its power, its place in furniture advertising! Watch for it in a coming issue of RADIO SHOWMANSHIP MAGAZINE.

In other issues, RADIO SHOWMANSHIP will give you similar reports on the men's wear business, the restaurant field, department stores, groceries, auto selling, bakeries, finance.



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HOWMANSHIP. In it are articles concerning, and detailed descriptions of 34 radio programs as used in 29 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.