

# S Showmanship



MAY 1942

25c  
30c IN CANADA

(Handwritten initials)

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

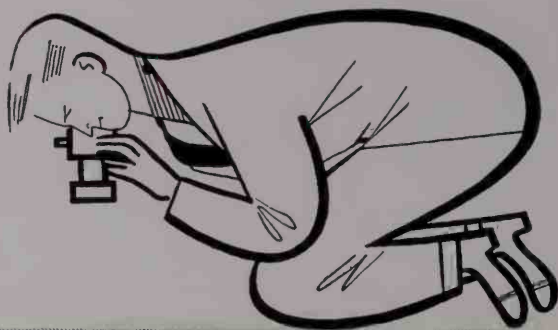
Bakeries • Beverages • Candy • Department Stores

Drug Products • Florists • Grocery Products • Jewelers

Merchants' Associations • Public Utilities • Women's Wear

Radio Programs for WOMEN

MORE THAN A MAGAZINE A SERVICE



## YOUR BUSINESS AT A GLANCE

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

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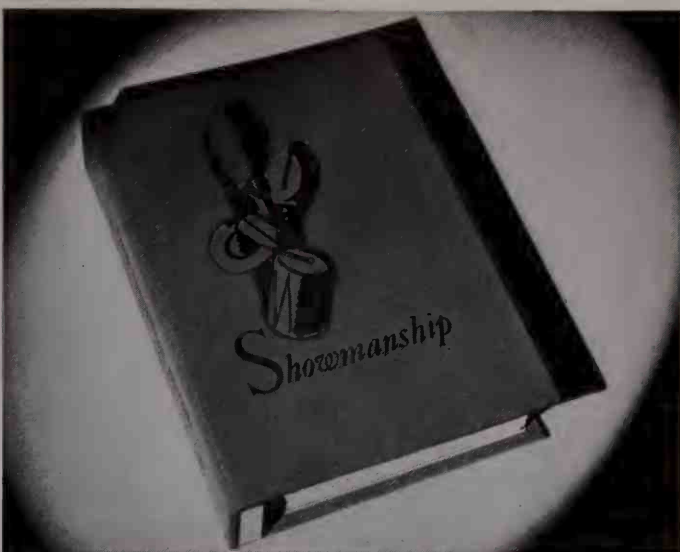
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**NEW!  
EXCITING!  
TRUE!**

*Adventures with*  
**Admiral Byrd**

**15 MINUTE TRANSCRIBED**  
shows now available. Each program dramatizes his actual thrilling experiences and is personally introduced by Admiral Richard E. Byrd.

FOR EXCLUSIVE RIGHTS AND FULL INFORMATION, WRITE  
**HARRY S. GOODMAN**  
19 East 53rd Street at Madison Avenue, New York City



# YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.  
Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

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# KEEP 'EM FLYING

Don D. Campbell, WBRC, Birmingham, Ala.

Writes Number 3 in a Series of Visitorials



**T**Hese are difficult times. Priorities, scarcity of materials, defense orders and rising prices are changing the seller's market; but, as markets change, so do people.

Each year, even in normal times, millions of consumers die and millions are born and become adults. Millions of consumers get married; get new jobs or retire from jobs; get new *needs*, *desires*, and *habits*.

To meet this change, now more than ever before, the reputation of your firm and your product must be *kept ever alive*.

During the first World War, some manufacturers and retailers thought the times were not favorable for advertising. Many of these businesses are out of the picture today. Their competitors, creditors, and the short memory of old customers removed them.

Advertising is insurance protection against lean times and business oblivion. For advertising *today* creates the reputations and the businesses of *tomorrow*. In the fickle parade of changing desires, advertising can help prevent business recession and assure business progression.

The fundamental rules of American business success are sound. Radio, with its advertising counselors and production personnel, is one of the most effective methods by which you can protect your advertising dollar.



AMERICAN  
HOUSEWIVES REPLY:  
WHAT FACTORS  
INFLUENCE MODERN  
BUYING HABITS?

Radio Proves Most Effective Advertising Influence with 14 Products  
Says H. D. Wolfe, Director of Kent University's Business Research

**T**HE growing power of radio to sell goods, in addition to furnishing entertainment, was recently demonstrated in a survey made in Northeastern Ohio.

It may be granted that women do not know *precisely* what factors *outside the product itself* influence their purchases. They are not always conscious of the elements at work when they buy a brand of, say, coffee. And when asked to delineate the factors impelling their purchases, they are confronted with a situation to which they have probably given little thought.

In the light of the above qualifications, and subject to the limitations of any sampling procedure, the following conclusions (which apply only to studied products) were reached on the basis of 1256 interviews with middle-income housewives in urban and farm homes in Northeastern Ohio.

1. Radio influences more purchases of the listed articles than either magazines or newspapers.
2. From 10 percent to 35 percent of product sales were attributed to radio.

*Number One radio time buyer the country over is apt to be the food industry, with drugs and toilet goods running a close second. Also high on the list are soaps and household supplies. While many of these programs are network shows sponsored by the manufacturers themselves, the local dealer reaps his share of profits from increased sales. Added to the sales volume created by these network offerings is the sales increase directly attributable to the regional radio advertiser.*

*Statistically, it is difficult to determine just how much of the total sales volume is due to radio itself. In the local field, such studies would be a challenge to almost anyone. Too, such studies would have little validity beyond the tested area. Certainly, studies of network programs have more meaning for the country at large than those undertaken on a regional basis.*

*For this reason, this study, while it is restricted to national radio offerings, points to certain definite findings which both the local and regional radio advertiser might well find profitable. . . . The Editors*

3. The products accounting for the largest percentages of sales from radio were: granulated washing soap, 34.9 percent; gelatin dessert, 33.9 percent; dry cereal, 29.7 percent; fine laundry flakes, 29.4 percent; shortening, 28.7 percent.
4. Products netting the smallest percentage of radio sales were: cleaning and washing soap, 10.8 percent and coffee, 17.0 percent.

Respondents were provided with a check list and were asked to check all factors which influenced their purchases. Since the position on a check-list may oftentimes affect the final results, three different arrangements of the check list were provided to eliminate the positional factor.

The findings of this survey should not

be viewed in their absolute sense; rather should the relative rankings be considered. If radio had appeared first in the listing of only one or two products the results might easily be considered an error of sampling. But, when in every case, fourteen in all, radio ranked first among the three advertising media, the conclusions reached in this study must have some basis in fact. (The products surveyed were: coffee, gelatin-dessert, canned soup, dry cereal, cooking cereal, shortening, toilet soap, flake washing soap, granulated washing soap, all purpose cake soap, fine laundry flakes, cleaning and washing soap, tooth paste, and tooth powder.)

The tabulated results give radio a weighted average of 64.6 percent compared with 24.9 percent for magazines, and 10.5 percent for newspapers. Or stated in other terms, for the products studied, radio influences 2.6 times as many purchases as magazines, and 6.1 times as many customers as newspapers.

Caution should be used in the interpretation of the above data. It would not be valid to state that radio is *six times as effective* as newspapers as an advertising medium for *all products* and for *all* marketing and retailing institutions. The tremendous sums of money

### Correct Recognition

#### Radio Program and Name of Product

Amos and Andy (Campbell's Soup)	.....
Jack Benny (Jello)	.....
Charlie McCarthy (Chase & Sanborn)	.....
Jack Armstrong (Wheaties)	.....
Ma Perkins (Oxydol)	.....
Fanny Brice (Maxwell House)	.....
Bob Hope (Pepsodent)	.....
Eddie Cantor (Ipana)	.....
Hill-Top House (Palmolive)	.....
Grand Central Station (Rinso)	.....
Meet Mr. Meek (Lifebuoy)	.....
Young Dr. Malone (Post Toasties)	.....
Average Over-All Recognition	.....



spent for newspaper advertising would give the lie to such a conclusion.

It should be pointed out that the products studied have been *consistent users* of radio advertising. New radio advertisers must not expect, immediately, results comparable to those shown here. And it has been shown in the past that radio is more effective in selling some products than in selling others.

**Advertising Media Outranked By Other Influences**

Furthermore, it should be pointed out that *although radio leads other advertising media*, the sales of only three of the fourteen products were affected in a larger measure by a combination of advertising media than by the combined weight of other non-advertising influences. Other influences included: recommendation of friends, dealer advice, and miscellaneous reasons. The principal "other reason" was "mother used it."

This finding does not detract from the power of radio as a factor in making sales, but it should prevent anyone connected with radio from making unwarranted claims for radio or any other paid form of advertising. The product itself is, and must be, the pivot of all sales. Or, in the case of retailers, the reputa-

*No parlor business philosopher is Harry Deane Wolfe, shown above, whose academic title of Associate Professor of Marketing at Kent State University, Kent, O., belies his very actual business experience.*



*As an employee for Real Silk Hosiery, Montgomery Ward & Co., S. Kann Sons Co., Washington, D. C. department store, his views on marketing are very down-to-earth. His article here is based on his recently published Brand Consciousness and Brand Usage survey. Findings: that radio completely overwhelms magazines and newspapers among paid forms of advertising in influencing consumer purchases.*

*Just over the 40 hump, survey analyst Wolfe has been director of Kent State's Bureau of Business Research since 1938. When time permits, "Prof." Wolfe throws aside academic care, turns to trout fishing or golf. He claims that marrying a Wisconsinite made a trout fisherman out of him, offers no explanation for his interest in golf. Plaintiff of 1942 born out of wartime restrictions: any old golf balls knocking around?*

**Part I  
Programs of Selected Advertisers**

Percent of Housewives that Correctly Identified Brand			
Urban Homes)		(403 Farm Homes)	
	Non-Users	Users	Non-Users
	81.1%	91.8%	81.4%
	79.4%	89.4%	71.8%
	74.2%	80.0%	64.2%
	55.9%	78.3%	67.8%
	50.8%	73.3%	62.1%
	58.5%	57.0%	37.7%
	45.8%	72.3%	45.0%
	38.0%	43.6%	31.9%
	21.5%	24.0%	20.6%
	10.9%	17.6%	12.4%
	11.3%	15.6%	7.9%
	6.9%	4.5%	4.7%
	43.0%	71.0%	39.3%

tion of the store is the one most potent single factor in building sales. (See the writer's article, *The Retail Executive*, Women's Wear Daily, July 31, 1941, where it was found that 80.5 percent of 1229 women interviewed listed reputation of store as the most important patronage factor.)

The importance of the product itself has been so often repeated that its re-statement takes on the attribute of a platitude. But every serious student of advertising must concur with H. A. Bat-

*(Continued on p. 178)*

# Sponsor Meets the Censor

What Came in When the Man-on-the-Street Went Out? Presented Here Are Bell-Ringer Adaptations Being Used by Five Sponsors



**S**TAPLE commodities for grocery stores are flour, tea, coffee, other edibles which have almost universal distribution among all classes of people. Staple for radio has been the *man-on-the-street* show. Almost every station has had a spot on its schedule for this type of entertainment, and sponsors universally found that such programs were real sales stimulants.

Sponsors regretfully watched the *man-on-the-street* go out the back door when wartime necessity brought censorship to the fore. Today, that radio *bon vivant* is almost the forgotten man. Sponsors found radio too valuable an advertising medium to forsake, and instead of going off the air, many of them turned to other program ideas.

While for many sponsors, current offerings are disguised man-on-the-street shows, others came up with completely new program ideas that are a far cry from the onetime fair-haired child of radio. The experiences of five of these sponsors are presented here.

## CINCINNATI, O.

(Groceries)

"Our client's attitude toward radio is quickly discernable in the fact that radio is the *only mass medium* being used at present," writes Leonard M. Sive, of the JOSEPH ADVERTISING AGENCY. "The only other forms of advertising are point-of-sale, and the weekly bulletin, backed up by occasional newspaper space.

"Frankly, the government censorship

regulations uncovered a more interesting, more effectively merchantable program than the man-on-the-street program that we had before."

Each week day, four ladies chosen from a list of those writing in for participation on the program are invited to the WKRC studios for *Mike's Luncheon Party* at 12:15 P.M. Since there is ample opportunity to check on each applicant, the show meets present censorship regulations, and provides excellent merchandising opportunities for sponsor DOT FOOD STORES.

Played are sentence building games, other parlor entertainment. Good for a laugh is the fact that persons failing to answer correctly or not being able to do what they are called upon to do, must pay a forfeit. To each participant goes a pound of DOT COFFEE. Winner is awarded a grocery order. After the broadcast, all guests are taken to the HOTEL ALMS for luncheon. Individually owned, DOT stores number 250 in Ohio, Indiana and Kentucky.

Writes adman Sive: "In the regular weekly bulletins of *Food Specials* that DOT FOOD STORES use to circularize their customers, we also include a coupon which the customer may clip out and send into WKRC asking for an appearance on the program. These, together with the requests that come directly from other sources, total at this time, about 100 each week. It is too early to check results accurately, of course, but we do know that Mike Hunnicutt has been a successful salesman for us on the previous program, and we believe his new program will be even more effective."

DAYTON, O.

(Candies)

After sponsoring the *Original Train Reporter* program on WING for nearly two years, the MAUD MULLER CANDY CO. is now presenting a five-minute transcribed series, *This Thing Called Love*, heard nightly (except Sunday) at 7:35-7:50 P.M.

Writes Mrs. Margaret G. Anderson, advertising director of the MAUD MULLER CANDY CO.: "In Dayton, *The Train Reporter* was changed over the day the censorship ruling went into effect. Sorry as we were to relinquish a program that had proved so satisfactory, still we could recognize the danger." (For story, see SHOWMANSHIP, Sept., '41, p. 278.)

"The present program, *This Thing Called Love*, had proved satisfactory over WIRE in Indianapolis. In Dayton, over WING, this five-minute program has been magnified to 15 minutes." (Music fills out the rest of the quarter-hour show.)

"We chose this transcribed program (1) because it had proved itself for us

in another city, and (2) because we had to do something in a hurry. Of course we wanted it to be good.

"In Cincinnati, we had a *Plane Time Reporter* at Lunkin Airport. There, we are now trying a live program to be called *The Maud Muller Man-About-Town*. He interviews women's clubs and men's clubs, actors behind the scenes at the SCHUBERT THEATRE, and any other group of interest. These interviews are transcribed, and offered at 7:15 P.M."

JOLIET, ILL.

(Public Service)

When the WCLS man-on-the-street went into mothballs, Vincent Callahan, chief of radio division of the Treasury Department, Washington, D. C., came up with a suggestion. *Result: a Drive for Victory* interview show. From a WCLS booth put up at a midtown corner, prominent Joliet citizens appear on the program as MINUTE MEN. *Joliet Newcomers, Junior Woman's Club*, other representatives of women's organizations are also interviewed.

• Left . . . When Mike Hunnicutt was hospitalized, not cancelled was *Mike's Luncheon Party*, sponsored six days a week by DOT FOOD STORES. Eight minutes before broadcast time, guests were assembled at Mike's bedside at CHRIST HOSPITAL. Below . . . Mayor George T. Jones is shown at the official opening of the WCLS Victory Booth. He was the principal speaker on the dedication program. News of various defense activities in the Joliet, Ill., area are also included in the show.



# CANDIES

YOU BE THE JUDGE!



• Eighteen MAUD MULLER CANDY SHOPS, equally attractive as this Dayton model, form a web throughout 10 cities of four middle western states.

## DAYTON, O.

(Beverages)

After continuous six-day-a-week sponsorship of the *man-on-the-street* program over WING for nearly seven years, the DAYTON COCA-COLA Co. switched to transcribed broadcasts of the *Man-at-the-Clubs*. Housewives' bridge clubs, social organizations, businessmen's groups, and luncheon clubs all provide material. To eliminate hazard of code messages, airings of the various transcriptions are scrambled so that no one can foretell exactly when a given program will be used.

## SHERIDAN, WYO.

(Department Stores)

Closely related to the *man-on-the-street* program is that other old standby, the telephone-request show. Before censorship, the 9:00-12:00 midnight Friday night telephone request show over KWYO had 12 sponsors, many of whom had been on the air since the show was premiered April 5, 1940. Telephone requests entitled listeners to membership in the *Yawn Patrol Club*. Membership hit a 6,500 high, with about 100 new members added weekly. Sponsors included MONTGOMERY WARD & Co., WIGWAM BAKERY, CITY CLEANING & DYEING Co.,

SAFeway STORES, KIBBEN HARDWARE Co.

*Present format:* during the week preceding the Friday night broadcast, *Yawn Patrol* listeners make post card requests for musical numbers. A record is kept as requests come in. A Friday noon check reveals which selection receives the most requests. Friday night listeners are invited to telephone KWYO, make their guess as to what the three *Tip Top Tunes* of the week are, give them in correct order. To the winners go Defense Stamps in the sums of \$1.50, \$1.00, and \$.50. Three top tunes are played. Prizes are awarded in the last quarter-hour.

*Tie-in for sponsors:* after every participating merchant's ad, a question based on the commercial is asked. First person to telephone the correct answer gets a guest ticket to the FOX THEATRE.

COMMENT: While intensified war conditions may bring about still further censorship changes, the experience of these sponsors indicates that American business is able to cope with any emergency as it arises. It is interesting to observe that some of these sponsors are in business fields which are feeling wartime restrictions most acutely. Equally interesting is the fact that in some cases the new shows are more merchantable than the older program formats.

# Invitation to CONFIDENCE

Don't Shout! Speak Softly but Carry a Big Program is the Advice of Charles Simon, Owner of Cousins Jewelry Stores

To encourage a second invitation, to establish a foundation of friendship with his host, a guest in a private home must confine his actions to the limits of courtesy and well-modulated etiquette. So it is with the sponsor of a radio program. He is entirely dependent upon the public's desire to invite him into its home. His welcome is based on his manners. Bursting into your host's living room with shouts and commands may daze him momentarily, but the blitzkrieg method of creating a pleasant effect will not remain long in the heart or head of the victim. These facts became more and more evident during COUSINS JEWELERS' uninterrupted three-year span on the air over WIND.

It was in 1938, after spasmodic splashes on the airwaves, that we signed our first 52 week contract. COUSINS JEWELERS of Hammond and Roseland were

on the air! So what? WIND sold COUSINS on radio advertising, but how could the radio audience be sold on COUSINS?

There was the *ballyhoo* method: pressure, punch, fervor!

*"Hurry, Hurry! Drop Everything! Buy BLOE's Embroidered Inner Tubes Now! Well! What Are You Waiting for?"*

It didn't seem logical that jewelry could be sold this way. Nationally advertised jewelry products and our own line of CERTIFIED PERFECT CUT DIAMONDS aren't seasonal items, to be discarded after use. A handsome watch, a sparkling diamond ring, or an exquisite table setting belong to a lifetime. People stint, save, and hope for such gifts. They can't "run down today for a box of GRUEN watches."

With these facts brought to light, the

● Nationally-advertised jewelry products glisten in the COUSINS' showcases. Quality merchandise on the budget plan makes diamond rings, exquisite table settings, etc., accessible to almost any income.





*Hovering on the brink of his first vacation in three years is balding, familyman Charles Simon, shown above. His chief preoccupation for over 20*

*years: the management of the growth of the COUSINS' chain. When not commuting between his home in Gary, Indiana, and his Hammond office, he finds time to be an ardent golfer, enthusiastic traveler, confirmed news-addict, and proud father to two loveable children.*

cooperating departments of WIND devised COUSINS' radio advertising plans. All agreed that COUSINS, as an institution, must be predominant, and our radio programs have emphasized this point.

The commercials make no demands on the listeners, nor do they challenge competition. Each announcement invites the *confidence* of the audience, confidence in the *quality* of COUSINS merchandise. Nationally advertised jewelry articles have even stronger appeal locally, hence big names are stressed. The name COUSINS JEWELERS is linked with these articles, and a dignified budget plan is the featured tie-in. At COUSINS, the listener learns, he may obtain the best products through the convenience of the budget plan. This fact makes these quality items more accessible to his income. COUSINS JEWELERS thus becomes synonymous with *quality*.

The COUSINS JEWELERS' radio appropriation is now eight times its original amount, with WIND its exclusive radio representative. Three entirely different types of programs are offered, each attracting its own particular type of audience. Each makes "COUSINS JEWELERS, the Stores That Confidence Built," an institutional trade-mark.

We have a noon-hour news show six times a week. In direct contrast, COUSINS presents *Time to Remember* at 7:45 P.M., five times weekly. Here a direct appeal to romance and twilight reminiscence is made. John Bud Packham, widely-syndicated *Hoosier Poet*, reads his verse to the accompaniment of uninterrupted, unannounced music. As a guest in anyone's home, the well-modulated tone of this program encourages a nightly invitation. Two short commercials, emphasizing *tone* rather than *ballyhoo*, are used with a musical background. The announcer speaks softly, fitting neatly into the romantic package that is *Time to Remember*.

Our third program, *The Man Behind the Music*, is a weekly Sunday noon presentation. Composers of America's better popular and semi-classical music are represented here by their compositions. The audience also learns of the lives of these composers. Representative of the type of musician featured are Sigmund Romberg, Victor Herbert, and Jerome Kern. In this program, as in the others, *tone* selling is the highpoint. "The stores that confidence built, the home of fine jewelry, present fine music." Quality meets quality again, with the name COUSINS as the focal point.

Radio advertising entails more than mere blurbs and music. Every audience welcomes good entertainment, and will respond emphatically to it. Different periods of the day bring different audiences, and better selling brings better sales. These facts become sturdier in my mind as COUSINS' programs become more and more successful.

With the right kind of programs bringing tactful selling to the public, the public is brought to COUSINS' stores in Chicago, and in Hammond, Gary, Anderson and Fort Wayne, Ind. Thus, with skillful analyses of selling techniques, listener-appeal and program presentation, WIND sold COUSINS JEWELERS on radio. By maintaining high standards of etiquette, by "speaking softly but carrying a big program," radio sold COUSINS to the public.

# Homemakers and *How They Grew*

About a Merchandising Idea That Has Sold \$2,914,202 Worth of Sponsors' Products, by Advertising Agency President, Grace F. Glasser

IT may sound like a page out of Pollyanna or a sermon on sweetness and light, but the fact remains that the success of *The Homemakers' Club*, a half-hour daily feature over KHJ, is founded on a very simple and basic principle. "Give if you would receive."

First of all, let me clear up any idea that *The Homemakers' Club* is merely a radio program. Radio does enter into it importantly, of course. It is also a complete merchandising plan embodying every essential for successfully selling food products from point-of-purchase promotion and radio advertising, right on down to sampling, consumer relations and the final, all-important appeal to the mercenary side of every human. *The Homemakers' Club* actually makes it worth money to the consumer to use such-and-such brands of food!

Our premise is that advertising, particularly radio advertising, not only *should*, but simply *has to be merchandised* in order to do the job it is really capable of doing.

Merely to tell Mrs. John Q. Public, whether persuasively, stridently, in cute jingles, or in one-minute *drawmas*, is, in our opinion, not enough. You have to get the retailer *actively* interested in promoting said product. You have to establish personal and friendly contact with the lady in question, make it easy for her to try the product, then get her direct reaction and guide that reaction into the channels of lastingly friendly feeling toward the product. Lastly, you have to make it *worth her while* to use and *continue* to use that product! That

is the basic premise of *The Homemakers' Club*.

Two days a week we devote to *Kwiz Kollege*, an audience quiz for club women. Two or more clubs compete against each other for quite sizeable monetary prizes. Moreover, air listeners are rewarded with prize certificates for complete assortments of groceries redeemable at any grocer, if they send in useable lists of questions. There's your appeal to the latent desire in all people for personal gain. And there is the way we first awaken interest in our members.

*Kwiz Kollege* meets in the model kitchens of the SOUTHERN CALIFORNIA GAS Co. Three women from each of two clubs represent their organizations. The *Kwiz* takes the form of a four year course in a mythical women's college. Each school year consists of a group of six questions. Air listeners who send in sets of questions are dubbed "Guest Professors." During "Summer Vacations" the scores for each year are read. The commercials are given as "Lecture Courses."

At these audience shows for club women, a luncheon of sponsors' products is served to 200 women at a time, in other words, mass demonstration and sampling. Here we establish intimate, personal contact with these women. Here, too, when the door prizes (which are a feature of every show) are given out, the mistress of ceremonies Norma Young, and the writer give a brief but very strong 'plug' on each product. The reason why it is to the consumer's advantage to use this product is explained in this consumer-relation work.



● Women guests travel down long counters to fill plates with food products of participating sponsors, gather up recipes offered on different foods represented.

The *Kwiz Kollege* feature alone has made personal contact with approximately 24,000 *different* women in the little more than a year the show has been on the air. I stress the *different* women because in the usual audience show or cooking school you get pretty much the same habitual crowd all the time. In *The Homemakers' Club*, clubs must register in advance for a booking, and different clubs are booked each time. Incidentally, we are booked up until May 1944 without a single repeat!

Other days of the week, other features take the place of *Kwiz Kollege*. On the Tuesday-Thursday *What's Buzzin' Kuzzin* feature, new listeners are contacted via the telephone during the broadcast and awarded grocery orders merely for answering their telephone and fulfilling

certain other simple requirements. A jury of three selects telephone numbers at random from the *Los Angeles Extended Area Telephone Book*. During the broadcast "Professor" Stu Wilson calls these numbers at random. Every time this game is played, a running gag has been built whereby Wilson mentions the *names* of "all-the-sponsors-in-one-breath." Boxes are delivered by special delivery each Saturday, accompanied by a friendly letter soliciting the woman's continued patronage of sponsors' products.

You can imagine what this feature does to our circle of listeners each time some new person who perhaps has never even heard of *The Homemakers' Club* gets orders for 16 grocery items out of a clear sky!





• Above . . . Demonstrators from companies represented come to the Monday-Wednesday *Kwiz Kollege* to serve their products. Right . . . A clubwoman pulls her questions from the mixing bowl held by announcer Bill Gordon, while her team-mates laugh at witticisms of emcee "Stu" Wilson, seated at table with home economics expert Norma Young, who directs the show. *Kwiz Kollege* is a Monday-Wednesday feature of *The Homemaker's Club*.

Then there's *The Horn of Plenty*, a feature for regular listeners that requires close attention to each day's broadcast. Also a bi-weekly feature is the *Needy Neighbor Committee* awards. Listeners are urged to send in names, addresses, and a brief outline of the circumstances of any truly needy family they know about. A mere outline of the circumstances is broadcast over the air, and a box of all of the sponsors' products is sent to these families. Naturally, neither the names of the needy families, nor the names of the parties submitting the information are ever revealed. In this way deserved and anonymous charity distributed by *The Homemakers' Club* but sponsored by its listeners becomes a goodwill builder.

Once a week a *Shut-In Salute* is pre-

sented. The *Shut-In* committee greets four new shut-in members, and to each of them goes a small gift. The *Word Mart* on Friday represents a mythical grocery store where words become money and the members of the audience picked at random spell words to win grocery prizes. This is for women who don't belong to clubs.

Finally, there's the long range, powerful motor of the whole thing, the *Homemakers' Label-Saving* plan. Through this we make it worth the while of our more than 600 member clubs and their 64,000 members to buy our sponsors' products and continue to buy them by awarding \$150.00 in cash every six weeks.

Unlike most contests, this one leaves no one disgruntled or disappointed. This *Label-Saving Plan* is so arranged

that when the winning organization receives the cash, its score is wiped out. In other words, they go back to the end of the line, while all other organizations retain their scores. This means that clubs can add to their score from one period to another until, if they continue to work over an extended period, they are almost certain to achieve top position.

As far as dealers are concerned, one man in our organization devotes most of his time to the sole task of seeing to it that the mass displays of sponsors' products are grouped under a large *Homemakers' Club* placard in the most important retail outlets in this area at all times. Mats are supplied to dealers for use in their own ads. (Needless to say, 352 prize certificates for groceries at his regular retail price, brought into retail stores in this area each week by *The Homemakers' Club* prize winners, cer-

tainly makes him feel pretty kindly toward our plan.)

Oh, yes! I almost forgot the 70,000 kitchen reminder cards (listing all sponsors) that are distributed each 13 weeks by our HMC Label Savers into the homes of friends and neighbors who are helping them to save labels for their club. Secondary coverage, if you please!

Now for a few statistics to toss around; personally contacted at *Kwiz Kollege*: 24,000 women, and another 3,000 personally contacted at the *Word Mart*. (This started later, hence the smaller figure, but it averages around 225 per week.) Distributed in cash and merchandise awards: \$10,400. And mark this: \$2,914,202.75 worth of sponsors' products sold, with evidence of purchase to prove it! Yet, this whole plan costs each sponsor just about what it would cost for a one-minute spot on open rate!



*Chic, pert-looking Grace Frances Glasser, shown above, blows out the candle to commemorate The Homemakers' Club's first birthday. Exercising fem-*

*inine prerogatives, she herself admits to being born (in New York City), refuses to divulge the date. While she has claimed residence in Minnesota, North Dakota, Montana and Washington, Montana ranch life has her allegiance. Like others with a similar heritage, she is proud of her Dutch and Irish blood, prouder of her Indian ancestry.*

*If versatility is a requirement for success in the advertising field, ad-woman Glasser was headed for the top before she ever got one foot in the door. Fresh out of journalism school, she did a stint as cub reporter for the old Spokane (Wash.) Spokesman-Review, then spent a year in stock in Seattle. Professional*

*dancing came next, which led to motion picture work. In Hollywood, she turned her talents to still another field; designed sets and costumes, ended up in a motion picture publicity department.*

*Other business ventures: magazine publisher; drama critic and sportswriter; co-owner and operator of a commercial art service and writer, producer and actor in goodness-knows-how-many radio dramas. Two weeks after the Wall Street Crash of '29, she went into the advertising agency business. Present position: president of Glasser-Gailey Advertising Agency, Los Angeles, Cal.*

*Married, she has no children other than the agency, finds it a problem child. Proud as a hen with one chick, she would rather eat, think, drink, sleep, talk and breathe advertising than anything else in the world. In her spare time she cooks and loves it, rides horseback, collects Chinese art objects, reads mystery yarns. Other enthusiasms: Bob Hope, ice cream, Mexican food, clothes and spending money.*

## Yesterday's Planning Reaps Its Reward Today Writes Sears'

# Four ★ Kitchen

Sales and Advertising Manager  
Joseph Slauf, Tulsa, Oklahoma

**A**DVERTISING programs, whether for a department store, or for some other business, aren't like *Topsy*. They don't just *grow!* To be successful, it is not necessary to invest tremendous sums of money, nor is an elaborate program essential. The one essential for success, to my way of thinking, is that the program must be carefully selected and carefully planned. It is on this assumption that the SEARS, ROEBUCK AND Co. store in Tulsa, Okla. bases its radio campaign.

Now, this does not mean that every detail of a campaign is so well worked out in advance that there is no room left for change. The basic structure of a radio program, for example, may remain unchanged over a period of years, but within that framework there is always a chance for experimentation.

Our most recent venture into radio, *Four Star Kitchen*, is a case in point. In the first place, it is not a costly type of program, in that it was set up on a participating basis to allow for three additional non-competitive sponsors. Daily, Monday through Friday at 1:30 P.M. this KVOO quarter-hour show originates from the appliance and kitchenware department of SEARS, ROEBUCK AND Co., and it has sold an impressive amount of SEARS' merchandise.

What we wanted was a program which would appeal to the feminine audience, and we wanted to bring those listeners into the store. *Four Star Kitchen* has proved to be a successful medium for achieving this purpose. While this type of participating program is novel and

rather unorthodox, a show of this kind sells merchandise for us, and it does an equally good job for others in non-competitive fields. Since this reduces costs considerably, it creates a splendid advertising medium for us, and for such a co-sponsor as ARKANSAS CITY MILLING Co. for its GINGHAM GIRL FLOUR.

Since December 1, 1941, when the program was first heard, each sponsor has had his message before the public five days weekly. It is the constant repetition of an advertiser's message that gets the best results!

The fact that the program itself ties up directly with the products which its sponsors are selling is another strong factor in its favor. Recipes, menus and

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*Not new to the airwaves is adman Joseph Slauf. His radio experience includes two years with WKBB and WCLS. With Sears Roebuck and Co. for five years, he has been sales and advertising manager of the Tulsa store for the past two years.*

*While Slauf enjoys fishing and swimming as leisuretime activities, gardening is his main enthusiasm. Peacock-proud is he of his roses, considers himself amply repaid for his vigilant guard against blight, other enemies to which less enthusiastic rose-fanciers succumb. Chief admirers of the Slauf posies: his wife and small daughter.*



• Home economist Jane Austin presents adman Joseph Slauf with a tempting frosted cookie hot out of the *Four Star Kitchen* oven. With newspaper and public utility work behind her, emcee Austin finds this show right up her alley.

general household hints are given out to housewives by home economist Jane Austin.

For us, the program is an excellent method for creating store traffic, since five days a week Mrs. Housewife turns up in the model *Four Star Kitchen* on SEARS' fifth floor to witness an actual broadcast. There, too, we have display space for products handled by the other sponsors.

To our way of thinking, however, even a good program must be promoted. It is an absolute essential to call your program to the attention of the people whom it will most interest. During the first month, for example, advertisements plugging the broadcasts were run in 70 Oklahoma newspapers. Mailing pieces were included in the December statement envelopes to SEARS' regular customer billing, and these same mailing pieces were included in packages of Christmas purchases at the store. A photograph and a story on Jane Austin were also included in the radio station house organ. Program boards around Tulsa also carry publicity about the *Kitchen*.

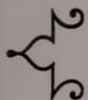
In short, we are greatly pleased with the response which this program enjoys,

both by mail and direct store contact. And we have established these contacts, as well as maintained them, by means of free recipe leaflets offered on the program. Our mail ran to approximately 1,000 pieces the first month we were on the air. Store "pick-ups" of the recipe leaflets runs about 500 a week.

Three series of recipe leaflets including every recipe given on the air are printed each week, and sent to all those requesting them. Are people interested? The program consistently ranks among the best five station programs in mail response.

To sum up: while the commercial copy varies from day to day, and no set schedule is observed, we have sold practically every item in the store from refrigerators to girdles, men's suits and white goods by means of this program. Everything seems to move when we talk about it over the *Four Star Kitchen*.

Since the *Four Star Kitchen* is relatively new with us in its present format, we are still experimenting to a certain extent with it, but we are highly pleased with the results to date. *Four Star Kitchen* is a very successful addition to our carefully selected and planned advertising program.



## Ladies First!

*By Tod Williams*

**W**HAT with priorities and rationing threatening virtually every line of merchandise, many casual thinkers are under the impression that the politicos of Washington will govern our purchases.

I question that.

War or no war, priorities or no priorities, I am firm in my conviction that the little woman, wearing that Mona Lisa smile she begets when mere males attempt to assume her prerogatives, will determine what the nation will eat, wear, and ride in. True, her selection may be limited, but she'll have no one pre-empt her privilege of making the final decision!

For that reason, let us seriously approach the problem of *selling* a feminine radio audience.

First of all, whom do you wish to reach? Never let that thought escape you as you plan your campaign. Knowing your audience and their habits will enable you to make the most of your investment.

If, for example, you want to reach a group that habitually listens in the morning, make up your mind that you *must* compete with "noisy" housework. Consequently, you are urged to think of a news period slanted for the feminine angle. You might use a gay and sprightly musicale, a pert musical interlude employing the kind of music designed for broom-swinging. Then there is the dramatic show. In this case, use sharply-delineated characters and an abundance of action.

Perhaps, you wish to reach a group that makes a habit of radio listening in the afternoon. This is the time of day when sweeter type of music is more engaging. Too, the philosopher with a musical background is an unbeatable combination. Another venture which might be suggested is the "gossip" column. If you like to gamble and you think that you have the man or woman who can deliver the goods, plunge right in. It should be recorded, however, that this type of program is either a whacking success or an abysmal failure. Strangely, there seems to be no middle ground. The evidence indicates that there are more successful shows than failures, so perhaps this warning is too dire. In any event, it will take you off the beaten path and you'll not be accused of aping your competition.

But, morning *or* afternoon, I again emphasize the necessity of seeking the audience you want to reach.

For example, if you are purveying \$39.50 frocks from the BETTER GOWN SHOPPE or chrome-trimmed bridge sets, you are appealing to a different group of women than those who eagerly snap up percale wash dresses at \$2.98 or seek a wash machine at \$49.50 on easy payments.

A vivid illustration of this very thesis is contained in the example of a mid-western station's greatest mail puller. He was a pseudo cowboy who bawled nasal ballads anent his silver-haired mother or poor lost pinto.

A society friend of mine and her coterie thought he was terrible. But the amount of low-cost, popular appeal merchandise that this gee-tar twanger moved from his sponsor's shelves was slightly less than incredible. You see, his boss cannily selected the man and type of entertainment that would appeal to the very audience he wished to reach. He recognized that there was not an item in his emporium that would appeal to women in the upper income brackets. So he ignored them in favor of those who would visit him and spend.

At the same time, on the same station, a personable young man gave forth each afternoon with allegedly-philosophical thoughts. A softly-breathing organ in the background aided the illusion. You could have heard a pin drop at the sewing circle. My society friend and her associates thought he was wonderful. And I recall that her husband complained to me that he was forced to cleanse his epidermis with the detergent that the young philosopher sold at two bits a cake!

Last, but most certainly not least, consider the ability of the announcer or man who is going to sell your wares. Demand a man who can *sell* to women. By that I do not mean a Tyrone Power or Clark Gable who can promote cardiac flip-flops, but rather, a gentleman who is utterly *sincere*.

As a careful student of the phenomena *radio*, I spend hours checking the antics of the species *announcer*. From first-hand observation, I suggest that you school your man to approach the feminine audience as if he were a guest. Let him decently and civilly explain the merits of your product or service. Let him be calm, courteous and anxious to be of assistance in making a decision.

Sometimes, I imagine that a FULLER BRUSH man would make an excellent announcer.

The foregoing are a few do's and don'ts. But no analysis of women's programs would be complete without the inclusion of a few time-honored standbys.

There is the Participation Program. They are an integral part of radio and have won their spurs. Generally, it is less costly to buy one of these than to establish an individual program. And no one will gainsay that they have done some outstanding jobs. Then there is the Interview Program. Wily are the producers of this type of show. They manage to bag the biggest visitors to your city. They flatter and cajole. And the result is that you have Big Name talent at no cost.

All of which sums up to this: select your time with care; give the opposition some consideration, but don't worry about it; engage the talent that will reach the group you want to sell, and insist on a salesman who will sincerely recommend the merits of your merchandise.



# AIRING THE NEW

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

## Beverages

**JULIE O'NEIL AND COMPANY** Auto-graph hunters usually start out with modest ambitions, soon go out for bigger game. Told are tall tales of the lengths to which these enthusiasts will go to capture their quarry. In their heyday are St. Louis (Mo.) signature seekers who follow the KSD quarter-hour offering of *Julie O'Neil and Company*.

Sponsored by **COLUMBIA BREWING Co.**, brewers of **ALPEN BRAU BEER**, guest stars are a feature of this musical variety show. Stage and screen star Gertrude Niesen made a two weeks personal appearance. Hot music composer and orchestra leader Eddy Howard, did his stuff for *Julie O'Neil and Company*. Also over the KSD airlines went the voices of the original *Three Smoothies*, formerly with Fred Waring's Orchestra.

Previously christened *The Friendly Tavern Program*, show recently came up with its new name. Unchanged was its format and its personnel. For five years, listeners have given ear to hit tunes, unusual band and vocal arrangements presented by Russ David and his KSD orchestra. Warblers Julie O'Neil and Joe Karnes handle the vocal offerings. Also an old standby is announcer Clair Callihan who has introduced the show for its five long years.

**AIR FAX: First Broadcast: December, 1937.**  
**Broadcast Schedule: Monday through Saturday, 6:30-6:45 P.M. (CWT).**  
**Preceded By: NBC News.**

**Followed By: Dr. Roland Greene Usher.**  
**Sponsor: Columbia Brewing Co.**  
**Station: KSD, St. Louis, Mo.**  
**Power: 5,000 watts.**  
**Population: 1,141,593.**  
**Agency: Olian Co.**

**COMMENT:** Bigtime business in big-time cities may go in for big name bands for bigger business. But dance music also sells merchandise for business enterprises which use radio on a less pretentious scale. Sponsor here has achieved an interesting and effective combination which keeps listener attention at its peak.

## Merchant Associations



**DEFENSE QUIZ** Old Glory is suspended across the motion picture screen. Red, white and blue bunting outlines the stage. To the left of the flag is the picture of Abraham Lincoln. To the right is George Washington. Both smile approvingly. *Defense Quiz* is on the air for 18 patriotic merchants of Ironton, O. Its purpose is two-fold: (1) to stimulate the sale of Defense Bonds and Stamps in the tri-state area, and (2) to recall the words and deeds of America's founders. Half-hour WCMI show is broadcast from the stage of the **MARLOW THEATRE**.

Questions used to confront theatre contestants are supplied by the United States Treasury Department and deal with some phase of American history, life of a great national hero, or other facts about the land of the free, the home of the brave. Show itself has been approved by United States Treasury's Frank King, publicity department continuity editor.

Through the audience go John Wymer, and Marcia Dell to pick quiztestants. Uncle Sam's right hand man Hugh Harling handles the questions from the stage: To those who answer questions correctly goes a one dollar Defense Stamp book. *Purpose:* to start the win-



**BUY**  
**UNITED STATES**  
*Defense*  
**SAVINGS BONDS**



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



*Invest for* **VICTORY**



ner on the road to buying a Defense Bond.

When a question is missed, Defense Stamp award is put into a red, white and blue *Jap Pot* box. Near show's end Quizmaster Harling conducts a drawing, pulls one admission ticket out of a container. Member of the audience with matching stub gets a chance to answer the *Jap Pot* question. *Jap Pot* is carried over to the following week if contestant brings forth wrong answer.

Participating sponsors get a 25-word plug at some time during the quiz. Commercials are inserted just before emcee Harling pops a question. Read are the merchant's name, address, a few lines about his business, and a statement by that particular merchant. Fifteen of the first 17 business prospects called upon, took on sponsorship for patriotic reasons. Writes A. J. Wrigley, manager of PEOPLES CREDIT CLOTHIERS: "I personally feel that the show has caused the people of Ironton and vicinity to become Defense Bond conscious, and that is just what we all need in order to further the cause of Democracy which our great nation has sworn to uphold through any and all crises."

**AIR FAX:** Originator of the show, Hugh Harling struts his stuff in a red, white and blue Uncle Sam uniform. Boy Scout Eddie Handley, dressed in a soldier's uniform, blows *Assembly* at show's send-off.

*First Broadcast:* January 5, 1942.

*Broadcast Schedule:* Thursday, 8:00-8:30 P.M. (EWT).

*Preceded By:* United Press News.

*Followed By:* Church Services.

*Sponsors:* 18 Ironton, O. Merchants.

*Station:* WCMI, Ashland, Ky.

*Power:* 250 watts.

*Population:* 15,840.

**COMMENT:** Showmanship is what elevates this show above the level of the common garden variety of theatre quiz. While patriotism, rather than sales, is the primary motive for its 18 sponsors, it is true that commercials read on this show do a better job than would an ordinary 25-word announcement read once weekly.





# SPECIAL PROMOTION

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

## Department Stores

**QUIZ-BATTLE OF THE CENTURY** One hundred years ago, a youthful immigrant from Europe crossed the Alleghenies, came westward until he reached Vincennes, Ind. That enterprising youth was Adam Gimbel, the founder of what was to become the GIMBEL organization. Business boomed. 1887 saw the establishment of another GIMBEL store, this time in metropolitan Milwaukee, Wis. Today the Milwaukee store is the oldest of those under GIMBEL management, and the Vincennes store has passed into other hands. Unusual in American merchandising is the fact that the GIMBEL organization has had a continuity of management for four generations. Today, there are GIMBEL stores in Milwaukee, Philadelphia, New York and Pittsburgh. SAKS FIFTH AVENUE STORES, the management of which was taken over by the second generation of Gimbel's, have branches in New York, Chicago, Beverly Hills and a number of resort cities. With festivities centering in Milwaukee, GIMBEL's will observe its centenary throughout the whole of 1942.

Besides Milwaukee observances, there was a mid-January celebration at Vincennes following the formal invitation of Indiana Governor H. F. Schricker and Vincennes officials. Scheduled to run throughout the year in connection with the Gimbel Centennial celebration is *Quiz-Battle of the Century*.

Saluted each week in this half-hour

show is an outstanding Milwaukee industry. *Opening line:* Wisconsin Works For Victory. First industry to be saluted was THE FALK CORPORATION, defense manufacturer of heavy machinery. A representative of the honored firm delivers a brief message in connection with each broadcast.

Show plugs no merchandise. Commercials consist of institutional copy with a *sell-America* theme. Sponsor salutes each honored firm with a special window display preceding the Sunday broadcast.

Contestants in the quiz-show are employees of participating firms. Quiztestants are provided with 12 twenty-five cent Defense Stamps, forfeit one for each question missed. At quiz-end, person retaining the greatest number of stamps keeps what he has, also wins all stamps forfeited by other contestants.

Every ninth program consists of a quiz-battle involving the winning contestants from the eight preceding programs. Participating firms receive broadcast tickets for distribution to friends of the plant, the family or relatives of contestants.

**AIR FAX:** *First Broadcast:* March 1, 1942.

*Broadcast Schedule:* Sunday, 5:00-5:30 P.M.

*Preceded By:* Nichols Family.

*Followed By:* Music.

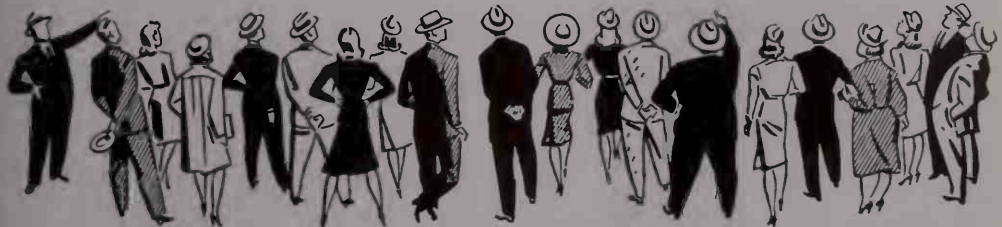
*Sponsor:* Gimbel Brothers.

*Station:* WTMJ, Milwaukee, Wis.

*Power:* 5,000 watts.

*Population:* 680,434.

**COMMENT:** Wisely, sponsors everywhere are turning to institutional advertising as the backbone of their 1942 promotion-



al efforts. Tie-up here with 52 participating firms creates a tremendous ready-made audience, builds inestimable goodwill for GIMBEL BROTHERS. Certainly the basic format is streamlined for 1942 conditions.

## Women's Wear

**BRAY'S GRAND OPENING** When a lady gets a new hat she wants her friends to see it and to admire it. When a ladies apparel shop gets its face lifted, blossoms out with a new front, it too wants friends to know about it. For friends who couldn't come to its grand opening, BRAY'S LADIES APPAREL SHOP, Grand Forks, No. Dak. took to the KILO airwaves. Broadcast was a quarter-hour show. Interviews featured manager George Bray, the Grand Forks mayor, other local dignitaries. Enough microphone cord was available to describe the main floor and the basement store, both recently remodelled.

Broadcast was publicized in advance by a two-day series of courtesy KILO station-break announcements. KILO commercial manager Elmer Hanson scripted the show, acted as emcee.

**AIR FAX:** Two announcers, emcee Elmer Hanson and Bill Walker, and an engineer handled the remote broadcast.

**Broadcast Date:** February 26, 1942.

**Broadcast Schedule:** Thursday, 11:45-12:00 Noon.

**Sponsor:** Bray's Ladies Apparel.

**Station:** KILO, Grand Forks, No. Dak.

**Power:** 1,000 watts (D).

**Population:** 20,097.

**COMMENT:** Such remotes pay off good dividends for both sponsors and radio stations. Certainly the fanfare and excitement of a grand opening is a splendid radio introduction to potential sponsors. (For pic, see *Showmanscoops*, p. 176.)



# SHOWMANSHIP IN ACTION

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

## Beverages

**GREATER ROCHESTER HOMEMAKER'S PROGRAM** In news, in fiction, on the stage and in the movies, mysteries and detective thrillers always attract great audiences. In network radio, year after year, program ratings on this type of show are well up among the leaders. Psychologists offer as one explanation, the fact that every man, woman and child, at one time or another, fancies himself a potential *Sherlock Holmes*.

Calling the listener's bluff on the WHEB 25-minute participating show is the COCHECO BOTTLING Co., Rochester, N. H. This five-minute NBC transcribed feature is played as far as the solution. The audience is given a week in which to work out the answer. Following week's broadcast sees the solution presented, as well as a new mystery.

Weekly, a random phone call made from WHEB's directory of towns making up the Greater Rochester area gives listeners a chance to win a family case of DELICIOUS COCHECO CLUB BEVERAGE. *Hook:* telephone recipient must have been listening to the show, know the name of the firm presenting *Five Minute Mystery*. If listener gets a failing mark on the two-part quiz, COCHECO delivers a handy-pack case of CLUB BEVERAGE.

Co-sponsor BERGERON BAKING Co., also features a giveaway offer. Scattered throughout the show are three drawings. *Drawing No. 1:* for the name of the community where the day's winner lives. (Greater Rochester includes seven communities.) *Drawing No. 2:* for the letter

of the alphabet under which the homemaker's name is listed. *Drawing No. 3*: to determine the number of subscribers' names to count down the directory column. That person becomes the winner, is quizzed via the telephone on questions pertaining to BERGERON'S PAN DANDY SUN FED VITAMIN BREAD. Winner is sent a card, which presented at her grocer's, nets her a generous gift of BERGERON BAKING Co.'s products.

**AIR FAX:** *First Broadcast:* August, 1941.

*Broadcast Schedule:* Monday and Wednesday, 11:05-11:30 A.M.

*Preceded By:* News.

*Followed By:* Music.

*Sponsor:* Arno Real Estate and Auctioneer; Bergeron Baking Co.; Coheco Bottling Co.; Drs. Davis and Weathers, Optometrists; G. T. Laundry; Putney's Department Store; Mary Lou Shop, women's wear.

*Station:* WHEB, Portsmouth, N. H.

*Power:* 1,000 watts.

*Population:* 25,000.

**COMMENT:** Giveaways which tie-in with sponsors' products are an excellent showmanship device. (For the reaction of one sponsor, see *What the Program Did for Me*, p. 175.)

## Gasolines

**HELLO, LONG DISTANCE** Radio listeners throughout the country have felt their throats tighten as they tuned in on eager conversations between British parents and their children here in the United States and Canada. If proof that human beings yearn to hear the voices of their loved ones were needed, these two-way exchanges of family trivia provide an affirmative answer.

Likewise, American mothers, fathers, wives and sweethearts are anxious to talk with their men folk in the armed forces. Listeners to the KOA, Denver, Col. show sponsored by THE CALIFORNIA Co., marketers of CALSO GASOLINE AND THERMO-CHARGED RPM MOTOR OIL don't have to wait for furloughs. They stand a chance of winning a weekly free long distance call.

Anyone in the territory may visit a CALSO outlet, ask for a registration card which is to be filled out, mailed to THE CALIFORNIA Co. The contestant gives his own name, address and telephone number, also gives name and address of per-

son to whom he wants to talk. Listed, too, is the name and address of the CALSO Service Station from which the contestant received his card. Prizes go to the persons with the best ten word or less completion to this sentence: *I use THERMO-CHARGED RPM MOTOR OIL because . . .* Best entries are selected previous to the weekly broadcasts. Winners are announced over the air, are also notified by telephone during the program. Telephone calls are made at the winners' convenience, but family conversations are not broadcast.

*Retail outlet goodwill builders:* to the service station operator who sends in the card of each person who wins a free call goes a \$2.50 Defense Stamp bonus. A merchandising piece is sent to all CALSO outlets; enclosed is a pair of tickets to the show, an invitation for the distributor to see the show when he comes to Denver.

Comments adman Joe E. Tracey, McCANN-ERICKSON, INC., account executive: "This show actually started on another station last June and was sufficiently successful that it was improved, effective with the first of this year, and moved to KOA in order to get increased coverage. The first 15 days of January indicated exceedingly substantial increases for the new station set-up."

**AIR FAX:** Show is dedicated to men in the army, navy, marines and coast guard, their families and friends. Featured is Lowry Field Sergeant Hal Kanter. Supporting cast consists of Yeoman Starr Yelland, USN.; Milton Shrednik and the *Gentlemen of Jive* band; singers Edith (Honeychile) Stalcup and Andrew Gainey, and comedian "Butch" Jackson.

*First Broadcast:* January, 1942.

*Broadcast Schedule:* Thursday, 9:30-10:00 P.M. (MT).

*Preceded By:* Sports Review.

*Followed By:* News.

*Sponsor:* Calso Gas & Oil.

*Station:* KOA, Denver, Col.

*Power:* 50,000 watts.

*Population:* 303,273.

*Agency:* McCann-Erickson, Inc.

**COMMENT:** Another variation on the basic format of this show: WTCN's *Hello Soldier, Hello Sailor*. In this show, one side of telephone conversation between Minneapolis, Minn. mother and soldier-son is actually broadcast. WTCN announcer listens in with earphones, supplies the soldier's side of the conversation.

## Groceries

**CALLING ALL KITCHENS** With the children off to school, it's a safe bet that mother will be found in the kitchen. When NASH COFFEE Co., Minneapolis, Minn., coffee roasters, wanted to enlarge its Waterloo-Cedar Rapids, Ia., market, it decided on *Calling All Kitchens*. Quiz in the kitchen via telephone is the idea behind the WMT show. Correct answers to quiz questions bring dollar prizes.

Stores throughout the territory are supplied with registration blanks. (Women who want to be in line for a quiz call receive entry blanks without purchasing sponsor's product.) Mail response averages 1,000 letters a week. Sales of NASH COFFEE have increased in the territory.

Colored posters in all retail outlets plug the show. Newspaper publicity in local newspapers feature the program. Special NASH demonstrations have also been conducted calling attention to the quarter-hour ad libbed show.

Three days a week all telephone calls are made either in Waterloo or Cedar Rapids. Two days a week calls are made to various surrounding towns. Consolation prize for a fluffed question: a pound of NASH's coffee from contestant's grocer. Award for the next question popped is then increased a dollar.

**AIR FAX:** Show is conducted by Howard Roberts and Benne Alter.

*First Broadcast:* Oct. 5, 1941.

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

*Preceded By:* News.

*Followed By:* Music.

*Sponsor:* Nash Coffee Co., Minneapolis, Minn.

*Station:* WMT, Waterloo-Cedar Rapids, Ia.

*Power:* 5,000 watts.

*Population:* 54,300.

**COMMENT:** While proof-of-purchase contests have shown splendid results, sponsor's sales increase here indicates that programs where such evidence is not required may also be successful. Prizes may be modest ones and still create a large amount of listener interest. *Proof:* 1,000 letters a week. (For pic, see *Showmanscoops*, p. 177.)

# FOR LADIES

*Recommended for women because they were especially designed for women are the following tested live and transcribed shows which have been reviewed in previous issues of RADIO SHOWMANSHIP.*

**MODEL KITCHEN**, See Sept., '40, p. 18.

**INSIDE INFORMATION ABOUT FURS**, See Sept., '40, p. 24.

**POLLY THE SHOPPER**, See Sept., '40, p. 27.

**HEALTH CLUB**, See Sept., '40, p. 35.

**HARDYTIME**, See Sept., '40, p. 35.

**FOR WOMEN ONLY**, See Oct., '40, p. 48.

**BETTY AND BOB**, See Oct., '40, p. 53.

**WOMEN'S NEWS REEL OF THE AIR**, See Oct., '40, p. 59.

**MEET THE MISSUS**, See Oct., '40, p. 68.

**FASHION WINDOW**, See Oct., '40, p. 69.

**WEEI FOOD FAIR**, See Oct., '40, p. 71.

**LUNCHEON WITH THE STARS**, See Oct., '40, p. 72.

**MEAT OF THE MEAL**, See Oct., '40, p. 72.

**MARKET MELODIES**, See Oct., '40, p. 73.

**MELODIES AND FASHIONS**, See Nov., '40, p. 112.

**THE HOSTESS ROOM**, See Nov., '40, p. 110, p. 114.

**MATRIMONIAL MARKET BASKET**, See Dec., '40, p. 154.

**INTERNATIONAL KITCHEN**, See Dec., '40, p. 155.

**SHOPPING CIRCLE**, See Jan., '41, p. 25.

**GRAYSON'S PRESENTS**, See Jan., '41, p. 35.

**ROCK-A-BYE LADY**, See Feb., '41, p. 47.

**STELLA UNGER**, See Feb., '41, p. 56.

**COOKING SCHOOL AND HOMEMAKERS QUIZ**, See Feb., '41, p. 66.

**SOCIAL EDITOR**, See Feb., '41, p. 72.

**MISSUS GOES A-SHOPPING**, See June, '41, p. 176.

**SHOPPER'S JACKPOT**, See June, '41, p. 188.

**MEET THE LADIES**, See July, '41, 206.

**MAMMA BLOOM'S BROOD**, See Aug., '41, p. 248.

**STORK EXPRESS**, See Aug., '41, p. 252.

**MODERN HOME IDEAS**, See Aug., '41, p. 258.

**COCKTAIL HOUR**, See Aug., '41, p. 259.

**DOROTHY DIX**, See Sept., '41, p. 292.

**DEAREST MOTHER**, See Nov., '41, p. 354.

**BIRTHDAY BOX**, See Dec., '41, p. 395.

**MODERN HOME FORUM**, See Dec., '41, p. 399.

**TABLE TALK**, See Jan., '42, p. 15.

**KITCHEN OF THE AIR**, See Jan., '42, p. 25.

**WOMEN'S 580 CLUB**, See Jan., '42, p. 25.

**STYLE TRENDS**, See Jan., '42, p. 26.

**DREAM HOUSE**, See Jan., '42, p. 30.

**HELLO GORGEOUS**, See Jan., '42, p. 32.

**BIRTH OF A NATION**, See Mar., '42, p. 99.



## PROOF O' THE PUDDING

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

### Department Stores

**BRIDGE CLUB** Bridgetime may be leisuretime in metropolis or small town, but numerous are the problems which confront the contract bidder. Giving expert advice to bridge players in Los Angeles and environs is Robert Lee Johnson. Some 20,000 members of the *Robert Lee Johnson's Bridge Club* celebrated the shows 1065th broadcast this January. *Hook*: bridge players register their names with Culbertson-disciple Johnson, receive a card which entitles bearer to submit bridge problems. Answers are by mail or via the airlines.

In addition to the KECA programs sponsored by the BROADWAY-HOLLYWOOD DEPARTMENT STORE, contract master Johnson also has three KFI afternoon *Bridge Club* programs each week.

Proof that the *Robert Lee Johnson Bridge Club* stacks the cards in sponsor's favor: FLAMINGO HAND CREAM was originally distributed in three downtown Los Angeles department stores. After three months on *KFI's Bridge Club*, every department store in Los Angeles, all drug stores in Southern California, and most variety stores were selling FLAMINGO HAND CREAM.

SPARKLETT'S PRODUCTS, through the *Bridge Club*, placed a small booklet containing highlights from Johnson's talks in each carton of SPARKEETA beverage. Ten thousand booklets were printed on the first run. Given away within 60 days: 70,000.

(Continued on p. 174)

### Bakeries

**FORBIDDEN DIARY** Sponsors like PROCTER & GAMBLE, COLGATE-PALMOLIVE, GENERAL MILLS and GENERAL FOODS have proven conclusively to themselves that the best and least expensive way of selling the housewife is to get her ear during the day when she is alone. Best way for the local sponsor to compete with these tremendously popular shows is to present an equally good one. Through the medium of Ziv electrical transcriptions, the local market has available to it the same high calibre network talent as that used by bigtime advertisers.

Hooper survey on WCPO, Cincinnati, O., indicates that with its 17.5 percent listenership, *Forbidden Diary* compares favorably with the best of the daytime serials.

Because *Forbidden Diary* uses the same script and sales technique used by leading national network advertisers, NOLDE BROTHERS BAKERY, Richmond and Norfolk, Va., tested the script show in the Norfolk market. *Results*: a new bakery to accommodate the expanded Norfolk market. NOLDE's has expanded its use of *Forbidden Diary* to include WRVA, Richmond, and WCHV, Charlottesville. Mail response test pulled 4249 letters in Richmond alone.

**AIRFAX**: Story is a down-to-earth, human interest drama of events and happenings in the lives of 14 year old Judy Wynn, her mother, father, various other characters in the small town of Willowville.

*Merchandising hook*: A character writing in her diary opens and closes each broadcast. Not revealed on the air are hopes, thoughts, suspicions, other behind-the-scenes information. During the course of the show, listening audience is offered chapters of the diary in woman's own handwriting. After two announcements, 3,600 Cincinnati women wrote in for opening chapters of this optional merchandising plan. About 1500 weekly requests were received in Bluefield, W. Va. From a first time offer in Knoxville, Tenn.: 1162 requests. While merchandising hook is optional, about 50 percent of sponsors use it.

Write for Further Information

**FREDERIC • W • ZIV**  
INCORPORATED

*Radio Productions*

2436 Reading Road

CINCINNATI

OHIO

Advertisement

(Continued from p. 173)

COAST FEDERAL SAVINGS & LOAN ASS'N tested the *Bridge Club*, became one of its most enthusiastic sponsors. Reason: in one day, *Bridge Club* members deposited \$15,000 in the sponsor's vaults.

**AIRFAX:** *First Broadcast:* January 31, 1938.  
*Broadcast Schedule:* Tuesday through Saturday, 8:45-9:00 A.M.  
*Preceded By:* News.  
*Followed By:* Breakfast Club.  
*Sponsor:* Broadway-Hollywood Dept. Store.  
*Station:* KECA, Los Angeles, Cal.  
*Power:* 5,000 watts.  
*Population:* 1,497,074.

**COMMENT:** Giveaways or premiums in exchange for proof of purchase can be had to fit almost any appropriation. Club membership provides a valuable mailing list for any sponsor.

## Manufacturers

**MRS. TUCKER'S SMILE PROGRAM** No mirrors were broken. No black cats crossed its path. But superstition flew out the window for INTERSTATE COTTON OIL REFINING Co. back in 1933 when it launched *Mrs. Tucker's Smile Program* February 13. Smiling like the proverbial Cheshire cat was W. S. Dorset, INTERSTATE's salesman, when the show recently celebrated its 1500th consecutive broadcast. Its claim to fame: it is the oldest continuous commercial quarter-hour on stations WFAA-WBAP, Dallas-Fort Worth, Tex.

*Special promotion:* placards and posters were placed in retail stores carrying MRS. TUCKER'S SHORTENING and other BETTER BRAND products when the show was in its infancy. A part of INTERSTATE's newspaper campaign was also given over at that time to publicizing the show.

**AIRFAX:** Vocal music and poetry are the chief ingredients in this "smile and the world smiles with you" program.  
*First Broadcast:* Feb. 13, 1933.  
*Broadcast Schedule:* Monday through Friday, 12:15-12:30 P.M. (CST).  
*Preceded By:* Singing Sam.  
*Followed By:* Light Crust Dough Boys.  
*Competition:* KGKO, Chuck Wagon Gang; WRR, Variety Hour, and KRDL, News.  
*Sponsor:* Interstate Cotton Oil Refining Co., Sherman, Tex.  
*Station:* WFAA, Dallas, Tex.  
*Power:* 50,000 watts.

*Population:* 273,297.  
*Agency:* Wilson W. Crook Advertising, Dallas, Tex.

**COMMENT:** In these days of tension and strife, any program that dedicates itself to "smiles" is news in radio circles. That Mrs. TUCKER's program has a formula worth duplicating is proved by its record of 1500 consecutive broadcasts.

## Shoes

**PETERS NEWS** Many sponsors with products which appeal to women select a household forum show, or reach for the nearest soap opera. PETERS BROTHERS SHOE Co., Oakland, Cal., operates two large shoe salons, one specializing in men's footwear, the other featuring women's shoes. Back in January, 1941, adman Otto Peters, took a flier, assumed sponsorship for 13 weeks of a mid-morning KROW news show. At year's end, precedent-breaking PETERS put its John Henry to a 52 week renewal contract. PETERS BROTHERS SHOE Co. had enjoyed the greatest sales increase of any retail shoe store in the San Francisco Bay area for the year!

News slant is to help women keep up with world affairs without taking it in heavy doses. While the schedule was set up to promote its women's store, one commercial in each newscast is devoted to the men's shop. Copy featuring men's wear is directed to the man-of-the-house through the women.

**AIRFAX:** *First Broadcast:* January 6, 1941.  
*Broadcast Schedule:* Monday through Saturday, 10:45-11:00 A.M.  
*Preceded By:* Tune Parade.  
*Followed By:* Bert Winn.  
*Sponsor:* Peters Brothers Shoes.  
*Station:* KROW, Oakland, Cal.  
*Power:* 5,000 watts.  
*Population:* 432,898.

**COMMENT:** This is but one of many examples where a *news* show slanted at women has sold women. *One word of caution:* the specific factors that make one news show appealing to women, the other not, are difficult to determine. Perhaps the reading mannerisms of the commentator is all the "spice" that is needed. *Recommended:* a more dramatic, more emotional rendition. (For pic, see *Showmanscoops*, p. 177).

# 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.

## Department Stores

**GREATER ROCHESTER HOMEMAKER'S PROGRAM** "We were delighted with the showing this program made on our after-inventory sale. The response was immediate. Items which we considered would last from several days to a week, were disposed of within a day. Why we say this is because we were not able to get signs, or even merchandise in the windows. Neither did we have an ad in the local papers, as they do not come out until Thursday.

"One specific instance: we had 110 pair of curtains Monday morning. Tuesday P.M., we had less than 25 pair. The others had been sold at \$1.00 per pair!"

D. M. CARR  
Manager  
R. W. Putney, Inc.  
Rochester, N. H.

**AIR FAX:** Included in the *sked* of this participating show are hymns, old and new; household hints; fashion tips and hometown news items.

**First Broadcast:** August, 1941.

**Broadcast Schedule:** Monday, Wednesday, 11:05-11:30 A.M.

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Putney's Department Store, others.

**Station:** WHEB, Portsmouth, N. H.

**Power:** 1,000 watts.

**Population:** 25,000.

**COMMENT:** Not always is a sponsor able to get a definite check on radio's exact part in a successful promotion. Here is one who did, through the most reliable of all checks, namely, sales. Particularly in communities serviced by weekly newspapers can radio do a bang-up job of special day-to-day sales promotions for its sponsors. (For story, see *Showmanship in Action*, p. 170.)

## Public Utilities

**IMPERIAL LEADER** "We are using *Imperial Leader* for EL PASO ELECTRIC CO. primarily as an institutional feature. Commercials will be confined to statements of company policy as it may be affected by wartime restrictions. *For example:* we are explaining the fact that with the restrictions on tires and automobiles, our street cars and busses may be crowded. We are endeavoring also to educate people to replace blown fuses in order to avoid an undue number of service calls. We are bringing in once on each program a request that people buy defense bonds and stamps."

WARREN T. MITHOFF  
Mithoff & White Advertising  
El Paso, Tex.

**AIR FAX:** In his early youth, the ambition of the British Prime Minister Winston Churchill, was to be a great man in England, "maybe Prime Minister." Dramatized in this fifteen minute transcribed feature are many of the stormy passages in Mr. Churchill's colorful life. *Effective episodes:* the youthful Churchill playing with toy soldiers and expressing the wish that they were real soldiers; his tender proposal to the woman he married.

Series consists of 52 quarter-hour transcriptions. Program features all-star Australian network performers.

**First Broadcast:** January, 1942.

**Broadcast Schedule:** Wednesday and Friday, 7:00-7:15 P.M.

**Preceded By:** Elmer Davis.

**Followed By:** Wednesday, *Catholic*; Friday, Music.

**Sponsor:** El Paso Electric Co.

**Station:** KROD, El Paso, Tex.

**Power:** 1,000 watts.

**Population:** 105,136.

**Transcription Co.:** Kasper-Gordon, Inc., Boston, Mass.

**Agency:** Mithoff & White.

**COMMENT:** Especially in times like these, goodwill plays an important part in the success of any business. EL PASO ELECTRIC wisely adapted its advertising to the times, uses a program which is especially suitable to the present emergency.



# SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. If you wish photographs returned, please include self-addressed, stamped envelope.



## Showmanship

*Left . . .* Elmer Hanson, *left*, holds the microphone, while Mrs. Trepanier (representing owner of store building) cuts the ribbon to open the recently remodelled BRAY'S, women's wear shop, Grand Forks, No. Dak. Owner-manager George Bray, and Mayor T. H. H. Thorson look on. (For story, see *Special Promotion*, p. 170.)

*Below . . .* Typical is this scene from a studio broadcast of the fast moving variety show, *Hello Long Distance*, heard weekly over KOA, Denver, Col., for CALSO GAS AND OIL. (For story, see *Showmanship in Action*, p. 171.)





## Salesmanship

Right . . . Window displays tying in the sponsor's product with its WMT show is one method used by NASH'S COFFEE to create a large listening public. (For story, see *Showmanship in Action*, p. 172.)

Center . . . Rolling out the red carpet for listeners to *Your St. Louis Reporter* are some 250 retail florists. Quarter-hour presentation is heard for THE ALLIED FLORISTS ASS'N. Window displays such as this one in GRIMM & GORLY'S plug the show which features local personalities, life, theatrical news and other inside info.



Left . . . A PETERS BROTHERS SHOE CO. window display used to promote its KROW women's newscast. Printed in actual teletype type and news style was a special sales message which could be read by window shoppers. (For story, see *Proof O' The Pudding*, p. 174.)

### Strategy for Success!

## AMERICAN HOUSEWIVES

(Continued from p. 153)

ten (Printers' Ink, Nov. 14, 1941, p. 61) when he says, "But no amount of advertising will sell a product that cannot be sold without advertising."

The results show:

- (1) that except for all purpose shortening, granulated washing soap, and fine laundry flakes, factors other than paid advertising outpolled advertising in sales-making potentialities;
- (2) that the three products for which paid advertising lead other sales-impelling factors are also the products which rank high in radio-influence.

### Product Impression of Radio Shows

Although entertainment is the vehicle through which the advertiser attracts an audience, the advertiser's principal interest is in sales. The radio show should not only entertain but it must or should accomplish three other objectives: (1) *acquaint* the listener with the advertiser's product; (2) *impress* upon her the merits of the product; and (3) *impel* her to buy the advertiser's product when she is in the market for his commodity.

## ONE & ONLY..

"When you received releases from me at WFCI last summer I was just filling in two summer months at that station handling their publicity. In that short time, I became convinced of one thing; that your magazine is the *one and only* that realizes that radio should have showmanship, or as we call it, exploitation."

BILL MORTON,  
RKO ALBEE THEATRE  
PROVIDENCE, R. I.

Hence, the most important step in measuring the success of a program is to discover to what extent the listener is able to associate the radio show with the advertiser. In other words, has the program informed and impressed the listener through the commercial or has the program only entertained the listener? Using the Triple Associates Test, devised by H. C. Link of the Psychological Corporation, twelve radio shows were selected, and the respondents were asked for example, "What soup sponsors on the radio, Amos and Andy?" The respondent then *wrote in* her answer or "don't know." (2410 housewives answered this part of the survey.)

An analysis of the results shows:

1. Association of program with sponsor was *greater in the case of urban users* than with urban non-users of the various products. There was correct recognition by 64.2 percent of the urban users compared with 43.0 percent by the non-users.
2. The same condition prevailed in farm homes. 71.0 percent of the users gave correct identification of product-program, against a score of 39.3 percent for non-users.

When attributing sales to radio, it must be apparent that it is difficult to correctly assay and isolate the influence of a particular radio show. Because if 64.2 percent of the users of a brand were able to identify the show, it means that *35.8 percent of the users were unable to identify the show!*

Obviously not all users are listeners, and not all listeners are users. But, if a person listens to a program, uses the product, and is unable to identify the sponsors of a radio show, isn't it possible that sales to such persons are owing to some medium other than radio?

Radio has made sales for advertisers, and will continue to garner additional volume, but let everyone connected with radio be objective about the limitations connected with accurately measuring the impact of radio.



## NEXT MONTH

**STANLEY G. HEYMAN**, advertising manager of MOORE, LTD., San Francisco, Cal. presents a digest of what's cooking on the men's wear front under war-time conditions. You'll find the facts in *Men's Wear in a Man's War*.

**BROWN-DUNKIN'S** Department Store, Tulsa, Okla. backs its KTUL children's show with plenty of promotion, lots of showmanship. The amazing story of how eight years of consistent effort (backed by announcements for special promotion) reaps its reward is told in *Give the Small Fry a Try*.

**GEORGE O. JONES**, president of the JONES FINE BREAD Co., Waco, Tex. outlines a radio schedule that includes a seven year old *Kiddie Show*, four other successful programs. In 12 years, a 1,000 percent increase in business!

*Plus other juvenile promotions and program ideas collected from businessmen all over the country. It's SHOWMANSHIP's way of helping you get the most out of this tremendously fertile market.*



*AT YOUR FINGERTIPS*

**S**HOWMANSHIP MAGAZINE FILE BINDER holds 12 magazines. The convenient, compact method of keeping your copies in permanent, chronological order. *Order today*. Only \$1.50 postpaid ★★