

Seasonal Scheme Offers Incentive To Small Stores

WMBD's Plan Is Attractive to The Low-Budget Merchant

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AN EXTRA income of \$5,000 a year may mean the difference between profit and loss or it may mean only a nice addition to a



profitable income. But this \$5,000 is particularly interesting when it comes from business which radio can not ordinarily touch and when it is spent during seasons when plenty of radio time is available for sale. WMBD, Peoria, last year started a plan to level off somewhat the difference between peak and slack seasons and found more than \$5,000 in business, most of which previously had not been touched by radio.

A series of five cooperatively sponsored programs did the trick. These programs were sufficiently interesting that the prospective advertiser felt it worth while to spend money on them when he would not spend an equal amount on spot announcements, and could not afford to buy a complete program himself.

Prizes Awarded

The *Easter Basket* program ran for a period of six weeks before Easter and was sponsored by ten firms, each receiving a 60-word commercial announcement on each half-hour program. The programs ran five days a week. Each sponsor paid \$160 for the series. The program was designed particularly to accommodate small advertisers with budgets of from \$100 to \$400 used only in peak seasons.

Chief attraction of the programs was a contest of pure skill. A prize was awarded for the ability to hear every number read during the program, such as number of street, address, price, add all numbers and have the correct sum or total. A prize was awarded each day and response was good. This six weeks promotion brought in \$1,600 from advertisers, most of whom had not used radio before.

A *Christmas Basket Program*, handled in practically the same way as the *Easter Basket Program*, was on the air for a half-hour a day, five days a week, four weeks before Christmas. The same contest idea was used and each day a basket of food, with retail value of \$3 was given as a prize. This series brought in another \$1,600.

A series featuring air-conditioning was a natural for the dull summer time. Only stores which were air-conditioned could sponsor this program. There were ten sponsors at \$7.50 per program or \$75 for the 10-week series. The sponsors included restaurants, air-conditioned trains, drug stores, etc. The copy dealt with the pleasure of eating, shopping and travelling in the comfort of conditioned air. Seventy-five words of copy was the limit for each sponsor and a half-hour once a week on evening time was devoted to the show. This resulted in



REVERSING the usual procedure, a radio salesman gets a present from radio time buyers! Fred Allen, sales manager of KLLZ, Denver, received a silver cigarette box from members of the Denver Association of Manufacturers' Representatives for services rendered that organization in the past few months. Left to right are Morris Townsend, special newspaper representative; O. G. Enders, district sales manager of Quaker Oats Co.; Paul O. Werner, district sales manager, Colgate-Palmolive-Peet; Perry E. A. Roache, district sales manager, Charles E. Hires Co.; Paul G. Richardson, district representative, Wesson Oil & Snowdrift Sales; E. J. McDonald, district representative, Corn Products Sales Co.; Allen; Paul Copeland, district sales manager, Kellogg Sales Co.; H. H. Hardin, district sales representative, Campbell Soup Co.

a total of \$750 in business, 80% of which could not have been secured in any other way.

The *Builders Program* consisted of three half-hour shows weekly for 13 weeks. There were ten sponsors at \$260 each. Each sponsor received a 30-word announcement on each broadcast and on every program one sponsor received a special plug which was a ten-minute transcription made at the location of a new home where this sponsor was doing some work. For example, if a plumber was the sponsor to be featured on a particular program, recording equipment was taken to a home in which he was installing the plumbing and this man was interviewed by an announcer about his particular work. This series resulted in a total of \$2,600 and was very largely from advertisers who could not be reached in any other way and who had never before spent any money on radio.

School Days

A *Back to School Program* created quite a bit of interest and brought in extra income during the dull months of August. This series consisted of 10 half-hour programs using the amateur talent contest idea with ballots being left at the sponsors' place of business where listeners went to vote for their favorites. Ten sponsors were secured for the series at \$50 each. Three cash prizes, \$25, \$10 and \$5 were given to the winners of the finals. Each sponsor had sixty words of commercial on each program. The series brought a total of \$500, about 80% of which was business that could not be secured in any other way.

Promotions of this kind account partly for the number of local accounts WMBD has on the air during the course of a year. In 1939 there was a total of 341 local accounts on this station, broken down in this way: Automobile and accessory 29, clothing establishments 33, department stores 7, financial 8, food 23, furniture 9, hardware and paint 12, hotels and restaurants 11, household appliances 16, jewelry 7, laundry and cleaning 12, political 34, miscellaneous 140.

THE NEW WKNY, Kingston, N. Y., which went on the air last December with 100 watts daytime only on 1500 kc., on Feb. 7 was authorized by the FCC to go to fulltime with 100 watts night and 250 day on the same frequency.

F-M Hearing Plans

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Meriden, Conn., for 15 minutes on allocation and operating problems with particular reference to W1XPW.

C. R. Runyon Jr., licensee of W2XAG, Yonkers, for one hour on propagation and general operating conditions with F-M, with particular reference to operation above 100 megacycles.

Westinghouse, licensee of W1XSN and W1XK, three witnesses for ten minutes each on company's position on F-M, 30 minutes for observations of signal to noise ratio and ten minutes for description of patents.

McNary & Chambers, consulting engineers and holders of a construction permit for W3XMC, Washington, two witnesses for one-half hour on laboratory and field tests.

Zenith Radio Corp., licensee of W9XEN, Chicago, one hour for J. E. Brown and J. R. Howland, on acceptability of F-M broadcasting for regular service and relative merits of F-M and A-M wide band versus narrow band, and whether existing allocations should be modified.

National Congress of Parents & Teachers, through Mrs. J. K. Pettengill, president, Chicago, Dr. William Mck. Robinson, Kalamazoo, and Mrs. M. T. Bannerman, legislative Chairman, Washington, six to eight minutes each on allocation of frequencies for educational broadcasting.

I. Keith Tyler, director of evaluation of school broadcasts of Ohio State University, 30 minutes to support present allocation of ultra-high frequency band of 41,000-42,000 kc. for educational stations, and to preserve existing allocation.

U. S. Office of Education, two or three representatives on relation of F-M to 41,000-42,000 kc. band reserved for education, presumably to support existing allocation with witnesses likely to be Dr. J. W. Studebaker, Commissioner of Education, W. D. Boutwell, radio education director, and Harry A. Jager of Office of Education.

Canadian Department of Transport, Ottawa, for permission to send W. B. Smith, one of its engineers, to attend hearing as observer.

Pennsylvania Department of Forest and Waters, Harrisburg, through several representatives to testify only if necessary to bring out definite need of UHF for amplitude modulation by the Forestry Service.

WSM, Nashville, Jack DeWitt, chief engineer, for one hour on all issues except patents.

National Assn. of Educational Broadcasters, S. Howard Evans, secretary, Nat'l Committee on Education by Radio, presumably in favor of retention of 41,000-42,000 kc. band for education.

Elmer L. Brown, Brown-Ray

CBC Earns a Surplus Of \$357,454 for Year, Annual Report Reveals

NET OPERATING surplus of \$357,454.21 for the year ending March 31, 1939, was shown in the annual report of Canadian Broadcasting Corp. submitted Jan. 26 by its board of governors to the Government. Fixed assets of the CBC were increased by \$346,561.18, due largely to the construction of new transmitters in the Maritimes and in the Prairies. These transmitters, CBA, Sackville, N. B., and CBK, Watrous, Sask., cost approximately \$500,000, and were financed out of a Government loan.

Income for the fiscal year, derived from the sale of \$2 annual listener licenses and a limited amount of commercial revenue totaled \$3,311,440. The production of programs and the improvement and upkeep of facilities are the only uses made of revenue by the CBC. The operating costs showed that during the year under review 50.77% of the budget was used for programs, 20.45% for wire lines for transmitting programs, 16.73% for the operation of CBC stations, 7.05% for depreciation, 4.86% for administration expenses and .59% for interest on loans.

Ford Dealer Discs

FORD DEALERS (local dealers of the Midwest), who have been airing *Calling All Cars*, half-hour weekly transcribed drama, on WHO, Des Moines, on Feb. 6 started the show for 13 weeks on WDAY, Fargo, N. D.; KFYY, Bismarck, N. D.; KGH, Billings, Mont.; KFBB, Great Falls, Mont.; KABB, Aberdeen, S. D.; KFJM, Grand Forks, N. D.; KGCX, Wolf Point, Mont.; KLPM, Minot, N. D. The dramatic series slanted for crime prevention was sold by Ray Linton & Co., Chicago. McCann-Erickson, Chicago, is agency.

Star Radio's New Show

STAR RADIO Programs, New York, is releasing to stations and agencies a presentation promoting its latest quarter-hour serial, *Adventures of Dewter Randolph*, and containing the opening script of the 65 episodes, requiring only one man for production. The program was written by Burke Boyce, writer and previously continuity head of NBC.

Phones. San Francisco, to attend hearings with two receivers "to test in case emissions are made with F-M transmitters during hearing."

Stromberg-Carlson, Rochester, 30 minutes for radio engineer Maurice Levy, on receiver manufacture.

National Education Assn., Washington, Willard E. Givens, executive secretary, and others presumably in support of existing education allocations.

National Council of Chief State School Officials, M. D. Collins, president, Atlanta, in support of existing 41,000-42,000 band for educational purposes and to reserve the right to use UHF amplitude modulation where it best serves interests of educational broadcasting.

Radio Pictures Inc., New York, licensee W2XR, ten minutes for John V. L. Hogan on allocations.

International Business Machine Corp., two witnesses on practically all issues.

Assn. of State Foresters, Albany, N. Y., K. F. Williams on forestry service use of UHF.

Mackay Radio & Telegraph, Hadden Pratt, vice-president and chief engineer, no statement nor testimony unless requested.