

S Showmanship



SEPTEMBER 1940

25¢

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Automobiles • Auto Supplies • Bakeries • Beverages • Cleaning - Laundry

Dairy Products • Department Stores • Drug Products • Farm Supplies

Finance • Flowers • Gasoline • Groceries • Men's Wear • Women's Wear

MORE THAN A MAGAZINE

A SERVICE

EDITORIAL



T the recent meeting of the National Retail Dry Goods Association, department store executive Maurice M. Chait (P. A. Bergner & Co., Peoria, Ill.) stated:

"Radio advertising has paid our store, but in spite of this, we have not taken advantage of its full potentialities. *An exchange of information is urgently needed.*"

That brings up a story—the story of RADIO SHOWMANSHIP.

Once upon a time, an ingenious business executive decided he could write better selling advertising copy with a *scissors!* He not only *cut out* some of the best advertisements he could find, but he also cut out a lot of *wasted effort*.

When radio came along, the businessman discovered he again had to sharpen his wits—for, unfortunately, you can't cut *air!*

Radio waddled through babyhood and into ripe adolescence without any visible means of exchanging knowledge and experience. Local radio advertisers became as isolated from one another as Switzerland is to a democracy.

The industry was progressing rapidly, and the faster it grew the more urgent this need became. Radio was like a full grown man still dressed in short pants.

To supply the information that was so important was the task of radio stations, business trade journals, and, now RADIO SHOWMANSHIP.

As coldly analytical and impartial as the steel blades of the scissors, RADIO SHOWMANSHIP brings local radio advertisers an accurate, *independent* account of programs and promotions collected from businessmen in all types of enterprise.

RADIO SHOWMANSHIP offers a new, greater radio with its *first pair of long pants*. Through the exchange of information, RADIO SHOWMANSHIP will strive to raise the calibre of local radio presentations. Thus, it will benefit both the businessman and the radio station, for as F. C. C. chairman, Major James L. Fly, so aptly stated: "Good radio, besides being good public service is good business."

The Editors

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

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Published by Showmanship Publications, Minneapolis, Minn. Subscription rate: \$2.50 a year, 25c a copy. Address editorial correspondence to Showmanship Building, Eleventh at Glenwood, Minneapolis, Minn. Telephone: Bridgeport 6228.

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COMMISSIONERS

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ADDRESS ALL COMMUNICATIONS
TO THE SECRETARY

T. J. BLOWIE, SECRETARY

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D. C.



"Greetings and best wishes to RADIO SHOWMANSHIP & MERCHANDISING REVIEW on the occasion of its initial issue! Much is transpiring in the radio world to warrant the optimism and confidence of all groups which go to make up this great industry . . . Recent developments are opening up new vistas to manufacturers and retailers . . . For good radio, besides being good public service, is good business. American broadcasting is going forward and will continue to do so on all fronts. We are singularly fortunate that war has not laid its ruthless hand upon our industry, or impeded its virile and normal progress."

James Lawrence Fly, *Chairman*
Federal Communications Commission



NATIONAL ASSOCIATION OF BROADCASTERS

ADDRESS
ALL CORRESPONDENCE
TO THE ASSOCIATION

NORMANDY BUILDING-1626 K STREET, N.W.

WASHINGTON, D. C.



"Mr. Miller (*Neville Miller, president of the National Association of Broadcasters*) has asked me to convey to you his best wishes for the success of RADIO SHOWMANSHIP. Certainly, radio welcomes new and constructive influences in this fast-growing and ever-changing industry . . . every good wish."

Edward M. Kirby, *Director of Public Relations*
National Association of Broadcasters

RADIO AND BUSINESSMEN

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READING, PA.

MIDDLE WEST
ARTHUR E. SCHUMACHER
200 N. W. 10th St. MILWAUKEE
EVENING, WISCONSIN

SOUTHEAST
C. E. RUTHERFORD
STITCH BROS. STORES, INC.
INDIANAPOLIS, INDIANA

SOUTHWEST
W. H. LONGMIRE
HARRIS CO. FURNITURE COMPANY
DALLAS, TEXAS

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LORENZO RICHARDS
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DENVER, COLO.

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HENRY C. STEVENSON
1011 S. G. ST. SEASIDE
SEASIDE, CALIF.

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1000 W. 10th St. CHICAGO
CHICAGO, ILL.

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CHICAGO, ILL.

OFFICE OF THE PRESIDENT

J. HUDSON HUFFARD
THE CHICAGO HOUSE FURN. CO., INC.
BLUEFIELD, VA.



"It is thoroughly possible that I might be considered prejudiced in favor of radio as an advertising medium because of the success which I have had with it in my own business. Certainly, it is a medium which has only begun to explore its possibilities, and I wish you every success in your efforts to progress along with this coming phase of advertising and merchandising."

J. Hudson Huffard, President
National Retail Furniture Association

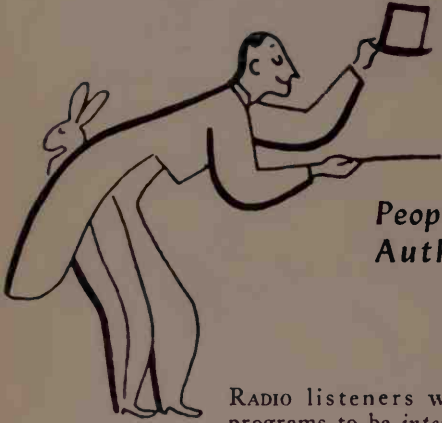
Patterson-Fletcher Co.



"During the past fifteen years many retail clothiers have found an ever increasing use for radio. This applies particularly in our own store for we have found radio to be very effective. The problem of programs and methods of promotion is always a vexing one, however, and anything your magazine can do . . . will definitely be of service to our industry . . . I am looking forward with keen interest to the first issue . . . and I wish you success in an enterprise, which I feel, has a definite place."

Harry P. Fletcher, President
National Retail Clothiers and Furnishers Association

Don't Sell the Steak



by ELMER WHEELER

It's Logic, Not Magic That Makes People Buy in the Opinion of This Famous Authority on Tested Selling Sentences

RADIO listeners want programs to be *interesting*, and sponsors want them to be *profitable*. When these two elements are properly combined, you have a program that clicks. It is as simple as that.

Yet back of this seeming simplicity lies a lot of fundamental factors that need constant observation, including an understanding of human nature and the common sense principles of salesmanship.

Add to these a liberal sprinkling of showmanship, and you have the basic formula for an outstanding radio program.

Selling principles are much the same, whether printed, spoken face to face, or used over the air waves . . . except that the last method has the advantage of the warmth of the human voice in conjunction with entertainment and instruction.

You may be selling anything from arnica to zebras, and your results will be determined largely by the selling words and selling sentences you use. H. W. Hoover, president of the Hoover Company in Ohio, walked over to a window in his office one day and said to me, "The smoke coming out of our factory chimneys is in direct proportion to the strength of the words coming out of our salesmen's mouths. When the words thin down, so does the smoke!"

Here, I then concluded, is the bottle-neck of the whole merchandising system: words.

While Webster lists all the words—thousands of 'em—it takes more than a dictionary

to tell which words will work and which won't. In radio selling, it takes experience and experiment, study and skill.

It is up to you, or your advertising agency, to determine how best to combine certain words for certain sales results.

Many women "hear" the blare of a radio all day long, yet actually hear very little. Only the high spots now and then penetrate their thinking or their routine duties. This is due to two main causes:

1. *They are monotonously alike.* Too many simply shout, "This will give you pep," or "Makes hands soft and white."

2. *They are too tricky.* "Slick" language simply attracts attention to the script writer or the announcer rather than to the product.

News broadcasts are effective because they are *truthful* and *different*. These are two mighty important points for you to remember in building any kind of program. Take your own store or product, for instance. What is there about it that you can "sell" most easily? In order to discover that, you must look at your store or product from a distance, then advance upon it slowly—and find, search, if you must, for its "sizzle."

In my "Tested Selling" work I *emphasize* the importance of "the sizzle." The sizzle is the biggest selling point in a sales presentation. It is the *main reason* why your prospects will want to buy.

The "sizzling" of the steak starts the sale more than the cow ever did, although the cow is, of course, mighty important.

... Sell the Sizzle!

Hidden in everything you sell, whether a tangible or an intangible, are sizzles. Find them and use them to create interest, desire, and eventual purchase of your product or services.

Only the butcher sells the cow and not the sizzle, yet even he knows that the promise of the sizzle brings him more sales of the better cuts. Basically, it's the bubbles that sell the champagne. It's the pucker in pickles, the crunch in crackers, the aroma in coffee, the tang in cheese.

The test of a good sizzle on any subject—sales or social—is whether it will get the listener to go mentally along with you and say "I want" instead of "Ho hum." Think how many times you've been bored by folks who clutter up their talk with such a mess of details that you lost track of the main point.

Too many adjectives, too many superlatives have spoiled many a radio commercial. Picture a clerk in a modern store talking to you like many radio announcers—and then imagine how fast he'd be fired! Too tedious, too bombastic, too flowery, too "preachery," or too sugary. These days nobody likes to be preached at or given advice. It is better to suggest. And stay sensible—keep both feet on the ground—don't go off the deep end with a lot of high-sounding, pretty "paper" prose.

Every word in your sales message has to mean something. That is why, before you start to explain or sell anything, you should put on your "sizzles specs" and outline the sizzles in your own "sales package." Put down on paper the one, five or twenty sizzles you find—in the order of their importance to your prospect—not yourself.

Let me tell you how we applied this logic to the sale of electric shavers—something you're all familiar with—so you can begin to see how effective sales talk is patterned:

Don't sell the price tag—sell *less bother!*

Don't sell construction—sell *face comfort!*

Don't sell the motor—sell *speedy shaving!*

Don't sell the cutter blades—sell *ease of operation!*

Don't sell electricity—sell *faster, smoother, easier shaves!*

Time-saving, labor-saving, smooth shaves, without chafing or cutting your face—these



*Have you ever wondered what is the best word, the best phrase, the best sentence you could use to make a sale? That problem, confronting many big-time businessmen, has been answered for some by Elmer Wheeler, president of the Tested Selling Institute. Nationally known author, lecturer and sales counselor, Wheeler's word magic has been used on products and services of Johns-Manville, DuPonts, American Airlines, Hotels Statler, R. H. Macy's, The Hoover Co. Big, expansive, ruddy-faced Wheeler hails from Texas, applies common sense psychology to selling, has built national reputation. He is the author of "Tested Sentences That Sell" and "The Sizzle Book."**

are the "sizzles" of the electric shaver; construction and mechanism are "the cow."

The same principles of showmanship can be applied, similarly, to articles of food, clothing, cosmetics, or whatever you are selling.

After the main sizzles should come the more detailed information when it is required. But always avoid getting too technical and tedious. Every point can be made at least a minor sizzle. If it's too dead to sizzle, better skip it entirely.

One big question is running through the prospect's mind as you bring in your commercial and tell your sales story, and this is the question:

"How will that product (or service) benefit me?"

Buried in every spool of thread, in every row of safety pins, in every bottle of milk or loaf of bread, in every tangible and intangible item, are reasons why people will want to buy the article. These big reasons we call the "sizzles." They are more effective than ordinary words, just as radio selling is more effective than cold type. The human voice is still the Great Persuader.

*Caricature courtesy *The New Yorker* and Artist Frueh.

Clothing Sales Thru the Air

by P. B. JUSTER, President, Juster Bros., Minneapolis, Minn.

"But my town is different!"

If I've heard that statement once, I've heard it a thousand times.

I appreciate that being a clothing merchant is a matter which varies with the individual and the community. No two stores in this country are ever run exactly alike, and the principles of style merchandising which may be successful in one city may not work with equal success in another. However, the economic and social changes transpiring daily exist everywhere, whether your store serves a town of 1,000 or a city of more than 1,000,000; and these day to day changes have forced us into a revitalized type of business.

During this revitalization process, which I'm proud to say, occurred at Juster Bros. some years ago, radio played an important role. In reshaping our merchandising tactics in tune with the times we had to have a medium that fit our sales story. We found the answer not by jumping at a conclusion but by testing a new way of selling.

Recently, while in New York on one of my annual buying trips, I attended a cocktail party given by Felix Mayer, president of Joseph & Feiss Clothing Company of Cleveland. Present were several prominent clothing retailers, among them Jesse Horowitz of the National Clothing Company of Rochester, Harold Blach of Blach's in Birmingham, Ala., and Arthur Guettle of the 50-year-old Palace Clothing House in Kansas City.

The conversation drifted into advertising channels. It was Harold Blach who asked the most pertinent questions. (At the time he was debating whether Blach's should go on the air in Birmingham or not.) Most of the questions will be answered in this article.

Juster Bros. have been on the air now for 14 consecutive years. During that time, we have switched back and forth between two stations: the NBC Red station and WCCO, the Columbia outlet in Minneapolis. The reason we selected one of these stations was because each was powerful enough to attract listeners throughout the state. I wanted to tell our story to as many ears as could be reached with one telling. And, although

P. B. Juster, facing the microphone at the right, needs no introduction to U. S. men's wear retailers. Once president of the National Retail Clothiers' Association, famed as the originator of the National Style Clinic, P. B. is unquestionably recognized today as one of the nation's top retail merchants. Operating a five-story establishment is no falling-off-a-log job, but Mr. Juster finds time for many civic activities, plays golf, collects miniature liquor bottles, has four daughters. Always deeply interested in advertising procedure and progress, he takes keen delight in analyzing his own sturdy merchandising plans. Of all these, nearest his heart (for a good and sound reason) is the Juster radio program.

the use of a powerful station for a company with a single outlet may be out of the ordinary, we found that it paid in out-of-town business and state-wide prestige.

Radio was new when we went on the air. Looking back on it, our program was probably on a par with most shows on the air in '26, but, compared to radio's presentations of today, it lacked the individuality and power that our present program has. Fourteen years have brought many changes in radio—and in the methods of clothes merchandising.

In 1926, we spent \$1,200 on the air. In 1939, the exact figure was \$8,000. Such an increase is based on the pulling power of radio. It's also a good measurement of the increase of radio's growth in 14 years of broadcasting.

Our first show was called Juster's Collegians and was a straight musical program. Seven years later, on WCCO, we switched to a program of style comment. I prepared my own programs and did the broadcasting along with an announcer. Music rounded out the program.

Before even calling in a radio station salesman, though, we had several important questions to answer. The answers were reached in somewhat this fashion: Why do people listen to radio?

One of America's Leading Merchandisers Tells How to Broadcast Style for Profit

For entertainment or news, you don't have one on your program, you must have the other. We chose news.

What's important enough about men's wear to make news?"

Every man wears clothes on his back, has a healthy share of vanity, will be interested in a discussion about an article which he wears daily and on which he spends money annually. *And this goes double or that man's wife.*

What's "news" about men's wear? Why, he clothes themselves—the colors, the fabrics, the romance behind the creation of a style, and finally, the effect (described by examples) that clothes can have in a man's business and social life, if chosen wisely and worn well. That is "news."

The final, most important question was: What can radio do for us?

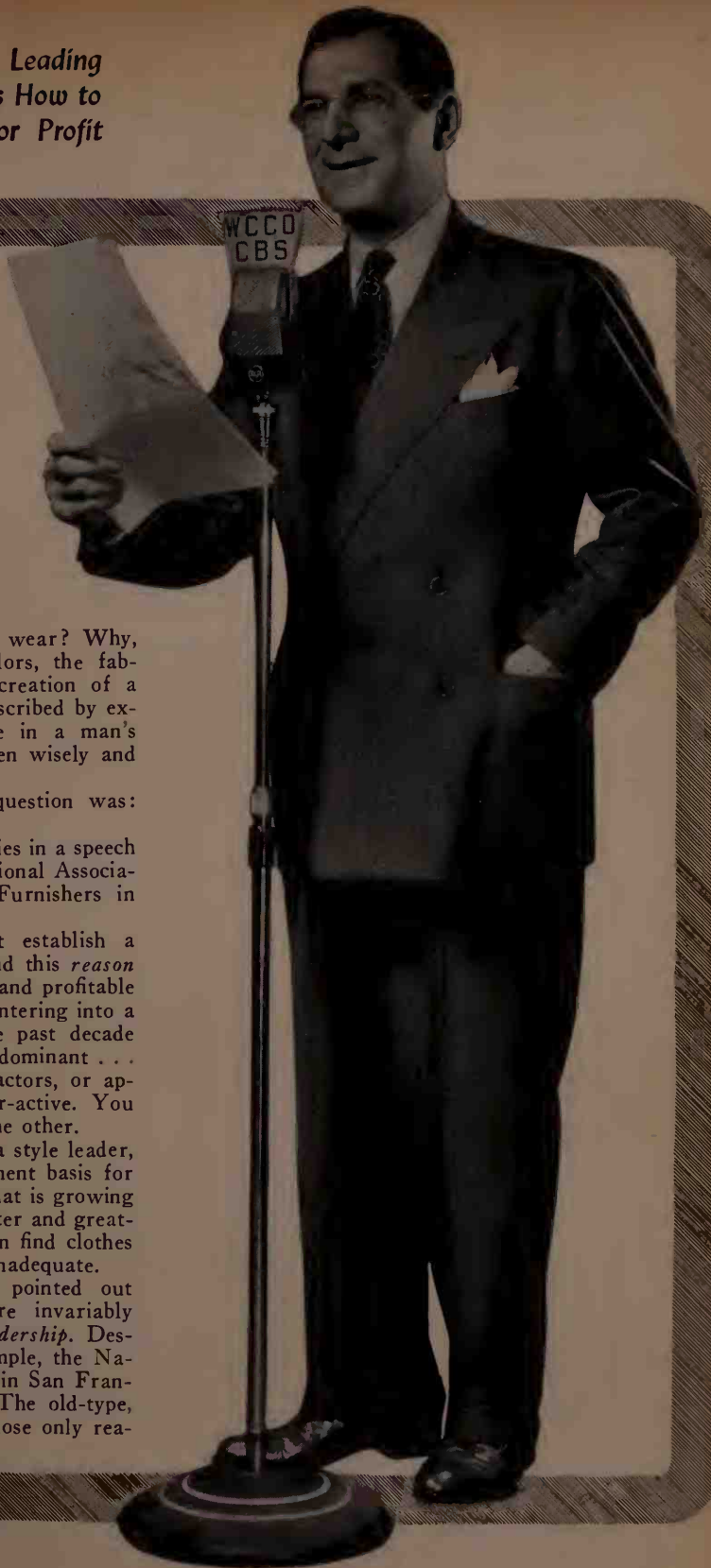
The answer to that question lies in a speech made at a meeting of the National Association of Retail Clothiers and Furnishers in Rochester in 1937.

"The clothing retailer must establish a *reason* for his existence . . . and this *reason* must be based on a legitimate—and profitable—standard. Of all the factors entering into a man's choice of clothing in the past decade . . . two have become the most dominant . . .

RICE and STYLE. These factors, or appeals, are by necessity, counter-active. You must sacrifice *part* of one for the other.

"By building a reputation as a style leader, a clothing store builds a permanent basis for existence, a basis, incidentally, that is growing more potent each year as a greater and greater number of discriminating men find clothes made to meet a price entirely inadequate.

"The most progressive and pointed out stores in every community are invariably those that *stand for Style Leadership*. Desmonds in Los Angeles, for example, the National in Rochester, Roos Bros. in San Francisco, B. R. Baker in Toledo. The old-type, antiquated clothing retailers, whose only rea-



son for being alive is the distinctive dust of his surrounding, is either shaking the cobwebs out of his store and *turning over* to Style, or else, he's just not *turning over* merchandise."

Price, in our city (and probably yours) has been dragged to its death under the wheels of huge, slashing, deep-cut price tags; prices that *seemed* to offer every suit at practically a loss; dollar signs that stood out above all else in newspaper advertisements, in window displays. Clothiers were all singing the same tune.

There must be a way of making the buying public aware of your merchandise without waving a red half-price tag in their faces. Perhaps the job could be done by selling **STYLE**—instead of price!

There was only one way to sell the buying public on style, in my mind at any rate, and that way was via radio. "What can radio do for me?" I answered: Help me build a reputation as a style center!

Why radio? Because with the medium of the human voice you can (1) build confidence (2) tell a story (3) leave an impression.

That's what I wanted radio to do for Juster Bros.—leave an impression. Not of price, but of style, of *authority*.

I wanted to leave such an indelible impression in the ears and on the minds of radio listeners that after each program they would say, "*Well, I guess they know their business.*"

Isn't that all you want to know when you go to a doctor or a lawyer? That's all a customer wants to know before coming into your store. If you leave that impression, and your prices are right, you are succeeding in a new method of merchandising.

We did it. And it worked. Your community is not so different from ours. And certainly your answer *can't* be, "my business is different."

Too many merchants cling to old ideas. Too many are hidebound by what they have done in the past. Too many fail to realize that the promotion of style, once the merchandise is on the shelves, is equally as essential as careful buying. There are hundreds of us in the men's wear industry today who feel our job is done after we go into the market and buy smartly-styled goods and return and place it on our racks.

We fail to realize that this job of *educating men to an appreciation of the benefits derived from keeping well-dressed must go on, day after day, year after year.*

How was the program handled? Simply. Authoritatively. Take last season's program

as an example. Each Tuesday night at 9:45 in the evening, following the Studebaker program with Richard Humber's orchestra and preceding the regular 10 P. M. newscast, the Juster program was aired over WCCO. The program opened with its theme song, followed by an introduction and a short, to-the-point commercial of not more than 25 words. Then the piano and organ team introduced a current musical number. Following that I was introduced by the announcer.

Then came about 10 minutes of fast-moving, but casual, conversation between the announcer and myself. What did we talk about? Some style problems sent in by an about-to-be-married listener; what I saw at New Haven, or on the Harvard campus during my recent trip east; ten rules for men on how to dress well; the value of dressing well in business and social life; the effect of a haircut on your appearance; how to take care of clothes; but most of all, the theme that ran constantly through the program was: Buy Clothes that **DO** Something For You!

When I prepared a program that included Ten Rules for Being Well-Dressed, that fact was advertised in a 1x4 advertisement on the radio pages of both dailies the night of the program; all floor salesmen at the store had copies of the rules to give out to customers who asked for them. When I discussed proper apparel for a fall wedding, I invited the radio audience to stop by and look at our windows and see actual examples of the clothing I had described.

When Juster Bros. took on the Hart, Schaffner & Marx clothing line for the city of Minneapolis, Mr. A. S. Hart of that company; Ed Richer, Hart, Schaffner & Marx advertising director; Bobby Sneath, style scout; and Ray Manning, its sales director, came to Minneapolis to appear on the "Juster Styles for Men" program.

In other words, the show was *merchandised*. It wasn't just put on the air, it was promoted as any entertainment program should be. Not as sensationally as Barnum with his circus, not with 24 sheets as the film industry does, but in a dignified, but persuasive fashion.

The program had its effect. When style problems came up, more and more men called Juster Bros. Out-of-towners came to our store especially to make sure that they purchased the right clothes for the right occasion.

But, you'll say (or at least Harold Blach said), "I can't go on the air myself. I haven't"
(Please turn to page 37)



Something Ventured . . .

by NORMAN V. CARLISLE, Who Describes One Great Show—and How Five Different Sponsors Made It Greater

LAST fall, the *Adventures of Pinocchio*, in transcription form, was put on the market.

Advertisers all over America (32 of them) seized the chance to sponsor that engaging little wooden rascal. Some advertisers bought the rights to the transcriptions in their community, bought time on a station, opened wide the doors of their stores, and waited. That they got good results is a tribute to the inherent strength of a sure-fire program. But the advertisers who gained the *biggest* results were the ones who recognized in *Pinocchio* a natural opportunity to employ added showmanship.

RADIO SHOWMANSHIP examined the records of some of the advertisers who sponsored *Pinocchio*. From these we selected five cases in which the results were outstanding.

Here are those five cases, the story of five advertisers who knew that super-results come

from the extra efforts of promotion. Figures on the membership of the *Pinocchio* clubs may be taken as the equivalent of sales figures, for in each case these sponsors were able to translate the activities of the clubs into dollars and cents purchases.

DENVER

Showmanship at its shining best was exhibited by the K & B PACKING & PROVISION COMPANY when it assumed sponsorship of the *Pinocchio* program. It wanted a smashing send-off for the new program—and found it!

A barrage of announcements on KOA informed the children of Denver that there would be a great rally on Saturday morning, March 2nd—a super wiener roast, with free wieners, free *Pinocchio* dolls and kites, and free membership cards in the *Pinocchio* club. Did the children respond? They did, for the good looking girls behind the batteries of automatic wiener roasters handed out no less than 6,622 hot dogs to eager youngsters that day!

In less than two months, the membership of K & B's *Pinocchio* Club had soared to over 10,000 members. To prove that they were buying members, K & B offered a bag of marbles to any member presenting a sales slip for K & B products. Over 5,000 were given away in a period of thirty days. Dealers admitted that there had never been such a sweeping demand for meat products asked for *by name*.

Sales results were spectacular because the advertiser built the showmanship appeal around his own products.

HARTFORD

When Bernard Kofsky women's and children's apparel store in Hartford, Connecticut, assumed sponsorship of *Pinocchio*, nothing was left to chance. Mr. Kofsky well knew that showmanship doesn't have to be expensive, but it does have to be continuous. Well before the first broadcast, the store sent out 3,000 post cards imprinted with a drawing of *Pinocchio* and reading:

Verbose, apple-cheeked, thirtyish, Norman V. Carlisle has been writing in and about radio for a good many years. His authoritative articles, "Before You Buy Radio," "Getting Your Money's Worth on the Air," etc., have appeared in such leading trade publications as Progressive Grocer, Hardware World, American Dry Cleaner, Automobile Trade Journal, and Jeweler's Circular and Keystone. As associate editor of RADIO SHOWMANSHIP he will hop a train, cover the country in a search for examples of outstanding showmanship in radio advertising. He leaves behind him, on these monthly jaunts, a wife, two tots, a cottage on the edge of a lake. The picture above is so that you'll recognize him, if ever he calls on you. (In the general field, prolific writer Carlisle is interpreting American industry and business for the public through his articles in AMERICAN MAGAZINE.)



"Every Sunday at 12:15 on WTIC we give you *Pinocchio*, our idea of what a children's radio program should be . . . Listen every Sunday."

The post cards were addressed to the children, rather than to the parents, thus increasing their effectiveness.

Before the first broadcast, too, Kofsky's were building their window displays around *Pinocchio*. Those show windows became a focal point in the *Pinocchio* promotion campaign. Mr. Kofsky missed no opportunity to link show window-to-radio-to-newspaper in a three way drive toward bigger results. Here's a typical commercial used to tie-in with a window display:

"Before we listen to today's thrilling episode, boys and girls, let me tell you about the interesting display Mr. Kofsky has arranged in his show window for you this week. Because she was fascinated and pleased by these delightful radio adventures of *Pinocchio*, Sister Mary Luke, director of art classes in the parochial schools of Hartford, called Mr. Kofsky on the telephone and offered to loan him the lifelike puppet of *Pinocchio* she herself had fashioned. Mr. Kofsky eagerly accepted her kind offer, and this clever, amusing puppet figure is now on display in his show window. So that you can see this lovable marionette in action, Mr. Kofsky has animated it, and, let me tell you, it is just about the cutest thing imaginable! It dances and sways and nods its wooden head as the strings are pulled, and I almost expected it to start singing our theme song: "I'm *Pinocchio*."

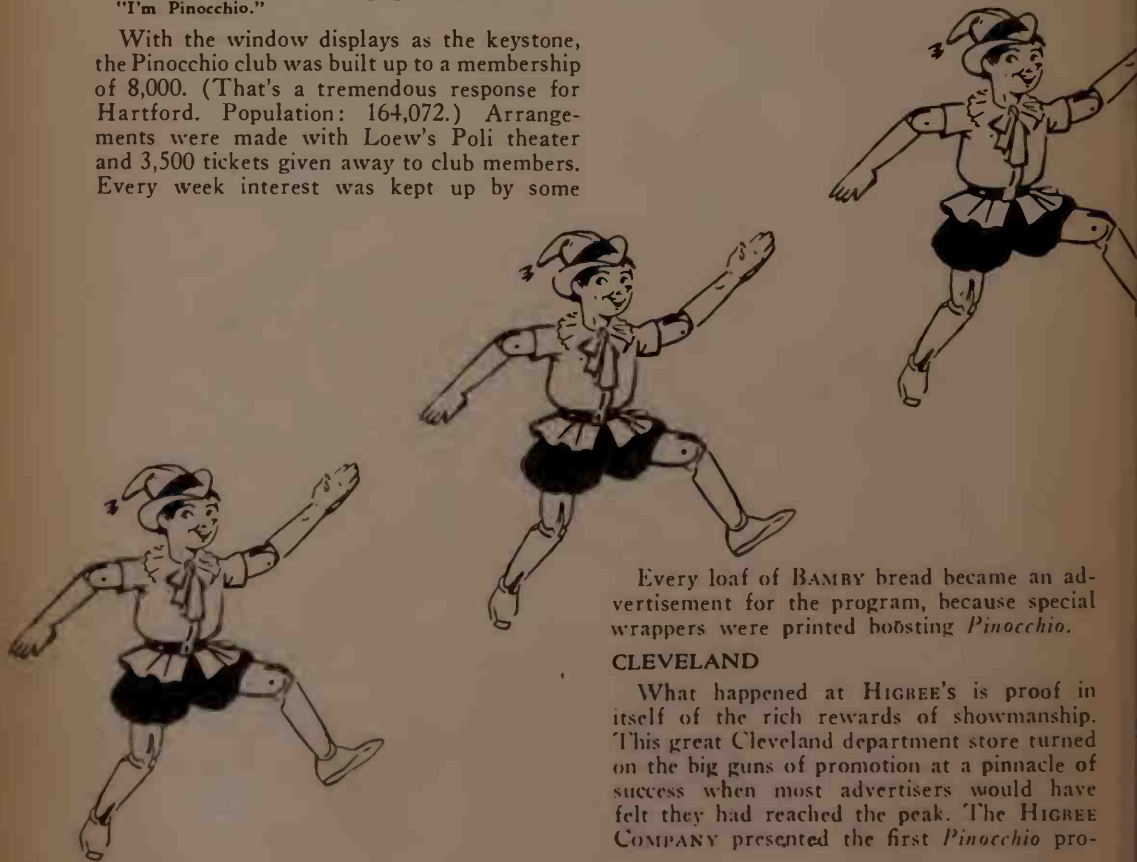
With the window displays as the keystone, the *Pinocchio* club was built up to a membership of 8,000. (That's a tremendous response for Hartford. Population: 164,072.) Arrangements were made with Loew's Poli theater and 3,500 tickets given away to club members. Every week interest was kept up by some

new piece of showmanship—prizes—give aways—parties.

WASHINGTON, D. C.

"Here's a program that can get the honest approval of the Parent and Teachers organizations." That was the thought that set off the opening gun in the promotional campaign for *BAMBY BREAD* over *WOL* in Washington, D. C. To presidents of all the P.T.A. organizations in the District of Columbia went invitations to a special *Pinocchio* preview and afternoon tea. Fifty of them attended! After being graciously entertained at the station, the ladies listened to several advance broadcasts of *Pinocchio*. The preview-tea gave the program the full support of the P.T.A. organizations, valuable individual endorsements, and plenty of material for newspaper publicity.

With this flying start, the organization of *Pinocchio* clubs went on at a merry pace. In the first few weeks of sponsorship, 10,000 members had enrolled. To each new member, *BAMBY* sent a special letter with his membership card, thus strengthening the ties to the club.



Every loaf of *BAMBY* bread became an advertisement for the program, because special wrappers were printed boasting *Pinocchio*.

CLEVELAND

What happened at *HIGBEE*'s is proof in itself of the rich rewards of showmanship. This great Cleveland department store turned on the big guns of promotion at a pinnacle of success when most advertisers would have felt they had reached the peak. The *HIGBEE COMPANY* presented the first *Pinocchio* pro-

gram over station WHK on October 16th with the intent of building a good Christmas show. By November 26th it had been judged the most popular children's radio program by the Cleveland Plain Dealer's great poll of



145 cities in several states. A blare of publicity in the newspaper was only the signal for the big Higbee drive to make an amazingly successful program even more so.

The day following the announcement of the award, the HIGBEE COMPANY offered a free *Pinocchio* mask to all members of the *Pinocchio* Club, which already had over 20,000 members. To get the masks, the boys and girls had to come to one of three departments, children's clothing, boys' clothing, and toys. The day the mask was offered the membership in the club jumped by 3,000! Hundreds of children surged into the departments where the masks were given. And up went sales—so much so that 14 extra salespeople had to be added to these departments. Again sales and showmanship went hand in hand. To make membership in the club mean something, the HIGBEE COMPANY staged a continual round of *Pinocchio* Club plays and parties.

A Christmas promotion? It could have been just that—and a successful one, too. But the HIGBEE COMPANY kept the program on the air long past Christmas. By Easter the membership of the *Pinocchio* Club had soared to over 45,000!

MINNEAPOLIS

In Minneapolis, George Hanson had just

started out in the milk business. His DAIRY FRESH MILK COMPANY was going to sell the local housewives on buying milk in a paper carton! Searching around for a suitable radio vehicle, Mr. Hanson bumped into *Pinocchio*, put him on the air over station WTCN. Four weeks (four broadcasts, that is; DAIRY FRESH was using the show on a once-a-week schedule) after the program started, the Dairy Fresh Milk Man, who acted as master of ceremonies on the program, offered membership in the club (button and official card) for five carton tabs. The offer didn't pull fast enough. So Hanson and his advertising agency put their heads together, came out with an idea.

They lined up all the neighborhood theatres on a Saturday matinee ticket deal. For 10 tabs and a dime, the boys and girls were given four theatre tickets, good for four consecutive Saturday matinees at their neighborhood theatre. That did it. In the first 13 weeks, the Dairy Fresh Milk Man gave away over 8,000 theatre tickets. And that meant milk sales went up proportionately.

But that was only half the idea. Behind it was a constant stream of letters to grocers and dealers, an occasional newspaper ad, *Pinocchio's* picture on every milk carton, signs on all Dairy Fresh trucks, *Pinocchio* buttons for the drivers and clerks at grocery stores.

When the boys and girls sent in their carton tabs, they were asked to include, along with their name and address, and neighborhood theatre, the name of their neighborhood grocer.

SUMMARY

In all cases the program was the same. In many cases and in many cities it did a bigger and better job than in others. The added measure of success in all instances was due to an *extra* measure of showmanship.

A Baffle for the Teacher

by CHARLES H. GABRIEL of the *Brisacher-Davis Advertising Agency*, Who Describes a Local Show that Packs a Network Punch

PREMISE: We believe that if a local advertiser is going to get to first base with a radio show, it's going to be with an *idea*. (Certainly not with talent; it costs too much.)

When the radio audience turns on its radio, it does not stop to consider that the local advertiser is releasing his program on one station. Nor does it sympathize with him because he is small. The radio audience is sophisticated. It says to itself: If this guy is going to take up space on my dial, he's got to be good. And why not, when talent worth hundreds of thousands of dollars is being poured out of radio sets from coast-to-coast every hour of the day? The local show must be as good as the network in its own way, if it is going to survive.

Take as an example Rough Rider Manufacturing Company's *Oh Teacher!* Cost: one master of ceremonies, from five to ten pairs of pants, and six pairs of concert tickets per program. Mail: 1,100 entry blanks per month consistently. *Appreciation from dealers*: tremendous, all during the time the program was on the air.

Rough Rider manufactures slacks and corduroys for men and especially for boys. It distributes through independent men's wear stores throughout Northern California. Until the time it went into radio, it had advertised in outdoor displays only, through a cooperative arrangement with its dealers.

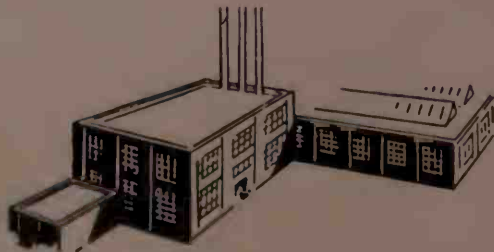
We suggested to the manufacturer that he should give his dealers further support. We made the suggestion only after we had developed an especially created radio package, a program, a time, and a station—which just couldn't miss.

We used KPO in San Francisco, because it covers the entire territory of distribution at a single low cost.

We picked Friday afternoon, because it is the natural time to reach our greatest market: *male youth*. The school week is over, and there are no homework worries. The afternoon play or exercise period is over, and there is a relaxing interim before dinner. Older men, too, for the most part, are home from work. Both men and boys are conscious of the impending weekend with its dates and entertainment, and hence are more clothes-conscious than at any other time of the week.

Based on the instinct of every boy (and almost every man) to "get something" on those in authority over him, *Oh, Teacher!* presented a mythical schoolroom in which positions were reversed: the students ask the questions, the teachers were to answer them. The program capitalized on the current popularity of quiz shows and at the same time had a distinctly different personality of its own.

Each program used six teachers and four students, selected to give a constantly chang-





Teachers, students get together after the broadcast to compare notes, review questions. Each program used six teachers, four students.

ing cross-section of various schools and localities. Both teachers and students represented either college, high school, or grade school. The students took turns asking questions submitted by other students through the mail. The teachers were seated around a central microphone, so that any one of them who knew the answer could speak up. Keeping the show rolling was an adept, ad-libbing announcer who served as "President of the Student Body."

The questions themselves furnished the best merchandising hook. To be accepted, they had to be mailed in on an entry blank which was obtained only at a Rough Rider store.

This, of course, meant additional traffic for the dealer and additional contacts with prospective customers. The dealer in the smaller centers was especially helped by the promotion.

Whenever a question was not answered by any of the four teachers, the student submitting it received a pair of ROUGH RIDER slacks. His name was read over the air, and he was instructed to collect his prize at his dealer's. The name of the store nearest his home was read at the same time, another fine gesture to build dealer acceptance.

Oh, Teacher! began January 27, 1939, as a quarter-hour program. It was so successful immediately, that after only three broadcasts,

the time was extended to half an hour.

The KPO press department capitalized on an unusual avenue of publicity for this program: the high school and the college press. A mailing list of school publications was obtained and general stories sent to the schools which contribute participants for the program. Little difficulty was encountered in getting these valuable audience-builders placed. This printed publicity of small but intensive circulation among Rough Rider's best market was especially valuable, because San Francisco and Oakland dailies had eliminated their radio columns. Newspaper in Napa, home of the Rough Rider plant, also proved quite cooperative.

In addition to these press releases, KPO also had planted candid, studio photographs of actual broadcasts in its window displays in several Northern California communities. The program was extensively publicized, too, on *Let's Listen*, KPO's program of radio gossip. In addition, a specially built display was routed to California county fairs.

Oh, Teacher! can be used profitably by almost anyone who is searching for a mixed, young audience. It has the power of local show, names, and places; is inexpensive to produce and takes advantage of all the proved, listener-building tricks utilized in network shows.



CARS CASH & QUESTIONS

ON the Friday evening of April 12th at a quarter of eight o'clock, in the showroom of Wolfington Motors, De Soto agency, at 3427 Chestnut St., in Philadelphia, some 200 men and women gathered.

The attraction that made these men and women leave their homes and walk, drive, or take a street car to an auto showroom was a radio program. At eight sharp, announcer Fred Webber, bubbling over with cordiality and good will, began talking into a microphone. *The De Soto Quiz Caravan* was on the air for the first time!

Since that eventful night, and to date, the program has been on the air 21 consecutive times, each show emanating from the showroom of a different De Soto dealer (15 of them in Philadelphia), each show attracting a capacity audience.

Of the program, Jack Bradley, advertising manager for De Soto dealers in the Philadelphia area, has this to say:

"We have taken no survey of the show yet, nor does the program call for a mail response. The only method we have of checking the program's worth is the observations and reactions of the various dealers themselves. They, I can say unequivocally, are enthusiastic about the program and take supreme advantage of the opportunity it gives them to direct their sales arguments to prospects right in their own showroom. We do have several specific examples that illustrate the basic cause for the popularity of the program among the dealers and why they all support it and merchandise it so heartily. One dealer, to continue with the example, sold five automobiles the night the show was broad-

cast from his showroom; another sold three. That does not necessarily mean that the program stirred the prospects to purchase. The incidental fact, that they (the car buyers) were present in a De Soto dealer's showroom when the desire was converted to action, is merely another chain in the many links that makes radio a worthwhile expenditure."

To analyze the program, to pick out the many colored threads that went into weaving a radio promotion that can and does keep 15 car dealers in one city happy, we must start at the very beginning, even before a program was ever put on the air, on a night when Philadelphia De Soto dealers gathered in one of the major studios of WFIL for a meeting.

Host was Roger Clipp, WFIL's general manager. Present were William E. Berchtold of the J. Stirling Getchell advertising agency; Jack Bradley, Mort Lawrence, special events announcers for WFIL; announcers, control room men. After a brief explanation of the merchandising possibilities of the program, the *De Soto Quiz Caravan* was auditioned for the first time.

Dealers observed, made notes, joined in the general discussion. The meeting ended as a De Soto official pointed out how the program should be exploited.

The week before the program, dealers were already in action. Up went special window displays in showrooms, out went publicity to dailies and neighborhood weeklies.

Result: 200 attended the first show. Top attendance at any dealer showroom to date:

325—at Lindsey & Kroehling, 6305 Rising Sun Ave.

Procedure: Mort Lawrence, who handles the program, sits in the front seat of a De Soto car. Paraded by him are the men and women to be questioned. For each question answered right the contestant receives from one to four silver dollars. When a query is answered wrong, Quizzer Lawrence punches the horn on his car and out comes a musical honk. But right or wrong, each contestant receives a lubrication certificate good for one complete standard grease job at any DE SOTO dealer garage.

Hung on the wall is a big map of Philadelphia. Each question answered correctly rates so many miles on the map. First contestant to reach goal designated at start of show receives grand prize. Progress of each participant is traced on map with small replica of a DE SOTO.

A warmup of about 15 minutes precedes show. Production man Don Martin introduces the announcer, the master of ceremonies, and explains the pattern of the show. Selection of quizzers and general glamorizing of the show completes the preliminaries.

Says DE SOTO dealer at Denston and Koegler, 8046 Frankford Ave., Holmsburg, Pa.



"I'm amazed at the fine reaction of this program. I think we should have started such a program long ago."

Program success is due directly to the showmanship tactics of the program, dealer cooperation, and the obvious and powerful traffic-build-

ing angle.

Preceding the program, the dealer, host for the occasion, has an added chance to put over some direct selling. Most dealers take advantage of this period by presenting carefully planned and interesting sales talks.

Conclusion: Radio can do *tricks* no other medium can. If employed properly, said tricks develop into down-to-earth, money-talks sales!

AIR FAX: Quizzer Mort Lawrence, a special WFIL aircaster, has nimble wit, uses it as quizees stumble on answers by bringing in laugh-getters built around De Soto's pick-up, no-stall, acceleration, etc. Production cost on entire program is low. Talent: \$75. Prizes: \$50. Time cost: \$200. Split among all dealers, this comes down to pleasing particle.

Broadcast Schedule: Friday, 8:00-8:30 P.M.

Preceded By: The Lone Ranger (MBS dramatic serial).

Followed By: Death Valley Days (NBC drama).

Competition: Cities Service Concert (NBC), Man About Hollywood (CBS).

Sponsor: De Soto dealers of Philadelphia.

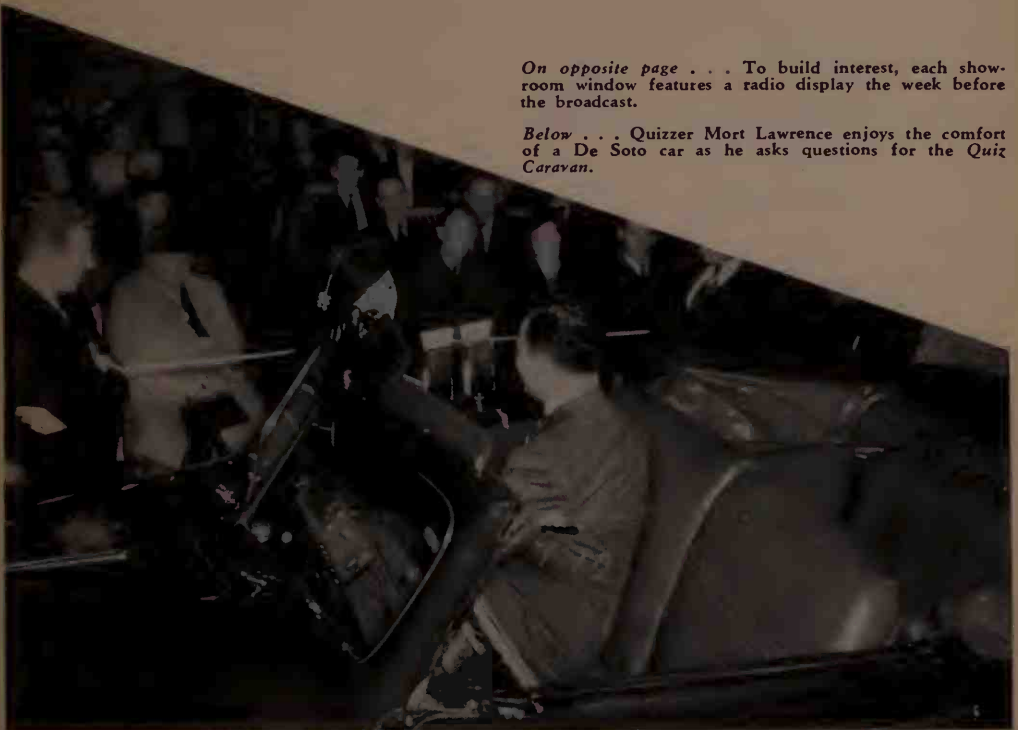
Station: WFIL, Philadelphia.

Power: 1,000 watts.

Population: 1,935,086 (1940).

On opposite page . . . To build interest, each showroom window features a radio display the week before the broadcast.

Below . . . Quizzer Mort Lawrence enjoys the comfort of a De Soto car as he asks questions for the Quiz Caravan.



STEP INTO MY KITCHEN

If You Sell Food or Home Appliances, You'll Be Interested in the Tested Merchandising Ideas Behind WAPI's Successful Model Kitchen



FOOD was America's best-advertised product in 1939. Little wonder then that no U. S. radio station is complete without its kitchen show—each show boasting of its own home economist, each with its favorite recipe suggestions, special menus, host of sponsors.

On the surface, the WAPI *Model Kitchen* (Birmingham, Ala.) is no different from hundreds of other kitchen shows. Mrs. Earline Tully, who headlines the program, is an experienced home economics expert. Her audience, aware of her sincerity and ability, have the utmost confidence in any product, process, or menu she suggests. Her staff of 30 women assistants is a competent, well-trained crew. Delmar Bradley, who writes and presents all commercial copy on the show, is ideally suited, through a varied background of retail selling, to her job. The Kitchen Auditorium, in which the program is presented, is air-cooled, seats 200 comfortably.

The answer to what makes a successful radio program cannot be discerned without including the names and the prerequisites of the men and women (in this case, women) who write, produce, and direct the presentation.

But neither can its success be defined without a thorough scrutiny of the merchandising *behind* the program. On that score *Model Kitchen* shines as brightly as the aluminum utensils hanging on its walls.

Examples of the constant pounding that wears away all negative consumer reaction: (1) On the first of each month, the BIRMINGHAM ELECTRIC Co., (one of the sponsors) mails out to its 65,000 customers their light bills. Enclosed in the same envelope is a booklet that tells in part the story of *Model Kitchen!*

(2) Over 400 street car cards in Birmingham carry the announcement of the time and place of WAPI *Model Kitchen* broadcasts.

(3) To hundreds of retail grocers in North Alabama, WAPI sends

each month an announcement of the various special offers that are to be made on the *Model Kitchen* program.

(4) Personal calls on the larger retail grocers by Delmar Bradley, *Model Kitchen's* commercial writer and announcer, are made especially as an extra sales aid to sponsors and sales representatives.

(5) One day each week, Mrs. Tully invites one of the many Birmingham Women's Clubs to attend the broadcast, see the food prepared, remain after the show for bridge-playing. Card tables, playing cards are furnished by the *Model Kitchen* hostess. Refreshments, salad, cakes, all prepared in the kitchen, make the broadcast a social event. As each club has its day (Sons of Legion Mothers club, Eastern Star Chapter 293, American Legion Post 43, etc.), women in attendance are invited to register their membership. The club having the largest number of members present from Monday through Friday of each week is awarded a cash prize!

(6) Certain days are devoted to Birmingham domestic cooks. Loud in their praise are Birmingham housewives, who willingly allow their cooks time off to attend. Cooks are required to attend five out of six classes, take a written exam before they receive *Model Kitchen's* official diploma. Last graduating class: 103 domestics.

All of which adds up to: Listening audience, product acceptance.

The six merchandising units are listed to prove a point. A good many radio stations have kitchen shows, good commentators, air-cooled auditoriums, clever commercial writers, etc., add that all up and what's missing?

Showmanship! The extra bit of merchandising that goes a step farther than any radio program can itself; the support that all shows require, be they road shows, motion pictures, circuses, carnivals, revivals, or radio programs.

(Please turn to page 37)



adv. for mag. may - 4 omitted

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.

Automobiles	16, 24, 35, 36	Flowers	35, 36
Auto Supplies	32	Furs	24
Bakeries	12, 26, 32	Gasoline	31
Beverages	26, 35, 36	Groceries	18, 24, 27, 33
Boys' Wear	14	Insurance	25
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MERCHANDISING REVIEW

Programs and promotion ideas gathered from all parts of the country, grouped into departments for your convenience. One or more may prove adaptable to your business.

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AIRING THE NEW

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

Automobiles

THE ABC OF SPORTS Familiar to thousands of Pacific Coast listeners as a football commentator, KECA's Ken Barton began a daily review of horse racing, sailing, angling, and other sporting events. Less than two weeks after its start, used car specialist KELLY KAR CO. (Los Angeles) purchased the show. Contract runs through June of next year. The "ABC" is Barton's original style of reporting. He gives the latest news of sports as he goes down the alphabet. "A" is for angling; "B" is for baseball, etc.

AIR FAX: *Broadcast Schedule:* Daily, 5:45-6:00 P.M.
Preceded By: News.
Followed By: News.
Competition: Music; Cheer Up Gang.
Sponsor: Kelly Kar Co.
Station: KECA, Los Angeles.
Power: 5,000 watts.
Population: 1,496,177 (1940).
Agency: Smith & Bull, Los Angeles.

Automobiles

YOUTH SPEAKS Current tendency in entertainment is the rise of youthful talent. What youth lacks in experience is usually made up in unbridled enthusiasm. Witness the success of motion picture's Mickey Rooney, Judy Garland, Deanna Durbin. Two years ago, four excited Worcester (Mass.) high school boys approached WORC station manager Mildred Stanton with the idea of a fast-moving radio program by youth and for youth. Rather than stifle their youthful ambitions, Miss Stanton arranged a short sustaining schedule. Surprisingly enough, the program clicked from the start, attracted the attention of CHRYSLER-PLYMOUTH dealer L. F. Harris, and has been commercially aired ever since. Program consists of a potpourri of youthful ideas, interviews with young people in the news and with unusual hobbies and talents. Commercials are read by the boys themselves in their own uninhibited style. Usually copy revolves around a visit to the sponsor's

showroom or a ride in one of CHRYSLER's big new models.

AIR FAX: Youthful producer-broadcasters of *Youth Speaks* are Donald Klein, announcer; Earle McCall, sports; George Baxter, interviews; and Roger Perry, news. (See *Showmanscoops*, Page 29.)

Broadcast Schedule: Wednesday, 7:45-8:00 P.M.

Preceded By: Novatime (Musical).

Followed By: Public Hour of Music.

Competition: Studebaker Champions.

Sponsor: L. F. Harris (Worcester Chrysler and Plymouth distributor).

Station: WORC, Worcester, Mass.

Power: 500 watts.

Population: 195,311 (1930).

COMMENT: As successful as youth has been in national serial dramas, its proper place in locally-sponsored radio has yet to be found. The possibilities are unlimited, for there is little doubt that Mr. and Mrs. America would much rather hear their own daughter on the radio than all the Shirley Temples in the world.

Furs

INSIDE INFORMATION ABOUT FURS A ten-episode, transcribed series with all the facts and figures about furs. Pittsburgh department store FRANK & SEDER timed the series for presentation right at the height of fur-buying time.

AIR FAX: *Broadcast Schedule:* Daily, 9:45-9:50 A.M.
Sponsor: Frank & Seder.
Station: WWSW, Pittsburgh.
Power: 250 watts.
Population: 665,384 (1940).

Groceries

POT LUCK The tremendous success of TUM's *Pot O' Gold* program has resulted in many closely-patterned shows being established throughout the country. Among the latest is GRIFFIN GROCERY'S (Oklahoma City) *Pot Luck*. The show features Lew Preston and his "Men of the Range" with their songs of the West. The high light, of course, is the spinning of a gigantic wheel three times to indicate the phone book, the page, and the name to be selected. Winner receives a large box of GRIFFIN groceries.

AIR FAX: *Station:* KOMA, Oklahoma City.
Power: 5,000 watts.
Population: 185,389.

Insurance

MUSICAL CROSSWORD PUZZLE Some 10 years ago the crossword craze took U. S. puzzle-minded men and women by storm. Few daily papers from coast to coast missed an edition without a crossword box as part of its contents; many weekly, monthly publi-

cations followed suit. Today, without as much ballyhoo, most dailies still include puzzles in their columns, not as a fad but as standard entertainment.

Last May, Clarence Sullivan, advertising director for BENEVOLENT SOCIETY OF AMERICA, Phoenix, Ariz., searched his mind and files for a suitable radio program. Long a tough nut for radio to crack, insurance had so far been represented on the air with three network shows, few locals. Sullivan's problem: How to create an audience that would listen to an insurance sales story without turning the dial.

Aware of the fact that escapism had become, because of World War II's constant and threatening headlines, an increasing need in the lives of American radio listeners, ad manager Sullivan turned to crossword puzzles.

With Joe Dana, Phoenix, KYO announcer, and Roberta Bragden, pianist, as sole talent, *Musical Crossword Puzzle* opens, after brief explanation by announcer Dana, with key song. From key song, audience has to select key word. Example: If key word is "happiness," piano player Bragden plays, "It's A Hap-Hap-Happy Day" as key song. Remainder of program consists of a number of songs whose titles audience must guess and at the same time use the first letter of each title to form key word. On first program, when key word was "happiness," these songs made up rest of show:

H ome Sweet Home
A merica
P eggy O'Neil
P ardon My Southern Accent
I f You Knew Susie
N o Regrets
E specially for You
S ay It
S unmmertime

Novel Give-away: 60 days free insurance for the correct solution to the puzzle. The policy may be any one of the three types handled by the sponsor. It gives full protection, absolutely free, if the person is eligible for insurance.

AIR FAX: Program Started: May 30, 1940.

Broadcast Schedule: Tuesday and Thursday, 9:30-9:45 P.M.

Preceded By: The Guiding Light (CBS dramatic serial).

Followed By: Ma Perkins (CBS dramatic serial).

Competition: National Farm & Home Hour.

Sponsor: National Benevolent Society of America. Covering three types of policies—family group, accident, and individual life.

Station: KOY, Phoenix, Arizona.

Power: 1,000 watts.

Population: 50,000.

COMMENT: Too early to judge results but program has pulled 1,068 letters since start. Average 100 prospects per program. Inexpensive to produce. Easily adaptable to any business, but success depends greatly on strength of give-away offer.

Unions

THE UNITED MINE WORKERS OF IOWA began a series of programs August 16—the idea being to promote the use of Iowa coal through a series of educational talks.

AIR FAX: Station: KSO-KRNT, Des Moines.

Power: 5,000 watts.

Population: 142,559.

Sustaining

BALLOON BUSTERS That man-on-the-street shows are turning to new methods of attracting passers-by is evidenced by WHK's new *Balloon Busters*. Show is staged in front of Cleveland's Terminal Tower with a portable microphone and a dozen inflated balloons. Each of the balloons contains a small, folded note bearing a question. Spectator is given balloon—told to puncture it. The question inside is the one he must answer. Correct answers win one dollar.

AIR FAX: Broadcast Schedule: M-W-F, 1:15-1:30 P.M.

Preceded By: Matinee Minstrel.

Followed By: NBC concert.

Competition: Girl Interns (CBS dramatic serial); Arnold Grimm's Daughter (NBC dramatic serial).

Station: WHK.

Power: 5,000 watts.

Population: 878,429 (1940).

Sustaining

TUNE OUT TIME Despite the advice in the title nobody does tune out, for anything can happen on this amateur hour. Suspense is always high during program, because participants have had no previous audition. Show is emceed by Willard "Doc" Hall, who is no amateur at conducting amateur shows. Originator of the first California amateur radio show, Doc's program boosted to stardom Virginia Verrill, Kay Thompson, Bing Crosby.

AIR FAX: Broadcast Schedule: Saturday, 8:00-9:00 P.M.

Preceded By: Musical Mirror.

Followed By: Marriage Club.

Competition: Your Hit Parade (CBS), News.

Station: KECA, Los Angeles.

Power: 5,000 watts.

Population: 1,496,177 (1940).

Note to business men: Sample scripts, more information about any program—yours for the asking!

WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. Here, the advertisers of the nation 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.

Bakeries

WORLD'S WORST PROGRAM "Regarding the sponsorship of the *World's Worst Program* by the FISCHER BAKING Co. (Philadelphia), let me say that this program has produced unusually fine results—results, in this instance, which can be checked, because the area served by the station coincides with that territory in which the FISCHER BAKING Co. does retail selling, that is, door-to-door delivery. Therefore, a very close check on listeners and sales effectiveness can be and has been made."

Walter J. Neff

Pres., Neff-Rogov, Inc.
Philadelphia, Pa.

(Agency for Fischer Baking Co.)

AIR FAX: (See *Showmanship in Action*, Page 32.)

COMMENT: Proving, among other things, that a *rose by any other name* would smell as sweet.

Beverages

TAP TIME "The *Tap Time* radio program has been sponsored for two and one-half years by the FORT PITT BREWING Co. of Pittsburgh, Pa. The program has been part of an extremely successful advertising and merchandising setup, which resulted last year in an increase in business of 92% and in further increases this year of 40% over last year. We know of no established money-making brewery in the entire country which has made such remarkable progress in the past two years. The laws in the state of Pennsylvania make the giving away of premiums impracticable on a beer program. However, we have offered pictures of the orchestra with heavy response. Coincidental surveys on the program have indicated an extremely large listening audience."

Faris Feland

Batten, Barton,
Durstine & Osborn, Inc.
Pittsburgh, Pa.

(Agency for Fort Pitt Brewing Co.)

AIR FAX: Elaborate musical production featuring Maurice Spitalny's orchestra and four top-notch Pitts-

burgh vocalists. Show originated on March 21, 1938. It has been presented weekly for three years (117 programs without a single miss). Meanwhile FORT PITT sales have tripled.

Broadcast Schedule: Tuesday, 7:30-8:00 P.M.

Preceded By: Mr. Keen (drama NBC).

Followed By: Ray Sheilds Review (NBC).

Competition: Second Husband (CBS drama); Dance orchestra (NBC).

Sponsor: Fort Pitt Brewing Company.

Station: KDKA, Pittsburgh, Pa.

Power: 50,000 watts.

Population: 665,384 (1940).

Agency: BBD&O, Pittsburgh.

COMMENT: Definitely a prestige program, Michael Barardino's FORT PITT BREWING show is produced in extremely good taste. Part of success due to policy of limiting commercials. In no case do sales messages exceed two minutes on a half-hour show. For smaller cities, recordings could be substituted for talent, and by upholding high standards in selection of music and length and tone of commercial, prestige value could be retained.

Finance

MEET YOUR NEIGHBOR "When we started to sponsor the *Meet Your Neighbor* program in January, 1939, it was our intention to use it for not over a period of six months; however, we received such favorable comment about the program and have received such good advertising value from it for our company, that we have kept it on the air ever since. We are spending the greater part of our advertising appropriation on the radio program, and we feel that it is repaying us better than any other form of advertising that we are using."

H. A. Thompson

Mgr., Gate City Building &
Loan Association, Fargo, N. D.

AIR FAX: **Broadcast Schedule:** Tuesday, 8:00-8:30 P.M.

Preceded By: Fibber McGee & Molly (NBC).

Followed By: Uncle Walter's Dog House (NBC).

Sponsor: Gate City Building & Loan Assn.

Station: WDAY, Fargo, N. D., and Moorhead, Minn.

Power: 5,000 watts.

Population: Fargo: 37,000; Moorhead: 8,000.

Time Cost: \$37.50.

Production Cost Average: \$10.

Groceries

THE CARNIVAL OF FUN "Our radio program has been most satisfactory, both from the standpoint of obtaining additional distribution on our merchandise in the Baltimore area and from the standpoint of obtaining greater consumer demand for our products."

K. L. Fitts,

Advertising Manager

Gibbs and Co., Inc., Baltimore, Md.

AIR FAX: Originated to secure additional outlets for Baltimore's GIBBS' beans, soups, catsups, elaborately produced *Carnival of Fun* has not only greatly increased distribution, but consumer sales as well. Program is written, produced, announced by versatile Brent Gunts and enacted by a cast of 17. Includes carefully prepared gags between musical numbers. Studio audience joins in the fun with community singing, novel stunts such as producing vocal sound effects, proposing to a girl, etc. Commercials often are prefaced with a comedy lead-up. Stay-at-home listeners are not forgotten either. There is a special song-guessing contest with merchandise and movie ticket prizes for them.

Broadcast Schedule: To be resumed Oct. 4—7:30-8:00 P.M., Fridays.

Preceded By: NBC news.

Followed By: Cities Service concert.

Competition: Al Pearce and his gang; Lone Ranger (MBS dramatic serial).

Sponsor: Gibbs and Co., canners of pork and beans, soups, and many vegetable products.

Station: WFBR, Baltimore, Md.

Population: 854,144 (1940).

Power: 5,000 watts.

Agency: Cahn, Miller & Nyburg, Inc.

COMMENT: Very few locally-produced programs have been formulated with such painstaking care and started with such a bang. *Showmanship stunt:* Samples of product and telegram announcing program were delivered by Western Union to 1,500 dealers on the day of the first program! Promotions since the opening have been as varied as the program itself: Newspaper ads, WFBR spot announcements, window displays, grocery store counter signs, window stickers, movie trailers. SAMPLE SCRIPT AVAILABLE.

Groceries

POLLY THE SHOPPER "In the springtime we used 38 different stations strategically located throughout the country, and of all of these, *Polly the Shopper* was certainly one of the outstanding.

"We like the program . . . and the women folks obviously do . . . because of her chatty, breezy style of conversation which makes for an impression of a little personal talk, rather than being preached at by some radio commentator.

"The manner in which she brings in all of the news about the shows, the doings over at the World's Fair, her comments on style and things of that nature which are, of course, of tremendous interest to the women folks, assures her of a large following.

"Would that there were more programs of this type on the air, instead of some of the other chatter, chatter, endless chatter programs that seem to clutter the airwaves."

Frank A. Conolly,
Merchandising Mgr.
Oakite Products Inc.
New York City

AIR FAX: A cooperative broadcast over WHN, New York, promoting products of a number of national and local sponsors. *Polly the Shopper* has an informal daily visit with the radio audience entirely ad-libbed. Initial broadcast on WHN was April 18, 1938.

Broadcast Schedule: Monday thru Saturday, 9:00-9:30 A.M.

Preceded By: Health and Music.

Followed By: Insurance Counsellor.

Competition: News; Women of Courage (CBS dramatic serial).

Sponsor: Oakite Products, Inc. (other accounts include Kem plant food, Forhan's toothpaste, Nestle-Lemur hair products.)

Station: WHN, New York City.

Power: 5,000 watts.

Population: 7,346,272 (1940).

COMMENT: Like most shows of this type, the difference between success and failure is entirely dependent on the proper choice of a radio voice and the extra promotions that turn that voice into a living personality.

Polly the Shopper has become a household word in New York. She frequently appears as hostess at luncheons and teas for her listeners, commentator at fashion shows, distributor of samples and door prizes of sponsors' products at women's clubs. *Proof of popularity:* Fashion show at which Polly was commentator had to be repeated on six successive days because of heavy demand for tickets following air announcements.

YOURS for the asking

ADDRESS RADIO SHOWMANSHIP
11th at Glenwood Minneapolis

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No. (see p. 32)

Department Stores—Hardytime (see p. 35)

Flowers—An Orchid to You (see p. 35)

Groceries—The Carnival of Fun (see p. 27)

Groceries—Food Stamp Quiz (see p. 33)

SAMPLE TRANSCRIPTIONS

Automobiles—Ray Daughters Health Club (see p. 35)

Beverages—Secret Agent K-7 (see p. 35)

Department Stores—Pinocchio (see p. 11)

Who's the mysterious young miss that plays your favorite readings each night until the stroke of twelve? To WHN (New York City) fans, she's known only as *Cinderella*. It's all part of one of the cleverest showmanized programs on the air for joint sponsors AIR CONDITIONING TRAINING CORP. (Youngstown, Ohio) and MISSION BELL WINES (K. A. Arokelin, New York City).



SHOWMANSCOOPS



Left . . . Straight from the stage of the beautiful Palace Theatre (Albany, N. Y.) came the popular WABY give-away game *Prof-it*. Notice the little HOT POINT APPLIANCE dwarf in the right hand corner. Recent showmanstunt: Broadcasting the program before a local night baseball game crowd.

Right . . . The Question Wheel creates a traffic problem every morning except Sunday at 11:00 o'clock outside of MONEY BACK SMITH'S, Oakland men's wear store. Passers-by spin the wheel to select their own questions. (See *Showmanship in Action*, page 33.)





Above . . . Peggy Kiley and "Elsie," the cow, gave a milking-to-music demonstration to prove cows give more milk when the radio is on. Stunt broadcast on the *Farmer's Almanac of the Air*, from the 13th floor studio of WEEL, (Boston, Mass.).



Nationally known for his beautiful gardens, his natural backfence broadcasting style, Tom Williams, *The Old Dirt Dobber*, was recently selected by the Columbia Broadcasting System to head a new network garden show.

Right . . . It took a ten-ton truck to haul all of these milk cartons away! They are the result of one broadcast at HILANDER DAIRIES (Salt Lake City) Junior Circle of Fun.



Four smart boys who write, produce, and announce their own program for CHRYSLER-PLYMOUTH dealer, L. F. Harris (Worcester, Mass.). Left to right, Donald Klein, announcer; Earle McCall, sports; George Baxter, interviews; Roger Perry, news; (See *Airing the New*, Page 24).



PROOF O' THE PUDDING

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

Cleaning - Laundry

MAIN STREET-HARTFORD Among the most successful radio programs over a period of years (if properly promoted) are the so-called "Vox Pop" or "Man-on-the-Street" broadcasts. Effect to the sponsor is seldom immediate, usually being reflected in an institutional growth. About a year and a half ago, Hartford's HOWARD CLEANERS undertook sponsoring the Monday's broadcast of *Main Street-Hartford*. Since that time the sponsors have enlarged their Hartford plant three different times. To radio is attributed much of the credit for this rapid growth, as HOWARD'S do practically no other advertising.

AIR FAX: This is the usual man-on-the-street broadcast with these twists: Only questions of opinions are asked; no tricky questions. Interviewees receive a coupon good for 49-cent cleaning job. Special Open House broadcast is held once a year with listeners invited to studio and quizzed on radio likes and dislikes.

Broadcast Schedule: Monday thru Friday, 1:45-2:00 P.M.

Preceded By: "The Right to Happiness" (CBS dramatic serial).

Followed By: "Young Doctor Malone" (CBS dramatic serial).

Competition: "Marjorie Mills" (dramatic serial—Yankee network).

Sponsor: (Monday) Howard Cleaners. (Other sponsors on other days: Gould Witch Hazel Co., Harry's Clothing store.)

Station: WDRC, Hartford, Conn.

Power: 5,000 day; 1,000 night.

Population: 221,940 (1930 census).

COMMENT: Success of program is due to its informality and its consideration for the interviewee. Policy of confining questions to opinions avoids embarrassment; also lays foundation for interesting public surveys. *Example:* At a recent broadcast, people were asked to name their favorite presidential candidate.

Drug Products

THE BRIARHOPPERS From the mails for the past year, squeaky-voiced "Pappy" Briarhopper and his family of cut-ups have averaged 10,222 letters per month, according to

WBT figures. Elaborate premium offers in exchange for wrappers of products (KELPAMALT, BLONDEX, etc.) are responsible for pull. Premiums ranged from war maps to bibles.

AIR FAX: Informal, ad-lib gag show with distinctly rural pattern. Songs and music complete the full hour.

Broadcast Schedule: Monday thru Saturday, 3:30-4:30 P.M., for the past three years except during summer months.

Sponsor: Drug Trade Products, Inc., manufacturers of Kelpamalt, Blondex, Moonlight cosmetics and others.

Station: WBT, Charlotte, N. C.

Power: 50,000.

Population: 82,675.

Agency: Benson and Dall, Inc., Chicago.

COMMENT: Premium offers are tricky to handle. The premium itself must be carefully selected and once selected, all the program's selling weapons must be focused on the promotion. Frequency and length of broadcast are important factors. The most successful premium promotions are usually made on shows of at least 15 minutes' duration scheduled every day. The offer should last at least two weeks.

Farm Supplies

FARMER'S SPECIAL When the "old despatcher," Jim Platt, starts the *Farmer's Special* rolling along each morning, he really travels through 87 towns, villages, and cities—all within half an hour. That is, if results from his mail are any proof. Along with weather forecasts, time signals, and market data, informal, neighborly *Farmer's Special* closely resembles the classified page of your local newspapers. Jim Platt gives free help-wanted, buy-swap-sell announcements, and adds a bit of philosophical advice. *Average mail:* 135 letters a month. Since its first run, September 4, 1939, sponsor's dairy and poultry feeds have shown steady sales increases.

AIR FAX: In addition to reports, philosophy, and swaps, program includes two fast-moving musical numbers on each broadcast.

Broadcast Schedule: Monday thru Friday, 7:00-7:30 A.M.

Preceded By: News and Bar-None Ranch (hillbilly musical).

Followed By: Trans-radio News.

Sponsor: E. W. Bailey & Co., Montpelier, Vt.

Station: WQDM, St. Albans, Vt.

Power: 1,000 watts.

Population: 8,020.

COMMENT: Service programs are splendidly suited for institutional advertising. In this case, where decisions to change feeds are seldom made overnight, the program follows a very logical pattern. From an entertainment standpoint, it may seem too much of a "Jack-of-all-trades," yet it is important to note that commercial copy for any one broadcast is confined to only one of sponsor's many products.

Tobaccos

CROSSROADS VARIETIES From its beginning, one and a half years ago, semi-hillbilly *Crossroads Varieties* seemed to have been tailor-made for sponsor GARRETT'S SNUFF. On trial for a four-week period, the program averaged 250 letters daily on a contest cash offer. Since that time, about 50 letters per day. *Result:* Sponsor bought the program for 52 weeks, moved entire show, six musicians, to home office (Memphis, Tenn.). Program now originates there, is transcribed and broadcast over Birmingham station WBRC. In addition to radio program, cast tours GARRETT'S SNUFF sales area and plays show dates in surrounding towns, averaging 500 attendance per performance.

AIR FAX: Show originated and produced by WBRC's J. M. Connolly, uses popular, hymn, western, old, and hillbilly numbers. Features the Two Loves, brothers, who play the guitar and sing.

Broadcast Schedule: Monday thru Friday, 12:45-1:00

Preceded By: The Old Stanbaker.

Followed By: One O'Clock News.

Competition: News; Irving Millers Orch. (NBC).

Sponsor: American Snuff Co. (Garrett's Snuff).

Station: WBRC, Birmingham, Alabama.

Power: 5,000.

Population: 259,678.

Agency: Simon & Gwynn, Inc., Memphis, Tenn.

COMMENT: Simply a story of the *right* sponsor with the *right* program for the *right* audience.



LONG RUNS

Time will tell! The stories of radio programs with a past.

Department Stores

EARLY BIRD A 45-minute participating feature that has been a WFAA fixture for the past ten (10) years. Sponsors, 14 of them, range from work and sports clothing (BIG SMITH MANUFACTURING Co.) to macaroni (SKINNER MANUFACTURING COMPANY). Program is station's most consistent mail puller.

AIR FAX: A popular musical "wake-up" show (weather reports, time, etc.) with Karl Lambert's 12-piece orchestra the top attraction. Comedy furnished by peppery Jimmie Jefferies. All talk ad-libbed except commercials, with gags usually leading into plugs.

Broadcast Schedule: Monday thru Saturday 7:00-7:45 A.M.

Followed By: Today's News.

Competition: Cowboy Ramblers, News, Music.

Sponsor: W. A. Green Department Store and 14 others (including 3 grocery products, 3 schools, 2 clothing manufacturers).

Station: WFAA, Dallas, Texas.

Power: 50,000 watts.

Population: 260,475 (1930).

COMMENT: Early morning programs of this type (either live talent or transcriptions) are part of almost every station's program schedule. What lifts this show above average is *consistency*. Since it went on the air ten (10) years ago, it has never varied its broadcast schedule. *Early Bird* is just as much a part of Dallas morning life as coffee and toast.

Department Stores

WHOA BILL CLUB BULLOCKS, INC., one of Los Angeles' better department stores, began sponsoring this program way back in September, 1931. From the sponsor, no "Whoa" since the program was first aired nine (9) years ago. It's strictly a good will bulider appealing to children under ten. Since program's start, approximately 400,000 membership buttons have been distributed.

AIR FAX: Programs are ad-libbed and interspersed with recordings. Uncle Whoa Bill reads birthday notices and tells original stories. One night each week a puppet show is aired, and another night, a child drama group presents a serial.

Broadcast Schedule: Monday thru Friday, 5:30-6:00 P.M.

Preceded By: Gateway to Music.

Followed By: News.

Competition: News, Drama, Concert Music.

Sponsor: Bullocks, Inc.

Station: KFAC, Los Angeles, Calif.

Power: 1,000.

Population: 1,496,177 (1940).

Agency: Dana Jones Co., Los Angeles.

COMMENT: Far-sighted BULLOCKS, INC. believes in reaching customers when they are young. The *reaching* is effectively accomplished by following the old radio truism, "People like to hear their names on the air."

Gasoline

THE FACTFINDER Walk into the Detroit public library almost any day and the chances are you'll find scholarly, industrious Dick Osgood browsing through scores of profound treatises. For the past five (5) years, Dick has written, delivered, and conducted his own research for HI-SPEED GASOLINE's highly-informative program, *The Factfinder*. Conceived by WXYZ's Harry Sutton, Jr., aired for the first time in July, 1935, *The Factfinder* has become so much a part of Detroit academic life that copies of the broadcast's

scripts are on file at local libraries, and transcriptions are used in schools.

AIR FAX: Over 727 different stories have been told by Factfinder Osgood since 1935. Subjects range from "accidents to zinc." Music by Benny Kyte's Serenaders fills the crevices between the facts.

Broadcast Schedule: M-W-F, 6:15-6:30 P.M.

Preceded By: NBC Dance Orchestra.

Followed By: The Lone Ranger (MBS Dramatic Serial).

Competition: Sports, Musical.

Sponsor: Hi-Speed Gasoline.

Station: WXYZ, Detroit, and the Michigan Radio Network.

Power: 5,000, day; 1,000, night.

Population: 1,618,549 (1940).

COMMENT: Psychologists tell us that among man's higher yearnings is the desire to learn. Witness the success of quiz shows. *The Factfinder* directs itself to the same desire, but through *telling*, not asking. Program easily adaptable to almost any product, especially those with youthful appeal.



SHOWMANSHIP IN ACTION

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

Auto Supplies

MR. YES AND NO Almost too numerous to count is the parade of powerful, punchy promotions designed to bring the listeners to the radio. Enterprising C. C. Stephens, Jr. (STEPHENS AUTO SUPPLY, Shawnee, Oklahoma) goes one step further. *He brings the radio to the listener.* Program makes double certain of large audience by placing portable radios, tuned to Stephens Show, at strategic points in the city where pedestrian traffic is heaviest. As a follow-up, Mr. Stephens has posters, advertising the program, displayed in many crowded spots about town. All of his out-going mail and packages carry *Mr. Yes and No* stamps. Radio station (KGFF) has added free newspaper publicity and announcements.

AIR FAX: Program is a man-on-the-street quiz. Questions, which must be answerable by either "Yes" or "No" are submitted by listeners. Theatre tickets awarded to senders whose questions are accepted for use. Persons correctly answering questions receive free tickets or sample merchandise.

Program Started: May 1, 1939.

Broadcast Schedule: M-W-F 12:15 to 12:30 P.M.

Preceded By: The Swing Billies (Oklahoma Network).

Followed By: Abner Pinfeather.

Competition: News; Music.

Sponsor: Stephens Auto Supply—auto supplies, sporting goods, radios, electrical appliances.

Station: KGFF, Shawnee, Oklahoma.

Power: 250 watts.

Population: 25,000.

COMMENT: Program lifted above ordinary man-on-the-street shows by extra promotions. Sponsor has recently renewed for another 52 weeks. Mail averages more than two month's supply of questions in advance.

SAMPLE SCRIPT AVAILABLE (including commercials).

Bakeries

WORLD'S WORST PROGRAM Many a program claiming to be the "world's best" is not given the all-around merchandising aid with which this oddly named air-show is surrounded. There is a direct tie-in between FISCHER BAKERIES' house-to-house salesmen and Philadelphia housewives. Route salesmen on regular runs collect birthday, wedding, and other announcements from FISCHER customers to be broadcast on the air. Listeners are informed by post card (sent by station) when their name is to be used. In addition, program is advertised in local newspaper (3" display) once weekly. Guest theater tickets are awarded daily to listeners. *Special features:* Open house in the spring. Once a year radio fans are invited to breakfast with cast of show and handle the broadcast themselves. Of course, the sponsor furnishes the baked goods. *Showmanship Stunt:* High school teams are invited to compete in a bread-eating contest every fall. All they have to do is eat a loaf of bread in the least possible time; 23 school teams vied for beautiful loving cup offered by sponsor in last fall's contest.

AIR FAX: Program as bad as it sounds, but listenable.

Rupe Werling, the emcee, spends an hour feuding with whatever control room engineer is on duty that morning about everything from weather reports to time signals. The entire show, including commercials, is ad-libbed. Of course, music and social announcements (mentioned above) manage to edge in.

Broadcast Schedule: Monday thru Saturday, 6:45-7:45 A.M.

Followed By: United Press Newscast.

Competition: News; Music.

Sponsor: Fischer Baking Co.

Station: WIBG, Glenside (Philadelphia suburb).

Power: 100.

Population: 1,935,086 (1940).

Agency: Neff-Rogow, Inc., New York.

COMMENT: Many programs stop with a good name. This one begins. (See *What the Program Did for Me*, Page 26.)

Groceries

FOOD STAMP QUIZ The government's two year old Food Stamp Plan rolls merrily on its way. Throughout the country, more and more WPA workers and other lower-income groups are being deluged with the *orange* and *blue* surplus commodity stamps and their new counterpart, the *green* and *brown* cotton stamps. Wide-awake merchants have been quick to capitalize on the new "cash" customers that Washington has created. The *battle for stamps* is the merchandising news of 1940.

Thus far, every eligible store has put into action all the advertising weapons at its command. Radio has more than held its own. Outstanding example is Tacoma's 20TH CENTURY FOOD STORES' *Food Stamp Quiz*.

Introduced for a thirteen-week stretch, the Quiz consisted of questions about the Food Stamp Plan answered officially by the local officers of the government's surplus commodity department. Two announcers handled the actual miking—one asking, the other answering. Commercials were built entirely around special surplus merchandise purchasable under the plan.

Special posters were displayed at each of the 20TH CENTURY'S thirteen outlets, and questions used on the programs were put in mimeographed form and made available on the counters.

The station cooperated with spot announcements (2 or 3 a day) asking the general public to submit inquiries about the plan.

Strictly a good will service program, the *Food Stamp Quiz* won the blue ribbon in the Tacoma Ad Club's annual advertising contest for general advertising, sent 20TH CENTURY'S Food Stamp sales booming.

AIR FAX: *Broadcast Schedule:* M-W-F, 8:15-8:20 A.M.
Broadcast Period: 13 weeks.
Preceded By: MBS Breakfast Club.
Followed By: MBS News.
Competition: Dramatic Serials.
Sponsor: 20th Century Food Stores.
Station: KMO, Tacoma, Washington.
Population: 106,817.

COMMENT: Many merchants have debated the feasibility of concentrating all their guns on an income group that at best supplies little more than 15% of their total volume. As a permanent policy, a special program for Food Stamp holders would, no doubt, prove a boomerang, but for a short period its value is limitless, bringing the store (that does concentrate on this *new* business) a much greater share of the total volume than it would normally obtain.

SAMPLE SCRIPT AVAILABLE.

Men's Wear

QUESTION WHEEL "Round and round it goes—where it stops nobody knows." Ever since history began, man has been fascinated by the roll of the wheel. Bicycle inventor William K. Clarkson, the famed Monte Carlo casino, and radio character Major Bowes have all been helped to success with each of its spins. The antics of the wheel (any wheel) are worth recording because of the interest they always attract. In downtown Oakland, a huge 7-foot Question Wheel has been holding up traffic outside of MONEY-BACK SMITH'S men's wear store every morning since April 22. It's Smith's first venture in radio, and their program differs little from the usual man-on-the-street quiz but for the *wheel!*

Passers-by are invited to spin the wheel in order to determine the question they must answer.

That the program has listeners as well as visual audience is indicated by a Hooper survey rating of 5%. This ranks well up with most morning programs.

AIR FAX: Prizes are awarded to both the passers-by interviewed and listeners who donate quiz questions.

Broadcast Schedule: 11:00-11:15 A.M. Except Sunday.

Preceded By: Theater Ballroom (musical).

Followed By: Your Show.

Competition: Society Girl; Mary Marlin (dramatic serials).

Sponsor: Money-Back Smith—old, established Oakland men's wear store.

Station: KROW, Oakland, California.

Power: 1,000 watts.

Population: 284,063.

COMMENT: Time was when any microphone could lure a crowd. But today, sophisticated pedestrians need an extra something to make them stop and listen. Hence the *Question Wheel!* (See Showmanscoops Page 28).

Real Estate

24 MINUTES FROM BROADWAY Interesting always is the story of the unusual sponsor who is the first to introduce radio into his field, the first to make it an integral part of his merchandising plan. About a year ago, sub-division developers E. B. FIELD, INC., desiring to stimulate attention to their new model homes, turned to a short radio campaign. They began a series of personal interview quizzes broadcast by remote control directly from the scene of the development. Awards for best answers were given every day. Program is credited, according to sponsor and agency, with the sale of several homes, due to increased attendance at the project. Very appropriate is the catchy title. To reach E. B. FIELD'S sub-division by auto takes just

24 minutes from Broadway, Oakland's main street.

AIR FAX: Sponsor: E. B. Field, Inc., Sub-Division Developers.
 Station: KROW, Oakland, California.
 Power: 1,000.
 Population: 284,063.
 Agency: Tomaschke-Elliott, Inc., Oakland.

COMMENT: Problem of developing new home projects and new radio shows is very similar. Once you get a successful start, the finish will take care of itself. So perhaps this combination of forces was not unusual at all.



JOHNNY ON THE SPOT

ONE good way of buying spot announcements is discovering what others are buying. In the past month, 50% of the new spot business reported to RADIO SHOWMANSHIP was one-minute announcements. Interesting to note is that almost half of those were recordings. In short, Mr. Businessman is finding out that more can be said better with prepared transcriptions.

This Month's Spot Business

A.		20 word announcements	2%
B.		50 word announcements	32%
C.		100-125 word announcements	50%
	1.		live 26%
	2.		transcribed 24%
D.		150 word participating spot	16%
		Total	100%

Don't mourn the passing of 30-second station breaks because of the low report on the bar graph above. No doubt, it's due to the fact that 30-second spots on many stations are simply not available.

The reading time of even the same announcement varies with different announcers. For purposes of uniformity, though, the following word schedule is used.

20 seconds	25-30 words
30 seconds	50 words
1 minute	100-125 words
1 1/2 minutes	150 words

IN THE SPOTLIGHT

Men's Wear

Consistency has long been upstairs' clothing chain FOREMAN AND CLARK's prime merchandising policy. From the beginning, shrewd Ray Foreman has maintained a strict three-price schedule, free pressing service, and the time-honored slogan—"Walk a flight—save \$10."

Among the first to try radio, Foreman has again shown that once he finds a successful pattern, he'll stick with it.

In Des Moines, the chain bought three spots a day, and for seven straight years on stations KSO and KRNT, have rigidly adhered to almost the same advertising message.

Typical Announcement: "For over 27 years, Foreman & Clark have given lowest values to northwest men, which among many other things, accounts for their return year after year to this popular clothier. Get the habit of selecting your clothes at Foreman & Clark. Pay only \$15, \$20 or \$25."

No sales, cut prices, extra stimulants are ever used. Yet, according to Des Moines store manager, Pete Giorgetti: "Much out of town trade, as well as local business, is secured through radio. We are absolutely sold on the fine results obtained by our radio advertising."

INTRODUCING

New business fields to which radio is now extending its services . . .

Airlines . . . Transcontinental & Western Airlines. Time Signal announcements, one daily. Station WBBM, Chicago.

Dentist . . . Dr. J. C. Campbell, 50-word announcements (21). Station KSFO, San Francisco.

Electric Fence Controller . . . The Prime Manufacturing Company, Milwaukee, Wis. One-minute announcements, Mon. thru Sat. Station KDKA.

Flying School . . . Pittsburgh Institute of Aeronautics, Homestead, Pa. One-minute announcements. 26 times Station KDKA, Pittsburgh, Pa.

Food Market . . . Farmer's Public Market. Los Angeles. 50-word announcements, 8:30 P.M. Thurs. Station KFI, Los Angeles.

Horse Races . . . Hollywood Turf Club, Inglewood, California. 100-word announcements, 11 a week. Station KECA, Los Angeles.

Golf Club . . . Mountain View Golf & Country Club, New York City. 20-word announcements, 13 weeks. Station WHN, New York City.

Luggage . . . King's Luggage Co., Denver. One-minute announcements. (26) Station KOA, Denver, Colorado.

Wooden Baskets . . . Los Angeles Basket Co., Los Angeles. 150-word announcements, five a week on Art Baker's Notebook. Station KFI, Los Angeles.

HINTS TO SPOT BUYERS

No. 1—The way an announcement is read is just as important as the way it's written. Be sure to send in your announcements early, thus giving the station announcers plenty of time to pre-read your copy. Insist that they do!



SHOWMAN VIEWS

Opinions of Current Radio Productions

Backed With Showmantips on Next Page

Automobiles

RAY DAUGHTERS HEALTH CLUB (*Talks, music, exercise*) No novice chanting 1-2-3 to music is KOL's Olympics champ builder Ray Daughters. Few men are better qualified to direct a morning gymnastics program. Daughters' champ building record includes 54 national senior championships, establishment of 27 official world records and, 103 official American records. Among Ray Daughters' proteeges are Olympic swimming stars Helene Madison and Jack Medica. People take to these scientific exercises by a "name" man. Over 40,000 letters have been received since the program's start two years ago. *Health Club* differs from most exercise shows in that Daughters includes a one-minute health talk at the beginning of each broadcast. Exercises take about 11 minutes.

Flowers

AN ORCHID TO YOU (*Talk, transcribed organ music*) Fast moving five-minute programs seem to be gaining popularity. Though almost perfectly arranged for florists, *An Orchid to You* has been successfully sponsored by many other types of businesses throughout the country. (Example: CUNNINGHAM'S FURNITURE Co., Boston.) The program revolves around the simple theme of selecting an outstanding person of the week or day and sending them an orchid at the time of the broadcast. Success is, of course, dependent on the proper selection of the winning personality, in the treatment of the script, and in presenting the award. (See *Showmantips*.) As the program is used on KARK, a short transcribed organ number is dedicated to the winner of the orchid following the award.

Beverages

SECRET AGENT K-7 FIGHTS THE FIFTH COLUMN (*Transcribed drama*). Capitalizing on the timely interest in the drive to rid the nation of Fifth Column activities, powerful, fast-moving *Secret Agent K-7* has a newspaper and radio-made audience of wide-awake Americans. Each complete-in-one episode is based on actual case histories of a secret agent in action—dealing with such exposures as "How a Special Agent Prevented Closing of a Great Canal," and "Sabotage in an Airplane Factory." Author George Zimmer, former special agent in U. S. Naval Intelligence Service, also takes the role of *Secret Agent K-7*. Program is sponsored in Tacoma, Wash. by CAMMARANO BROTHERS to create new outlets for beverage Double Cola; throughout country by dairy companies, candy dealers, banks, many others.

Department Stores

HARDYTIME (*Women's News, Transcribed Music*.) Long felt need of department store ad executives was a radio program that closely identified the store, its merchandise, and, at the same time, retained the interest of the listeners. *Hardytime* is a conscientious, intelligent effort by WILLIAM D. HARDY AND COMPANY (Muskegon, Mich.) to answer the problem. Key to attracting attention is the news reports of commentator Helen Smith, who directs her United Press material entirely to women. On paper, the program may seem overly commercial, but Miss Smith has an unusual knack of tying up the merchandise with the news items. Somehow, it seems very logical. After all, "that new dress in HARDY's window" is as choice a bit of news to most women as Mr. Willkie's latest New Deal gag.



SHOWMANTIPS

How You Can Use These Programs

Backed With Showmanviews on Preceding Page

Flowers

AN ORCHID TO YOU In the treatment of the award story, it is suggested that for dramatic effect single incidents be stressed instead of monotonously reading a list of biographical reasons for selecting the person honored. The audience should submit candidates for the orchid, and the best letter should receive a suitable prize—preferably monetary. Timing the delivery of the orchid with the announcement over the air is an effective added touch.

AIR FAX: *Broadcast Schedule:* Sunday 1:00-1:05 (at least 3 times per week is preferable).
Preceded By: Chicago Round Table (NBC Discussion).
Followed By: Arkansas News Weekly.
Competition: CBS Symphony Orchestra.
Sponsor: Tipton and Hurst, Inc., florists.
Station: KARK, Little Rock, Ark.
Power: 5,000 watts.
Population: 81,679.

COMPLETE SCRIPT AVAILABLE.

Automobiles

RAY DAUGHTERS HEALTH CLUB With his record of champ building, Ray Daughters himself makes an excellent subject to promote on your local sport page. A *Health Club* should be formed at the program's inception; each member to receive a health chart—55 illustrated exercises printed on heavy cardboard, mailed flat to the listener for a three-cent stamp. These charts can have a direct advertising tie-in with the radio program by printing sponsor's ad on the back.

AIR FAX: *Broadcast Schedule:* Monday thru Saturday, 9:15-9:30 A.M.
Preceded By: Arizona Joe.
Followed By: Mary's Friendly Garden.
Competition: Life Can Be Beautiful (CBS dramatic serial).
Sponsor: The Blangy Motor Co., distributors of Chrysler-Plymouth cars.
Station: KOL, Seattle.
Power: 5,000 watts.
Population: 365,583.

COMPLETE TRANSCRIPTION AVAILABLE

Department Stores

HARDYTIME Entire success of exploiting a news show similar to *Hardytime* is dependent on the commentator. Her's should be a full-time position. When not on the air, she should be busy at store's style reviews or actually adding prestige touch to sales from the floor. Broadcast should be aired right from the store before an audience.

AIR FAX: *Broadcast Schedule:* Monday thru Friday, 1:00-1:15 P.M.
Competition: Music; Dramatic Serials.
Sponsor: Wm. D. Hardy and Company.
Station: WKBZ, Muskegon, Mich.
Power: 250.
Population: 41,390.

COMMENT: *Hardytime* cannot be passed off as just another successful news show due to the suddenly revived interest in world affairs. It has been following this same program pattern since September, 1938.

COMMERCIAL SCRIPT AVAILABLE.

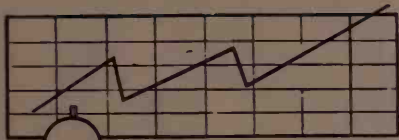
Beverages

SECRET AGENT K-7 FIGHTS THE FIFTH COLUMN Formation of K-7 Patrols throughout the city is an effective means of marshalling a large and loyal juvenile audience. Secret membership badges and such premiums as a photograph of Secret Agent K-7, finger printing sets, secret ink sets, disguise sets, official K-7 private flashlight, etc., can all be introduced as sales stimuli.

AIR FAX: *Broadcast Schedule:* T-Th-S, 7:00-7:15 P.M.
Preceded By: Court of Moon.
Followed By: News.
Competition: Fred Waring in Pleasure Time (NBC) and Amos 'N Andy (CBS).
Sponsor: Cammarano Bros. (Double Cola beverages.)
Station: KMO, Tacoma, Wash.
Power: 1,000 watts.
Population: 365,583.

COMPLETE TRANSCRIPTION AVAILABLE.
Teaser announcements and advance radio publicity also available.

TRENDS



SHOWMANSHIP moves fast . . . what is good radio today—may become obsolete tomorrow. Beginning in this issue, RADIO SHOWMANSHIP presents 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 Aug. 1940

MUSIC		35%
NEWS		17%
TALKS & INTERVIEWS		17%
QUIZ		11%
DRAMA		8%
SPORTS		8%
COMEDY		4%

GROUPS	Men	Women	Children
Music	32%	37%	31%
News	20%	16%	1%
Talks, Interviews	12%	23%	14%
Quiz	9%	12%	13%
Drama	7%	6%	27%
Sports	16%	3%	8%
Comedy	4%	3%	6%

RADIO TRENDS is not the master key to every radio buying problem. Statistical graphs, charts and bars cannot work miracles. They never did and probably never will. TRENDS has been written for the single purpose of simplifying the many complications that take place every time a businessman goes on the air.

We base this column on the sound, fundamental principle that the likes and dislikes of radio listeners do *change*. Radio today is so much a part of life about us, that every famine, war, discovery, every variation in the average person's way of living is reflected immediately in his radio preferences.

We sought a logical method of tracing these changes, and TRENDS was our answer. TRENDS can help you—because it is formulated on the clear-cut premise that it pays to buy a program whose TREND indicates an increase in popularity—rather than one that has reached its peak and, according to figures, is on the wane. Thus, through TRENDS, you, the buyer of radio time, will gain the benefit of more listeners per dollar spent.

CLOTHING SALES THRU THE AIR

(Continued from page 10)

the voice nor the training."

No need to. I happened to like radio broadcasting, got a big kick out of it.

But any wide-awake advertising agency can prepare a style program that will create attention—without the owner of the store going on the air in person.

The question is: What are you selling? Price or style? If you're tired of wrangling about price, switch to style — and tell your story via radio!

That job it has done for us, not in a day, in a month, but in years. And in so doing has helped our clothing sales, has made not only customers, but also lasting friends, dependent upon us and coming to us often for style advice.

Radio is all-important to us. It lays the foundation for the public acceptance of our display advertisements, has built and continues to maintain Juster Bros. in its position of leadership as a Northwest men's style center.

STEP INTO MY KITCHEN

(Continued from page 18)

Daily more aware of this essential, many a time salesman now starts his story with *showmanship*, ends with time, talent, power of station. Equally as aware of this essential, many a buyer of radio time now looks for *showmanship* first.

AIR FAX: Broadcast Schedule: Monday thru Friday, 11:30-12:00 noon in Kitchen Auditorium. Saturdays at 11:00 to 11:30 in studio.

Preceded By: Meet Miss Julia (CBS dramatic serial).

Followed By: The Gadabouts.

Competition: Arnold Grimm's Daughter (NBC dramatic serial).

Sponsors: J. Allen Smith & Co., Kellogg Co., Dixie Coffee Co., Southern Cotton Oil Co., Birmingham Electric Co., Scott Paper Co., Frigidaire Corp., Dixie Syrup Co.

Station: WAPI, Birmingham, Ala.



IN OCTOBER

ZENN KAUFMAN, author of "How to Run Better Sales Contests," co-author with Kenneth Goode of "Showmanship in Business," a best-seller among business publications, is America's past-master of promotion. In next month's issue he advises, "*Put on a Good Show,*" the dramatic story of showmanship in action!

R. J. WEAVER, president of Martin Bros., producers of Bluehill Coffee and other food products in Denver, Colo., brings to the pages of *SHOWMANSHIP* the amazing story of a radio club that attracted 50,000 members. You'll find the facts behind the program in "*Coffee Sales Thru the Air.*"

NORMAN V. CARLISLE, after three weeks of scouting showmanship stunts, reports that a simple twist can make an old program idea sound like new. What the twists are and how they are being used, he points out in "*It Can Be Different,*" the story of 11 different businesses and how they added novelty to their programs.

And 3 more articles, 2 *RS Air Analysis*, 12 service departments classified by businesses.

Over 35 Programs and Promotion Ideas that you can use in your business!



Come in and ask for it! . . . Radio, as an advertising medium, has been in use for 18 years. Today, its merchandising facilities are being utilized by scores of different businesses, selling everything from automobiles to zippers. Impossible to include in any one issue is a program idea or promotion pertaining to each. If, in this edition, there is no promotion adaptable to your business, there will be one soon in a coming number. In the meantime, if you are searching for something in particular, or even in general, to help you merchandise your store or product on the air, let us know. We will be most happy to cooperate with you in the search.





THIS IS YOUR FIRST COPY OF

SHOWMANSHIP. In it are articles concerning, and detailed descriptions of, 75 radio programs as used by 32 different types of business firms. One of these program presentations may prove adaptable to your business. The Editors of *RADIO SHOWMANSHIP & MERCHANDISING* Review welcome and will promptly answer all correspondence. May you enjoy and profit from this issue.