

S Showmanship



APRIL 1947

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Promotion Back Of It All . . .

We, too, believe in advertising—naturally! Advertising is the backbone of our business. Our success depends on the results you get from radio advertising placed with us. To help you build greater sales at lower cost, our job just begins when the contract is signed.

Better programming—better promotion—merchandising plans pre-tested for listener response. And last, but by no means least, this little magazine to keep you informed of tested selling programs and ideas. When you can have MORE, why take less?

MORE THAN A MAGAZINE . . . A SERVICE

YOUR BUSINESS AT A GLANCE

★ A Quick Index to What Others
in Your Business Field Accomplish
Through Broadcast Advertising.

*Articles and services in
Radio Showmanship
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APRIL

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A Magazine for Radio Advertisers

Programming is the life blood of radio. • Editorially, and through its advertising pages, RADIO SHOWMANSHIP Magazine presents in stories, pictures and advertising, reasons and arguments that aid in selling merchandise through radio. Every issue carries a host of selling ideas and it is a monthly compilation of the latest trends in radio programming.

Read your RADIO SHOWMANSHIP!



PUBLISHER-EDITOR

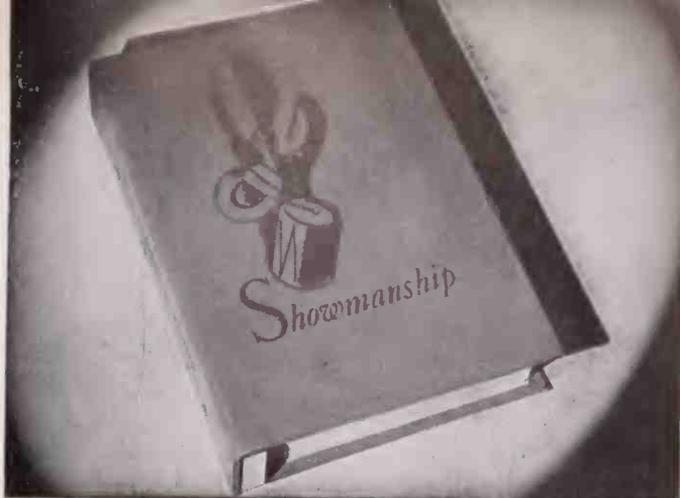
Marie Ford

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NATIONAL BROADCASTING COMPANY, INC.

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30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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CHANGE OF ADDRESS should be reported to Radio Showmanship Magazine, 1004 Marquette, Minneapolis 2, Minn., three weeks before it is to be effective. Send old address with new.

The Open Mike

High Sponsor Identification One Measure of Success

An Interview With WILLIAM S. PIRIE, JR.,
Director of National Sales, WFBR, Baltimore, Md.

Q. What new trends have you observed in programming for the local sponsor?

A. I think the war changed advertising techniques somewhat. At that time, more advertisers bought news programs and others changed their types and styles of programs. Now there seem to be more programs of the mystery type, such as secret service stories, detective stories, etc. Another new program idea is the one on which the interviewee is given anything from a movie pass to a new car.

Q. What current tendencies in the use of broadcast advertising by local and regional sponsors do you consider most significant?

A. It seems to me that more local and regional sponsors are buying programs now than ever before. And advertisers using programs are, I think, more than willing to devote time, money and effort in merchandising their programs.

Q. What factors do you consider most important in the evaluation of the success of a radio campaign?

A. A radio show that has a high sponsor identification is one important way to determine the success of a broadcast series. If the show achieves a high sponsor identification, the campaign should be successful.



William (Bill) S. Pirie, Jr. started in radio January, 1929, as a salesman for WCAO, Baltimore, Md. In 1931 he hung up his hat, rolled up his sleeves and got down to work for WFBR, where he has remained ever since. Over the years, he has sold time to most of the advertisers, big and little alike, in Baltimore.

In the spring of 1942, Bill was made director of local sales for WFBR and during the four years he was in charge of local sales, he built this phase of the WFBR operations into something envied by all radio in Baltimore. The fall of 1946 saw another move for Bill. He was made director of national sales for the station.

Although radio is in his blood, there are other things of interest to Bill, among them golf and hunting when he can find the time. A good mixer, he's popular with all who know him.

Q. Do you think that advertisers will continue to get proper service and results from radio?

A. Yes, if we continue to use thought and ingenuity in soliciting new accounts and servicing old ones. In this way, radio will move forward. But don't forget that it's up to those of us in the business of broadcasting!

Local Sponsor Tries Video

Reaction: Enthusiastic

A pioneer local radio advertiser, the P. J. Nee Furniture Company sponsors first television broadcast in Washington, D. C., finds film in combination with special events telecast gives good sponsor identification

PIONEERING IN TELEVISION in the nation's capital, the P. J. NEE FURNITURE COMPANY sent out in January the first sponsored telecast ever to originate in Washington. Long a consistent user of radio advertising to promote DREAMHOUSE furniture, Maury Nee, treasurer and advertising head of the firm, instructed the HARWOOD MARTIN AGENCY to procure television for his firm as soon as it became available locally. First chance was offered by the Dumont station WTTG (W3XWT). The event was a basketball game.

Charles Kelly, of the Dumont staff, worked with the MARTIN AGENCY in drafting the video commercials and when they had been approved by Mr. Nee, the commercial sequences were made on 16 mm. movie film on location, for the most part at NEE's store at 7th and H Streets. The theme music used on NEE's many radio shows introduced this first commercial telecast, with the videscreen showing dissolves from NEE's Dreamhouse Seal to placards announcing the night's event. Then, as the sportscaster's voice took up the sound with introductory remarks before the game, the screen switched to the interior of a living room (DREAMHOUSE Furniture—naturally) with members of a family seated around a tele-set. As game time approached, the announcer's voice said, "... and your only ticket of admission is this friendly invitation," and the scene dissolved for a last look at the Dreamhouse Seal.

Between halves of the game there were

shots of the crowd and brief interviews with celebrities. Following this there was a short institutional commercial with exterior shots of the three P. J. NEE COMPANY stores. At the end of the game the closing commercial returned viewers briefly to the original living room while the announcer did a game recapitulation; then a dissolve to the Dreamhouse Seal. Thus, a maximum of sponsor identification was achieved without the use of stilted "stills" and with a fairly simple technique.

Maury Nee, expressing the point of view of many forward-looking retailers, said, "I feel that the experience we gain in early telecasts will more than repay us for the expense, and it is a source of great satisfaction to us to pioneer in this industry that promises so much of both entertainment and education for the public. Sponsors who start early with television are laying a groundwork of experience that will repay them a thousandfold in the future."

For a week before the show, Maury Nee directed his entire advertising effort to publicizing the event. All NEE employees watched the show on a receiver at NEE's 7th and H Street Store. Window displays at the stores were built around this subject. Mr. Nee says: "We went into this thing for the same reason that we've pioneered through the years in all types of radio programs—we feel that advertising of furniture can be attractively presented in a way that is both pleasant and beneficial to the public."

▶▶ When Bullock's submitted to the National Retail Dry Goods Association a typical half-hour show in the current series titled "Favorite Story," it won first prize in the competition of stores using radio who have a volume of \$5,000,000 or more annually.

Store Uses Juvenile and Adult Radio Schedules

Children's show with 3-way mail pull now in its 14th year builds good will for Bullock's, Inc., Los Angeles, Calif., is currently aired in combination with night-time series now in its 4th year

by O. V. JOHNSON, Dana Jones Company, Adv., Los Angeles, Calif.

BULLOCK'S, INCORPORATED, entered the radio field in the early twenties when they owned one of the first local radio stations in Los Angeles. They sold this station early in its growth but have used broadcast advertising intermittently ever since.

At a time when department store radio advertising is still cautiously employed, the policy of BULLOCK'S is of interest to the entire retail radio advertising field.

BULLOCK'S current radio budget represents a sizeable percentage of their entire advertising expenditure. The DANA JONES COMPANY, Los Angeles advertising agency, works with BULLOCK'S under the direction of BULLOCK'S advertising office, headed by Frank Rice, publicity director, in the selection of broadcasting ideas and material for broadcasting.

Children's Show in 14th Year

A children's program, known as the *Uncle Whoa Bill Club*, is the oldest BULLOCK'S radio show still on the air. The *Club*, now in its fourteenth year, is broad-

cast over KFAC, five times per week from 5:30-6:00 p.m. The continuity is built around a personality known as *Uncle Whoa Bill*, a warm-hearted, informal character, confidant of children. The broadcast appeals to children from the ages of four to approximately nine. The purpose of the broadcast is to suggest to children when things do not go exactly the way they like, that they say *Whoa Bill* rather than fret or cry. There is a three-way mail pull in the broadcast: *first*, new members; *second*, birthdays; *third*, honor roll.

When the children join the *Club* they are presented with a chart to which they affix stars for acts of good behavior, such as eating their spinach or minding their mothers. Parents write gratefully that the program has aided them in their problems of child discipline.

The second mail pull is the announcement of birthdays and where the children's birthday gifts will be found in their homes.

The third mail pull is an honor roll

and children's names are broadcast for being brave about some unpleasant experience such as cutting a finger or being hurt in some other way.

Stands the Test of Time

The second BULLOCK's show, the most ambitious, was started in 1943, over KFI. Currently, a half-hour drama, *Favorite Story* is broadcast from 9:00-9:30 p.m., interpreting the popular semi-classics of literature, such as Dickens' *Great Expectations*, Rostand's *Cyrano de Bergerac*, Louisa Alcott's *Little Women*, Mark Twain's *Connecticut Yankee in King Arthur's Court*, and Washington Irving's *Legend of Sleepy Hollow*.

Favorite Story gains its title from the

How Other Retailers Successfully Combine Adult and Juvenile Radio Schedules

Sponsor *Station and City*
L. S. Donaldson Company WTCN, Minneapolis, Minn.

HI TIME VACATION DATE: In combination with its *Joan Terry* series for feminine listeners, the firm successfully sponsored an audience participation show for teen-agers. Series was transcribed at the store, rebroadcast later in early evening time. (For story, see *Radio Showmanship*, September, 1946, p. 291.)

Sponsor *Station and City*
John Taylor Dry Goods Company KMBC, Kansas City, Mo.

JOANNE TAYLOR STROLLING PLAYERS: Youngsters between the ages of 7 and 12 were presented in dramatizations of fairy tales, etc. Series supplemented *Joanne Taylor Speaking*, a series designed to promote the sale of specific merchandise which has now celebrated its fourteenth anniversary. (For story, see *Radio Showmanship*, June, 1946, p. 195.)

Sponsor *Station and City*
Rich's WGST, Atlanta, Ga.

RICH'S RADIO SCHOOL: While RICH's maintains a heavy radio schedule, it didn't overlook the value of an institutional public service feature. RICH's presented an educational series for specific grade school listening which rendered a statewide public service. Transcribed at WGST, it was processed from masters and broadcast over five other stations in the state. (For story, see *Radio Showmanship*, May, 1946, p. 152.)

fact that the leading men and women of the United States are asked to name their favorite story, which is then dramatized on the air. Selections have been made by such prominent people as Ronald Colman from the motion picture field, Fred Allen from radio, Louis Untermeyer from the field of literature, Deems Taylor from the field of music, George Palmer Putnam from the publishing field, and Mrs. Eleanor Roosevelt.

Instead of featuring a star, this dramatic series has a separate cast each week, selected from Hollywood's best radio talent, after extensive auditions for the parts to be portrayed.

The night-time half-hour program for BULLOCK's was first presented in March 1943 to help launch BULLOCK's anniversary month. It was so successful that it was continued for four weekly broadcasts in that month and has been continued since until it is now in its fourth year. The format for this evening half-hour show has changed from time to time, starting out originally as inspirational war effort under the theme of *The World We Are Fighting For*.

The Tuesday evening time is particularly fortunate because it follows a parade of NBC high rating shows such as Fibber McGee, Bob Hope and Red Skelton.

Entirely Institutional

Night-time radio is used by BULLOCK's to promote the store institutionally, not to sell specific merchandise. When specific merchandise is mentioned, it is selected as indicative of a section or department and as an illustration of a general store policy or a service to the public of Southern California.

There are no sales figures compiled by BULLOCK's to prove the success of these radio shows. BULLOCK's feel that a great deal of good will has been generated by broadcast advertising. It also serves as a direct contact with many families throughout Southern California in the territory where the Los Angeles newspapers do not give complete coverage. In as large an operation as BULLOCK's, radio broadcasting with its different approach and its special appeals does serve as a valuable aid to printed advertising.

Teen-Age Record Show Builds Traffic for Shoe Store

With 12 years of radio experience, the Nissen Shoe Company, Oklahoma City, combines sales and entertainment in an integrated campaign on small budget for teen-timers



Platter Party entrepreneur, Eddie, enjoys one of the contests dreamed up for the Saturday teen-age show over KOMA in which records play a big role. This competition involved the efforts of several high school girls to apply make-up successfully to unwilling but cornered high school lads.

SINCE OCTOBER 19, 1946, the proprietor of *Eddie's Corner Store* (Monday through Friday, 3:45-5:00 p.m., KOMA, Oklahoma City) has been throwing a Saturday *Platter Party* in the banquet room of the Biltmore Hotel in the No. 1 Sooner town and the teen-agers have

been flocking to the party like iron filings to a giant magnet.

Sales and Entertainment Integrated

THE NISSEN SHOE COMPANY is sole sponsor of the one-hour air show and hundreds of old and young are now walk-

ing in NISSEN's shoes as the result of a well organized and integrated campaign of sales and entertainment.

The show and its guiding personality sprang from the daily record spinning and the know-how of Edward Coontz Radio Productions. Eddie's ambition was not purely monetary as he built toward a successful Saturday afternoon party for youngsters. He was as aware as any citizen that teen-agers need some outlet for their energy that will furnish fun and excitement and still be on the right side of good behavior.

In the *Platter Party* Eddie has given his young followers plenty of records; competitive gags for good prizes; an opportunity to select their top ten favorites in platters each week by voting at the sponsor's store and has allowed the guests at the party an opportunity to take responsibility for the fun as group hosts and hostesses.

Off-the-Air Fun

Each week following the one-hour air show at 1:30 p.m. there is a one-hour mixer of dancing and group activity which often reaches a capacity crowd of more than 1,000.

A bubble gum blowing contest with prizes for both the boy and girl cham-

pions is the most exciting contest Eddie has furnished his followers to date. A 15¼-inch bubble won for the boy champion a complete wardrobe of shoes (four pair), and the girl champion won the same prize with a bubble only about an inch less in diameter. Nissen's furnished certificates for the shoes and the winners either claimed their prizes in each of the four seasons of the year, or all at one time.

At another time prizes were given for the best comic valentine drawn during the air program by four volunteer contestants, with other *Platter Party* guests as the judges. Four girls then competed for another award by seeing which one could make the most words from the letters in the phrase "Be My Valentine."

Artist-tune identification is one of the most popular features at the Saturday party and competition is keen. Current record favorites and albums of the recording stars are the coveted prizes in many contests of the *Platter Party*.

Radio is not new to the NISSEN store of Oklahoma City. Spot radio has been used for almost 12 years to promote "*The Most Walked About Shoes in Town!*" Various types of quarter-hour shows have been tried and a story-time show has been a Sunday morning feature on WKY for almost two years.

Creates Store Traffic

The *Platter Party* is essentially a small budget show as far as talent is concerned. All it takes is Eddie, an engineer, a secretary, a little painted background for atmosphere and a stack of records. The youngsters select the program each week by dropping their ballots in the voting booth at NISSEN's.

To vote, all the boy or girl has to do is visit the Green Room at NISSEN's. Of course, the ballot box is centrally located in the teen-age department, surrounded by casual and sport shoes.

Right now the big shoe store encompasses about 2,000 square feet of floor space on two floors. Modern x-ray fitting is used for complete satisfaction of the wearer, and shoes for every member of the family are stocked, men's and boys' sizes being located conveniently on the first floor.

Ballots for the most popular records of the week are cast in the teen-age Green Room Shop of the Nissen Shoe Company, *Platter Party* sponsors.



Three-Point Formula for Idea Selling by Radio

Measured in terms of objective of campaign, not in mass circulation or specific item sale, furniture store finds radio produces marked results

by NEIL PETREE, president, Barker Brothers, Los Angeles, Calif.

(Reprinted from KNX "Trade Talk," January, 1947)

TWENTY YEARS ago this month Edgar Harrison Wileman, director of the Home Advisory Bureau at BARKER BROTHERS, made his first broadcast over KNX on the subject of the most popular type of architecture of that day, the Spanish home. More than seven years ago, BARKER BROTHERS began sponsorship on KNX of a three-a-week series of programs under the title, *Backgrounds for Living*, featuring Mr. Wileman. We feel that this program has provided us with one very good answer to the frequently asked question, "*How shall the retailer use radio advertising effectively?*"

Why and to Whom First

We began by asking ourselves a question—not, "*How should we use radio?*" but, "*Why should we use radio?*" Our answer to this was that there were certain general ideas about our store which would help increase our sales, but were not directly connected with specific items of merchandise. We believed that we might use radio not to sell this chair, that desk, or the other table, but to sell the idea of BARKER BROTHERS as the store for decorating and furnishing a home throughout.

The second question we asked ourselves was still not how to use radio, but, "*To whom should this message be directed?*" And this question was answered in the following way: "Sell the idea of the store for furnishing and decorating to people who have an interest, or whose interest can be aroused and stimulated, in the physical entity of the home.

"How" Answered Last

With these two direct advertising questions given straightforward answers, the question of how to use radio, so often asked first, was asked last—and very easily answered with a program commentary dealing with home furnishing, building, and decorating, delivered by Mr. Wileman. Problems of script and format had to be worked out, and a variety of material gradually developed. But this has all been accomplished, and today, with the interest in homes as widespread as it is, the program gives evidence of being more popular than ever.

Measurement of program effectiveness showed another departure in thinking from the usual approach to radio. Measurement of mass circulation achieved by Hooper ratings could mean little to a

program avowedly selective in nature. Likewise, a program designed to sell ideas rather than merchandise could not be successfully measured in terms of specific item sale. Thus the two timeworn tests of radio and retailing—program rating on the one hand, and the volume of item sales on the other—proved to be of little value.

Other means of testing quickly became apparent. Traffic in the Home Advisory Bureau was increased several-fold, and sales, directly traceable to this increased traffic, provided something of a specific as well as a general measure. Home exhibits and the like which formed logical subjects for entire programs further gave rise to attendance traceable to this source alone.

Formula for Success

Kenneth Pelton, our advertising director, and Roderick Mays, of MAYS & BENNETT, our advertising agency, have worked out a formula based on this program, which may prove of interest to others. It includes the following points:

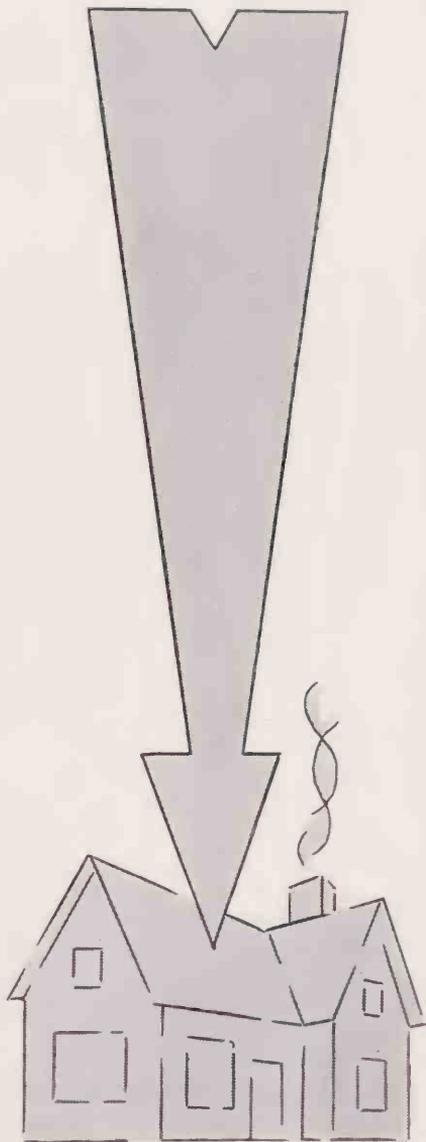
“(1) *Think of what you want to say and to whom you want to say it, before you concern yourself with how it may best be said. Choose the program last—not first.*

“(2) *Remember that merchandise selling is really idea selling in which certain ideas of style, quality, price and selection are presented in connection with a store. Effectiveness of this idea selling may be tested by the sale of specific merchandise, but the effective and continuous implanting of certain sales ideas is more important as a rule than the movement of advertised items. Radio in general is a good sales medium for ideas less tangible than those connected with merchandise, and we feel that we should give careful thought to the presentation of such ideas before going into a radio promotion with the same approach used in newspaper advertising.*

“(3) *Measurement of a radio program's effectiveness must be in terms of what it is attempting to accomplish. Quantitative measurements will not help us measure our success in reaching a selective audience, nor will merchandise adver-*

tising test the strength of a program designed to sell a different brand of ideas.”

One interesting observation may be made on our program, and that is that while it has been based entirely on an advertising theory of approach to radio, the result has been a program of some distinction, dealing with subjects not generally considered on the radio, and meeting with widespread approval of civic and cultural organizations.



Takes Tip from National Advertiser; Entertainment to Carry Commercials

In schedule first set-up as wartime measure, The H. & S. Pogue Company includes enough air lanes time to make its broadcast advertising felt in Cincinnati

RECENTLY, THE H. & S. POGUE COMPANY, Cincinnati, O., was awarded Honorable Mention by the National Retail Dry Goods Association in its nation-wide rating of the outstanding retail radio programs for 1946.

Placed in the "large store" classification—that is, stores having a volume of business of over five million—POGUE'S met with stiff competition, not only from its own city, but from other cities all over the country. The radio advertising program for 1946 of THE H. & S. POGUE COMPANY was based largely on two daily shows—one, a half-hour morning program called *Sing America Sing* (later revised and entitled *Pogue's Breakfast Music*), and the other, a 45-minute evening program, *To Cincinnati at Six*.

POGUE'S venture into the field of radio advertising began in the war years. Unlike many other department stores, POGUE'S did not want a brief *woman's hour* show which directed its energies toward 15 minutes of household hints and shopping news. Instead, James W. Petty, Jr., general merchandise manager (at that time, publicity director), planned POGUE'S radio advertising campaign so that the store would have enough air lane's time to make itself known as an advertiser. His idea was to use radio for POGUE'S in the same manner as the large national advertisers—that is, use entertainment as the medium for carrying the commercials.

Early POGUE programs were, for the most part, news broadcasts, because the interest of the wartime public in 1944



Q "I regard the local radio support of our local newspaper advertising to be of inestimable value. What other two media tie-in so beautifully in a coordinated scheme of selling? And what is more important than concentrated local selling on the part of department stores?"

Budd Gore, Sales Promotion Manager, The H. & S. Pogue Co.

and 1945 was centered on the latest news at home and abroad. Particularly popular at this time was a network program, *Correspondents Around the Globe*, a daily 15-minute news summary that picked up on-the-spot foreign correspondents strategically located in areas where history-recorded events were taking place.

After the war's end, interest began dying down, and a different kind of show was needed. Thus, *Sing America Sing* and *To Cincinnati at Six* were created.

Strategically Located Programs

Sing America Sing (now entitled *Pogue's Breakfast Music*) is titulary self explanatory. An early morning show, it features half-an-hour of light and lilting melodies with brief intermittent store commercials. The show is strategically located between the *Breakfast News* and the *Breakfast Club*, so that POGUE commercials reach an early morning audience at the opportune time to get last minute suggestions on daily shopping lists.

But the real backbone of this prize-winning radio division is its evening program, *To Cincinnati at Six*. This is a 45-minute show which goes on the air at 6:00 p.m. and brings to Greater Cincinnati a program of dinner music at the dinner hour. Four brief commercials are given by Cecil Hale, one of the top WSAI announcers, who's been with this program since its creation.

The music on the transcribed portion is that of Norman Clothier and his orchestra, with such guest stars as Perry Como and Andy Russell.

Varied Commercial Appeal

The commercials are minute-long descriptions of merchandise; special sales (clearance, End-of-Month Sales); store services (Personal Shopper, Travel Bureau), and brief civic messages or public announcements (Symphony Orchestra, Red Cross). A typical commercial concerning merchandise deals with regular stock (sheets, towels, lamps); items that are brand new in the store (the G. E. ELECTRIC double blankets); or old favorites returning to the post-war market (typewriters, appliances). Each contains a succinct word picture of the merchandise, followed by three of the W's of adver-

tising: *What it is—Where it is—and Why the listener must have it.*

POGUE's commercials are written by a regular member of the WSAI staff, Natalie Giddings, who has her office in the store itself. In this way, a high degree of accuracy is maintained concerning the merchandise, for Miss Giddings makes it a point to see the articles personally, and discuss them with the buyers. The commercials, when written, are sent directly to the radio station where ditto copies are printed. These are sent immediately to the buyers whose merchandise is to be mentioned on the air, thus providing a double check that prices and sizes are correctly listed. Ditto copies are also sent to the various section managers and POGUE's Information Desk as a means of promoting alert customer service.

Commercials, as well as the program itself, are planned to reflect and convey the atmosphere of THE H. & S. POGUE COMPANY, for POGUE's is literally a Cincinnati tradition. Founded nearly 84 years ago by Henry and Samuel Pogue, today the store is still owned and operated by the Pogue family, with John C. Pogue as president. Since its founding in 1863, POGUE's history and development has been one of community service and permanent high standards of quality. Associated with this store is an atmosphere of dignity and restraint.

Conservative Good Taste

The commercials reflect this same conservative good taste. They are never cute or coy. Neither are they flippant or inappropriate for dinner-hour listening. Every effort is made to avoid exaggeration and to curtail the somewhat natural tendency to oversell. Straightforward ideas and simple direct wording lend themselves to a clear, definite meaning—and a clear definite meaning allows no room for false impressions.

These radio commercials indirectly carry out the POGUE policy of building confidence in this store and in the merchandise it carries. Under the new sales promotion manager, Budd Gore, POGUE's continues to be a civic-minded enterprise as well as a progressive department store, devoted to the community it serves.

Incentive Promotions Related To Product Induce Immediate Customer Purchases

With special Easter promotion on 42 stations in 11 western states, Fisher Flouring Mills Company uses premium offer to dramatize product, increase sales

by **TREVOR EVANS**

Account Executive, Pacific National Advertising Agency, Seattle, Wash.

THE BACKBONE OF THE CURRENT radio promotion for the FISHER FLOURING MILLS COMPANY, Seattle, Wash., is the commentary program, *James Abbe Observes*, broadcast Monday through Friday over 39 radio stations in the 11 Western states. This five-time-a-week network newscast is supplemented by 19 newscasts per week over KOMO, Seattle, and spot schedules in Missoula and Great Falls, Mont., with other cities added to the spot schedule as needed.

Series Promotes Entire Line

We feel that the five-time-a-week schedule, reaching as it does both men and women just at or before breakfast time, represents an ideal opportunity to talk to the prospective purchasers of FISHER'S

products. Accordingly, while some products get more intensive campaigning at various seasons, the program is used to promote the entire line, including FISHER'S INSTANT HOT CEREAL, ZOOM; FISHER'S BISKIT MIX; FISHER'S WHEAT GERM; FISHER'S PANCAKE MIX AND FISHER'S CAKE FLOUR.

During the last two years most of our product messages have been straight exposition—straight-from-the-shoulder selling from one adult to another, explaining the advantages and benefits of the product offered for sale.

Competitive Conditions Returning

Now, with more competitive conditions, it is expected that additional incentives will be offered to induce immediate purchases. For instance, in connection with Easter, a campaign was launched in February to feature FISHER'S BISKIT MIX and a special Easter place card offer.

"Make your Easter breakfast the big, happy family get-together it deserves to be! Have ham and eggs and hot cross muffins on the menu . . . and set the table with placards in keeping with the occa-



sion," was the cheery pre-Easter counsel of the announcer on the *James Abbe* program.

On every broadcast day from February 25 to March 25, the FISHER FLOURING MILLS COMPANY featured its special Easter family breakfast offer which consisted of a colorful set of six Easter breakfast placards, plus a special streamlined recipe for new super-tasty Hot Cross Muffins made with FISHER'S BISKIT MIX. The recipe was especially developed for this 1947 Easter by FISHER'S home economist, Mary Mills. The place cards showed cartoon character, Freddie Fisher, clad in a fuzzy, long-eared rabbit suit, daubing "Mom sits here" and "Pop sits here" on gaily decorated Easter eggs.

On the broadcast, listeners were asked to send ten cents and the top from a package of FISHER'S BISKIT MIX (either the familiar 2½-lb. package, or the new, thrifty 2-lb. size) to Abbe, Box 84, Seattle.

The Easter offer was also aired over 19 newscasts per week on KOMO and on announcements on KGVO, Missoula, and KFBB, Great Falls.

Premium Offer Related to Product

While this was a premium offer, it was related to the product sold in that it en-

couraged the use of a special recipe. Most of our incentive promotions are of this type.

For example, when an exceptional, highspeed cake recipe was developed for use with FISHER'S BISKIT MIX, it was introduced as "Double Quick Cake," with a special "Double Header Contest," which dramatized the uniqueness of the product and the point was well impressed that "Fisher's Biskit Mix is so good it even makes cake."

The FISHER FLOURING MILLS COMPANY was one of the first big radio advertisers in the Pacific Northwest and it now uses the medium to reach grocery store customers throughout the entire 11 Western states.



FISHER "JAMES ABBE" LINE-UP

7:30 a.m.	PST	KECA, Los Angeles	7:45 a.m.	MST	KFBC, Cheyenne
"	"	KGO, San Francisco	"	"	KUTA, Salt Lake City
"	"	KFMB, San Diego	"	"	KENO, Las Vegas
"	"	KTMS, Santa Barbara	10:00 a.m.	MST	KXLF, Butte
"	"	KHUB, Watsonville	"	"	KXLQ, Bozeman
"	"	(Until 6/30/47)	9:00 a.m.	MST	KXLJ, Helena
"	"	KPRO, Riverside	11:15 a.m.	MST	KGHL, Billings
"	"	KTKC, Fresno-Visalia	7:45 a.m.	MST	KGEM, Boise
"	"	KFBK, Sacramento	"	"	KBIO, Burley
"	"	KWG, Stockton	"	"	KEIO, Pocatello
"	"	KFLW, Klamath Falls	"	"	KLIX, Twin Falls
"	"	KPMC, Bakersfield	"	"	KOAT, Albuquerque
"	"	KUGN, Eugene	"	"	KTRC, Santa Fe
"	"	KVOS, Bellingham	"	"	KGAK, Gallup
"	"	KEX, Portland	"	"	KFUN, Las Vegas, N.M.
8:45 a.m.	PST	KGW, Portland	"	"	KIFI, Idaho Falls
7:30 a.m.	PST	KJR, Seattle	"	"	KPOP, Tucson (when added)
"	"	KPQ, Wenatchee			
"	"	KGA, Spokane			
"	"	KREO, Brawley-Indio			
"	"	KCOY, Santa Maria			
"	"	KHUM, Eureka			
7:45 a.m.	MST	KPHO, Phoenix			
12:15 p.m.	MST	KVOD, Denver			

James Abbe voices his comments before the KGO microphone and is heard over these stations Monday through Friday at the designated times.

Newscasts and Announcements

KOMO, Seattle

KFBB, Great Falls

KGVO, Missoula

Advertisers' Roll of Honor . . .

72 Advertisers with Records of from 5 to 21 Years on the Air

15 to 20 Years

<i>Sponsor</i>	<i>Station and City</i>	<i>Program—Starting Date</i>
Esskay Quality Meats	WFBR, Baltimore, Md., Others	Varied 1926
Southeast Furniture Co.	KDYL, Salt Lake City, U.	Varied 1926
Jack the Tire Expert	WTIC, Hartford, Conn.	Jack Says—Ask Me Another 1928
Morning Milk Co.	KDYL, Salt Lake City, U.	Varied 1928
Al's Photo Shop	KGIR, Butte, Mont.	Spots 1929
Oechsli Furniture Co.	KGIR, Butte, Mont.	Varied 1929
Schwartz's Men's Store	KGIR, Butte, Mont.	Varied 1929
Zinsmaster Baking Co.	Varied, Minneapolis-Duluth, Minn.	Varied 1929
Eastern Outfitting Co.	KXLY, Spokane, Wash.	Varied 1930
Phillips Packing Co.	WFBR, Baltimore, Md.	News 1931

10 to 15 Years

<i>Sponsor</i>	<i>Station and City</i>	<i>Program—Starting Date</i>
Bullock's, Inc.	KFAC, Los Angeles, Calif.	Whoa Bill Club 1933
Marin-Dell Milk Co.	KFRC, San Francisco, Calif.	Budda's Amateur Hour 1933
John Taylor Dry Goods Co.	KMBC, Kansas City, Mo.	Joanne Taylor 1933
Hage's Ltd., Dairy	KGB, San Diego, Calif.	News-Music 1934
Kingsbury Breweries Co.	WOMT, Manitowoc, Wis., Others	News 1934
Miklas & Son, Florist	Varied, Portland, Ore.	Spots 1934
Trull Funeral Homes	CFRB, Toronto, Ont.	Sunday Hour 1934
Ben Cohn & Bros., Jewelers	KFPY, Spokane, Wash.	Varied 1935
Gordon's Style Shop	KGNC, Amarillo, Tex.	Style Notes 1935
Heironimus Company	WDBJ, Roanoke, Va.	Your Personal Shopper 1935
Floyd A. Allen Investment Company	KMPC, Los Angeles, Calif.	Open Forum 1936
First Federal Savings & Loan Association	KPLT, Paris, Tex.	News 1936
Nissen Shoe Company	KOMA, Oklahoma City, Okla., Others	Varied 1936
Stott Bricquets Co.	WTCN, Minneapolis, Minn., Others	Varied 1936
Westphal's Paint & Hardware Store	WOMT, Manitowoc, Wis.	Air Exchange 1936
Carter Coal Company	WJR, Detroit, Mich.	Hermit's Cave 1937
Clayton Shoe Store	WLAW, Lawrence, Mass.	Spots 1937
Curran & Joyce Co.	WLAW, Lawrence, Mass.	Opportunity Hour 1937
Goldberg's Furriers	KPFA, Helena, Mont.	Varied 1937
Morehouse Baking Co.	WLAW, Lawrence, Mass.	Varied 1937
Skinner-Chamberlain & Co.	KATE, Albert Lea, Minn.	Varied 1937
Charles E. Wells Music Co.	KOA, Denver, Colo.	Wells of Music 1937
Wirth's Cafe	WLAW, Lawrence, Mass.	Spots 1937



Vital Statistics . . .

In this list of 72 local and regional advertisers who have used broadcast advertising over a period of years which ranges from five to 21 years, almost 50% have been on the air for ten years or longer. Many of them are still using the program with which they made their radio debut. With 30 business fields represented, department stores are in the lead with eight firms listed. Furniture stores are a close second, with seven. But whatever the business field—dairy products, beverages, laundries, drug stores, clothiers, furriers—this Honor Roll represents a distinguished list of advertisers who have consistently found that broadcast advertising pays. (To supplement this list, refer to a list of 70 additional long-term sponsors which appeared in the April 1946 issue of Radio Showmanship Magazine, page 120.)

5 to 10 Years

Sponsor	Station and City	Program—Starting Date
A. J. Cripe Baking Co.	KOAM, Pittsburg, Ka.	Town Talk 1938
A. H. Geuting Co.	KYW, Philadelphia, Pa.	Geuting Spelling Bee 1938
Ben E. Keith Co.	KGKO, Fort Worth, Tex.	Fruit Express 1938
Remar Baking Co.	KROW, Oakland, Calif., Others	Varied 1938
Salinas National Bank	KDON, Monterey-Salinas, Calif.	News 1938
Wessell's Laundry	WLAW, Lawrence, Mass.	News 1938
American Cleaners	KFSD, San Diego, Calif.	American Kids Club 1939
Cherry & Webb Co.	WLAW, Lawrence, Mass.	Varied 1939
Community Opticians	WLAW, Lawrence, Mass.	Spots 1939
Fashion Clothing Co.	WLAW, Lawrence, Mass.	News 1939
Hubbard Milling Co.	KYSM, Mankato, Minn.	Varied 1939
Kray's Men's Store	WLAW, Lawrence, Mass.	Varied 1939
Summerfield Furniture Co.	WLAW, Lawrence, Mass.	Varied 1939
Wright's Hatchery	WPAY, Portsmouth, O.	News 1939
Barker Bros., Furniture	KNX, Los Angeles, Calif.	Backgrounds for Living 1940
Berlin's Men's Store	WTMA, Charleston, S. C.	News 1940
Carry Ice Cream Co.	WWDC, Washington, D. C.	Varied 1940
Central Dairy Products Co.	KWLM, Willmar, Minn.	Kiddie Quiz 1940
Home Federal Savings & Loan Ass'n.	KVOO, Tulsa, Okla.	News 1940
Jira Auto Supply Co.	KMYR, Denver, Colo.	Sports Parade 1940
Lowry Hardware & Furniture	KPLT, Paris, Tex.	Music & News 1940
Pittsburgh Brewing Co.	KDKA, Pittsburgh, Pa.	Memory Time 1940
Sattler Department Store	WGR, Buffalo, N. Y.	Spots 1940
Salt Lake Glass & Paint Co.	KDYL, Salt Lake City, U.	Music 1940
Seaboard Finance Co.	KXL, Portland, Ore.	Varied 1940
Spokane & Eastern Bank	KFPY, KGA, Spokane, Wash.	News 1940
Atlas Fashions	WPAY, Portsmouth, O.	Fashion News 1941
Bloch Furniture Co.	WRJN, Racine, Wis.	Little Red Book 1941
Brents, Jewelers	KROW, Oakland, Calif.	Music & Spots 1941
Condon's Department Store	WTMA, Charleston, S. C.	News 1941
C. E. Chappell & Sons	Varied, Syracuse, N. Y.	Varied 1941
C & R Bootery	KFNF, Shenandoah, Ia.	News 1941
Crown Drug Store	KOME, Tulsa, Okla.	News 1941
Log's Store for Men	WLAW, Lawrence, Mass.	Varied 1941
Nehi Bottling Co.	WSAV, Savannah, Ga.	News 1941
Quality Furniture Co.	WMAN, Mansfield, Ohio	News 1941
Staley Milling Co.	KMBC, Kansas City, Mo.	Farm Shows 1941

Business Doubled in Year With 5-Minute Radio Series Main Advertising Medium

Kent Cleaners, Portland, Me., switches from spots to program

A YEAR AGO, KENT CLEANERS, dry-cleaning concern with six stores in Portland and stores in four other Maine cities, found itself on its own after separation from a larger establishment. To improve its service, it added a shoe-repair department to its laundry and dry-cleaning departments, and to stimulate new business, it embarked on an all-out expansion campaign.

Today, KENT CLEANERS reports its business has nearly doubled in the past 12 months. And the chief advertising medium used by the establishment has been *The Daily Almanac*, a five-minute program broadcast over WGAN, Portland, six days a week at 8:25 a.m.

The program, prepared and broadcast by announcer Kenneth Long, airs (1) a varied assortment of information on the weather, calendar statistics, tides and phases of the moon. Example:

"Today is the 22nd day of the 2nd month, the 53rd day of 1947. The sun came up at 6:29 a.m. and it will set at 5:20 p.m. And if you're out in your car this evening, your lights should be on at 5:45 p.m. High tide will be at 11:49 a.m. and low tide at 6:08 p.m. The present temperature is 15 degrees. The year 1943 had the warmest February 22nd on record at the Portland Weather Bureau, when the temperature was 51 degrees. The year 1918 saw the coldest day, when the mercury dropped to 7 degrees.

Maine is digging out this morning after a north-east blizzard. The average temperature in the state is 21 degrees. One-inch of new snow is expected. Moderate to fresh northwest winds will prevail all day. Driving is hazardous throughout the state, especially on side streets, with plows clearing main highways."

In addition to information of this kind, the program includes (2) tidbits of history and news made in past years on the broadcast date. Example:

"Let's look now at the events of the 22nd of February in the pages of history:

As we all know, George Washington, the nation's first president, was born 215 years ago today at Fredericksburg, Va. . . . James Russell Lowell, the poet, was born on February 22 in 1819. . . . And on that same day, Florida was ceded to the United States by Spain. . . . Sir Robert Baden-Powell, the founder of the Boy Scouts, was born 90 years ago today in 1857. . . . A man named F. W. Woolworth founded his first five- and ten-cent store at Utica, N. Y., on the 22nd of February, in the year 1879. . . . On the 22nd of February, in 1921, the first trans-continental air mail flight was made from San Francisco to New York. . . . Twenty years ago today, in 1927, President Coolidge became the first president to speak to Americans in a nation-wide radio hook-up."

The theme is an Art Tatum piano recording, used for 20 seconds at the opening and close of the program. Two 45-second commercials, one in the middle and one at the end, inform listeners of the wide variety of services and the locations of KENT CLEANER stores in Maine, i.e., "*Busy young feet need sound shoes. Once a week turn your child's shoes sole-side up and check for run-over heels and too-thin soles. Then see Kent's guaranteed shoe service.*"

Before sponsoring *The Daily Almanac*, which is its first radio program, KENT's had used only a spot announcement campaign. But the concern feels that a five-minute program every day, Monday through Saturday, with information of wide general interest, builds good will along with customers. Results indicate that linking the idea of a good cleaning service with public service in general by broadcasting complete weather reports and forecasts—always of high importance to residents of Maine—has stimulated business.

Creative Selling of Radio

Creation of new radio advertisers and new radio appropriations vital to continued growth, says WILLIAM A. McGUINEAS, commercial manager, WGN, Chicago, Ill.

RADIO HAS BEEN and must continue to be the greatest mass medium available to advertisers. The advertisers can reach more people per dollar through radio than is possible through any other medium. That is as it must be. The longer the life of an advertising medium, the more costly is the advertising rate per thousand homes reached. It is generally accepted that the rate per page per thousand in a weekly magazine is lower than the rate per page per thousand in a monthly magazine, and that principle carries on down to the lowest cost of reaching per thousand families through radio.

The cost of all advertising media has been and still is increasing as is the case in radio. Radio advertising has grown so rapidly and with such great strides because advertisers and advertising agencies have appreciated the low cost of reaching the people through radio. As costs increase it will be necessary—and we have but to look beyond our noses to see plenty of evidence—for magazines, newspapers, outdoor, and radio, to sell more and more on a competitive basis with all other media. The elimination of the paper shortage will permit other media to carry all the advertising they can get. These other media will obviously use every sales idea they can think up to take advertising from radio and to prevent advertiser's appropriations entering radio.

The other media are experienced in that kind of selling, while radio is not. Broadcasters have not found it necessary to do a strong, sound, *creative* selling job. It is time we started. For years advertising

media, other than radio, have worked intelligently on the job of creating new advertisers and new advertising appropriations. I have seen a few instances of an advertiser analyzing the division of his total advertising appropriation between the different media. There has been an instance here and there where an advertiser who has been devoting his entire appropriation to radio, wonders if that is to his best interests. There we have another reason why broadcasters must do a better job of *creative* selling.

There are several large industries (building materials, household appliances, insurance, banks, department stores, other retailers, rubber, automotive, etc.) which have never really been sold either the use of or the proper use of radio advertising. Some companies within some of these industries have used radio, but those industries are not sold as they should be on the full advantages they can get from an adequate use of radio advertising. That is a job for *creative* selling effort.

Broadcasters will be competing more and more with other media for the advertising dollar. Even though we cannot add more hours to the day, radio broadcasters should work consistently and constantly toward the goal of "standing room only" with a "back-order" list of advertisers waiting to get time on the air.

The greatest sales tools for any advertising medium are "FACTS." There are plenty of facts which prove that radio is the cheapest medium for advertisers if we will but dig deeply enough to uncover those facts and use them intelligently.

Their Word - NOT OURS Don't Take Our Word For IT

Today, Important Users of Radio Time
Throughout the Country Say There is A Real Need for
RADIO SHOWMANSHIP MAGAZINE

... You are to be congratulated for turning out such an interesting and compact magazine. I look forward to each issue of **RADIO SHOWMANSHIP**.

Frank Kemper
LYTTON'S
Chicago, Ill.

★

... I think very highly of your publication. The copies you have sent me have been borrowed so much that I am now left with an incomplete file. If I get one more set in a file binder I am going to make it my business to see that nobody borrows anything this time.

E. L. Ellis
CROWLEY, MILNER
& CO.
Detroit, Mich.

★

... I look forward each month to receiving a copy of **RADIO SHOWMANSHIP**. It is well edited and keeps us abreast of what's new and successful in radio. Especially interesting is the Airfax series.

R. W. Johnson
MARSHALL FIELD
& CO.
Chicago, Ill.

★

... **RADIO SHOWMANSHIP** is read with keen interest by all members of our staff, and on several occasions the writer has brought subject matter of it to the attention of interested members. After it has made the rounds, it is placed on our reading table for public attention.

Charles W. Haensel
SAGINAW BOARD
OF COMMERCE
Saginaw, Mich.

... I have always found your magazine to be interesting and informative. Moreover, I believe that it is somewhat unique in its field since I know of no other magazine whose approach to the subject of radio is quite the same.

Frank Sutton
FELS & CO.
Atlanta, Ga.

★

... I have been reading **RADIO SHOWMANSHIP** each month. Many ideas in it have been very useful and I can earnestly say that the magazine is very helpful.

Robert T. Murphy
BUFFALO 20th
CENTURY, INC.
Buffalo, N. Y.

★

... **RADIO SHOWMANSHIP** is appreciated here in the office and we pass it around to various desks. We find it very interesting to see how other businesses carry on their advertising programs.

Paul D. Walker
POMONA FIRST
FEDERAL SAVINGS
& LOAN ASS'N.
Pomona, Calif.

★

... We find your magazine very interesting and helpful. We sincerely hope that you will continue sending it to us.

ANDROPOLIS DRUGS
Sheboygan, Wis.

★

... Your magazine is very helpful in our line of business.

D. K. Templeton
ONTARIO BISCUIT
CO.
Buffalo, N. Y.

... I am extremely pleased to receive **RADIO SHOWMANSHIP** each month. I read it from cover to cover and catalogue some of the ideas in it for consideration by our store.

Joseph W. Marshall
THE GOLDENBERG
CO.
Washington, D. C.

★

... We find **RADIO SHOWMANSHIP** interesting and helpful. The magazine is being sent us through the courtesy of Radio Station WACO and we most certainly would like to continue getting it each month.

Al Quinn
WM. CAMERON
& CO., INC.
Waco, Texas

★

... We find **RADIO SHOWMANSHIP**, with its many ideas, most interesting and helpful. We certainly hope to receive all forthcoming issues.

Nick J. Schwab, Jr.
IROQUOIS BEVERAGE
CORP.
Buffalo, N. Y.

★

... We consider **RADIO SHOWMANSHIP MAGAZINE** very helpful to us in our business.

Sam A. Herscovitz
RELIABLE FURNITURE
CO.
Ogden, Utah

★

... We enjoy **RADIO SHOWMANSHIP** and get a great deal out of it.

LICHTEY'S JEWELERS
Washington, D. C.

... We are very interested in RADIO SHOWMANSHIP Magazine. Each month we look forward to reading what other stores are doing in the way of radio advertising. Although our radio advertising is not too extensive we do find your publication very valuable.

J. O. Clark
C. C. ANDERSON
STORES
Ogden, Utah

★

... Not only is RADIO SHOWMANSHIP an attractive little book, full of interesting radio news, but we also find it most helpful in ideas for our own work with radio. We would miss the magazine very much.

M. G. Barker
THE CHICAGO TIMES
Chicago, Ill.

★

... The writer has been receiving RADIO SHOWMANSHIP for the past six months and I have found numerous helpful articles in regards to radio merchandising and advertising.

J. O. BURGESS
LLOYD FRIESEN
QUALITY FOOTWEAR
Olympia, Wash.

★

... We are very much interested in RADIO SHOWMANSHIP MAGAZINE, and as Ripley would say, believe it or not, we read each issue as received, from cover to cover.

George F. Boynton
FAIRMONT CREAM-
ERY CO.
New Haven, Conn.

★

... RADIO SHOWMANSHIP is of interest to us and we are confident that as we do more radio advertising we will find many ideas in your magazine which will be of help to us.

R. H. Furney
GOLD MEDAL PACK-
ING CORP.
Utica, N. Y.

★

... We find RADIO SHOWMANSHIP very interesting and helpful to our business.

L. K. Hagaman
THE MENDEL CO.
Louisville, Ky.

★

... I find RADIO SHOWMANSHIP both interesting and educational.

E. George Weber
MICHIGAN BEER
DISTRIBUTING CO.
Saginaw, Mich.

★

... We enjoy your magazine very much. We receive it through the courtesy of Radio Station WFIL.

HARDWICK &
MAGEE CO.
Philadelphia, Pa.

... I should have expressed my appreciation for RADIO SHOWMANSHIP earlier. However, in the rush of our busy season it was overlooked. I have found your magazine very interesting and good reading.

J. E. Kearney
SEALTEST ICE
CREAM
Buffalo, N. Y.

★

... RADIO SHOWMANSHIP provides useful ideas in our business.

M. L. Krewer
WASHINGTON
WHOLESALE
Washington, D. C.

★

... I have been very much interested in reading RADIO SHOWMANSHIP. Quite often there are ideas that can be derived from what other advertisers are doing which sometime we may be able to apply to our own business.

Hatcher E. Scott
GLOBE OIL &
REFINING CO.
Wichita, Ka.

★

... During the past few months we have found many interesting and helpful ideas in RADIO SHOWMANSHIP and we look forward to receiving future issues.

C. E. Borck
BORCK & STEVENS
Bridgeport, Conn.

★

... I enjoy RADIO SHOWMANSHIP very much.

Eiddon L. Jones
FIRST BANK &
TRUST CO.
Utica, N. Y.

★

... We have and continue to use radio advertising in our business, and for that reason we find your magazine very interesting reading.

W. F. Blaha
OLSEN & EBANN
JEWELRY CO.
Chicago, Ill.

★

... I read RADIO SHOWMANSHIP regularly, and derive a great deal of pleasure from its editorial pages and the very many interesting articles which abound throughout the magazine.

George H. Hurst
HURST FURNITURE
& RADIO STORES
Hamilton, Ont.

★

... We receive RADIO SHOWMANSHIP regularly, and appreciate it very much. It is indeed a most excellent magazine and filled with material of interest to radio advertisers.

Hugh D. Cook
FONTANA FARMS CO.
Fontana, Calif.

... Your handy little magazine is about our only radio-reading source. Please continue to send RADIO SHOWMANSHIP.

L. H. Cummings
SEARS, ROEBUCK
& CO.
Birmingham, Ala.

★

... We are enjoying very much your publication, RADIO SHOWMANSHIP, which is sent us through the courtesy of Radio Station KOMA.

T. L. Gibson, Jr.
OKLAHOMA GAS &
ELECTRIC CO.
Oklahoma City, Okla.

★

... You are doing a good job. Keep it up. RADIO SHOWMANSHIP makes very interesting reading.

Joe Slater
HOME PRIDE STORE
New Bern, N. C.

★

... I have just received my first copy of RADIO SHOWMANSHIP, and I want to offer my congratulations for publishing a magazine that I am sure benefits the many business establishments that use the medium of radio as a method of advertising. My subscription is coming to me through the courtesy of Radio Station CHEX and I don't think they could have picked a better or more practical gift.

Bert Krugel
MEYERS STUDIOS,
PHOTOGRAPHERS
Peterborough, Ont.

★

... We find your magazine informative and helpful.

Fred L. Mahaffey
CONSOLIDATED
FINANCE CORP.
Indianapolis, Ind.

★

... We have done considerable advertising over both Detroit and Toledo radio stations and we are, of course, alive to new and better program ideas and promotions. That is why we are subscribing to your magazine.

H. F. Gerta
FLORAL CITY
FURNITURE CO.
Monroe, Mich.

★

... While at present our radio activities are somewhat restricted due to existing shortages and government restrictions imposed on our industry, we receive RADIO SHOWMANSHIP regularly, and enjoy reading it.

Forrest G. Meyer
COLORADO MILLING
& ELEVATOR
COMPANY
Denver, Colo.



SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

Dairies

KIDDY QUIZ It only takes a milk bottle cap to be a member in good standing in the *Kiddy Quiz* aired over WKXL, Concord, N. H., for FLANDER'S DAIRY, and the number of bottle caps have been steadily increasing ever since the program made its debut February 10. What keeps the membership list growing is the fact that all members in good standing are eligible for theatre tickets as a reward for correct answers to questions asked on this telephone quiz program for children. Names are picked at random from the list of *Kiddy Quiz* members, and simple questions which the small fry should be able to answer are the basis for the program format.

Significant is the fact that FLANDER'S DAIRY directs 80 per cent of its advertising budget to radio.

Two commercials beamed at the juvenile audience are used on each broadcast.

AIRFAX: *First Broadcast:* February 10, 1947.
Broadcast Schedule: Monday through Saturday, 5:30-5:45 p.m.
Sponsor: Flander's Dairy.
Station: WKXL, Concord, N. H.
Power: 250 watts.
Population: 27,171.

COMMENT: The telephone quiz program for children is a relatively new trend in programming which has proved to be generally successful for a wide variety of sponsors. It has definite possibilities for any sponsor with a product of interest to juveniles.

Grocery Products

KEITH FRUIT EXPRESS When KGKO listeners hear the sound of a train whistle at 7:45 a.m., they know that it's time for the *Keith Fruit Express*, and those who climb aboard have a quarter-hour mixture of helpful household hints, styles, homely philosophy, topics of the day and tips on child care. Listener incentive which gives point and meaning to the household hints passed out on the program: a 40-pound basket of fruit and vegetables is awarded on each broadcast by the BEN E. KEITH Co., fruit and vegetable wholesalers, to the listener sending in the best household hint. Weekly mail-pull: 35 to 50 letters.

Designed to make the slogan, "Fresh from Keith's" a household motto, the program was launched over eight years ago in anticipation of pre-packaging of all fruits and vegetables. While the war and shortages of material put a crimp in the pre-packaging plan, KEITH'S has stuck with the program since December 1938 to promote fruits and vegetables in season. Result: while consumer has no way of distinguishing sponsor's products except by price-marker tags in grocery stores, purchasers now ask for KEITH products by name.

AIRFAX: Mikestress Gay Cooke handles the program, ties commercials in with the program content.
First Broadcast: December, 1938.
Broadcast Schedule: M-W-F, 7:45-8.00 a.m.
Preceded By: News.
Followed By: Breakfast Club.
Sponsor: Ben E. Keith Co.
Station: KGKO, Forth Worth, Tex.
Power: 5,000 watts.
Population: 177,662.

COMMENT: Experience of this sponsor indicates the value of long-range planning on a consistent schedule. Give-away here serves a double interest in that it stimulates listener interest in program content and is also an excellent product reminder for the sponsor.

How another advertiser in this same business field makes successful use of the broadcast medium is told in the March 1947 issue of RADIO SHOWMANSHIP, p. 97.

Home Furnishings

LITTLE RED BOOK For approximately six years, the **BLOCH FURNITURE COMPANY**, Racine, Wis., has written down in its *Little Red Book* the births of all children born in Racine hospitals. The record is kept in connection with the firm's Monday through Saturday radio series aired over **WRJN**. A five-minute broadcast, the program includes the name and address of each of the parents and the sex of the infant.

As a tie-in, **BLOCH's** writes a congratulatory letter to the parents to their home addresses. Each is offered a free baby book which is held for him at the sponsor's store. (Previously, the sponsor gave silver spoons to new babies, with the baby book featured only for the past year and a half.) Letters are signed by **BLOCH** general manager, **Max Grust**, with one letter for boys and another for girls. In the case of twins, triplets, quadruplets or quintuplets, the occasion calls for a special letter.

A one-minute commercial is given before the births are read, with opening and closing store credit lines.

AIRFAX: First Broadcast: 1941.

Broadcast Schedule: Monday through Saturday, 7:40-7:45 a.m.

Preceded By: Wisconsin Weather.

Followed By: News.

Sponsor: Bloch Furniture Co.

Station: WRJN, Racine, Wis.

Power: 250 watts.

Population: 67,195.

COMMENT: No matter what the size of the community, vital statistics are *news* and the smaller the community, the more *vital* they become. When incorporated into a radio series, it makes for a program with a broad, general interest and appeal.

Jewelers

CLUB 580 To attract teen-agers to their stores, two Toronto, Ontario, retailers got together and took on portional sponsorship of all Saturday *Club 580* meetings, each with a definite intent and purpose. In the case of **BIRKS-ELLIS-RYRIE**, sponsorship of the **CKEY** 55-minute feature was to attract teen-agers to its costume jewelry and high school insignia department. What **JOHN NORTHWAY & SON, LTD.** had in mind was to attract the teenage girl to its **NORTHWAY** junior fashion shop.

Evidence that the combination of swing music, teen-age stunts, give-aways, picture souvenirs and other gimmicks make a hit with the high school crowd: a poll of Toronto high schools brought to light the fact that 76.1 per cent of the

● (Left) . . . On its way to a **KGKO** contest winner is a 40-pound fruit and vegetable basket, with the blessings of announcer, **Frank Mills**; Keith advertising manager, **Talmadge Wilson** and emcee, **Gay Cooke**.



students voted *Club 580* their *tops* show by a three-to-one preference.

Two schools are featured weekly, with cheer leading teams from each, and a student representation for the studio broadcasts. Tickets are obtained from BIRKS' and NORTHWAY'S, with the supply exhausted each Monday morning within an hour after the stores open. During the course of a year, the sponsors play host to over 100,000, with both adults and teen-agers registered.

Short commercials, about three to each half hour, play up a specific department or service offered by the sponsors. Sponsors alternate on first and second portions of the teen-age feature and combine forces each week at the half-way point to pre-



sent a member of the studio audience with an automatic record play. Remainder of give-aways consists of appropriate store merchandise: school pins, rings, compacts and pen-knives from BIRKS-ELLIS-RYRIE; sweaters, skirts, gloves and nylons from NORTHWAYS.

AIRFAX: Program format follows the week-day routines, with addition of a stunt section and appearance of a local celebrity. While the series is on the air Monday through Saturday, only the Saturday series is under the banners of Birks' and Northway's. Emcee on the record show is Joe Crysedale.

Preceded By: Jerry Burke.

Followed By: Studio Party.

Sponsor: Birks-Ellis-Ryrie; John Northway & Son, Ltd.

Station: CKEY, Toronto, Ont.

Power: 5,000 watts.

Population: 656,930.

COMMENT: While sponsorship of an hour's program would be prohibitive in cost for most advertisers, portional sponsorship makes it possible to create a maxi-

imum impression at minimum cost. Where the businesses are related but not competitive, results should be that much more effective for both sponsors.

Jewelers

MUSICAL AWARDS For those who can sing, play a violin or a piano, the Edmonton, Alberta, branch of HENRY BIRKS & SONS, jewelers, offers *Musical Awards* as a Sunday afternoon feature over CJCA for young musicians under the age of 21 years. Each broadcast features three competitors, with six prizes totalling \$525 offered the contestants judged best in the 26-week series. Each contestant is heard in two selections. Applicants come from a 100-mile radius.

Promotion for the series is beamed in three directions: an appeal to music teachers, parents and students, for entries; an appeal to the local audience for broadcast attendance, and an appeal to the general listening audience with time-and-station reminders. Included in the promotional package are spot announcements, newspaper write-ups and advertisements in both local and rural newspapers and letters to music teachers. On all out-going CJCA mail is a tune-in reminder for Birks *Musical Awards*.

AIRFAX: Background music, the introduction and sign-off and the intermission all feature organ music by a local artist.

First Broadcast: October 27, 1946.

Broadcast Schedule: Sunday, 4:30-5:00 p.m.

Sponsor: Henry Birks & Sons.

Station: CJCA, Edmonton, Alberta.

Power: 5,000 watts.

Population: 112,400.

COMMENT: A series of this kind must almost of necessity be institutional in nature, but the sponsor is certain to benefit in full measure in terms of good will. Certainly such a series must be put in the category of public service, and the very fact that it is sponsored makes it all the more effective as public service. As many wartime advertisers have found to their satisfaction, this institutional approach also has a cash register value that can be converted to dollars and cents.

Public Utilities

BIRTHDAY CLUB For young and old, birthday greetings are always welcome. And in Ada, Okla., members of the *Birthday Club* can be sure of best wishes from the OKLAHOMA GAS & ELECTRIC COMPANY when the candles are lighted.

Aired over KADA, the *Birthday Club* is broadcast Monday through Friday at 4:30 p.m. The series follows the W. E. LONG COMPANY service format, using material and transcribed music supplied by them for birthday greetings. Popular music, from the KADA Standard library, rounds out the quarter-hour show.

A card file is maintained for each day of the year, with names and addresses of persons who write in. To each club member, OG&E mails a card with a membership pin and "Happy Birthday" greetings two days before the natal celebration. Greetings are aired on the program on the birth date. When the program was first put on the air, membership lists and birthdays of three local civic clubs were used as a backlog.

What OG&E had as a first-class recommendation of the series was that the company had used the same program at the same time on radio stations in Muskogee, Oklahoma City and Fort Smith, Ark.

Purpose behind the series was to promote electric cookery and to contribute toward better public relations. Since the program was primarily a mail-pull series, the sponsor felt that the juvenile audience, in connection with *Birthday Club* membership cards and pins, would be the most responsive. Therefore, the time selected just preceded juvenile serials, on the theory that children would be a big part of the write-ins, and the most faithful segment of the tune-in audience. While juvenile response has been justification for this theory, mail pull, with its wide age-spread has represented a bonus audience for the sponsor. Pin which club members get in connection with birthday greetings features the "Reddy Kilowatt" symbol.

One commercial is used on each broadcast, with the 125 word message from the

sponsor heard early on each quarter-hour program. Stressed is the economy of business managed utilities and electric service in general.

Series on KADA was promoted with newspaper advertisements and courtesy spot announcements. Evidence that promotion gets results: the entire student body of one school filed birthday cards.

AIRFAX: *First Broadcast:* January 6, 1947.

Broadcast Schedule: Monday through Friday, 4:30-4:45 p.m.

Sponsor: Oklahoma Gas & Electric Co.

Station: KADA, Ada, Oklahoma.

Power: 250 watts.

Population: 15,143.

Producer: W. E. Long Co.

COMMENT: The important thing in connection with any broadcast campaign is to decide the audience the sponsor wants to reach. If the program reaches that audience, the campaign can be considered a success. But as the experience of the sponsor indicates here, that same program may well reach out beyond the audience the sponsor originally had in mind. If so, it's a bonus audience that is all to the good, and this *plus* groups of listeners adds just that much to the end results.

Public Utilities

TEEN AND TWENTY TIME With over 2,000 teen-age clubs, each with official club membership cards to its credit, there's little doubt but that the gang's all there when its *Teen and Twenty Time* on KMPC, Los Angeles, Calif. Host at the party is the SOUTHERN CALIFORNIA TELEPHONE COMPANY, who has continuously sponsored the series since its first broadcast, November 13, 1944.

Bee that SOUTHERN CALIFORNIA TELEPHONE has in its bonnet in sponsorship of this record show for teen-agers: to give listeners information on the advantages of working at the telephone company. Used as an advertising medium for securing new employees, the program gets the ear of prospective workers in a receptive mood, explains to them the opportunities for advancement, *et al.*

Favorite records of the various clubs are played on each broadcast, and each Friday a live audience gathers at the KMPC studios to meet a guest star of radio, stage or screen fame.

While there's plenty of entertainment, the scope of *Teen and Twenty Time* doesn't stop there. Representatives of the various clubs participate in many civic drives. *Example:* listeners to the series contributed over 13,000 wooden spoons and used toothbrushes to the Veterans Administration, Sawtelle Hospital, when disc jockey, Mauri Cliffer, requested that these items be forwarded to him for use in the veterans' Hobby Shops.

AIRFAX: *First Broadcast:* November 13, 1944.
Broadcast Schedule: Monday through Friday, 5:05-5:45 p.m.
Preceded By: News.
Followed By: Top Tunes.
Sponsor: Southern California Telephone Company.
Station: KMPC, Los Angeles, Calif.
Power: 10,000 watts.
Population: 1,805,687.
Agency: The Mayers Company.

COMMENT: Success of the series here illustrates the value of careful planning in connection with results from radio. It also points up the fact that broadcast advertising can represent something more than a public relations tool for public service enterprises.

Women's Wear

HOLLY HAPPY BIRTHDAY It's on a first come, first served basis, but the first girl submitting her name for a specified date has a *Holly Happy Birthday* in connection with the broadcast series aired over WMAN, Mansfield, O., for the HOLLY SHOP. Each day a program of transcribed music is dedicated to a girl between the ages of 13 and 19, and the girl to whom the program is dedicated has her choice of music aired on the quarter-hour program. Should there be more than one request for that day, the others who submit names are guests of the girl to whom the program is dedicated, and their names are mentioned on the program.

A strictly-for-teen-age-girl program, the mail response indicates that there is as much interest in the series in the sur-

rounding area as there is in Mansfield itself. Listeners who submit their names for program dedications in connection with birthday celebrations list their name, age, address and their seven favorite musical selections. All requests are acknowledged with "Happy Birthday....." cards which specify the date on which the musical selection will be dedicated. Since the first broadcast, there have been from one to three birthdays to honor each day.

As one in a chain of stores, it is interesting to note that the Mansfield HOLLY SHOP is the only one using a consistent schedule of advertising, and popular demand has kept this program on the air, with the sponsor's entire advertising budget concentrated on this one broadcast series. In all other cases, the chain limits its advertising to special store openings and occasional sales.

Opening and closing commercials, clocked at 60 seconds each, are a combination of sales and the institutional approach. A mid-point commercial, ad-libbed, features a description of a "special" for the coming day. Commercials stress the store as headquarters for all-occasion teen-age clothes, with one particular type of merchandise emphasized each day. What the sponsor had to report a few months after the program went on the air: increased sale of teen-age items.

AIRFAX: *First Broadcast:* June, 1946.
Broadcast Schedule: Monday through Friday, 4:45-5:00 p.m.
Sponsor: Holly Shop.
Station: WMAN, Mansfield, O.
Power: 250 watts.
Population: 37,154.

COMMENT: Here is a relatively simple format that is almost certain to create a broad, general interest among a specific listener group. For advertisers wishing to capitalize on the close personal relationship inherent in broadcast advertising, this format has much to recommend it. To its credit is the fact that it will stimulate store traffic and develop a valuable mailing list.

For another variant on the birthday club, see "Birthday Club," p. 133.



PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Automobiles

YAWN PATROL It hasn't built its reputation as a mail-pull station, and it's only a 250-watter. But KHAS, Hastings, Nebr., carries its weight, saleswise, for the GUY MARSH MOTOR COMPANY, other sponsors, as indicated by a mail count to a talent photograph offer made on the *Yawn Patrol*. On the first birthday of "Uncle Heavy" (alias program manager, Herb Clark), listeners were offered a photograph of the radio personality. On record: 1,447 requests.

Mixed with sweet, standard popular music is from four to six minutes of *corn* dished up by Uncle Heavy and Herb, with Herb Clark doing both voices.

GUY MARSH MOTORS has used the KHAS air for about five years. *Objective*: to reach the rural audience and listeners in adjacent smaller communities. Commercials are informal in nature, usually ad libbed, with emphasis on farm implements, machinery and appliances. If commercials deviate from the short-and-to-the-point line, Uncle Heavy warns listeners of what's coming with some such line as: "Everybody get your watch out now and start timing . . . I got a long one for you this morning, and you might as well hear it, it's gotta come out."

AIRFAX: *First Broadcast:* May 17, 1945.

Broadcast Schedule: Monday through Saturday, 7:30-7:55 a.m.

Preceded By: Grace & Glory.

Followed By: News.

Sponsor: Guy Marsh Motor Co.

Station: KHAS, Hastings, Nebr.

COMMENT: It's definitely the personality of the announcer that carries a program

of this type, and the sponsor whose talent gives evidence of having a strong pull on listener loyalty is wise to back that talent with plenty of promotional and merchandising support. Series here illustrates the power of radio to expand the trade area in a direct way impossible with any other medium.

Automobile Supplies

SPORTS PARADE When the JIRA AUTO SUPPLY Co., Denver, Colo., took on sponsorship of *Sports Parade*, the sponsor was frankly dubious. Not a sports fan, the advertiser was skeptical. In addition, the show was to be aired on what was then a spanking new station. That was six years ago. JIRA's *Sports Parade* is now Denver's oldest continuous sports program on the air for the same sponsor. Through the lean years of war shortages, JIRA continued sponsorship of its sports program, and every special test made by the client has paid off to its entire satisfaction, says Mark Schreiber of BALL & DAVIDSON, INC., Denver advertising agency.

AIRFAX: Sports scores, plus news, with emphasis on the local angle is what keeps sports fans coming back for more.

First Broadcast: 1940.

Broadcast Schedule: Monday through Saturday, 5:07-5:14 p.m.

Sponsor: Jira Auto Supply Co.

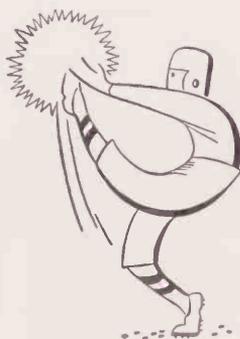
Station: KMYR, Denver, Colo.

Power: 250 watts.

Population: 450,000.

Agency: Ball & Davidson, Inc.

COMMENT: Consistency is what it takes to achieve marked success with the broadcast medium.



Beverages

FRIENDLY TIME When Saturday, 1:00 p.m. rolls around, WDGY listeners know that they're in for a *Friendly Time* with the MINNEAPOLIS BREWING COMPANY. A three-hour, all-request record show, the program draws over 400 letters a week even during the fall football season when local interest in and enthusiasm for its Golden Gophers is at its peak. Hooper surveys indicate that the show pulls over half of all Saturday afternoon listeners in the area.

Friendliness is the program's keynote, with the eight commercials used in the three-hour interval carrying out the general *friendly* theme of the broadcasts. An ad-lib show, each selection is introduced with mention by name of the listeners requesting the tune. Five times during each hour this phrase is used: "You O.K. 'Em . . . We'll Play 'Em." The three most popular numbers as established by the number of requests are announced each week.

Music alternates between fast and slow, with a variety which ranges from classical through cowboy ballads and the latest popular releases. Dedications to older people celebrating anniversaries, etc., are standard practice. Celebrities from the world of music make guest appearances on the show.

Promotion includes newspaper ads, station plugs and posters displayed in various Twin City record shops.

AIRFAX: Featured on the show is *emcee* Sherm Booen.

Broadcast Schedule: Saturday, 1:00-4:00 p.m.

Preceded By: Music.

Followed By: Swing Street.

Sponsor: Minneapolis Brewing Co.

Station: WDGY, Minneapolis, Minn.

Power: 5,000 watts.

Population: 488,687.

COMMENT: It's the personality of the announcer which in large measure determines the success of programs of this type. A prerequisite is an informal style which conveys a feeling of personal interest to the listener. The combination of general interest and personal identification with a program and sponsor is a hard-to-beat combination. It's also a type of low-cost campaign that's easy on the advertising pocketbook since there is a minimum of talent and production costs.

Dairies

BUDDA'S AMATEUR HOUR In any man's language, 14 years on the air, same program, same station, same sponsor, is an enviable record. That's exactly what the MARIN-DELL MILK COMPANY, San Francisco, Calif., has to its credit. Some Believe-It-or-Not Ripley vital statistics:

1. Number of pieces of mail in the first ten years: 2,107,010.

2. Number of people who have appeared on the program: 11,027.

3. Total audience to which the show has played: 1,820,000.

Equally significant is the sponsor's increase in business in the 14 years of continuous sponsorship from approximately 4,000 gallons of milk per day to an average of 38,000 gallons per day.

When MARIN-DELL built a new plant in 1939, the newest major milk plant of major proportions in the United States, part of the festivities was an inscribed placard: "To the plant that Budda built."

One of the early commercial radio programs to recognize the value of Saturday night broadcasting, the program has never changed from its original format, procedure, or broadcast time.

Producer of the series and its master of ceremonies uses the pseudonym, *Budda*, and he has built the show up without the use of his own name. While the series is an unrehearsed amateur hour, 506 of its performers have graduated from its stage to the professional show business.

Over the years, the program has been donated 227 times to various civic organizations such as the American Red Cross and the Shriner's Hospital for Crippled Children. On such occasions, MARIN-DELL has bankrolled all time and talent charges, but has eliminated all commercial credit lines. It's an out-and-out gift, with no attempt to receive or expect thanks or approval.

AIRFAX: *First Broadcast:* 1933.

Broadcast Schedule: Saturday, 8:00-9:00 p.m.

Sponsor: Marin-Dell Milk Company.

Station: KFRC, San Francisco, Calif.

Power: 5,000 watts.

Population: 637,212.

COMMENT: It is programs of this kind, conceived in and dedicated to integrity

of broadcasting, that are increasing proofs of the tremendous potential of the medium of radio both from the institutional viewpoint and from the standpoint of sales. It's a potential that's not restricted to any one type of business enterprise, nor limited by the size of the community.

Department Stores

BETTY MITCHELL A little lady with a widespread listener appeal is *Betty Mitchell* if the action of her WGAN, Portland, Me., sponsor is any indication. What started out as a three-a-week schedule became a Monday through Friday ten-minute series, with the sponsor, PORTEOUS MITCHELL & BRAUN COMPANY, celebrating its first three years on the air.

With only a small part of the program devoted to merchandising, the sponsor puts into practice its contention that "*a store is more than just a store . . . it is a part of the hopes and lives of people.*" In keeping with this theory, over half of each broadcast is devoted to public service organizations. Interviews with local citizens in support of drives and charities are an integral part of the format. Fact to which PORTEOUS MITCHELL & BRAUN points with pride: a request of civic interest has never been turned down.

In addition to its *Betty Mitchell* program, PORTEOUS MITCHELL & BRAUN has also sponsored such programs as the *McCall's Sewing Corps*, a series of six transcribed sewing lessons broadcast on a once-a-week schedule, Saturday, 10:00-10:30 a.m. Three one-minute commercials tied-in with the store's pattern, yard goods and notion departments. Mid-way in the series, P.M.&B. had received over 4,000 requests for the follow-up sewing lessons distributed by the store.

AIRFAX: *First Broadcast:* 1944.

Broadcast Schedule: Monday through Friday, 8:50-9:00 a.m.

Sponsor: Porteous Mitchell & Braun Company.

Station: WGAN, Portland, Me.

Power: 5,000 watts.

COMMENT: Wartime necessity led many sponsors down the institutional path, but many of these advertisers are finding that this same path is a short cut to sales.

Department Stores

YOUR PERSONAL SHOPPER For over 12 years, the HEIRONIMUS COMPANY, Roanoke, Va., has used its WDBJ program, *Your Personal Shopper* as the basis of a careful experiment. And in every case, *Your Personal Shopper* has successfully passed the acid test. Mail and telephone response is received from a radius of 75 miles.

The series, which began as two five-minute weekly programs, was later expanded to two 15-minute programs. Results were such that several years ago HEIRONIMUS expanded the series to six quarter hours weekly.

Store buyers buy specifically for the program, and department heads compete in presenting merchandise and sales stories of sufficient merit to be included on the daily schedule. Particularly successfully have been the results from the youth and household wares departments, and the Radio Table, a Saturday special value, is usually a sell-out.

Series is written to appeal to both urban and rural homemakers, with home-making tips, trend news and other topics of interest to feminine listeners the basis of the editorial content.

Commercials evolve from the editorial content, with Saturday commercials used to advertise merchandise set up on special radio tables. These Saturday items are advertised only on this one-time radio announcement. Time is also given to charities and other special events of general community interest. Also given a voice in the program are department heads, fur specialists, beauty consultants, other store personalities with newsworthy information.

AIRFAX: With her entire time devoted to the program, Mary Daily scripts and delivers the program, also acts as a personal shopper.

First Broadcast: 1935.

Broadcast Schedule: Monday through Saturday, 9:00-9:15 a.m.

Preceded By: Cooperative Program.

Followed By: Oklahoma Round-Up, Monday through Friday; The Garden Gate, Saturday.

Sponsor: Heironimus Company.

Station: WDBJ, Roanoke, Va.

Power: 5,000 watts.

COMMENT: Consistency of effort is what, in the long run, is one of the most important success factors.

Department Stores

FARM SHOW When SEARS, ROEBUCK & CO. wanted to acquaint the farm audience in the environs of Oklahoma City, Okla., of its separate Farm Store, it took to the air. That was back in 1943, and results from a transcribed feature convinced the sponsor that its experiment in broadcast advertising was successful. The following year it switched to a live talent show which has been on the air continuously since then. *Object:* to reach farmers and stockmen, acquaint them with the location and merchandise of the SEARS' Farm Store and its separate entity.

Evidence that the program does just that was forthcoming when SEARS made a one-day announcement of calcium arsenate in 100-pound drums. Before noon the following day, the entire shipment had been sold. Calls continued throughout the week. Additional evidence: a weekly invitation, "If you can't get into town, just phone or write the boys at the Sears' Farm Store" never fails to produce telephone and mail orders.

Talent consists of a hoe-down fiddle player, bass, accordian, electric and steel guitars, with musicians doubling in various combinations and combining to form a male trio. Popular music, western songs and information of interest to rural listeners make up the program content. A hymn is included on each broadcast. *Mail-pull hook:* listener invitation for request numbers, although no concentrated effort is made for mail.

Most of the items featured on the series are advertised with radio exclusively. Brief and to-the-point commercials are the rule. Two commercials are used on each broadcast, with information the objective, rather than pressure sales. Featured items are seasonal; *i.e.*, brookers and baby chicks in the spring; hay mowers in the early summer; hammermills in the late fall and heavy equipment such as wagons and roofing supplies in the winter.

During the war years, SEARS used the series to inform farm customers of war-scarce items available in limited supplies.

Vital statistics: the *Farm Show* is preceded by *Alex Dreier and the News*, fol-

lowed by 7:30 A.M. News. As shown by Industrial Surveys diary study, which gives *Dreier* 22.0, *Sears' Farm Show* 21.6, and the 7:30 A.M. News 25.2, with sets-in-use figures at 32.2, 31.8 and 36.4, the farm show maintains the listeners to whom it is beamed.

AIRFAX: First Broadcast: 1943.

Broadcast Schedule: Monday, 7:15-7:30 a.m.

Preceded By: Alex Dreier and the News.

Followed By: 7:30 A.M. News.

Sponsor: Sears' Farm Store.

Station: WKY, Oklahoma City, Okla.

COMMENT: Radio on a hit-or-miss basis produces hit-or-miss results. Planned radio, with a specific objective in mind, is quite another thing. For sure-fire results, the sponsor must know at the outset just what he hopes to achieve.

Hatcheries

MORNING HEADLINES What the WRIGHT HATCHERY does, it does right! Like the rooster, it's up early, and since 1939, its *Morning Headlines* has been the initial newscast of the WPAY day.

Intended for the rural listener, this five-minute news summary features outstanding highlights on the national and international fronts as a six-a-week service for farmers and early risers.

Brief opening and closing credit lines, with one middle commerial, pack the sales punch for "Portsmouth's farm store with the Checkerboard Sign."

AIRFAX: First Broadcast: September 29, 1939.

Broadcast Schedule: Monday through Saturday, 7:00-7:05 a.m.

Sponsor: Wright Hatchery.

Station: WPAY, Portsmouth, O.

Power: 250 watts.

Population: 53,304.

COMMENT: In terms of sponsor satisfaction with results from broadcast advertising, long-time sponsorship speaks for itself!



Home Furnishings

TRI COUNTY BULLETIN BOARD If the mail pull is any indication, Du Bois, Pa. listeners to WCED, others in the environs, make a daily check of the WCED *Tri County Bulletin Board*. What's on the bulletin board are announcements of club meetings, church and school functions, other gatherings of civic interest. In the space of one year, over 10,000 announcements of such affairs were received on behalf of the program's sponsor, **ARROW FURNITURE COMPANY**.



Of special interest to old-timers is a brief review of historical events of interest to the community, pegged to the tagline, "*That's History from Father Time's Files*," with items culled from the pages of history for that particular broadcast day.

Opening and closing credit lines, with a one-minute commercial at mid-point carry the sales talk for **ARROW FURNITURE**. Listeners are invited to take advantage of this free publicity for organizational activities.

AIRFAX: Connie States and Len Firestone handle the dialogue.

First Broadcast: 1945.

Broadcast Schedule: Monday through Saturday, 9:20-9:30 a.m.

Preceded By: Women's News and Views.

Followed By: Radio Revival Hour.

Sponsor: Arrow Furniture Company.

Station: WCED, Du Bois, Pa.

Power: 250 watts.

Population: 24,149.

COMMENT: A program of this type represents real community service. As such, it lends itself both to sales and good will values. Because of its broad editorial appeal, it is almost certain to reach a wide-spread listener audience.

Home Furnishings

TOP OF THE MORNING The **IDEAL FURNITURE COMPANY**, Canton, O., made its bed, so to speak, with the **SEALY MATTRESS**, and it hasn't relaxed since. Since the firm started in July 1943 to advertise the **SEALY Mattress** on its *Top of the Morning* show broadcast over **WHBC**, its bedding sales have tripled. The increase was made during the first three months of the campaign and that record has been maintained.

"For the rest of your life, buy Sealy," **IDEAL** tells listeners. **IDEAL**, saleswise, have been the results.

AIRFAX: *First Broadcast:* July, 1943.

Broadcast Schedule: Monday through Friday, 8:15-9:00 a.m.

Preceded By: News.

Followed By: Telephone Quiz.

Sponsor: Ideal Furniture Company.

Station: WHBC, Canton, O.

Power: 1,000 watts.

Population: 120,000.

COMMENT: Sales are only one test of the effectiveness of a broadcast campaign, but in many instances, it's a mighty important test. Results here indicate what can be done with the "beamed" technique, with entire emphasis on one particular department.

Ice Cream

STORY LADY In Ogden, Utah, **BROWN'S ICE CREAM COMPANY** has a preference for broadcast advertising, with approximately 50 per cent of its advertising budget directed to radio. That it isn't money down the drain is indicated by the mail pull in connection with an offer made on its *Story Lady* program broadcast over **KLO**.

When an 8-page booklet containing a



picture of the *Story Lady*, along with her favorite stories and one poem was offered on the series, the offer produced 2,500 written requests in ten days. No proof-of-purchase was required on the give-away. Additional evidence that the *Story Lady* has the juvenile ear: the locally produced stories for children broadcasts pull approximately 1,200 letters a month, has a 3.5 rating.

Tie-in with BROWN's series directed at the small-fry which indicated that an appeal to this group was good advertising psychology: a survey conducted in Ogden schools revealed the fact that school children listen more to radio than they spend in any other after-school recreational activities.

Previously, under the direction of Ernest Balch and J. C. Whitley, BROWN's had sponsored one broadcast series. *Federal Agent*, and had also used spot announcements. Three commercials directed at children are used on each broadcast. Radio, newspaper space and window displays promote the series.

AIRFAX: *First Broadcast:* June, 1946.
Broadcast Schedule: Monday through Friday, 4:30-4:45 p.m.
Sponsor: Brown's Ice Cream Co.
Station: KLO, Ogden, Utah.
Power: 5,000 watts.
Population: 53,794.

COMMENT: It's good broadcast practice to select a program which will appeal to the group which represents the sponsor's largest potential market. That this advertiser selected just such a group, made an advertising ringer, is indicated by the listeners' response to the give-away offer.

Shoes

STEPPING ALONG When KIRO, Seattle, Wash. listeners go *Stepping Along* in the morning, there's more of a spring to the step, thanks to BAXTER'S SHOES and its 8:00 a.m. quarter-hour of local news about events and people, presented in the breezy, racy manner.

And that the program steps up sales is the conviction of store manager, Winans. His comment: "Radio is quick. Our merchandise can come in one day, and

be described and sold on the air the next. There's no waiting around for days for copy and proofs and that sort of things."

Almost as fast as new merchandise comes into the store, it's featured on the Monday through Friday broadcasts. Commercials are written strictly from the fashion-description approach, with two on each broadcast. In addition to the value of the series as a creator of store traffic, direct mail orders in a reasonable amount have come to the store as a direct result of the program.

Strictly a personality show, the series is a combination of chit-chat on the gossip side, paced with a couple of fast tunes for pleasant listening.

Weekly newspaper ads, exhibiting BAXTER SHOES, plug emcee, Dick Keplinger, the show, the time and the station. Quick to tie-in with good merchandising angles is BAXTER'S SHOES and its advertising agency, HIDDLESTON, EVANS & MERRILL. Example: in connection with *Elbery Queen* broadcasts, local contestants for *Elbery Queen's* armchair detective position on that day filled out entry blanks at the store, were informed of the contest through *Stepping Along*. Newspaper ads also tied-in the Keplinger show with the contest and the store.

AIRFAX: *First Broadcast:* September 30, 1946.
Broadcast Schedule: Monday through Friday, 8:00-8:15 a.m.
Preceded By: Fact Finder.
Followed By: Fred Beck.
Sponsor: Baxter's Shoes.
Station: KIRO, Seattle, Wash.
Power: 50,000 watts.
Population: 368,302.
Agency: Hiddleston, Evans & Merrill.

COMMENT: Although *Stepping Along* has been temporarily cancelled, the short-term advertising campaign proved most successful, enough so to lay the foundation for a larger campaign later.



SHOWMANTIPS

New program ideas
briefly noted.

Candies

AMONG US GIRLS When father and the children have gone their separate ways in the *ayem*, there's plenty of fun and frolic *Among Us Girls* in Lawrence, Mass. Each morning at 8:15 a.m., Eileen Kneeland and Ada Bray hold forth over WLAW on food, fashion, other chit-chat dear to the feminine heart. Evidence that the show has a way with listeners are listener-sent items which tie-in with topics in the spotlight. *Example:* one listener sent in a batch of letters, some of which were written in 1813, to revive memories of long, long ago. Special promotions tie-in with national events in the women's world. *Example:* during National Millinery Week, women were asked to send in an estimate of the amount of money the women of the country spent on hats in the last year. For the best *guesstimate:* a fountain pen. Series is broadcast three times weekly, with the HAVILAND CHOCOLATE COMPANY and the Massachusetts Department of Agriculture, in cooperation with the State Industrial and Development Commission, as sponsors.

Dairies

STORK CLUB OF THE AIR To promote interest in ADOHR MILK FARMS, the dairy offers *Stork Club of the Air*, a KMPC program dedicated to newly arrived citizens of Los Angeles, Calif., and environs. Data presented by announcer Jerry Lawrence includes baby's name, birth date, weight, sisters and brothers, parents and father's occupation. Listeners are invited to send in the data on their own or their friends new arrivals. Commercials stress the health giving quality of ADOHR milk for infants.

Drug Stores

RENFRO REXALL SHOW When KGKO, Fort Worth, Tex. listeners tune-in the half-hour *Renfro Rexall Show* at 7:00 a.m., it's to get a dash of popular music, sports highlights, time and weather. But what sets this musical clock show apart from the run-of-the-mill wake-up broadcast are its weather reports. With Tee Casper as *emcee*, weather is forecast by weather donkey, Kickapoo: if his tail is wet, rain is on the slate; if his ears are stiff, cold weather is due.

FOR RENFRO REXALL STORES, it's always fair weather, saleswise. On a nylon offer, all RENFRO stores were sold out in an hour, despite inclement weather. *Agency:* James McBride Adv. Agcy. *Schedule:* Monday through Friday, 7:00-7:30 a.m. *First Broadcast:* September 1, 1946.

Dry Cleaners

CAPITAL CITY REVIEW To keep WIS, Columbia, S.C. listeners posted on what's what in the state and nation's capitals, DE LUXE CLEANERS presents a weekly *Capital City Review* of the week's news. Emphasis is on public figures and public affairs as it relates to South Carolina. Regular part of the format is a transcribed interview from Washington with a South Carolina personality. Program is designed to keep listeners informed on really important week-to-week state developments, with full treatment of the highlighted events, rather than sketchy mention of many developments. *Schedule:* Sunday, 6:00-6:15 p.m.

Home Furnishings

HOUSEHOLD HINTS EXCHANGE CLUB Living conditions these days present some of the greatest problems housewives have had to face in recent years. To help them solve these problems, KTBC, Austin, Tex., acted on the theory that two heads are better than one, offers them a *Household Hints Exchange Club*, sponsored by the TEXAS FURNITURE COMPANY.

Each program presents some of the common problems which confront Cen-

tral Texas housewives, and after the problems are aired, listeners who have already discovered a solution send in their solution to the *Exchange*. With Dick Pryor and Dotti Cloud as moderators, the ideas are passed along in the next broadcast for the commonweal. *Schedule: T-W-Th, 10:45-11:00 a.m.*

Laundries

BABIES ARE FUN For all those who agree that *Babies Are Fun*, KYW, Philadelphia, Pa., offers a program strictly for the carriage trade, with tips on health, food, clothing, *et al.* Sponsored by the JACK & JILL DIAPER SERVICE, the quarter-hour series is aired every Monday at 1:30 a.m. Broadcasts are done in the informal manner, with Charlotte Dennis and Roy La Plante talking about their own and listeners' children. Commercials are cut from the same informal pattern to give continuity to the script.

Shoes

MARY JANE JAMBOREE Hostess to Philadelphia, Pa. teen-agers at the *Mary Jane Jamboree* is the MARY JANE SHOE STORES. A 90-minute entertainment project, the series includes a 30-minute portion broadcast over WPEN. Show originates from the auditorium of the MARY JANE SHOE STORE in downtown Philadelphia. Advance publicity drew sufficient ticket requests to fill the 300-capacity auditorium throughout the show's first month.

Feature portion of the non-broadcast session is the appearance of Arthur Murray teachers to lead dance sessions for the studio audience. Highlighted on each broadcast is the high school *star* of the week, selected by fellow students for musical ability, journalistic or sports standing, other achievements. Gift certificates for MARY JANE shoes are presented to each guest star as well as to the two members of the studio audience who best demonstrate the week's dancing instruction.

Promotion for the series includes newspaper advertising, window posters and shop displays in all seven of the MARY JANE SHOE STORES, notices for

school bulletin boards and air announcements. Arthur Murray dancing instruction sheets, in diagram form, are used as package inserts by the shoe stores.

Participating

NUMBER PLEASE In Peoria, Ill., WMBD listeners don't tune-out the commercials when *Number Please* goes on the air. Instead, they sit close to their radios, pencil and paper in hand. Whenever a number is given in a commercial, that number is put down in a single column. When the show goes off the air, listeners add up the column of figures, send the answer to the station. Each program has six winners of hard-to-buy merchandise, with correct answers, neatness and originality considerations in the determination of winners. Merchandise awards include baskets of groceries, nylons and boxes of soap. Music is part and parcel of the series. Nine merchants sponsor the show three times a week on a participating basis, with three other sponsors participating on a once-a-week schedule. *Broadcast schedule: Monday, 8:30-9:00 p.m.; Wednesday, 7:00-7:30 p.m., and Thursday, 9:00-9:30 p.m.*

Restaurants

HAVE A COKE WITH ANDY Thanks to Andy and his generous nature, the BLUE MIRROR GRILL, Rock Hill, So. Car., is a popular place Tuesday, 4:00 p.m. To students at Winthrop College, others in the community, the BLUE MIRROR extended an invitation to WRHI listeners to *Have a Coke With Andy*. The younger generation needed no second invitation.

Informal chats with students who gather for afternoon sustenance are broadcast over WRHI, and those who correctly answer a simple question get a coke on the house. Local bottling company supplies the liquid refreshment.

Bee that Andy Boukedes, BLUE MIRROR GRILL owner, had in his bonnet when he took on sponsorship of the series September 10, 1946: to spearhead a drive to keep local business houses open Tuesday afternoons, with BLUE MIRROR leading way.



COMING SOON

You'll read complete reports on broadcast advertising techniques successfully developed by advertisers and radio stations throughout the country in

RADIO SHOWMANSHIP

It's the businessman's independent source of radio information . . . and radio's established publication devoted solely to the much neglected business side of radio programming. Advertising specialists, business authorities and leaders in the field of radio present their experiences each month in this handy, pocket-size monthly publication.

EYE FOR FASHIONS While television is a promising salesman for retail and allied industries, entertainment is still the keynote to success, says **HILDEGARDE REIGL**, member of the television department of Young & Rubicam, Inc., New York City.

WHAT CONSTITUTES A WELL-ROUNDED POLICY of juvenile entertainment for advertisers is set forth by **DOROTHY A. KEMBLE**, director, continuity acceptance, Mutual Broadcasting System, New York City.

TRADE ASSOCIATION ADVERTISING and merchandising as it applies to local radio is highlighted in this article by **WILLIAM J. QUINN**, managing director, Southern California Radio & Electrical Appliance Assn., Los Angeles, Calif.

JEWELER one of the oldest and most consistent users of radio advertising in the Bay Area. **THEODORE H. SEGALL**, president, Theodore H. Segall Advertising Agcy., San Francisco, Calif., tells the story of Milens Jewelers.



Other pertinent articles on selling merchandise through radio.



DIRECT HITS

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TATIC: Radio gives an advertiser more business because it

reaches more people, more often, and at less cost than any other media!