

# Boosting Cereal Sales Exclusively by Radio

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## Sponsor of Wild West Feature Uses Appeal to Juveniles; Merchandising Tieup Made With Club Members

A LIVELY, bustling, western tune \* \* \* the sound of galloping horses' hoofs \* \* \* and "The H-Bar-O Rangers, boys and girls, bringing you the exciting adventures of Bobby Benson and the H-Bar-O Ranch!"

Thus begins one of the most currently successful (according to mail reports) children's radio programs. Every Monday, Wednesday and Friday at 5 p. m., EST, hundreds of thousands of interested boys and girls are tuned in to the thrilling, tensely interesting dramatic radio show in which the hero, little Bobby Benson, age 11, and his grown-up cowboy "pards" on the radio ranch, dramatize real "cowboy stuff".

The theme of the story concerns young Bobby Benson, the boy ranch owner, who goes out west with his Aunt Lily to live on his ranch and thereby protect his inheritance, and the succeeding "chapters" of the story show Bobby as a real cowboy hero, capturing bandits, fighting the Indians and clearing up many of the mysteries surrounding the ranch. Of course, the cast includes a "bad man" known as Sim Rivers, Bobby's grown-up "pard" Buck Mason, Wong Lee, the Chinese cook, and many other colorful principals exemplifying the life of the early west.

### Merchandising Scheme

THE PLOT is a fast-moving cowboy drama, censored only to the point of making it acceptable for a child audience, and proof of its interest is shown by the large and continually increasing number of Ranger Club members who are following these thrice weekly broadcasts.

The merchandising hookup of the program, sponsored by the Hecker-H-O Co., Inc., makers of H-O Oats, comes in a club membership, which includes the Rang-

A COLORFUL, fast-moving cowboy drama program, similar to the wild west movies but with a juvenile lead, is one of the most popular programs on CBS, according to fan mail records. And this feature, the only advertising medium of the sponsor, is selling cereal in a highly satisfactory fashion. The merchandising hookup is based on a Ranger's Club membership; cowboy gadgets are distributed by the sponsor in exchange for a certain number of cereal package tops.

er's Club button, an attractive membership card and a folder illustrating various pieces in the H-Bar-O Ranger's cowboy outfit, all of which are obtainable either through a required number of H-O package tops, or by one package top and a required amount of money. In the latter case, the money offer is unusually attractive, because of the relatively low price of the articles in the outfit.

By buying the premiums in large quantities, the program sponsors are able to offer such equipment at prices far below the ordinary retail cost. Thus a continuity of available equipment, as well as a continuity of story throughout the programs, maintains and heightens the child's interest in the entire club plan and keeps him not only a "Pard" of the program cast, but also makes him a real salesman of the product as well.

### Pre-program Publicity

FOR TWO WEEKS prior to the opening broadcast on Sept. 26, 1932, the program sponsors gave wide publicity to the forthcoming series of broadcasts by having cowboys ride in the vicinity of public schools in each network station city and perform wild west

of programs, and each cowboy wore a small saddle "blanket" sign imprinted with the announcement of the radio program.

Small space advertisements were also carried in newspapers, wherever possible in the children's sections of Sunday supplements, to further publicize the new series of broadcasts in each city, a week prior to the opening program.

The H-Bar-O Rangers series, each using identical script, is broadcast over an eastern CBS network. A duplicate "show" is built in Los Angeles for broadcasting over the CBS-Don Lee chain. In both cases the programs are broadcast on the same day at 5 p.m. The eastern show originates in the studios of WGR, Buffalo, and is thence carried to the CBS chain. The same script is used for the western program.

### Results Satisfactory

THAT this form of child appeal is producing results is shown in the fact that, in as short a period as 13 weeks on the air, it had already become one of the largest mail pullers of any program on CBS. Sales results of the product are likewise satisfactory. This radio program is the only form of advertising currently used since the first broadcast in promoting the sale of H-O Oats.

When we first looked for a theme which would constitute the basis for our anticipated radio program, it was discovered that one of the subjects of greatest interest to child hearts was evident in the motion pictures shown in neighborhood theatres, depicting cowboy activity. Taking this wild west movie popularity as a basis for our program theme, the services of a foremost script writer, Herbert Rice, were obtained through the Buffalo Broadcasting Corp. to produce an entertaining "wild west" thriller for dramatization over the air.

Further evidence of the popularity of the program is shown by the number of local neighborhood H-Bar-O "Ranch Clubs" which have sprung up in many cities within reach of this network program, and the activity as a whole exemplifies the fact that real child interest can be stimulated and maintained by striking a responsive chord among child radio listeners.

### Hoover Dedicates

PRESIDENT HOOVER officially dedicated the new WCAU Building, Philadelphia, with a short talk via remote control from the White House during a special dedicatory program, also carried by CBS, Feb. 10. He was introduced by Dr. Leon Levy, president of WCAU, which recently completed its model new 50 kw. installation.



Bobby Benson and Silver Spot

HERE'S Bobby Benson, the boy owner of the H-Bar-O Ranch, and his trusty steed. Bobby is wearing the accoutrements offered as premiums for sending in H-O Oats package tops. Premiums are offered as follows:

- Ranger's Badge—2 package tops or 1 top and 5 cents.
- Ranger's Bandanna—2 package tops or 1 top and 5 cents.
- Rodeo Rope (with directions how to spin)—5 package tops or 1 top and 15 cents.
- Cartridge Belt—5 package tops or 1 top and 15 cents.
- Ranger's Gun—5 package tops or 1 top and 15 cents.
- Gun Holster—5 package tops or 1 top and 15 cents.
- Ranger's Cuffs—8 package tops or 1 top and 30 cents.
- Ranger's Spurs—10 package tops or 1 top and 35 cents.
- Ranger's Hat—20 package tops or 1 top and 85 cents.
- Ranger's Chaps—25 package tops or 1 top and \$1.45.

stunts such as rope throwing, rope spinning, etc. Also, handbills were passed out by the cowboy riders announcing the forthcoming series



THE KIDS LOVE THIS—The H-Bar-O Rangers stop at a Buffalo school after a parade to announce the new broadcast series featured by Hecker-H-O Company over eastern and western hookups of CBS.