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Showmanship



JANUARY 1942

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THE NATIONAL BROADCASTING COMPANY

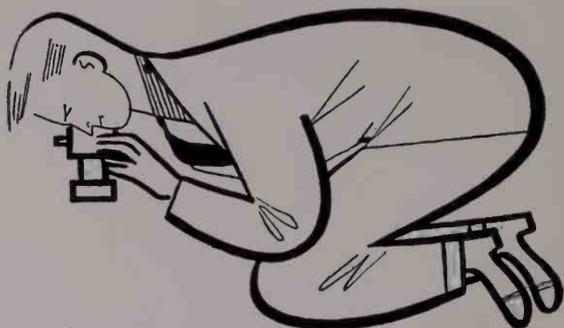
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IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Bakeries • Beverages • Building Materials • Candies • Chinaware

Department Stores • Drug Products • Farm Supplies • Finance • Furs

Groceries • Home Furnishings • Real Estate • Women's Wear



YOUR BUSINESS AT A GLANCE

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

JANUARY

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Bakeries	31	Finance	23, 29
Beverages	21, 24	Furs	32
Building Materials	30	Groceries (Wholesale)	25
Candies	13	Home Furnishings	25, 32
Chambers of Commerce	19	Merchants' Associations	23
Chinaware	15	Milling	29
Department Stores	6	Real Estate	10
Drug Products	30	Sporting Goods	22, 28
Farm Supplies	29	Women's Wear	26

DECEMBER

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Automobiles	397, 400, 402	Groceries	396, 399, 401
Bakeries	386, 402	Home Furnishings	393
Beverages	398	Insurance	390
Cemeteries	390	Manufacturers	390, 399, 400
Dairies	383, 395	Men's Wear	396
Department Stores	379, 393, 395, 401	Milling	390
Finance	390, 397	Schools	394

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

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CONTENTS

JANUARY 1942
 VOL. 3 NO. 1



Editorial Advisory Board

Radio

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Editorial 5

Radio Fits Pizitz 6

E. H. Hunvald

The sales manager of the famous Pizitz Department store, Birmingham, Ala., tells the amazing story of how he merchandises 15 different radio programs, each with a definite purpose. It's a story every businessman should read, especially department store executives.

Home Reconditioning Sales Thru the Air... 10

Alvin Q. Ehrlich

A real American success story. How a 27-year-old young man built a home-rebuilding business by radio. Everyone agreed it wouldn't work, but it did.

Candy Quiz is Good Biz 13

Morel Elmer

How the Elmer Jamboree brought about a 40 percent business increase, by the sales manager for the Elmer Candy Co., New Orleans.

This China Egg Hatched 15

Ernest J. Ronal

How a 4,000 percent business increase was achieved in a decade is told by the general manager of the Ohio China Co., Toledo.

DEFENSE BONDS BUY TANKS



The tank is to the Army what the tackle is to the forward line of a football team. It is the "break-through." Head-on, it crashes timber, houses, enemy fortifications. Once it has opened the way, the attacking force follows for the "mopping up."

To match the mechanical might of aggressor nations today, America needs thousands of these tanks. They're rolling off the assembly lines now. They cost real money. Every time you buy an \$18.75 Defense Savings Bond or a 10c Defense Savings Stamp you give your country money enough to buy a vital part for another new tank.



Buy **DEFENSE SAVINGS
BONDS and STAMPS**

AT ALL BANKS, POST OFFICES,
AND SAVINGS AND LOAN
ASSOCIATIONS

Selling vs. Popular Appeal	17
Tod Williams	
No. 3 in a series telling how to get the most for your radio dollar.	
How a City Toots Its Horn	19
Clarence W. Finkle, Jr.	
The president of the Chamber of Commerce in Clifton, N. J., lauds radio as a means of selling a city to prospective residents.	
Airing the New	21
All the available data on new radio programs. No result figures as yet, but worth reading about.	
Special Promotion	23
Short radio promotions that run but a day, a week or a month yet leave an impression that lasts the year around.	
Proof O' the Pudding	24
Results from radio programs, based on <i>sales, mails, surveys, long runs</i> and the <i>growth</i> of the business itself.	
Showmanscoops	28
Photographic review of merchandising stunts, and the personalities behind them.	
What the Program Did for Me	30
This is the businessman's own department. Here the radio advertisers of the nation exchange results and reactions of radio programs for their mutual benefit.	
Showmanship in Action	31
A collection of those <i>extra</i> promotions and merchandising ideas that lift a program out of the ordinary.	
Trends	33
A rating of program patterns based on a special and continuous survey of outstanding, locally-sponsored radio programs throughout the country.	

--HEXTREE--

A SHARP chill played Chopin up and down my spine when I heard the deadly news.

I've heard that news before. I've experienced that chill before.

Yes, I remember. It was back in April, 1917.

War was here again. The same tenseness in the air, the same grim determination, the same American spirit flamed anew. War was here, and we were resolved to make the best of it. But there was a difference. Events didn't happen at nine in the morning, at three, at any set time. They were happening every minute of the day and night and *we were aware* of them. Yes, there was a difference and it was *radio*.

Radio brought the war *nearer*, quicker. In fact, so fast were incidents piled up that I had no chance to completely assimilate one before another had taken place.

I felt rather guilty the following Monday night when I first picked up a newspaper. I hadn't read one inch of print since I put aside Blondie at noon Sunday. Yet I knew everything that had occurred: Pearl Harbor had been bombed; the President had made a brief but complete speech to Congress, and Manila had been set afire. I knew all the news, and all I knew, I had heard on the radio. Poor Will Rogers; he certainly wouldn't have liked that.

After the first exciting moments were over and we settled down to carrying out the all-important task before us, I compared, step by step, news the way radio reports it today and news, the way newspapers reported it in 1917.

To me, radio was definitely superior. In fact, the only thing I really missed was the gravel-voiced news hawks fighting the populous with their unintelligible shouting and their ear-splitting "Hextree!"

The Editors



RADIO SHOWMANSHIP and the radio stations all over the country who make this service possible, wish every one of you a very happy and prosperous New Year.





Radio

Fits Pizitz

By E. H. Hunvald, Sales Manager,
Pizitz Department Store, Birmingham

WHEN department store sales managers get into a huddle, there is one topic that inevitably comes into the conversation. Radio! Some use it, and others don't. *We do.* We really believe in radio, for we have seen it work miracles.

The PIZITZ DEPARTMENT STORE began making use of radio when radio was in its infancy. We stayed with it through its adolescence and into its maturity. Each year, we have increased our appropriation. For example: in 1938, PIZITZ spent \$6,000 for radio time; in 1939 the figure was upped to \$12,000, and one year later the radio appropriation was \$18,000. This year we will spend approximately \$30,000 and I would like to predict that next year we will use even more radio time.

While we believe that radio will sell any good idea more quickly and more thoroughly, at less cost than any other advertising medium in existence, I have one word of caution. Radio must be used for a *purpose*. Don't just go on the air and expect miracles. They don't happen that way.

When we began a quarter-hour news program over WBRC at 8:45 A.M. a year ago to promote WINGS shirts, it wasn't just by chance that without any help other than two small newspaper advertisements, radio sold over 15,000 WINGS shirts at \$1.65 each, during the month of December, 1940.

Or, to cite another example: when we opened up a corner of our store for pianos, we turned to radio to help us build up sales. It isn't an accident that today we sell an average of \$10,000 worth of pianos a month.

Our manager for that department plays the piano. So we put him on the air over all three local stations. He bangs

away at a piano, then tells the listening audience all about the instrument before he goes on with another song. A year ago his department consisted of a very small corner of the store. Today, we rent a separate three-story building for the sale of pianos (and musical instruments which we recently added). We conduct piano sales in cities all over the state, using local radio stations to boost our sales.

Luck? Not a bit of it! Results like this occur only when there is a *plan* behind the radio campaign.

Every spot announcement we buy is used for a specific purpose. In the first place, we use them in a campaign over a period of weeks to build up a department or a particular service, and over the past few years we have accumulated every good spot we could acquire.

In the second place, we use a mass of them to back up a sale, a fall opening, Santa's arrival or some other unusual event. For such an occasion every spot

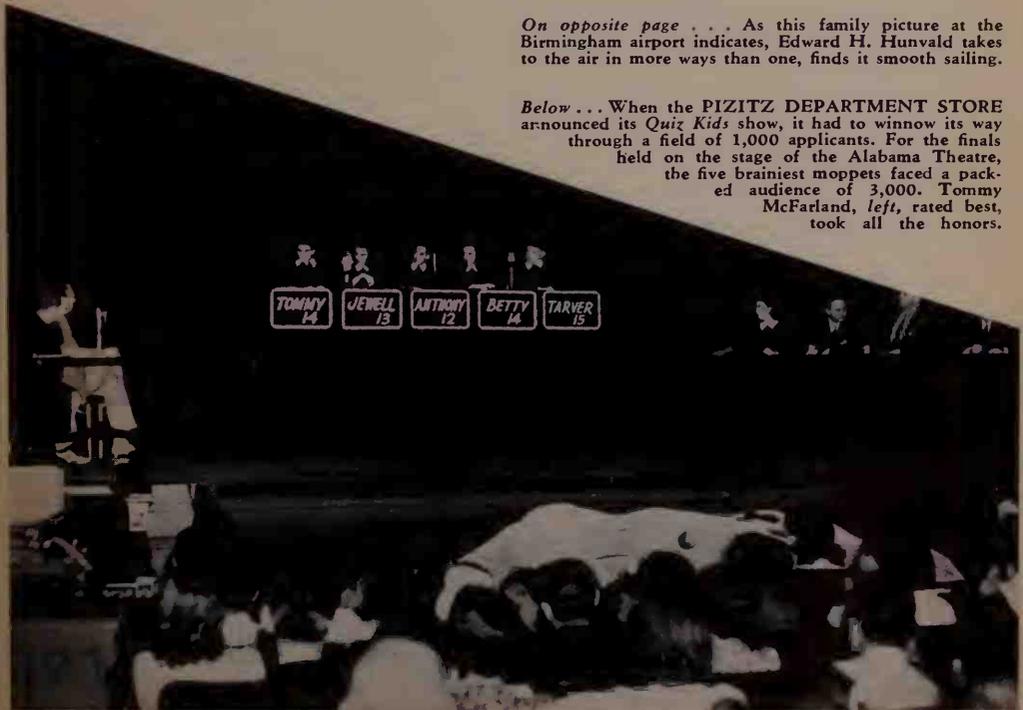
we use regularly, plus all the others we can buy, are thrown into putting over the one idea. And does it ever work!

For ten Christmas seasons, for example, we have daily plugged the arrival of Santa Claus by air. The campaign continues over WBRC from November 1 to Christmas. Santa first radios from the North Pole, then from Nome, Seattle, Denver and St. Louis. Finally, on November 7, he comes to Birmingham by airplane. Every year that Birmingham airport is jammed with 10,000 kids! (And Santa stays on the air for a half-hour each day right up to Christmas Eve.)

But while we buy all the spots we can get, we buy only *good* spots. By this, I mean spots that either precede or follow a program with a large audience. Of the two, we prefer the spot which follows a show with a large audience. The public may be lazy dial twisters, but every last one of them are dial twisters nevertheless. We peg our spots to

On opposite page . . . As this family picture at the Birmingham airport indicates, Edward H. Hunvald takes to the air in more ways than one, finds it smooth sailing.

Below . . . When the PIZITZ DEPARTMENT STORE announced its Quiz Kids show, it had to winnow its way through a field of 1,000 applicants. For the finals held on the stage of the Alabama Theatre, the five brainiest moppets faced a packed audience of 3,000. Tommy McFarland, left, rated best, took all the honors.



PIZITZ Invites You to Listen to Its New Program

"ALABAMA PARADE OF TALENT"

Produced by Jean Grombach

WAPI... Sunday ... 3:15 to 4 P. M.

WOULD YOU LIKE TO APPEAR ON THE RADIO?



Jean Grombach

is one of the most important figures in radio... head of the new New York company, he has produced more radio shows on the major networks and developed more radio stars than perhaps any other single person. These include Alabama's own Helen Clark, Fredrick March, Neil Clark, Fredrick March, Neil Clark, Babe Ruth and Sam Eddy.

A West Point graduate, he is now Major Grombach, stationed at Ft. McClellan, near Birmingham. He is always in the contact with radio, has highly considered no superior, please contact him and act as judge on this new Pizitz program.

We know that Alabama has hundreds of talented men and women, boys and girls. It is our intention, through this new 45-minute program over WAPI every Sunday afternoon, to give these people an opportunity to display their ability by actual performance over the air. It will give the large listening audience a chance to see who is the best talent available in our state... dramatic, instrumental, vocal and novelty... to enjoy it and get a thrill as only a person can get from a neighbor's accomplishment and success.

In providing Maj. Jean Grombach as the producer, assisted by Lionel Boster, Stuart Mims and the WAPI staff, we believe we have gone further in assisting ambitious radio interlopers in realizing their ambitions than any program in America has ever done. We know of no local program in America that presents equal opportunities for a hearing and a sponsorship. There will be prizes awarded on each program, and it will be the prerogative of celebrities, and if you would like to appear on this program, register at the Engineering Department on Pizitz Fifth Hour.

Listen to These Other Pizitz Radio Programs PLEASE NOTE THE MANY NEW TIMES DUE TO DAYLIGHT SAVING TIME CHANGES

DOLLY DALE
WAPI... DAILY... 10:15 A.M.

Dolly Dale is in charge of our large mail and telephone order staff and in her pleasant manner brings you daily store news, advance information and wise counsel on how you may best benefit from the various activities at Alabama's Largest Store.

WOMEN IN THE NEWS
WSGN... DAILY... 12:45 P.M.

This five-minute complement to women who are important in world, state and civic affairs, is also conducted by Dolly Dale. Many of the outstanding feminine personages who visit Birmingham are interviewed for you on this program.

MASTER RECORDINGS
WAPI... SUNDAY... 4 P.M.

A full half hour of the world's finest music, brought to you on RCA-Victor recordings. The world's greatest opera and symphonies sung and played by the world's most celebrated musicians, are presented by a commentary by Ray Finn.

WAPI COOKING SCHOOL
WAPI... DAILY... 1:45 P.M.

This program, conducted by Estline Tully, invites a studio as well as a listening audience. Through its association with Birmingham's largest Franchise dealer, Pizitz is happy to share in bringing this popular and instructive half hour to you.

NEWS OF EUROPE
WAPI... TUES., THURS., SAT 7 A.M.

Direct from the world's capitals, through the medium of the Columbia Broadcasting System, Pizitz brings you a three-minute news round-up of the news immediately after it happens and from those points of the world where they are happening.

COMING MAY 10 TO 24
QUIZ KIDS Auditions
Finals of the Stage of the Alabama Theater

HIT REVUE
WSGN... 9 A.M. Daily

An attractive checker of the most popular recordings of the day, from Pizitz large and complete stock of records, makes this an interesting program to listen to with all plus entertainment.

HARRY CHARLES
WAPI and WBRG...

Harry Charles is definitely not the world's greatest pianist but he comes close to being the world's greatest piano entertainer and his unique idea of playing with his fingers on the air is always good listening. Casual radio comes alive daily for times.

GOLDEN KEYS
WSGN, Sunday, 5:30 P.M.

Alvin Mack one has been the star every year and now has won the title of "Golden Key" for his many, many wonderful talents.

WINGS' NEWS
WBRG... DAILY... 9:30 A.M.

Bill McCain, popular news reporter, brings you the news right out of the Birmingham News Service wire. When it is 9:30 a.m. in Birmingham it is 9:30 a.m. in London, where they are gathering at the dock. On this program Pizitz gives a Wings' and tree to some men in the Birmingham district every day.

DR. CLANTON WILLIAMS
WSGN... TUES., THURS., 7:30 P.M. SUNDAY, 7:30 P.M.

Dr. Williams is Professor of History at the University of Alabama and combines a thorough understanding of world history, a broad grasp of events and reasons behind the news of the day and a pleasing personality that commands the respect and attention of his audience. Many of these studies have the best commentary on the air today, local or national.

LEST WE FORGET
WBRG... SUNDAY... 12 NOON

Here is American history presented dramatically and yet using all that young and old can understand and appreciate what are the events transpired to make this the great country it is. This is truly a thrilling program, presented by a fine cast of costume actors.

GUESS WHAT?
WBRG... SUNDAY... 1:30 P.M.

A new and interesting quiz program where YOU are the only participant. A five-minute, five-minute and then give you the answers on the balance of the quarter hour program. It's fun and educational, entertaining.

THE FAMILY DOCTOR
WBRG... SUNDAY 1 P.M.

Here is there who is the family doctor - the opening eye of each week's episode of the "It's a happy family" doctor in Cantonment, the Family Doctor has a way for greater love and human understanding. The Family Doctor has a way of looking at each other and we're you to join them tomorrow.

PIZITZ IS ALABAMA'S LARGEST STORE... IN EVERY POSSIBLE WAY

Above... All Birmingham was reminded of the PIZITZ radio offerings when this three-quarter page ad appeared April 26, 1941, in the AGE-HERALD.

follow such shows as *Jack Benny*, *Take It or Leave It*, *Kaltenborn*, *Elmer Davis*, *Information Please* and the *Ford Sunday Evening Hour*.

Here in Birmingham we have three radio stations, and we use all three almost equally. When we have a radio intention, we decide on the type of program we want and the time we need. Then we go shopping. The station that provides us with the best time gets the business.

A sponsor, to be successful on the air, must give considerable thought to what is the right time for him. The best radio time for us is Sunday afternoon, or on weekdays before 10:00 A.M.

We practice what we preach. On Sunday, for example, listeners over WBRC hear our *House of Dreams* at 12:30 P.M. At 1:30 P.M. they hear our *Guess What Program*, used to promote the Men's Clothing department. (And I might point out that sales here are up 45 percent.) At 2:00 P.M. we put on *The Family Doctor* in the interests of our Prescription department. (Sales are up 40 percent.) These are our Sunday programs on only one station. We have others, too, including a solid hour of classical music.

Of course there is no sure-fire guide to the successful use of radio. We ourselves have tried all types of programs. Some of them have lasted; others we have had to abandon. Once we used a *Parade of Talent*, a Sunday 45-minute show, in which we tried to uncover and give opportunity to Alabama talent. It started off like a house afire. Within a month we received 13,500 letters a week solicited on a "Vote for the Best" basis. It was grand while it lasted, and we broke all records for mail received by any Birmingham station on any radio program in their history. But sad to relate, we ran out of talent. That show is now in temporary retirement.

A radio program need not be pretentious to be an effective sales booster. In fact, most of ours have been rather simple in their plan. But in every case, we slant our programs to boost *some one particular department*. So, for that rea-

No recent convert to the use of radio is Edward Henry Hunvald. Back in 1927, when he was publicity director for Lowenstein's in Memphis, Tenn., he was such a pioneer in the field of radio advertising that on one occasion he claims to have had more performers in the studio than there were families with radio sets.

Because he plays golf, pool, billiards, bridge, chess and rolls a mean ball at bowling, he sometimes wonders how he gets the time and energy for his work.

Avocation: listening to the radio, and all five radios in his home are on constantly. During the programs themselves, his two children, Edward, Jr., 13, and Irene, 16, may raise all the racket they want without arousing the parental wrath. But they have to be quiet as mice for the station breaks: adman Hunvald is on the alert for his commercials, and doesn't want to miss a word of them, come what may.

son, we have separate programs for mail order, men's clothing, basement apparel, prescriptions, the optical department, and the major appliance department, to mention only a few.

Three years ago, our major appliance department did \$25,000 worth of business a year. It will hit \$300,000 this year! Of course not *all* of this is due to radio, but a great deal of it can be attributed to this one medium. Two programs push this department. In *Hit Parade*, the department manager tells about major appliances between recordings. In the second program, John Tuggle, the *Singing Salesman*, sings hymns over WBRC.

Do we believe in radio? At the present time we have 15 different programs. That should answer the question. And we hope to have more in the future. It pays!

Home Reconditioning Sale

Leo M. Bernstein & Co. Sold 2,100 Revitalized

Alvin Q. Ehrlich, Vice-president of Kal Adv

THEY all said it wouldn't work. All of the *real estate experts* in Washington, D. C., said it. First of all, these grey-beards decided you could not build up a *market* for reconditioned homes.

Then they said that you could not sell anything but *small units* over the air. That was in the days when radio was in its infancy, and even automobile dealers had not dared to offer their products over the air.

Both of these *impossible* ideas were a challenge to Leo M. Bernstein, then a starry-eyed graduate just out of school with a diploma in one hand and \$800 cash in the other. (The capital had been saved from a part-time job as a soda-jerker.)

Through the classified business opportunities of a local newspaper he had an opportunity to buy into a rental agency which found apartments and houses for newcomers to Washington for a fee of one-half the first month's rent. It took only two weeks for him to find out that the business was practically all gravy. So instead of putting his \$800 into someone else's business, he invest-

ed the magnificent total of \$38 in second-hand office equipment and went into business for himself. That was in 1932.

(Mr. Bernstein points out that he was encouraged to take this step by the fact that the only two classifications of business enterprise that then did not require a District of Columbia license were those of real estate operator and undertaker. He had no qualifications for the latter.)

The depression was at its peak. Hundreds of houses built during boom times were coming back on the market. Practically all of them needed a lot of work done to put them into saleable condition again.

What was left of the \$800, and some money borrowed from the banks went into the complete reconditioning of *one*

On opposite page . . . Operation of its own fleet of maintenance trucks results in extra savings which are passed on to clients when they invest in a CERTIFIED LEO M. BERNSTEIN & CO. reconditioned home.

Below . . . A staff of courteous salesmen takes clients to visit LEO M. BERNSTEIN & CO. homes in comfortable, new cars without obligation, to all parts of the city.



Through the Air

by Radio Writes
Washington, D. C.



single, solitary home. Enough money was withheld to pay for a little bit of advertising. Those were anxious days. If a buyer hadn't come along almost immediately, an infant industry might have died a'borning.

But he came! He saw! And he bought!

The investment and the profit on the first deal went into the purchase and complete reconditioning of more houses. Money was deducted for advertising in every case.

First it was in the newspapers.

Then radio was added to newspaper advertising. Mr. Bernstein figured that if the old-timers were wrong in saying that there was no market for reconditioned houses, they might be wrong about the idea that houses could not be sold over the air. They were *wrong*, and he was *right*.

Then, as now, his entire radio expenditure was confined to spots. Inquiries that were promptly turned into sales began coming in almost immediately.

The air-conditioned office building of the LEO M. BERNSTEIN & CO. in Washington, D. C., serves thousands of potential home buyers every year.

Morning and night, daily and Sunday, for example, the LEO M. BERNSTEIN & Co. reaches the WOL audience with its message. And here is one reason why the company is a firm believer in radio advertising: from one Sunday morning announcement on a Hebrew program heard over WOL it received inquiries from people of all nationalities in all walks of life. Other reasons: from several evening announcements adjacent to a news period on this station this real estate firm made sales that were directly traceable to the broadcast. The same is true of its announcements heard on WOL's morning *Musical Clock* program.

With the influx of national defense workers into the city and suburbs of Washington, the problem today has become one of getting around to making



Leo M. Bernstein, the spark-plug president of Leo M. Bernstein & Co., is a member of one of Washington, D. C.'s, oldest families. Proud of that heritage, the youthful, curly-headed president of this progressive real estate firm delves in his spare time into the history of the nation's capital.



Chief hobby: collecting antiques, many of which he finds in the old houses which his company buys. Born in 1914, Mr. Bernstein is himself strictly twentieth century modern.

Other pertinent details: he attended the local schools and Columbus Law University; is a member of the Masonic Order. He is married and the proud brunette papa of two blond sons, Stuart, age 4, and Richard, age 2.

personal calls on all the prospects. A constantly increasing radio audience continues to swamp the office with inquiries as a direct result of these radio spot announcements.

In a little over ten years since the time the president of the company, Leo M. Bernstein, first found out that there were Plat Books for determining property ownership, the company has grown until now it occupies its own air-conditioned building; its own warehouse, and its own storage yards. All materials are bought in wholesale quantities, thereby eliminating brokerage and middlemen's profits. All of the reconditioning work (subject to the personal inspection of Mr. Bernstein) is done by the salaried staff of the company.

Now what have been the results?

In a little over ten years, LEO M.

BERNSTEIN & Co. has sold more than 2,100 reconditioned houses in all parts of the metropolitan area. Any day of the week the home-seeker may walk into the company offices, and from city plats and photographs of more than 150 homes select a home of any size, type or price, in any section of the city. It's as easy as ordering from a mail order catalogue.

If nothing on file suits a client, the company will find one for him in his favorite location. The house will be submitted "as-is," and the prospective buyer may select the things he wants done. Company experts point out other things that probably need doing, but which are visible only to the trained eye. The interior and even the exterior will be redesigned and reconstructed to suit the purchaser. And since the work is done by the company's own staff with materials supplied at wholesale cost, these savings are passed on to the would-be home owner.

The LEO M. BERNSTEIN & Co. operates on department store methods. Willingness to exchange small profits for large volume is the secret of its success.

Out of the reconditioning service has grown a complete real estate service. In addition to the buying and selling of reconditioned homes, LEO M. BERNSTEIN & Co. has taken on the management of all types of properties: the *real estate department* consists of many houses and business properties; the *rental service* employs the services of numerous trained rental agents and maintenance experts. All administrative affairs, repairs, maintenance, rentals, the handling of tax matters, securing reductions of assessments, securing of public utilities, financing and refinancing are handled by a staff of more than 40 experts. No bonuses or profits are permitted on financing operations.

Today, almost the entire advertising of the company is over the air. Not a day goes by without the message of the company being heard over at least one of Washington's six stations. And it all happened because Leo M. Bernstein took two ideas that *wouldn't work* and *made them work!*

Candy Quiz Is Good Biz

6,000 Phone Calls, 5,000 Letters, 40% Business Increase Says
Morel Elmer, Sales Manager for the Elmer Candy Co., New Orleans

FIVE brothers were seated around the conference table. Had someone stepped to the door and asked "Where's Elmer?" the brothers would have asked "Which Elmer?" The five brothers were August, Alphonse, Lennie, Oscar and myself.

The brothers had met to crack a very tough nut. Business was rolling along about as usual, but the brothers weren't satisfied. Business should be better; *it could be made to improve, but how?* "Let's develop a radio program," one of us said, "a Sunday show in which we feature riddles and talk about GOLD BRICKS."

The brothers had had many previous experiences with advertising, but the range of effectiveness from good to bad was so great that the thought of investing money in advertising was almost terrifying.

And then Oscar Elmer hit upon a sound and basic thought. "All right," he said, "call in our advertising agency, WALKER SAUSSY, INC., and tell them that we will spend so much per box. You know how many boxes we are making per month now. Multiply that by our advertising assessment per box and then buy what time you can for that money."

Time was bought on a Sunday afternoon on WWL. The *Elmer Riddle Man* had his first appearance. As the program was then planned, he announced a riddle. To the first person telephoning the correct answer to WWL went five pounds of GOLD BRICKS.

The offer was dynamite! Six thousand calls tried to come through the Raymond exchange of the local telephone

company within a few minutes. Fuses were blown, and the exchange paralyzed.

In the face of telephone company protests, the program was repeated the following Sunday. Again the fuses at the Raymond exchange were blown. Such was the beginnings for this Sunday

Below . . . Ed Hoerner and a contestant. Tagged "Genial Gigantic Gentleman" by fans of ELMER'S Jingle Jamboree, emcee Hoerner weighs 215 pounds, stands six feet, three inches. He is the director, writer and emcee in the ELMER CANDY CO. show.



afternoon radio feature woven around the public's interest in riddles.

And the ELMER cash register really began to click! Sales of GOLD BRICKS doubled and redoubled.

Then from all over New Orleans came requests from men, women and children to attend a broadcast of the *Elmer Riddle Man*. New plans were made. The quarter-hour featuring the *Elmer Riddle Man* grew into a half-hour known as the *Jingle Jamboree*.

Quiz shows became popular. From riddles, the *Elmer Jamboree* moved into a quiz program. Boxes of GOLD BRICKS were offered to radio listeners who sent in useable questions. Boxes upon boxes of GOLD BRICKS went to contestants who answered the questions correctly. All who attended the broadcasts were presented with a GOLD BRICK as a gift.

Summer arrived and with it came an anticipated slump in candy sales. Public interest in the *Elmer Jamboree*, however, grew even with the coming of the slack candy season, and the five Elmers decided to go through the summer.

The crowds enjoyed the show. They yelled for more at the end of each broadcast. A special 30 minutes of studio fun was inaugurated to follow the regular broadcast. Summer sales soared, reaching as high as 100 percent over the previous summer. As many as 5,000 letters per week were addressed to the *Elmer Jamboree*.

Great was our rejoicing; after sponsoring the show for 63 consecutive weeks, we had experienced a 40 percent busi-

Bespectacled, baldish Morel Miller Elmer, shown above, managed a faint smile for the birdie when he sat for the first photograph he has had taken in 20 years. No heavy-weight, adman Elmer doesn't weigh over 120 pounds, but those 120 pounds are 120 pounds of energy and action.



He comes by his sweet-tooth naturally; since 1914 has been sales and advertising manager for the business established by his grandfather 86 years ago.

He is one of five brothers, and is a dyed-in-the-wool family man himself. Two sons in the army help explain his insistence that service men be brought up as contestants for the Elmer radio program. Other indications of his interest in the men in khaki: Elmer's Service Kit candy package. Two other sons and two daughters round out the quota of the Morel Elmer younger generation.

ness increase. New sales territories had been opened up in all parts of the United States. Our products were on sale from Coast to Coast. Thanks, radio!

Below . . . Average studio audience attendance for Jingle Jamboree for the past year is in excess of 700 with each show pulling three to four thousand letters. Does the audience like the show? Note the smiles.



This China Egg Hatched

How a 4,000% Business Increase Was Achieved in a Decade Is Told by Ernest J. Ronal, General Manager of the Ohio China Co., Monroe, Mich.

*Let me live in a house by the side
of the road
Where the race of men go by . . .*

RALPH F. KNUTTI, merchandise manager of the OHIO CHINA Co., and I might almost consider that our theme song. We have done just that! On occasion, we have worked twenty hours a day; we have even lived on the premises. And radio, plus plenty of hard work, have achieved a modern miracle. In ten short years that same "place by the side of the road" has experienced a 4,000 percent increase in business.

Back in August, 1931, the OHIO CHINA Co. was organized. It consisted of a single room and a small stock of china and glassware. Location: Telegraph Road between Toledo and Detroit, Mich. Including ourselves, there were 11 employees.

Everyone advised against the venture. A business in such a location simply *could not* prosper. Business was exceptionally poor; it could hardly have been at a lower ebb. But we were sure that there were tremendous possibilities in the chinaware business *if the proper advertising medium were used*. At the outset, however, our main concern was to keep our heads above water. It was sink or swim, and we were determined to swim.

Our faith was justified. Eight months after we first set up shop, we built the red brick building that is our present home. We also started buying radio time. It certainly was a lucky combination.

Business started rolling in. Each year has seen greater business increases. Today the company employs 32 men. Its volume of business is *42 times as great as* when we were



Good taste and artful display are one of the characteristics of the showrooms. China is set on snowy white tablecloths. Mirrors are used as background for merchandise display purposes.

first established. Our original contention that there were tremen-

dous possibilities in the chinaware business if the right advertising medium were used has been more than justified. *Radio is that medium for us*, and we advertise exclusively by radio. It was so in the beginning, and it still is.

We may not be the largest users of radio time; our program may not be the most pretentious, but at least we have set up some sort of a record for con-

sistency. After all, back in 1932, radio itself *wasn't long out of short pants*.

At the present time, our five-minute program is heard five times a week over WSPD, Tuesday through Saturday. This conversational, around-the-table chat program, *Table Talk*, has been broadcast at 8:45 A.M. over WSPD for three years.

The announcer opens the program with a casual, chatty commercial suggesting styles and colors for the home. And in his comment, the WSPD listener is made to feel that it is *her* home, not just *anybody's* home. Patterns and colors of featured chinaware or glassware are described in the same intimate way in the closing commercial.

The middle part of the program is devoted to a chapter in the development of fine chinaware. Women not only like to own fine chinaware, but they also like to know about its history.

Women are our principle clients, of course. It is they who like to have lovely things in their homes. The men, for the most part, are merely willing to pamper their wives in their feminine desire for dishes and glassware. So naturally, the program is slanted at the women listeners. Interesting details about chinaware from the early Chinese to the present compose the bulk of the program. Copy is prepared by the WSPD continuity department from authentic library sources.

And chinaware does have a history! A fascinating one. A ceramic art of great

beauty and finish flourished in ancient China. A few specimens of Chinese porcelain found their way to Europe during the fourteenth and fifteenth century.

Later various East India companies flooded Europe with their colorful importations from China. Western potters then set about to imitate it. It was done with much success, particularly in the little town of Delft, Holland. And Delft is another link in the history of chinaware.

Equally interesting to our listeners are fragments in the history of glassware.

"'Tis a concrete of salt and sand or stone. 'Tis artificial. It melts in a strong fire. When melted 'tis tenacious and sticks together. 'Tis ductile whilst red-hot, and fashionable into any form, and it may be blown into a hollowness."

So wrote Christopher Merrit, in *The Art of Glass*, printed in 1662.

Such little items help us sell modern chinaware. A piece of china is more than a dish. It is an object with a past. Emphasis on this fact gives clients additional reasons for wanting to own fine chinaware. We ourselves are proud both of America's part in the development of china, and of our merchandise. We aim to pass on that same pride to our listeners.

Perhaps the formula sounds simple. It is. But it works.

This modern one-story red brick building with its gray slate roof is the home of the OHIO CHINA CO., retailers of chinaware and glassware, located on Telegraph Road between Toledo and Detroit.





Selling vs. Popular Appeal

By *Tod Williams*

CONTRARY to popular opinion, one does not need to be a sibyl, crouching on a rock, to pick a *selling* program.

Before going on, however, let us call your attention to the sharp differentiation between a *selling* program and a *popular* program.

This is vitally important. While it is only human nature for the man who pays the bills to want a program that is widely discussed, it is more important to have a show that will move the merchandise.

And strange as it seems, countless minor programs with a comparatively small rating are doing a whale of a job. On the other hand, sad as it is to chronicle the news, several programs with magnificent ratings are far from sellers.

Now that we've got that point straight, let us continue.

For purposes of illustration, let us assume that you are a food retailer who is going into radio for the first time. (The same theory will apply to any selling group, so follow along.)

Before you even so much as look at a time schedule, or harken to the blandishments of the station salesman, set up two points in your own mind. *First*: What audience do you want to reach? *Second*: What type of program will reach this group consistently?

Take the example of the BERKELEY MUSIC HOUSE as reported in the September issue of RS. Owner O. M. Smith wanted to reach an audience that purchases MUSIC OF THE MASTERS on records. With that fixed in his mind, he selected time and played music that would appeal to the man and woman he wished to attract to his shop. According to his own figures he stepped his record business in this particular line from \$2,000 to \$10,000 annually.

Note the example I mentioned in the November issue of a Minneapolis institution that increased its income from \$30,000 to \$125,000 annually.

These are but two instances where a sponsor *first* considered what audience he wanted to reach, and what would appeal to that audience.

Now let's get back to our original premise. You are a food retailer. Such being the case, you would most logically seek a feminine audience, because they are the girls who are going to buy the bulk of your merchandise.

Now is the time to start looking at schedules. Consider your own market carefully. What time do the men-folk go to work? What time do the children leave for school? Are you appealing to a feminine audience that will be in the laundry room, making beds or doing other "noisy" housework at the time you wish to reach them? Is the spot offered to you opposing some well-established and very popular local or network program? There are dozens of other important factors, but if you'll start with these, you'll start picking up the rest by yourself.

I know of one sponsor who went to incredible lengths to find out listening habits in a large mid-western city. One of his most important bits of information came from the local transportation company. From them he learned that

the average ride is 29 minutes long; the average worker reports on his job at eight o'clock. This prospective sponsor wanted to reach a feminine audience to sell a dairy product. So taking the information at hand into consideration, he found that by-and-large, Mrs. Housewife was ready to sit down and relax from the chore of getting pop and the kids out of the way about 7:30 in the morning. He found that he had some competition from opposing stations, but nothing serious. So he bought the 7:30 to 7:45 spot and put in a news program slanted for the women.

And how it clicked!

But here's the sequel that shows what is one man's meat is another's poison. This same sponsor wanted to reach an audience just beyond the listening area of the station he was using. So he made arrangements to hook in a station in that smaller community and feed the same news program.

On paper, it looked elegant. The program had sold tremendously in the larger city; ergo: it would do the same in the smaller town.

And how it flopped!

The sponsor did not take all factors into consideration as he did on the first setup. In the smaller city, the men did not go to work until 8:30 or 9:00. Schools opened at 8:45. And most everyone walked or drove to work—a matter of a few minutes. At 7:30 when *city housewives* were eager to get the morning news, *rural women* were just beginning to set the table and put the coffeepot on the stove. They had no time for radio messages.

Had the sponsor investigated, he would have found that this was a spot that would have reached the men. Subsequently, a tire and service station took over the 7:30 spot on the small city station and did a whale of a job.

Keep that example in mind.

Now that you've decided on the time of your program, it's the next logical step to select the type of entertainment.

And never lose sight of the fact that *radio advertising is entertainment*.

The best types of morning programs which will appeal to the feminine contingent fall into broad categories: straight musical, serial dramas, and easy-to-listen-to banter that can be followed as the household tasks are performed.

Best afternoon programs are again musical, the philosophical counsellor who works against a carefully woven pattern of gentle music, the interview type of program and the *instructor* show.

In selecting the program you wish to purvey your wares, carefully consider again what will be opposing you. If there is a box-topper on another station or two, you should feel fairly safe with a musical.

Talk over your situation with the talent that will appear on your program. Have the individual or entire cast (if you're going to be lavish) appreciate what you want to put across. And then give them a free hand. They'll work ten times as hard for you; and the harder they work, the better your program.

As I said a moment ago, when you begin to use radio you're in the theatre business. But profit by those who have gone before you. Don't let personal preferences ride too high.

Remember Jack Benny was fired by one sponsor because Mrs. Sponsor liked organ music better. The sponsor still takes an aspirin every time he recalls what he let slip through his fingers.

Better to adopt the attitude of one merchant who *refused* the salesman's plea to come to the studio and make some suggestions to the cast. Replied the sponsor, "Those folks know *their* business; I know *mine*. They're moving stock off my shelves, why should I presume to tell them anything."

To sum up: *A selling program is one that moves merchandise*. And to get a selling program observe the simple basic rules of what, who, and how.

How A City Toots Its Horn

Clarence W. Finkle, Jr., President of the Chamber of Commerce in Clifton, N. J., Boosts Radio as a Means of Selling a City

MEMBERS of the CHAMBER OF COMMERCE of Clifton, N. J., were gathered a few months ago at one of our weekly meetings. They were perplexed.

The U. S. Census of 1940 gave Clifton a population of 48,723. According to John Mikulik, executive secretary, there were now more than 52,000 people living in the city. Through September for the year 1941 there was more than

\$2,000,000 worth of private building, including homes for 400 families. A \$750,000 defense home development built by the federal government had just been completed. While the population had almost doubled since 1920 and Clifton is the third largest city by area in the state, there was still ample room for controlled growth in population.

How to exploit the many advantages of Clifton and how best to tell other people about them were the reasons for our perplexity.

Members of the CHAMBER OF COMMERCE looked at the record. A survey showed that most newcomers to Clifton had moved either from nearby New Jersey communities, or from New York City, some 15 miles away.

Some one remembered that the six New England states, represented by an organization known as the NEW ENGLAND COUNCIL, had sponsored a radio show a few years ago designed to attract summer tourists. Why, then, wouldn't it be feasible to attract home-seekers to Clifton by means of a radio program?

We took our problem to Edward Codel, station manager for WPAT, a new radio outlet in nearby Paterson, N. J. The result was *Clifton on the Air*, a half-hour program heard every Sunday afternoon.

All the participants, with the exception of the WPAT announcer, are residents of Clifton. Members of the CHAMBER OF COMMERCE pay for the program by subscriptions, and every industrial concern in the city is behind the program.

The program is introduced by its own theme song, a march entitled *Cliftonia*

Pleasant-faced Clarence William Finkle, Jr., was born in Jersey City. The son of well-to-do parents, he moved to Clifton at the age of six. When Clarence was finishing high school, his father (who had been a successful promotor of sporting events in New Jersey in the C. C. Pyle tradition of the gay 90's) suffered a number of financial setbacks.

The boy had to put his shoulder to the wheel and earn his own livelihood. During his first years in high school his father had given him two horses, and to earn pocket-money he had delivered merchandise for Clifton merchants after school hours. When his father's fortune was lost, Clarence's horses and carts took on greater importance. He went into the trucking business in earnest.

Today, he is president of the Passaic Terminal and Transportation Co. which operates a fleet of 76 trucks and is one of the largest motor transportation concerns in the East. Two younger brothers are also officers of the company.



Members of the CHAMBER OF COMMERCE staged a banquet on the eve of the first broadcast. In the above photo are (seated, left to right): Alvin Berger of the New Jersey State CHAMBER OF COMMERCE; Glenn Gardiner, OPM official and principal speaker of the evening; former District Court Judge Maurice Karp. (Standing, left to right): Rufus Rittenhouse, cashier of the CLIFTON TRUST CO.; Clarence W. Finkle, Jr., president of the CHAMBER OF COMMERCE; John R. Parian, chairman of the dinner; James W. Leis, former president of the Clifton, N. J., CHAMBER OF COMMERCE.

which was especially written for the broadcasts and is now the official song for the city. Music is furnished by an a capella choir of school children.

Each week three people are interviewed on various aspects of life in Clifton. Housewives, laborers, bank executives, stenographers, clerks and businessmen all sing the praises of our city. Special attention is paid to the geographical aspect, so that each of the three persons comes from a different section.

At the conclusion of each interview, the person who has just been interrogated is asked a "quiz" question. An appropriate merchandise prize is given by some Clifton merchant for a correct answer. An incorrect answer nets the person interviewed two tickets to a local movie house. (Each week different merchants participate in this phase of the program, giving the merchandise in exchange for the air-plug.)

Interviews and music over, there is a

three-minute talk by a city official on such subjects as taxation, sanitation, hospitalization or transportation facilities.

Since there are some 80 industrial organizations in the city, tribute is paid on every second program to one of them, either by a reading or a dramatization. These same concerns, which include such nationally known ones as the CURTISS-WRIGHT CORPORATION (PROPELLER DIVISION), the JULIUS FORSTMANN WOOLEN MILLS, the RICHARDSON SCALE CO., the ATHENIA STEEL Co. and the MAGOR CAR CORPORATION, have helped us publicize the show by means of placards on their bulletin boards.

No longer is our CHAMBER OF COMMERCE perplexed. We feel that we have found the best possible way of selling our city to the greatest number of people. A city's residential and industrial advantages can be extolled with *splendid results* through the medium of radio.



AIRING THE NEW

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

Beverages

FAMOUS FATHERS What do Gabriel Heatter, Otis Skinner, Dave Elman, Deems Taylor, Lowell Thomas, Lauritz Melchior and Colonel Theodore Roosevelt have in common? All are *Famous Fathers*.

*Brothers and sisters have I none,
But that man's father
Is my father's son.*

That childhood riddle might almost be the theme song of this quarter-hour transcription series heard each Monday evening over KYA, San Francisco, Cal., for EAGLE VINEYARDS, makers of EAGLE AND BARONET wines.

A noted personality who is a parent is interviewed on each broadcast and some of the outstanding episodes in that person's life are dramatized.

From "living with father" as the star and co-author of *Life with Father*, to emceeing *Famous Fathers* goes Howard Lindsay, New York actor.

Promotion: advertisements in the *Pacific Coast Review*, food and beverage trade publication; *Coast* magazine, a consumer publication; *San Francisco Life*, the SUPER GROCER newsheet, and a weekly two-inch ad in the *San Francisco Examiner*. Courtesy announcements and card displays for dealers were also used.

AIR FAX: Script writers of this quarter-hour transcribed series produced by the Kermit-Raymond Corporation, N. Y., are Julie Berns and Walter Hart.

First Broadcast: August 18, 1941.

Broadcast Schedule: Monday, 7:45-8:00 P.M. (PST).

Preceded By: News.

Followed By: Evening Concert.

Sponsor: Eagle Vineyards.

Station: KYA, San Francisco, Cal.

Power: 5,000 watts.

Population: 637,212.

COMMENT: For the sponsor with a limited budget who wants his show to compete with expensive net work talent, a transcription series warrants investigation. This new show has the advantage of featuring an accomplished actor and celebrities generally known on a subject of universal interest—parenthood.

Beverages

FARM HOUSE Everything the farmer and the farmer's wife want in the way of radio entertainment is provided for them in a full hour program over WOWO, Fort Wayne, Ind. Market schedules, hillbilly music, and news are dished up by SCHELLINGER BREWING CO., ARRID DEODORANT and CUTICURA SOAP, six days a week. Extension editors and county agents from Purdue and Ohio State universities present information of interest to rural communities. On alternate days, Triple A officials discuss farm problems with representative farmers in the area.

The cooperatively-sponsored program is divided into 10-minute periods. Emcee Tom Wheeler, a farm paper editor for 33 years, also presents a daily farm commentary.

Promotion: a half-page advertisement in the *Indiana Farmer's Guide* (the paper formerly edited by emcee Wheeler) told the rural folk about the new program. A series of ads in the *Fort Wayne News-Sentinel* also featured the kindly, folksy announcer.

AIR FAX: A daily participating program divided into 10-minute periods.

First Broadcast: September 29, 1941.

Broadcast Schedule: Monday through Saturday, 11:45 A.M.-12:45 P.M.

Preceded By: Monday through Friday, Hearts in Harmony; Saturday, Call of Youth, NBC sustaining.

Followed By: Monday, Wednesday, Friday, Hey! Mr. Motorist, local safety program; Tuesday and Thursday, Novelty Time, transcribed local feature; Saturday, NBC network sustaining.

Sponsor: Arrid Deodorant, Cuticura Soap, Kamm &

Schellinger Brewing Corp.
Station: WOWO, Fort Wayne, Ind.
Power: 50,000 watts.
Population: 117,246.

COMMENT: Farmers, being the largest single buying group in this country, are naturally the target of many radio shows. Today, there is a marked tendency to group locally sponsored shows addressed to rural people into one participating program, give this special audience a full hour program of particular interest to them.

Sporting Goods

UP-SKI A generation ago, skis, ice skates and other outdoor sports equipment were high on the Christmas stocking lists of moppets, or were the stock-in-trade of professionals, but an average adult who indulged in such shenanigans would have had his pate examined.

Today, it is a different story. Sports are taking more people than ever before to the out-of-doors, and the newest pet of sports enthusiasts is skiing. Merchants now specialize in skis, poles, boots, weather-proofed jackets and other paraphernalia essential to the skier.

Capitalizing on this latest fad is **DEMPSEY & KELLY**, sporting goods store in Oakland, Cal., whose wintertime volume depends upon its ski business. Because *Up-Ski* had been a successful **KROW** sustaining feature last year, **DEMPSEY & KELLY** took its first plunge into radio, found the water fine. *Up-Ski* is heard over **KROW** each Thursday at 8:15 P.M.

Snow conditions as well as hotel, lodge and transportation accommodations are discussed in this informal, round-the-stove chat. Skis, equipment, gadgets and how to use them, and tips on how to improve and perfect skiing form are also highlighted. Interviews with well-known professionals or with debutantes and others whose names make news round out the show.

AIR FAX: Sponsor Austin Kelly is his own announcer.
First Broadcast: November 6, 1941.
Broadcast Schedule: Thursday, 8:15-8:30 P.M.
Preceded By: News.
Followed By: Hockey.

Sponsor: Dempsey & Kelly, sporting goods.
Station: **KROW**, Oakland, Cal.
Power: 5,000 watts.
Population: 432,898.

COMMENT: For a sponsor such as **DEMPSEY & KELLY** whose volume depends upon reaching a *particular* market, the elimination of *waste coverage* is essential. A show that is aimed at a specific market may have fewer total listeners, but certainly, it has more buyers per listener. (For pic, see *Showmanship*, p. 28.)

Sustaining

LET'S LEARN MUSIC A European street vendor singing arias from grand opera is fact, not a movie sequence. For centuries, music has been the heritage of the common man in the Old Country. The pioneer American was too busy grubbing stumps to waste his breath in song. Educators have long lamented that his modern counterpart is apt to be more interested in the latest baseball scores than in musical scores.

For 8,000 moppets in the Nashville public schools it is a different story. *Let's Learn Music*, a **WSIX** sustaining feature, reaches pupils in the first five grades in all of Nashville's elementary schools.

Instruction in music is given by Catherine Warren, supervisor of music in the city schools. In addition to Miss Warren's vocal lessons, music is played by Frank Bobo, **WSIX** staff pianist. Some Victor records are also used.

AIR FAX: *First Broadcast:* October 6, 1941.
Broadcast Schedule: Monday through Thursday, 9:30-9:45 A.M.; Friday, 10:15-10:30 A.M.
Preceded By: **WSIX** Program Schedule.
Followed By: Cheer Up Gang, **MBS** sustaining.
Station: **WSIX**, Nashville, Tenn.
Power: 250 watts.
Population: 184,353.

COMMENT: More and more the realization grows that radio can do more than *entertain*. It can also do more than *educate*. It can also *serve*. Here is a service feature which reaches all classes of people. That it has the backing of the city's public school system is a splendid recommendation.



SPECIAL PROMOTION

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

Finance

GOLDEN JUBILEE When CENTRAL BANK of Oakland, Cal., lighted birthday candles for its fiftieth birthday, it celebrated the event with a commemorative broadcast from a special platform erected in the lobby of the bank.

Women employees blossomed out in golden corsages, and 1,000 well-wishers turned out to do the birthday honors. Father Time turned back the clock and pointed a finger at a spot on the calendar that was 1891! It was merely yesterday for the venerable old man with the white beard. For CENTRAL BANK, it represented 50 years of service.

Honored was Herman Sagehorn, the bank's oldest employee. On the job the day the bank opened in 1891, he has been with it ever since. Also kowtowed to was Robert Delzell, one of the bank's oldest depositors. *Other features of the half-hour broadcast:* the introduction of Carl F. Wentz, president of CENTRAL BANK, and an address by Dr. John F. Slavich, Oakland's mayor. City Father Slavich had an ace up his sleeve; his father was one of the original stockholders in the bank.

Musical entertainers dressed in the garb of the gay 90's put spectators and participants in a reminiscent mood. Recounted were incidents of the early days.

AIR FAX: Broadcast Schedule: October 15, 2:30-3:00 P.M. (PST).

Preceded By: Musical Soiree.

Followed By: Ted Malone.

Sponsor: Central Bank.

Station: KGO, San Francisco, Cal.

Power: 10,000 watts.

Population: 637,212.

Agency: Emil Reinhardt.

COMMENT: Excellent builder of goodwill is a commemorative broadcast of this kind. CENTRAL BANK gave itself a pat on the back, increased its prestige in a dignified and effective way. (For pic, see *Showmanscoops*, p. 29.)

Merchants' Associations

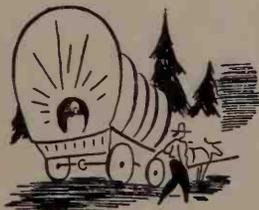
MONTANA BOOSTERS January 1 rings in a New Year for the rest of the nation. For KGIR and the State of Montana it has for the past three years, marked the start of the Annual Booster campaign. Promotion is carried on almost entirely through the medium of radio.

Since its inception in 1938, the campaign has averaged 500 letters a month with mail running as high as 7,000 in peak months. Postmarks bear the imprint of every state in the United States, all Canadian provinces and many foreign countries.

From New Zealand and Australia come 30 to 40 letters monthly.

Each campaign runs at least six months. Radio program is heard Friday afternoons and Saturday nights in the early Spring. During the summer months, program is heard every afternoon and on Saturday nights. On all broadcasts, there are spot announcements for commercial establishments who sign up as *Montana Boosters*.

Hour-long afternoon shows feature transcribed music and historical information. A telephone quiz makes listeners put on their thinking caps. Quiztstants who know their Montana, and answer correctly questions on Montana



history, agriculture, mining, cattle industry, and celebrities are awarded prizes by the *Booster* firms.

Booster firms receive display cards and large copper colored window stickers. On the program, listeners are told to watch for the firms with the large Teepee stickers in the window. Firms pay cost of souvenir material and radio time; all sell *Montana Booster* souvenirs in their shops.

Idea behind the show: to get Montana people to write to friends outside the state inviting them to come to Montana for their vacations. *Hook*: a 16 page booklet of poems and colored drawings that are rich in the tradition that is Montana. Listeners buy two booklets for two-bits with a third for them to keep. Each signs a pledge to send two of the booklets to friends in other parts of the country. In 1941, 100,000 booklets were distributed.

Other promotion: auto stickers on copper colored paper.

Says Ed B. Craney, KGIR station manager: "There are two things that advertise Montana above all else; copper and the pictures painted by Charlie Russell, a famous cowboy who lived out here in the great open spaces. Each year we have used Charlie Russell pictures in the booklet *Shorty's Saloon*, and each year we have used something of copper."

AIRFAX: KGIR is entirely responsible for the entire *Montana Booster* campaign. Programs are carried simultaneously on KPFA, Helena, and KRBM, Bozeman.

First Broadcast: 1938.

Sponsor: Easton Photo; Seven Up Ranch; others.

Station: KGIR, Butte, Mont.

Power: 5,000 watts.

Population: 67,883.

COMMENT: For a State or a community which has no organized tourist association, here is a splendid idea. Give-aways are an excellent means of checking on the listener appeal of such radio programs. Nothing to sneeze at are the 100,000 booklets distributed in a single year.



PROOF 'THE PUDDING

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

Beverages

STRIKES AND SPARES A ten-strike for FOREST CITY BREWING CO., makers of WALDORF RED BAND BEER is this unique program devoted to bowling, ever-popular indoor sport for men and women.

Since the program is aired indirectly under the auspices of the BOWLING PROPRIETOR'S ASSOCIATION, most of the proprietors of bowling establishments have put in the sponsor's product. Result: nearly 100 new retail outlets for WALDORF BEER.

Frame-by-frame descriptions of matches direct from the alleys, and interviews with men and women bowlers from establishments throughout the city attract an estimated 25,000 bowlers in Northeastern Ohio.

King-pin commentator, Sam Levine announces the latest local and national bowling news as well as high scores in league competition during the day and evening. Nearly 30 reporters scattered throughout the metropolitan area phone in the top-flight scores.

AIR FAX: Emcee Levine is also editor of Kegler, official organ of the Bowling Proprietors' Association. *Hook*: excellent publicity among the 12,000 readers of the magazine.

First Broadcast: September 22, 1941.

Broadcast Schedule: Monday, Wednesday, Friday, 11:15-11:30 P.M.

Preceded By: News.

Followed By: Bill Mundy's Orchestra.

Sponsor: Forest City Brewing Co.

Station: WHK, Cleveland, O.

Power: 5,000 watts.

Population: 1,111,449.

Agency: Lustig Advertising Agency.

COMMENT: Many a would-be sponsor of a bowling program might pause,

wonder how to pay for a show with obvious audience limitations. From FOREST CITY BREWING Co. comes a neat answer for budget-minded sponsors. With nearly 100 new retail outlets for WALDORF BEER, the program was a paying proposition for the sponsor from the start.

Groceries

KITCHEN OF THE AIR If the way to a man's heart is through his stomach then by proxy, Mrs. Farrell is one of the best loved persons in Indiana. Recipes, as well as new and better ways to serve food are the backbone of her program heard five times a week over WFBM, Indianapolis, Ind. Her appeal is directed at the woman who must manage her home on a budget.

On a recent broadcast, Mrs. Farrell announced that she would send a Holiday fruit-cake recipe to any listener writing in. Response to the less-than-one-minute announcement: 200 requests. The same announcement was repeated the following day in fewer words than a Western Union telegram. Result? Four hundred requests in two days.

CONTINENTAL BAKING Co., using the *Kitchen of the Air* as their only advertising medium in the Indianapolis territory for TWINKIES, experienced a sales increase of more than 500 percent by volume. It was the only general advertising medium used when JUNKET put QUICK FUDGE MIX on the Indianapolis market. Both chain and independent store distribution was obtained. The SCOTT PAPER Co. was an old friend in 1939. It still gets sales through this program.

AIR FAX: Recipes and menu planning are the highlights of this half-hour participating show.

First Broadcast: January, 1934.

Broadcast Schedule: Monday through Friday, 8:15-8:45 A.M.

Preceded By: Transcribed music.

Followed By: Stories America Loves.

Sponsor: Calumet Baking Powder; Junket; Mrs. Grass' Noodle Soup; Milnut; Red Star Yeast and Scott Paper Co.

Station: WFBM, Indianapolis, Ind.

Power: 5,000 watts.

Population: 422,666.

COMMENT: For the sponsor debating the merits of a participation show compared with regular spot announcements, consider this point: the prestige of the woman personality conducting the program carries over to your company and to your product.

SAMPLE SCRIPT AVAILABLE.

Home Furnishings

WOMEN'S 580 CLUB 22,500 women were added to the potential clientele of four non-competitive sponsors of the *Women's 580 Club* in less than a year! Membership costs nothing, but each member agrees to buy the sponsor's product whenever possible. Program is heard five times a week over WCHS, Charleston, W. Va. Further advantages come from a questionnaire answered by each of the 22,500 members.

When Uncle Sam hoisted questions of a personal nature on to the shoulders of his 1942 census takers, loud were the squawks from every U. S. outpost. No protests were heard when equally personal questions were asked by participating sponsors on this show.

Effort expended in collecting the information is nil; when new members are added to the club's rostrum, each answers the questionnaire. The housewife gives her preferences in bread and flour, her name, birthday, address, husband's occupation, make and age of automobile, refrigerator, washing machine and cook stove, and name of favorite department store. *Result:* valuable data for each of the sponsors who sell consider-



able amounts of merchandise on the installment basis.

Special promotion: an annual free picnic at which some 3,000 picnickers receive pop, balloons and crackerjacks. Men, women and children also run races, eat doughnuts off a string and what-have-you to compete for \$150 in prizes. Members are also invited to studio parties, served with two and a half hours of entertainment plus refreshments.

AIRFAX: Recipes, birthday and wedding anniversary greetings, and a daily transcribed hymn are the air-diet prescribed for members of the club.

First Broadcast: January 25, 1939.

Broadcast Schedule: Monday through Friday, 3:45-4:30 P.M.

Preceded By: CBS Press News.

Followed By: CBS Press News.

Sponsors: Cavender Furniture Co. (installment store); Collins Department Store (credit clothing for men, women and children); O. J. Morrison Co. (for Electrolux Refrigerators); Magic Manufacturing Co. (Washing Solution).

Station: WCHS, Charleston, W. Va.

Power: 5,000 watts.

Population: 80,996.

COMMENT: Resistance to sales appeal for high cost merchandise (usually sold on the installment basis) is at its lowest when a prospect is in actual need of the household equipment. Not always does the sponsor know when this *psychological moment arrives*. Sponsors on this show are provided with an easy way to acquire just such information. The pledge to buy sponsors' products whenever possible also has its psychological advantage.

Women's Wear

STYLE TRENDS *News Flash:* A national representative of one of the leading furriers in the United States is here at NELMS AND BLUM today to advise customers.

That *Style Trends* announcement made on one program sold merchandise valued at more than \$2,000 in one day for its sponsor. It was the banner-head in this five-minute news program heard six times a week over WJPR, Greenville, Miss.

NELMS AND BLUM, a store for women, with a department (Tot to Teen) for

children, slants its news program at feminine listeners. Featured are news items of especial interest to the ladies. Each Saturday morning Aunt Peg takes over for the kiddies with a story for them and a message to their mothers from the Tot to Teen department. Commercials are usually of an institutional nature.

Special Promotion: tags on all city telephone directories call attention to the show.

Mrs. L. A. White, advertising manager and super-saleslady for NELMS AND BLUM is heard on *Style Trends* following her seasonal visits to the New York markets. Listeners are told of styles-to-come, given a peak into what the store has for them in the season ahead.



Mrs. L. A. (La) White

La White (as she is known to style-wise listeners in the Delta) found that the show had it. *Result:* a renewal contract for another year effective Nov. 17.

AIRFAX: While it is supplemented from other sources, most of the program material is gathered from the United Press news

feature, *The Woman's World*.

First Broadcast: November, 1939.

Broadcast Schedule: Monday through Saturday, 8:30-8:35 A.M.

Preceded By: Telephone quiz.

Followed By: Music.

Sponsor: Nelms and Blum.

Station: WJPR, Greenville, Miss.

Power: 250 watts.

Population: 20,000.

COMMENT: With morning newspapers everywhere on the wane (Chicago to the contrary), people turn more and more to radio to pick up the threads in the complicated world of today. That such programs may be successfully slanted at women is indicated by the experience of NELMS AND BLUM. Wisely, this sponsor has timed the show to catch the housewife early in the morning before she has made her plans for the day.

YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.

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

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No (see Sept., '40, p. 32).
Auto Supplies—Jack, the Tire Expert (see May, '41, p. 135).
Bakeries—Musical Arithmetic (see Feb., '41, p. 72).
Bakeries—Southern Plantation (see Sept., '41, p. 289).
Bakeries—Toasts to Bread (see Dec., '41, p. 386).
Beverages—Pigskin Prevue (see Ju., '41, p. 222).
Building Materials—Homers at Home (see Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (see Jan., '42, p. 19).
Chiropractic—The Good Health Program (see Mar.-Apr., '41, pp. 110, 112).
Dairy Products—Junior Town (see Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (see Ju., '41, p. 214).
Dairy Products—Young American's Club (see Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (see Nov., '41, p. 361).
Department Stores—Hardytime (see Sept., '40, p. 35).
Department Stores—The Pollard Program (see Aug., '41, p. 238).
Department Stores—Woman's Hour (see June, '41, p. 178).
Department Stores—Down Santa Claus Lane (see Oct., '41, p. 326).
Department Stores—Billie the Brownie (see Oct., '41, p. 318).
Department Stores—The Waker-Uppers (see Dec., '41, p. 379).
Drug Stores—Five Years Ago Today (see Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (see Nov., '41, p. 359).
Finance—Jumping Frog Jubilee (see Aug., '41, p. 253).
Finance—Saga of Savannah (see June, '41, p. 187).
Finance—Something to Think About (see Aug., '41, p. 245).
Flowers—An Orchid to You (see Sept., '40, p. 35).
Fuel—Smoke Rings (see Dec., '40, p. 126).
Furs—Cocktail Hour (see Aug., '41, p. 258).
Furs—Hello Gorgeous (see Jan., '42, p. 32).
Gasoline—Home Town Editor (see Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (see Dec., '40, p. 134).
Groceries—Food Stamp Quiz (see Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (see Dec., '40, p. 154).

Groceries—Mystery Melody (see Sept., '41, p. 290).
Groceries—Mystree Tunes (see June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (see Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (see Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (see Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (see Jan., '42, p. 25).
Hardware Stores—Dr. Fixit (see Nov., '41, p. 360).
Laundries—Rock-a-bye Lady (see Feb., '41, p. 47).
Men's Wear—Hats Off (see June, '41, pp. 178, 183).
Music Stores—Kiddies' Revue (see Oct., '41, p. 306).
Optometry—Good Morning, Neighbors (see Jan., '41, p. 35).
Shoes—Campus Reporters (see Aug., '41, p. 251).
Shoes—Mr. Fixer (see June, '41, p. 148).
Sporting Goods—Alley Dust (see June, '41, p. 177).
Sustaining—Calling All Camps (see Oct., '41, p. 310).
Women's Wear—Melodies and Fashions (see Nov., '40, p. 112).

SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct., '40, p. 53).
Captains of Industry (see Sept., '41, p. 284).
Cinnamon Bear (see Oct., '41, p. 315).
Dearest Mother (see Nov., '41, p. 354).
The Enemy Within (see Jan., '41, p. 18).
The Face of the War (see May, '41, p. 125).
Fun With Music (see June, '41, p. 162).
Getting the Most Out of Life Today (see Ju., '41, p. 196).
Little by Little House (see May, '41, p. 128).
Mama Bloom's Brood (see Aug., '41, p. 248).
Pinocchio (see Sept., '40, p. 11).
Secret Agent K-7 (see Sept., '40, p. 35).
Sonny Tabor (see May, '41, p. 140).
Superman (see Sept., '41, p. 271).
Sunday Players (see Dec., '41, p. 388).
Stella Unger (see Feb., '41, p. 56).
Streamlined Fairy Tales (see Mar.-Apr., '41, p. 90).
Twilight Tales (see Dec., '41, p. 382).



SHOWMANSCOOPS

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



Left . . . Austin Kelly, sponsor of the Dempsey & Kelly *Up-Ski* program heard over KROW interviews green-as-grass ski novice Virginia Haig, radio singer. Ski-master Kelly's program is chock-full of news relative to this wintertime sport. (For story, see *Airing the News*, p. 22.)

Below . . . Purely promotional was the KILO (formerly KFJM) entry in the Grand Forks, No. Dak., Model T Derby. The highly decorated red, yellow, blue, green and orange car was driven by drivers James Shelton, shown above, and George Chance. They waddled through the streets for several weeks previous to the racing event to promote various advertisers' products. It also served as a studio remote car.





*Above . . . H. W. Files (left), vice president in charge of sales and advertising for Pillsbury Flour Mills, and four employees unveil a picture of Walter Patterson, star of the *Musical Mill Wheel*, new Pillsbury show over WTCN, Minneapolis.*



Left . . . For six years, Joe Doakes (Lyle Harvey in real life), has sold Hubbard Milling's Sunshine Concentrate over WMT, Cedar Rapids, Iowa.

*Below . . . NBC Knickerbocker Quartette backs up songstress Ruth Sprague at the Golden Jubilee program of Central Bank, Oakland, Cal. (For story, see *Special Promotion*, p. 23.)*



WHAT THE PROGRAM DID FOR ME



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

Drug Products

STARKIST-CROSLEY CONTESTS "During 1940 and the first part of 1941, we presented eight individual STARKIST-CROSLEY CONTESTS advertising STARKIST FLOTATION TOOTHPASTE. Crosley merchandise was given away as prizes. We used KMAC in San Antonio, Tex., with a series of six spot announcements daily including Sunday.

"These contests consisted of taking the three words STARKIST FLOTATION TOOTHPASTE, and coining as many words as possible from them. For example, for the contest ending Christmas Eve, 1940, we awarded a \$189.95 CROSLEY SHELVADOR REFRIGERATOR to the person sending in the longest list of words meaning Christmas gifts coined from our brand name.

"As a special daily prize, we gave away one- and two-pound boxes of MARTHA WASHINGTON CANDY for the best entry.

"Another of our contests was called the *Count the Carton Contest*, giving \$800 worth of CROSLEY merchandise for the five best counts of the number of cartons in a huge pile displayed in the San Antonio CROSLEY Co. show window. In the same contest, the best *daily* entry won a 12-pound turkey.

"On all of the eight contests, each entry was required to enclose a STARKIST carton.

"Sales increase on STARKIST stimulated by these contests made STARKIST one of the first four toothpastes in the San Antonio market. Additional dealer distribution in outlying towns was also secured.

"Contests of a similar nature are be-

ing conducted this year, using NORGE merchandise.

"The only advertising copy in the announcements consisted of the phrase *Make Your Kiss Sweeter Tonight with Starkist, America's Fastest Growing Toothpaste.*"

HOWARD W. DAVIS
Advertising Manager
The Starkist Co.
San Antonio, Tex.

AIR FAX: Starkist sales are between 12 and 13 times the volume of 1939. Weekly mail-pull: approximately 1100 cartons. Printed entry blanks are not required but are available at all Crosley dealers in San Antonio.

First Broadcast: 1939.

Broadcast Schedule: Six spot announcements daily, including Sunday.

Sponsor: Starkist Co.

Station: KMAC, San Antonio, Tex.

Power: 250 watts.

Population: 254,562.

COMMENT: Sales increases are the *final test* for any radio promotion. That STARKIST has become one of the first four toothpastes in the San Antonio area indicates that the STARKIST formula *works*. Contests of this kind are of particular interest in that they entail a minimum of promotional expense.

Building Materials

DREAM HOUSE "We are engaged in the manufacture and sale of lumber, millwork, heating, plumbing, cement products, hardware, and in short, everything for a home.

"The program in its present form consists of 30 minutes of dance music, the only local program of that type on the air at that hour. The first titles were selected on the basis of whether they were applicable to the program idea.

However, this resulted in a certain forcing and straining, and the idea has been abandoned to some extent.

"We have made a point on the show of soliciting mail inquiries by offering free booklets and literature, and the volume of replies has been very satisfactory. A typical Sunday program will result in approximately 200 specific requests.

"While the present show is this company's first venture into radio advertising, we are convinced that radio can do a job for this type of business. We are now working on plans for a program more specifically tied in with the problems of building or remodeling a home. Since almost every family has at some time or another gone through this ex-



perience, we feel that it is one that can be effectively dramatized through the medium of radio.

PAUL FOLEY
Advertising Manager
Currier Lumber Co.
Detroit, Mich.

AIR FAX: Commercial copy gives suggestions as to how homes may be improved by the products of the Currier Lumber Co.

First Broadcast: August 3, 1941.

Broadcast Schedule: Sunday, 1:15-1:30 P.M.

Preceded By: American Radio Warblers.

Followed By: Lutheran Hour.

Sponsor: Currier Lumber Co., Detroit, Mich.

Station: CKLW, Windsor, Can.

Power: 5,000 watts.

Population: 98,179.

COMMENT: The experience of CURRIER LUMBER Co. is an oft-told tale. Sponsor took its first venture into radio, is now working on plans for a more pretentious program.



SHOWMANSHIP IN ACTION

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

Bakeries

JUNGE AMATEUR HOUR Hollywood or bust is the motto of contestants on the *Junge Amateur Hour* heard weekly over KGGF. In addition to the two grand prizes of all-expense trips to this mecca of most actors and entertainers, there are three weekly cash prizes offered to tap dancers, singers, musicians, impersonators and others who appear on the program.

Talent is selected at an audition period the morning before the show is presented. Minimum age limit: ten years. Contestants have entered from a radius of 275 miles.

Flanking the show is a ten-piece band which supplies accompaniment and fill-in music. Ozzie Osborne wields the baton. Emcee is Dick Campbell, KGGF program director and chief announcer. Before the broadcast, the orchestra plays a 15-minute swing concert.

Program is built along institutional lines. Although JUNGE BAKING Co. manufactures many bakery products, bread is the feature item.

Promotion: a motion picture trailer run every afternoon and evening; window card advertising and placard displays. Boasts Nolan Junge, sponsor's advertising manager: "Sales have skyrocketed!"

AIR FAX: Broadcast from the stage of the FOX-MIDLAND theatre, the show is run in connection with the regular feature picture.

First Broadcast: October 20, 1940.

Broadcast Schedule: Sunday, 1:45-2:45 P.M.

Preceded By: Transcribed Music.

Followed By: Transcribed Music.

Sponsor: Junge Baking Co.

Station: KGGF, Coffeyville, Ka.
Power: 5,000 watts.
Population: 20,000.

COMMENT: The public loves a good show; amateurs have proved they can provide it. (Witness the success of *Major Bowes*.) Such a program locally produced has a good chance for success if it can draw its talent from a sufficiently large area to provide an ample supply of good entertainers. Usually good prizes attract good performers.

Furs

HELLO GORGEOUS Well versed in the art of making friends and influencing customers is J. Russof, advertising manager for the HOUSE OF MORRIS GOLD, Philadelphia, Pa., furrier. By means of verse, sponsor sells mink coats, persian lamb, sable-dyed muskrat and other furs to its air audience.

Program consists of Hawaiian music and one rhymed commercial read to a musical background in the middle of the show. Only other words spoken during the program are the opening and closing announcements which are also rhymed.

Doubling in brass is WIBG's promotion manager, Rupe Werling, who is also the show's poet laureate.

AIR FAX: Music featured is the records of the *Paradise Island Trio*.

First Broadcast: September 1, 1941.

Broadcast Schedule: Monday through Saturday, 4:30-4:45 P.M.

Preceded By: Danceland.

Followed By: Station Sign-off.

Sponsor: House of Morris Gold, Philadelphia, Pa.

Station: WIBG, Glenside, Pa.

Power: 1,000 watts.

COMMENT: Loud is the listener's lament when commercials intrude too much into a program. Here is one way of sugar-coating the commercial message, making it not only palatable but actually enjoyable.

SAMPLE SCRIPT AVAILABLE.

Home Furnishings

NEWSCAST Bombs, bombers and battleships! War zones! The battle of Russia! Trouble with Japan! For most people these world problems are just so much confusion. An easy way to keep track of these fast-moving events is made

available, by the GRANITE FURNITURE *Newscast* heard six days a week over KDYL, Salt Lake City, Utah.

Listeners are offered a new *International Radio News Map* in four colors prepared by the famous map-makers, RAND McNALLY. This up-to-the-minute map, two by three feet in size, shows in detail every point on the globe. Axis occupations, British conquests, Japanese influence and many other important details are also given. For a thin dime, listeners get the map plus a folder on the strategy of geography, and a calendar of world events from 1935 to the present.

In merchandising the map offered during each daily broadcast over KDYL, every attempt is made to tie-in GRANITE FURNITURE with the giveaway. And of the first 500 requests for maps, 95 percent were addressed to the sponsor. Several hundred persons have also called at the GRANITE FURNITURE store in Salt Lake City to receive maps, although no mention was made on the program that maps were available there.

Offer is being plugged through every medium available to the sponsor: *first*, direct plugs on the newscasts; *second*, GRANITE stores are bannered with large, lithographed posters; *third*, stickers on all letterheads and statements; *fourth*, envelopes imprinted with details of the offer, and *fifth*, special sales meetings to acquaint sales force with the plan.

AIR FAX: KDYL utilizes United Press and International News Service, with all copy handled through the KDYL News Bureau.

First Broadcast: September 29, 1941.

Broadcast Schedule: Monday through Saturday, 10:30-10:45 A.M. (MST).

Preceded By: Monday and Friday, For Housewives Only; Tuesday, Wednesday and Thursday, Local Participating; Saturday, Quiz for Kids.

Followed By: Monday through Friday, Road of Life; Saturday, KDYL Farm and Home Hour.

Sponsor: Granite Furniture Co.

Station: KDYL, Salt Lake City, Utah.

Power: 5,000 watts.

Population: 145,267.

COMMENT: While straight newscasts are definitely successful, some sponsors have found that *extra merchandising effort* is both worthwhile and effective. Through the medium of this campaign, GRANITE FURNITURE has definitely identified itself with its news program.

TRENDS

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

PROGRAM RATINGS, NOVEMBER, 1941

Type	Rating	Last Month	1 Month Change	Last Year	1 Year Change
MUSIC	.314	.317	-.003	.360	-.046
NEWS	.208	.212	-.004	.200	+.008
QUIZ	.120	.125	-.005	.090	+.030
TALKS	.097	.092	+.005	NO RATING
INTERVIEWS	.086	.083	+.003	NO RATING
SPORTS	.070	.066	+.004	.070
COMEDY	.057	.057060	-.003
DRAMA	.048	.048070	-.022
TOTAL	1.000	1.000			



GROUPS	Men	1 Mo. Change	Women	1 Mo. Change	Children	1 Mo. Change
Music	.276	+.001	.336	-.007	.322
News	.265	-.006	.199	-.003	.091	+.003
Quiz	.116	-.005	.116	-.004	.149	-.005
Talks	.070134	+.007	.054	+.008
Interviews	.072	+.002	.092	+.004	.104	-.003
Sports	.124	+.007	.031	+.003	.052	+.001
Comedy	.044054104	+.002
Drama	.033	+.001	.038124	-.006

HAVE NEWS PROGRAMS REACHED THEIR PEAK?

A year ago, on these pages, we debated the question of whether news programs had reached their highest possible average. At that time, *news* had jumped 30 points in three months. Our conclusion then was as follows:

"No program whose interest varies so closely with life itself can be accurately forecast, but on the basis of TRENDS, we can hardly conclude that news has reached its peak."

"On the contrary, the coming year should find more and better locally-sponsored news shows on the air."

That was the way we foresaw the future, one year ago. And the prediction came true. The rating of *news* increased constantly all through the year, and it hit a new high in August, 1941.

But, something has happened since then. In the last three months, the rating of *news* has dropped 16 points. (In spite of that, *news* is still 8 points above its last year's mark.)

Now, once again we are faced with the same question, but under entirely different circumstances.

The interest in *news* shows is higher than ever, but there are *more news shows* today on the air, and interest must therefore be divided. Competition has become intense. The top-notch *news*



AMERICA'S BIGGEST LITTLE RADIO SHOW!

It's a series of 260 5-minute scripts (with about 1½ minutes allowed for commercials) that is selling more merchandise and services than any other 5-minute radio show in the country! Minimum contract is for 65 episodes. Available to only one sponsor in a city.

This is not a transcribed series—but is used as a “live” program, requiring only one man and announcer for production. The copy tie-up with the title enables sponsors to give audiences “something to think about” their product and services, and drive the message home.

Some of the sponsors include:

DENTYNE GUM

Station WLW.....5 times weekly.

MERCHANTS & EMPLOYES BANK

Station KTRH.....5 times weekly.

SINCLAIR OIL PRODUCTS

Station WFMD.....5 times weekly.

Station WSFA.....5 times weekly.

HONOLULU FINANCE & THRIFT CO.

Station KGMB.....5 times weekly.

PAUL BROTHERS OLDSMOBILE CO.

Station WINX.....3 times weekly.

VINCENNES FEDERAL SAVINGS & LOAN

Station WOAV.....5 times weekly.

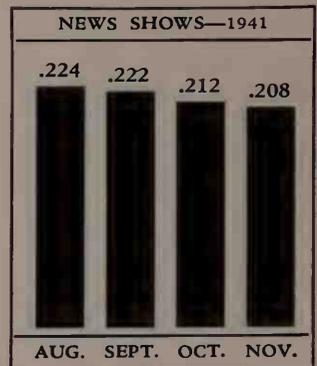
Write for sample scripts and full data, including combination rate-card order-form. If you want results from radio at low cost — investigate “SOMETHING TO THINK ABOUT!”

SPECIAL FEATURES SYNDICATE

563 Northwestern National Bank Bldg.
MINNEAPOLIS, MINNESOTA

shows are holding their audience; the average productions are losing out.

It simply means that if you are planning to buy a *news* show, buy a little more carefully. Not every *news* show is going to click the minute it reaches the air, but yours *will* if you have a little patience and add a promotional touch or two that will heighten interest.



WHAT ABOUT SPORTS?

Ratings of *sports* programs have remained very constant during the past year. In November, 1940, a rating of .070 was matched exactly this November.

The sports, themselves, shift by the season. In winter, it's basketball and hockey; in spring, it's baseball, etc. But, it seems that this shift does not materially affect the seasonal averages of the locally-sponsored radio *sports* shows. The complete spread by seasons was only three points.

Winter (Nov. thru Jan.).....067 aver. rating
Spring (March thru May).....070 aver. rating
Summer (June thru Aug.).....068 aver. rating
Autumn (Sept. thru Nov.).....068 aver. rating

At Your Fingertips

RADIO SHOWMANSHIP



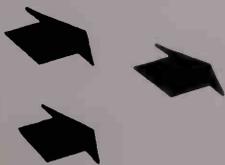
MAGAZINE FILE

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

BINDER

Holds 18 magazines. The convenient, compact method of keeping your copies in permanent, chronological order.

Order today. Use the coupon below. Only \$1.50 postpaid.



RADIO SHOWMANSHIP MAGAZINE
ELEVENTH AT GLENWOOD AVENUE
MINNEAPOLIS, MINNESOTA

Gentlemen:

Send me copies of the Radio Showmanship Magazine File Binders, at \$1.50 per binder, postage paid. Check enclosed . Bill me later .

Name

Address

Company

Position

City.....State.....

Go ahead and cut out the coupon! Don't worry about ruining the magazine cover; we'll send you a new copy for your file.



S

HOW MARCHED

W... ..

