

S Showmanship




NATIONAL BROADCASTING COMPANY, INC.
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IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Automobiles • Beverages • Building Materials • Drug Products

Department Stores • Gasoline • Groceries • Home Furnishings

Men's Wear • Show Cases • Taxicabs • Women's Wear



HOW TO GET
THE MOST OUT OF

Radio Showmanship

THIS is more than a magazine . . . it's a service; a valuable aid to businessmen who are using, or ever expect to use radio. For convenience in reading, RADIO SHOWMANSHIP has been divided into *two sections*.

¶ Section I is devoted to articles by leading retail merchants, advertising agency men, and well-known writers in the sales promotion field

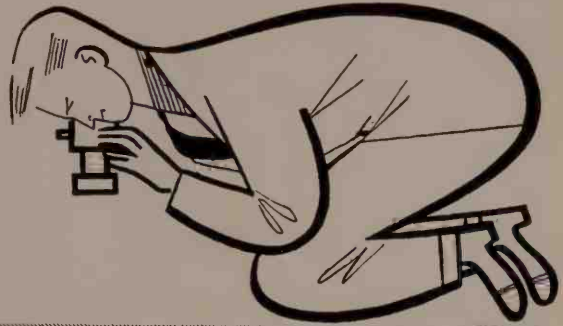
¶ Section II is made up of 11 departments devoted to radio programs and promotions. A *thorough* reader will find in SHOWMANSHIP many tested ideas that he can apply to advantage in his own business.

¶ However, recognizing the fact that some businessmen are unusually busy, too busy to do anything but skim through the contents of a magazine, we have introduced an alternative method of reading. Each article, each program idea, in every department of this magazine, is *classified by businesses*. These businesses, yours among them, are listed alphabetically in the YOUR BUSINESS AT A GLANCE index on the next page.

¶ Thus, by turning to YOUR BUSINESS AT A GLANCE, you can tell at a glance on what pages there are sales ideas adaptable to your particular field.

¶ To get the most out of RADIO SHOWMANSHIP, read it *thoroughly* at your *leisure*. To get the most out of it *fast*, see next page.

CIRCULATION THIS ISSUE: 10,000 COPIES



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.

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

EDITORIAL

IF YOU'VE ever seen a hypnotist in action, you probably walked away a little bit dubious of his so-called "powers." Most people do.

But hypnotism does exist! In fact, if you're a normal human being, you are probably hypnotized a hundred times a day (in a minor way, of course) by the advertising that appears in newspapers, radio, billboards and other media.

Strangely enough, the staged kind of hypnotism and the everyday kind have much in common.

For one thing . . . the more often a hypnotist exerts his power on a subject, the less resistance that subject has and the easier he falls into a hypnotic state.

In advertising, too, consistent repetition is an important factor in breaking sales resistance. In radio, for example, one sales message paves the way for the next one. Frequent intervals between broadcasts make each message less effective.

More and more advertisers are taking advantage of the cumulative value of a year-around campaign, a campaign that doesn't take a vacation during the summer months and is thus forced to start all over again in September.

Response to radio advertising doesn't always occur overnight. Most people who hear a broadcast are not in the market for the advertised product at the moment. By consistent repetition, they can be "sold" on a product without actually buying it the next day or the day after. Weeks, even months later, they make the actual purchase.

This phenomenon is evident in all forms of suggestibility. Psychologists call it *delayed response*.

Most interesting is the use of the same principle in post-hypnotic instruction.

While in a hypnotic state, a subject can be given an instruction; for example, he is told to snap his fingers three times when the clock strikes twelve. He can then be brought out of this state, resume his normal everyday habits; yet, the next time he hears the clock strike twelve, he will unconsciously snap his fingers three times.

Psychologists can tell you *how delayed response* works. It works in hypnotism; it works in radio advertising!

Don't break the spell your advertising message is weaving daily in the minds of listeners with an interruption during the summer months. Good selling is *constant* selling.

The Editors

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Presenting

SIGMUND SPAETH

"The Tune Detective"—in

"FUN WITH MUSIC"

A new transcribed series, consisting of 26 quarter-hour episodes, with three spots for commercials. A merchandising hook that will produce one of the biggest mail responses of ANY radio program, which consists of a new 64-page book by Spaeth—also entitled "FUN WITH MUSIC." Newspaper ad mats for radio pages, publicity stories, displays—a COMPLETE package all ready to go to work for any sponsor!

Audition samples and complete data—\$5.00 deposit.



PRODUCED & DISTRIBUTED EXCLUSIVELY BY

KASPER-GORDON *Incorporated*

140 BOYLSTON STREET • BOSTON • MASSACHUSETTS

One of the Country's Largest Program Producers and Distributors of Tested Transcribed Syndicated Shows

Grocery Sales Thru the Air

By A. A. Bissmeyer, Advertising Manager for the 35 Albers Super Markets Located in Central and Southeastern Ohio

AFTER two years of experimenting with radio, we now have a program that suits our requirements by doing three essential jobs:

1. It increases weekly traffic.
2. It skyrockets sales on any single item we want to move each week.
3. It gets listeners to scan carefully every item in our newspaper ads.

With this program, we've lessened the gap between advertising and sales.

A survey made by the A. C. Nielsen Co., radio researchers of Chicago, informed us that 42% of all housewives seldom or never read retail food ads.

Customary media used in our industry to induce a great many housewives to buy a lot of items are newspapers and handbills. These two items on our advertising expense analysis account for a large percentage of our advertising dollar. Our competitors, likewise, use

the same methods and means of advertising. Newspapers and handbills give the housewife an ideal medium for a comparison of food values, but the question that bothered us was, "Do all housewives read food ads in newspapers and handbills; even if they did, do they make comparisons?" The Nielsen survey gave us the answer to this question. Our next problem was finding a means of reaching those housewives who do not read ads, and getting them into our stores.

It was three years ago that we first ventured into the radio field. At that time, the quiz show was becoming more popular every day, so our first effort was a quiz show direct from our stores. We installed lines and each morning broadcast from a different store, interviewing customers. This program produced definite, traceable results. We were getting our message to the listeners, but, as in most of the spot quiz shows, we were *merchandising only to our participating audience in the store.*

The next year, we used a daytime serial, the same type of program used so successfully by many national firms. We employed many successful merchandising stunts to promote the dramatic serial program. On one offer, we drew 7,500 pieces of mail from announcements made on two days. We were convinced our program had a following, but we wanted to do an even bigger merchandising job.

Building a large audience is only half the job. The other half is equally important—*making customers* out of the many listeners.

On the other hand, we were equally convinced that the first essential for successful radio advertising is to have a program that *attracts listeners.* Without a large listening audience, no program, no matter how well it may be merchandised, can be successful. A radio program *must* first of all attract listeners.

With this in mind, our agency, Frederic W. Ziv, Inc., worked out *Mystree Tunes*, a musical game in which the entire radio audience participates, not merely a small studio

When thirty-ish, progressive A. A. Bissmeyer left school, he went behind a grocery counter—but not for long! Store managers, ever alert to the potentialities of a superior worker, began shifting him about from one branch of the business to another.

Today, a student of the retail food business, Bissmeyer is advertising manager of Albers Super Markets, has directed all ad promotions for the 35 markets in central and southeastern Ohio for the past five years.

No small part of the success of Mystree Tunes is due to the fact that ad man Bissmeyer personally takes time to work out the complete details of each broadcast with the advertising agency and radio station.

Outside of business hours, he has two hobbies: his children.

audience. To our knowledge, *Mystree Tunes* is the only legal radio musical game directed solely to the radio audience, retaining all the necessary elements of a successful musical game. Its legality has been checked by the United States Post Office.

Here's where the merchandising tie-in comes in. In order to play the game, the listeners must have a *mystree tunes* card. This card is absolutely free and is obtained from any of our stores. At present, we are distributing some 140,000 cards each week. There are 24 pictures on the card, four on a row, and there are six rows. Each picture on that card represents the title of a song. The listeners recognize the title of the song as it is played by the orchestra over the air. When they recognize the title, they check off the picture that describes the title of that song. Object of the game is to fill a row across the card, not down, only across. Each row has one square with a question mark on it. That square is filled by the *mystree tune* as it is played by the orchestra. *Mystree Tunes* are not pictured on the card. Songs pictured on the card are all popular songs that most everyone knows, both current hits and old favorites. Hints are given by the master of ceremonies to help locate the picture describing the tunes. Because we naturally want to hold everyone's interest, the pictured tunes are purposely made easy to recognize.

The *Mystree Tunes*, on the other hand, usually have familiar melodies but fairly unknown titles and lyrics. We play three *mystree tunes* on each program. If the listeners do not recognize the first *mystree tune*, they continue to follow the program, confident they will recognize one of the others.

Each card has the same 24 pictures but with many different combinations. For this reason, the customer comes to the store often to get many different cards. Each card will fill one row, and therefore every card is a potential winning card. Since we play three *mystree tunes* and each *mystree tune* will fill a different row, there is a natural incentive to obtain more than one card.

Near the close of the program, the master of ceremonies reads a riddle over the air. The riddle describes an item in our newspaper ad, which appears on the same day. To be a winner, each contestant must, in addition to filling a row across on the card, solve the riddle which the announcer reads over the air.

Example:

"You'll often find me in a stew
And here's a most important clue
I'm good with butter, not with tea
And some fresh fruit tastes good to me."
(Salt)

Mystree Tunes

TRADE MARK

UP TO \$300.00 CASH

AND 50 BAGS OF GROCERIES EVERY PROGRAM

Tune in W. K. R. C. 8:30 P. M., Thursday

Sponsored By ALBERS SUPER MARKETS

SEE REVERSE SIDE FOR RULES

COPY, 1940 P. W. ZIV.

PAT. APPLIED FOR



This Card Good for February 29th Program Only

About 140,000 of these *Mystree Tunes* cards are requested by housewives who get them free of charge at ALBERS' 35 SUPER MARKETS. Object of the radio game is to fill a row across. *Mystree Tunes* are designated by question marks.

These riddles make the listener check carefully through the ad for the solution. Housewives who never before shopped the food ads, and many who never before looked at a grocery ad, now read our ads carefully. You can imagine what this increased listener interest means!

Everyone filling a row and solving the riddle



Originator of this musical radio game, in which the entire radio audience participates, is beaming Frederic W. Ziv, president of the advertising agency of the same name.



Judging by the broad smiles of the seated winner and the Western Union delivery boy come with the prize money, the man on the receiving end had the specified ALBERS product in the house, which entitles him to receive double the original award.

dle phones our switchboard some time within an hour following the program, giving the operator the correct *mystree tune* and the row filled, together with the solution to the riddle. After an hour's time, during which phone calls are accepted, we again come back on the air and announce the names and addresses of all winners. Every winner receives a prize. Popularity of the program has necessitated the installation of 28 special trunk lines and telephones, and 28 operators.

There are three winning rows on each program. The prize we give on each row is \$50. If there is more than one winner, and there usually is, the winners divide the \$50 proportionately. All in all, ALBERS MARKETS give away \$300 cash in prizes each week. In addition, each winner receives a big bag of groceries.

Here's another merchandising tie-in that makes people who are interested in playing *Mystree Tunes* buy the item we're promoting that particular week. If the winner has a certain product in the house when the messenger arrives with the prize money, the prize is doubled. We specify, on the preceding program, the product they must have. During the past four weeks, 86% of our winners received the double prize. This double prize has enabled us to increase sales considerably on specific items. For example, one week we increased banana sales 23%, bread sales 34%, a certain brand of fancy canned peas 46%, and lamb sales 60%. All these sales, of course, were above our normal weekly turnover. In

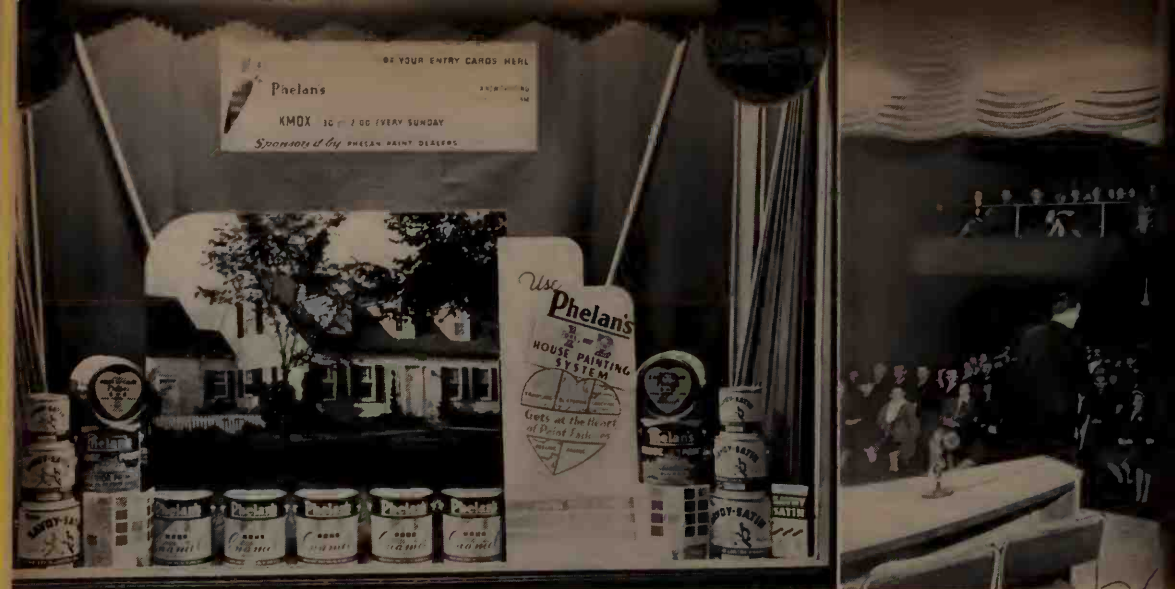
all cases, the food products we specified as the double prize items were sold at our regular everyday prices.

The week we promoted lamb we gave a commercial on lamb pointing out its healthfulness, its value, its fine flavor, and told the listeners the meat cutter would give them a recipe on how to prepare a delicious lamb roast. This promotion, at a time when lamb was at its peak, resulted in the 60% sales increase over normal weeks.

The first six weeks of the program we specified that winners must have our own brand of ALBERLY COFFEE. During this period, our coffee sales increased 22%. And you know how difficult a task it is to get customers to switch from one brand of coffee to another!

Since sponsoring *mystree tunes*, we have found many housewives can now persuade their husbands or sons to drive them to ALBERS to obtain the *mystree tunes* cards and the "special item," whereas formerly housewives had no way of getting to our markets. They, of course, then buy practically all their food in our markets.

The Nielsen Co. survey points out that 79% of food store customers purchase their foods at the same store for a period of more than two years. Considering the profit on the average family food purchases for two years, we can afford to spend a little more to reach the non-ad reading housewife. *Mystree Tunes* has well paid for itself in increased number of customers and dollar sales volume in addition to tremendous publicity.



Painting the Town

How Merchandising Made a Show Successful Before It Hit the Air,
By Holland E. Engle of Cramer-Krasselt Advertising Co., Milwaukee

QUIZ AUCTION was aired for the first time on Sunday, March 16. From the first it clicked with St. Louis audiences, and not one man behind the campaign was surprised! Weeks in advance a keenly calculated plan had been laid and carried out. The key to the immediate success of the show, both from the standpoint of program popularity and program results, was *advance merchandising*.

A radio program is only as good as the job it does, and a radio department that allows a program to do the whole job is often courting failure for a trusting client.

Recently, in buying radio for the PHELAN-FAUST PAINT MFG. Co., of St. Louis, we were faced with a doubly difficult task. The two reasons immediately apparent were: 1) This client had used radio before without too much success. 2) Paint products are just naturally hard to sell, whether over the air or through printed copy.

Our first step was selection of a program that had been pre-tested. We knew that *Quiz Auction* would draw listeners before we ever auditioned it. After lining it up, we drew up the presentation, and auditioned it for our client. We were prepared to show him just

how this program would be merchandised to create store traffic and how, through that store traffic, the dealers could sell paint.

Herein lies the secret of radio success: *Before the program was even sold, we knew just how we would merchandise it.* After a successful audition, we set the first merchandising date, the time when we would start merchandising the program to the dealers. A Tuesday night was selected, and letters were developed to get the dealers out. Not one letter but several were drafted to follow one another so as to stimulate effectively the dealers' interest.

Finally came the night when the meeting was held. We had told the dealers they were in for fun. We gave them just that! The program was set up so that they got a preview of the actual opening program due to take the air the following week. We further had the dealers as participants in the program right on the KMOX stage. Five lucky dealers went home that night with from five to \$16 won in the *Phelan Quiz Auction*.

Here is the game that these dealers and subsequently the people of St. Louis have been enjoying every Sunday afternoon since



last March: Contestants, picked by lot from the studio audience prior to air time, are given five dollars each. This money belongs to them, to bid for each question put "on the block" by the auctioneer, "Colonel" Bob Dunham.

The auctioneer "sells" the desirability of each question by telling, in general, what it's about. Contestants may bid up to five dollars for the privilege of trying to answer. When the question is "knocked down" and the answer given correctly, the contestant receives as a reward the same amount that he bid. If his answer is incorrect, he loses this amount.

At the close of the half-hour program, each contestant is allowed to keep whatever amount is in his possession. An additional prize goes to the one who has correctly answered the most questions.

Needless to say, this preview dramatized the program to the dealers and gave them an inside interest so great that they believed in the value of the program before it began to exist.

There was a talk by W. J. Phelan, president of the company, that started the ball rolling. Then we started the real merchandising heat. Posters were shown—envelope stuffers, mailers, bulls-eyes, window streamers, all the printed material that we had developed to publicize the program. We told the dealers of the accordion portfolios, to be shown them during the coming week by the salesmen. We showed them how to display this material, where to put it, and how to use it!

We explained how they would participate in mentions on the program by getting cards

Left . . . A typical PHELAN window display . . . Note the round Quiz Auction sticker upper right, and the streamer, top center, advising passersby to "Get your entry cards here."

Center . . . Quiz Auction gets under way in the lavish KMOX Playhouse Studio with announcer Jack Garrison explaining the unusual setup to the capacity audience.

Right . . . The auctioneer, at left, pays off one of the bidders who has correctly answered the question "knocked down" to him in the bidding. Group is typical of bidders participating in the Quiz Auction on KMOX every Sunday afternoon.

into the customers' hands! The listening public participates by sending in questions to be used in the quiz. Each of these questions must be written on an official contest blank obtainable only from PHELAN-FAUST dealers. (Some 230 were received from dealers the week before the first program was aired. Exactly 485 were received the following week and since then, the count has remained steadily in excess of 900 each week.)

After the complete selling talk, we led them into the KMOX Magic Kitchen where they were treated to a light lunch. When those dealers left KMOX that night, they were waiting for that first program with fire in their eyes! A small survey conducted the following week showed the whole town covered with promotional material displayed, as instructed, by the dealers. That dealer meeting paid out 100%!

Still not satisfied with our merchandising job, we contracted for space in the leading St. Louis newspapers. We developed large impact ads and scheduled them for the opening Sunday. Follow-up ads are appearing each Sunday during the campaign.

Records were cut of a prominent auctioneer

(Continued on next page)

(Continued from preceding page)

selling questions to the listeners, as the signature and sign-off. Our audience has become auction conscious in these few weeks, as is evidenced by the overwhelming demand for admission tickets and the very satisfactory return of cards, showing store traffic participation.

Our commercials are designed to tell a story in a short time; they are long on quality and selling. We show the advantages of the PHELAN ONE-TWO HOUSE PAINTING SYSTEM, how the first coat seals the wood or old surface so that the life-giving oils of the second coat cannot be sucked into the wood and how the high quality protective finish of the second coat beautifies as it protects. Strong emphasis is placed upon "your PHELAN dealer," and no program is presented without suitable plugs for the experienced painter.

The *Phelan Quiz Auction* is a success. It has been successful since it first took the air; in fact, it was successful before it hit the air, because it was merchandised!



Thin-cheeked, monastic, handsome Holland Everett Engle was born April 26, 1907, in Fairmont, W. Va., the son of Olive and Harry Engle. Men of the cloth seemed to run in his family: One grand-

father was a Methodist minister, another an elder in the Baptist Church, his own father was a deacon in the Presbyterian Church.

But young Engle in his junior year at college heard a different call—the microphone. Since then he's had his finger in many a major radio pie. He's managed stations WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; WBBM, Chicago, Ill. As a free lancer, he worked on such programs as Wrigley's Myrt & Marge, Mars' Milky Way Winners.

In 1936 he was named radio director of Erwin, Wasey & Co., Chicago, took over complete direction of the Carnation Contented Hour.

Now radio director of Cramer-Kraselt Co., Milwaukee, Engle directs production of NBC-Blue's Ahead of the Headlines.

Married since 1929, he's the father of two boys, seven and three years old.

Calling

In 1939, the Yellow Cab Co.
Ad Exec Henry J. Kaufman

WASHINGTON, D. C. is recognized as the city containing the most taxicabs per capita.

YELLOW CABS are recognized as the best known throughout the country.

Yet, in 1939 THE YELLOW CAB CO. had but 18 of the city's 5,000 cabs. Local franchise holders of YELLOW had permitted competition to run away with the market.

At that time several enterprising young men, recognizing the importance of the YELLOW franchise in a city filled with visitors and strangers from sections where YELLOW had maintained an important position, bought the YELLOW franchise.

The new owners had a double job to perform—selling the public and their own personnel at one and the same time.

While Washington affords rather compact traffic areas, providing ample cruising space for street pick-ups, this pick-up business is concentrated during the rush business periods of the day. The new owners of YELLOW realized they had to create a 24-hour business to make the cabs profitable to the drivers who were buying them. The former YELLOW management had allowed their "call" business to drop as low as their number of cabs. The new drivers wouldn't "play" the phone stations, because there were too few, and "Hobart 1212" was seldom dialed by the public. Yet, phone business was the only business for early morning and night drivers.

THE YELLOW CAB CO. quickly installed additional call-boxes in key spots throughout the city. Our agency was engaged to help solve the problem of immediately establishing YELLOW CAB's phone number in the public mind. Our job was to provide a plan whereby cab drivers would be inspired to give call-boxes the attention that would insure prompt



All Yellow Cabs

Had Only Eighteen Out of Washington, D. C.'s 5,000 Taxis.
Writes About the Comeback With Short Spot Announcements

service. We wanted the drivers to maintain and expand upon any call business created by our promotional plan.

We prescribed radio. The new schedule called for station break announcements of 20 words used seven days a week at 5:59 P.M. over WMAL; announcements three times weekly on the *Timekeeper*, the seven to nine A.M. program of station WRC; announcements three times weekly on the *Cocktail Hour*, 5:15 to 5:30 P.M. program of WJSV; and announcements three times weekly between 10 and 11:00 A.M. in recorded music periods over station WOL.

Within a few months, YELLOW CAB Co. had purchased and put into operation over 400 cabs. Their plan called for several hundred more cabs before the end of 1940.

Up to the time the YELLOW CAB Co. started using radio announcements, the greatest number of telephone calls for cab service in any one month was 2,354. During the month of December, the first month any advertising was used by the company, the telephone calls jumped to 4,955, an increase of 110% in calls over November. The number of calls received during January was 7,759, an increase of 57% over December and 230% over November.

The company was elated over the results obtained for several reasons! 1) It put over the telephone number. 2) YELLOW CAB drivers stayed by the call boxes and gave patrons better and quicker service. 3) It boosted driver morale and bettered personnel relations. 4) It proved to the company officials that radio produced desired results quickly and economically. The cost of the entire campaign over a two-month period was less than \$1,200.

Plucky, farsighted Henry J. Kaufman founded his advertising agency the year most executives were losing their businesses. 1929. Unruffled by subsequent business downward zigzags, he built his departmentalized agency to cover local, regional, national, and trade paper accounts, has rated national publicity on many an outstanding job. At present, most colorful agency project is the No Politics coast-to-coast show on the Columbia Network.



Now 34 years old, Kaufman deserted law studies for a job on the Washington Times-Herald, starting in the classified advertising department, remained for seven years. An executive Kaufman is married, dabbles in photography, rides horseback, devotes a good deal of agency and personal time to the promotion of such civic and charitable projects as the Community Chest, President's Birthday Ball, Washington Board of Trade.

A non-cancellable spot radio contract for six announcements per day, seven days per week was obtained, and the budget for radio greatly increased. We attributed the success of the campaign to the frequent repetition of the phone number, together with an emphasis on those few main factors upon which

(Continued on page 175)



THE NU-PRESSURE OIL PROGRAM : HO



ALSA CLAGUE
dealer distribution? They all agreed the answer was advertising, but how, what, when and where needed more thought. One bright December they were approached by a young man with a brighter idea. Harry Goldman, fast-talking, fast-thinking WABY-WOKO commercial manager, had a presentation for them. He spread before them an original, copyrighted radio program called *Pick Your Price*; one word lead to another and a merchandising plan was built around the show.

Alsa Clague, president of the OIL PRES-

SURE CORPORATION, all other officials, stepped whole-heartedly into the promotion, spared no expense, overlooked no bet to give their baby the proper start in life. Proof of sponsor cooperation is the fine publicity campaign that traveled hand-in-hand with the program. *The American Way*, a song written by two Albany men, dedicated to the local Kiwanis club, was introduced for the first time on the *Pick Your Price* show. It was sung by the Castleton High School Glee club, a chorus of 50 voices. Every Kiwanis in New York State received an announcement that the song would be introduced on the program.

Kiwanis clubs in the area attended that week's show in a body. Present also were eight mayors of surrounding towns and villages, all in the NU-PRESSURE oil selling area; each mayor was introduced. The *Pick Your Price Program* now opens and closes with *The American Way*. That new promotion netted the program (and the sponsor) six full columns of newspaper space.

Eugene McCue, vice-president of the NU-PRESSURE SALES CORPORATION, Thomas Brown, inventor of the product, and Harry Goldman, station sales manager gather round for the signing of the contract. And with that the fireworks started. The selling area about to be entered was avalanched with air and newspaper publicity, throwaways, street signs, store signs, car signs. Gas station owners were contacted in person, made aware of the tremendous campaign about to break.



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WIN FRIENDS AND INFLUENCE SALES



Albany's 200 taxicabs carry this bumper-sign. Four theaters distributed 15,000 heralds weekly that include mention of the program. At the start, to every Albany, Troy, Schenectady garage and gas station went a mailing piece announcing the start of the program.

In 400 Albany cigar-stores, newsstands, other display spots, these colorful posters were placed before the program's initial airing. In exchange for sign space, tickets to the broadcast were given away. Meanwhile on the Strand theater screen a trailer announcing the date, time and place of the program was unrolling itself. Screen announcements continue throughout entire series.

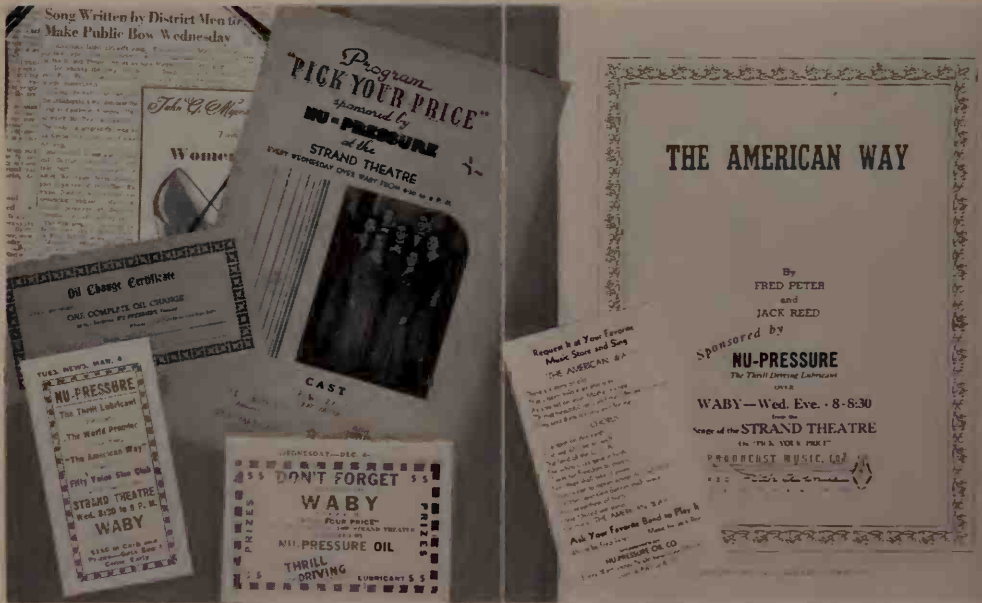


After a special pre-program 15-minute lobby broadcast from the Strand theater during which OIL PRESSURE CORP. officials spoke, the emcee was introduced, a few of the by-standers interviewed, the first *Pick Your Price* program went on the air. At the microphone, Bill Winnie, the Quiz Master; at the piano, Dick Hartigan; in front, the Announceres. In the lobby, each patron was handed a special *Pick Your Price* program, the first page devoted to a picture of the cast, the next two to an introduction of NU-PRESSURE OIL, the last page to a listing of NU-PRESSURE OIL dealers throughout the entire territory. Given away in cash the first night: \$66.33.



If the contestant answers correctly, he selects a number from the *Pick Your Price* board on the stage. Underneath is the amount of money he wins. Announcerette Mary Morse, roving mike in hand, bites her lip as the stage assistant lifts the board.

Played with four wandering mikes carried by the four Announcerettes, WABY staff girls ask members of the audience for name, address; quiz master Winnie asks the question from the stage. At the left, Announcerette Sally Martin holds the mike while Ruth Leffler waits for an answer.



Newspaper advertisements announce the program weekly. In the Strand Theater lobby stands a permanent 40 x 60 sign. Each person answering a question incorrectly is given two free theater tickets plus a Nu-Pressure Oil change coupon. Local composers Fred Peter, Jack Reed wrote a song called, *The American Way*. Last month it was published by BMI, became the official theme song of the *Pick Your Price* program. The sponsor had thousands of cards printed of the song lyrics, is giving them away free through Nu-Pressure Oil dealers.



There had to be a reason besides the show, preferably monetary, to make 500 gasoline dealers place a Nu-Pressure container stand, poster in front of their stations, plug the program, Nu-Pressure Oil qualities to their customers. Therefore, when a contestant answers incorrectly, he is given a certificate for a free Nu-Pressure Oil change at any gasoline station; that certificate is redeemed by the Oil Pressure Corp. for cash. Each broadcast is sponsored by a group of six dealers; their names and addresses are plugged free during the commercial.



Top proof of a program's value is its renewal or expansion. Last month *Pick Your Price* moved into Troy, N. Y., originating in the White Room of the Troy hotel, moved up to two broadcasts per week, one Tuesday evening, the other Saturday evening. Both broadcasts are identical in procedure. Above, the White Room, smaller than the Strand Theater, is jam-packed for the opening show; ample indication of smart merchandising.

P age Mr. Ripley

Sales Manager R. L. Cole of the Morton Show Case Co., Dayton, Ohio, Shows How Radio Spot Announcements Sell Store Fixtures

WE had been in business for eight months and on the radio for five of them when I wrote the following letter:

"When we decided to use your station for advertising commercial fixtures, we knew that more than 95% of the listening audience were consumers, not show case prospects. However, we felt that if we could reach the merchant early in the morning while he was not busy with his trade, we could gradually educate him to the fact that we were open until 9:00 P.M. every day and that MORTON show cases were best adapted to his needs.

"Our salesmen report that the merchants he calls on listen to the news; our spot announcement is located between two newscasts, one local, one direct from Europe. We use only one announcement per day.

"We enjoy a large volume of business, some individual sales as high as \$2,500, and we have asked almost every buyer how he heard of our company. We find that more than 50% of our drop-in customers have heard our spot announcement on your station.

"Amazing as it may seem, the gross profit from radio sales are already more than enough to pay our entire overhead.

"Radio has proved to be our most profitable medium, not excluding direct mail, newspaper and other types of advertising."

This is the story behind the letter.

When we opened our doors in September of last year, we spent the first two months getting our house in order. We made no direct selling effort; instead we concentrated on merely acquainting our prospects with the fact that we were in business. We used a postcard direct-by-mail campaign to meat markets, grocery stores, and super-markets in our selling area.

From my past experience in the selling of store fixtures, I knew that most of our prospects had radios in their stores, usually in the back room; and because most of them spent a good many hours at the store, they picked

up their local and world news from the radio in the morning or at other times when customers didn't demand their attention.

This fact was further verified by our salesmen's report. They were asked to keep their eyes open and check on each of their calls just how many prospects had radios in their stores and how many they found listening to the radio when they walked in.

Our men reported that practically all of the store owners tuned in on newscasts in the morning on *radios they kept right in the store!* As a matter of fact, many men reported that they had to wait around until after the news broadcast was over before the merchant would give them their time.

So, although we knew that fully 90 per cent of the listeners who would catch our announcement would not be, and probably never would be, in the market for a MORTON show case, we kept toying with the idea of going on the air just to see what reaction it would have not only among our prospects but also with our *salesmen!*

The usual methods used to advertise store fixtures is through direct mail and newspaper want ads. It has always been the salesmen themselves who have unearthed the best leads; we were looking for a means of furnishing leads *to* the salesmen!

After discussing the matter fully and completely at a sales meeting, we went ahead, bought radio time just on a trial basis. We selected a spot announcement in the middle of a morning newscast over station WING.

We had just six announcements on the air when a man walked into our show room one day and asked to see some MORTON fixtures, adding that he had heard about them on the radio. He eventually bought show cases for six super-markets! An order amounting to approximately \$6,000. The spot announcements had cost us \$2.75 a piece!

That settled it.

The results were all out of proportion to anything we had even remotely expected. We signed a contract for more announcements

with WING; we just recently have contracted for spot announcements before and after the coming baseball broadcasts. All in all, we will spend \$3,000 on the air this year.

Our announcements to date have been addressed to the merchant. For example, one reads:

"Mr. Merchant: A word from the MORTON SHOW CASE COMPANY, Dayton's largest distributor of store fixtures, bars, booths, show cases, grocery store fixtures. MORTON will design and remodel your store from front to back, no money down . . . prices and terms so low that your increased profits will pay for the equipment. MORTON's is open daily 9 A.M. 'til 9 P.M., Sundays too. Go to MORTON's, across from the Herald, 11 East Fourth. Hemlock 4093."

Starting this month though, we have changed our copy. Now we are going to talk to the housewife. We are going to ask her if she ever notices the case from which her butcher takes his meat. Is it clean, white porcelain, like her own electric refrigerator



If exceptions prove the rule, then handsome, versatile, store-planner Robert L. Cole is the exception that strengthens the wisdom of an axiom once penned by Mr. Benjamin Franklin, i.e. "Early to bed and early to rise, and etc." Bob Cole is prob-

ably one of the few successful U. S. salesmen who doesn't give a hoot who gets the worm as long as he makes the sale. He sleeps 'til noon daily. But this seeming pitfall to success is overcome, of course, by his indefatigable efforts once he does get on the job. In other words, he works 'til all hours of the night.

Thirty-three years old, five feet 10 inches tall, Bob Cole is today considered one of the best planning engineers in Ohio. He spent seven years as a TYLER distributor, last September joined MORTON SHOW CASE Co. Has been married for five years, shoots a low 90 golf, is an ace billiard player. Hobby: teaching bridge. Proof of his talent: He averages \$50 a month in winnings on Mr. Culbertson's card game. Cole takes no credit for the use of radio, was as much surprised as anyone that the medium produced the amazing results outlined in this story.

at home, or is it a musty, old-fashioned wood box? We are going to ask her to look for the name MORTON on the show case and tell her that it is her assurance she is dealing with an up-to-date modern merchant who is giving her good meat, good foods, kept fresh and clean in MORTON show cases.

This sort of approach will benefit both us and the merchant to whom we have already sold MORTON fixtures. It will have its effect on all merchants, for our news broadcast spot announcement reaches them all. Country merchants get into town only once a week or so; but they're in touch with news daily on their radios. We speak to these country merchants every day. Good fixtures and where to buy them is news to progressive merchants. It fits right in with what they're listening for. I've had them walk into the showroom and say simply: "Let me see the MORTON fixtures you talk about on the radio!" Fifty per cent of them tell us that the radio message was the reminder that brought them to our door!

I believe that today we control 80% of the store fixture business in Western Ohio. I believe that it is due to our unusual use of radio time. I believe it so much that within the next few months when we open showrooms in Lima, Columbus, and Pittsburgh, one of the first things we are going to do is buy spot announcements on the radio!

CALLING ALL YELLOW CABS

(Continued from page 169)

confidence in cabs can be built. Most of the spot announcements were very short. All contained the telephone number at least twice and all contained some reference to one of the following factors—cleanliness, safety, courtesy. Following are examples of typical commercials:

8 A.M. Yellow Cab Time! THE MAGIC NUMBER . . . FOR BETTER TAXICAB SERVICE . . . HOBART 1212! That's YELLOW CAB!!

10 A.M. Yellow Cab Time! Yellow Cabs are clean, new, inspected for safety!! Call HOBART 1212!

By constant repetition, the telephone number and the proper impression of YELLOW CABS have become indelibly stamped in the public's mind. To the drivers, most of whom have radios in their cars, these announcements and the description of the YELLOW CAB Co. is a challenge to assert their best efforts in giving service to the public.

Today, no other cab passes YELLOW CABS in Washington, D. C.

FILE and refer...

YOU'LL note by the *Your Business at a Glance* index that all merchandising plans and promotion ideas in RADIO SHOWMANSHIP MAGAZINE are classified by businesses each month. Because so many readers have requested it, we have created a leatherette binder in which 18 copies of RADIO SHOWMANSHIP can be conveniently filed for ready reference. Here is a compact way of keeping your issues in permanent, chronological order. The binder is available at only

\$100

RADIO SHOWMANSHIP
11th at Glenwood MINNEAPOLIS

MICHIGAN AVENUE

WHERE
CHICAGO
Lives

• The pulse of the city—Michigan Avenue. Chicago works and plays to the tune of its rhythmic hum. In the most convenient location on this famous thoroughfare, Hotel Auditorium provides spacious pleasant rooms, excellent service and superb cuisine, at reasonable rates.

WITH BATH FROM \$2.50 WITHOUT BATH FROM \$1.50



AUDITORIUM

MICHIGAN AT CONGRESS GEO. H. MINK, Manager



SHOWMANSHIP IN ACTION

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

Beverages

MISSUS GOES A-SHOPPING Bent on flooding New York and neighborhood with its beverage, the PEPSI-COLA Co. took air time February last, sent eminent emcee John Reed King into metropolitan area grocery stores to transcribe interviews with shopping housewives.

For a solid hour, King carries on his question bee, politely parrying with the ladies on such human interest questions as, "Does your husband snore, and how loudly?", "Who does most of the talking in your family, you or your husband?" Grocery gifts and PEPSI-COLA cartons are awarded for correct answers, with an additional five-dollar cash prize going to the shopper who nets the most applause from assembled shoppers for singing of the PEPSI-COLA song.

Afterwards at the station, the record is cut to 15 minutes, aired at a later date.

Backstage of the fun of *Missus Goes A-Shopping* is painstaking preparation. Weeks in advance, grocery stores selected for the interviews are sent mimeographed forms carrying complete information on the program. Grocers are informed of the benefits they derive from having the broadcasts in their stores. (Publicity and prestige. When the program is played on the air, the store, its name and location are fully identified at the beginning of the broadcast.)

Stress is laid on the fact that the entire process of conducting the program in the store entails no trouble or work for the grocer or his staff. Recording equipment is compact and can be set up on a small table brought along by station men. He is informed that his regular PEPSI-COLA salesman will soon call on him to help in advance preparations for the program.

PEPSI-COLA lithographs attractive posters to be used in stores in which the program is to be recorded. Measuring 10 by 14 inches, they feature program name, time and date

on which show will be recorded in grocer's store; they may be displayed on counters and pasted in store windows.

Along with these posters are suggestions on what the grocer can do to build attendance in his store the day of the program: 1) "Word-of-mouth" publicity. Every member of staff should be informed of the show and instructed to mention it to every customer. 2) Newspaper publicity. Grocers should call their local papers, tell them they will be receiving publicity from the radio station. 3) Mention in regular newspaper advertisements. 4) Inexpensive handbills, with samples enclosed in the mimeographed forms, etc.

Results for PEPSI-COLA: During the program's first month, February, when sales usually fall off, they rose five per cent!

AIR FAX: *First Broadcast:* February 10, 1941.
Broadcast Schedule: M-W-F, 8:30-8:45 A.M.
Preceded By: Ted Steele; News.
Followed By: Harvey & Dell; News.
Competition: Goldbergs (MBS dramatic serial); News.
Sponsor: Pepsi-Cola Co., Long Island City, N. Y.
Station: WABC, New York, N. Y.
Power: 50,000 watts.
Population: 7,346,272 (1940).
Agency: Newell Emmett Co., Inc., New York, N. Y.

COMMENT: PEPSI-COLA Co. builds dealer good will while deriving benefit from the dealers!

Barber Shops (Others)

MUSICAL GRABBAG Most participating programs (more than one sponsor per program) are broadcast directly for the housewife sometime in the morning hours. WFTC's *Musical Grabbag* decided to be different. It went on the air for half an hour in the evening, dangled bait before masculine as well as feminine eyes.

Method: Each sponsor had a 100-word commercial on the program. Following each announcement, emcee Don Bell asked a question. First person (woman, if sponsor sought sole housewife audience) to call the radio station with the right answer won the prize offered by the merchant. **Important:** Questions asked didn't require a Ph.D. degree. Every question asked on the program was answered.

AIR FAX: *Broadcast Schedule:* 7:00-7:30 P.M.
Sponsor: Caswell Barber Shop (Others: Ideal Dry Cleaners, Whitfield Jewelry, Grant's Department Store, Bill's Soda Shop, T. W. Dougherty's Grocery).
Station: WFTC, Kinston, N. C.
Power: 250 watts.
Population: 11,362.

COMMENT: One big advantage the partici-

pating sponsor has over the single sponsor is the popular give-away. Whereas the single sponsor can afford to give away perhaps one prize for his 15-minute program, six or eight participating sponsors on a 15-minute program, *each* giving away one prize, immeasurably heightens the program's appeal.

Sporting Goods

ALLEY DUST When is merchandising smoothest? Answer: When the sponsor sells merchandise without the public being too consciously aware it is being sold.

Sponsor LOCKWOOD'S SPORTING GOODS Co. conducts a smooth merchandising campaign along with their bowling program, *Alley Dust*. Aiming to boost Lockwood's as the bowling headquarters of Jamestown (N. Y.), sponsor conveys the impression by means of prizes. To the top man and woman bowler of the week are awarded "a new canvas bowling bag with a leather strap and handles, and a ring in the bottom for your bowling bowl . . . in other words the satchel that carries your complete bowling equipment. It's yours simply by calling at Lockwood's."

Auxiliary competition is Lockwood's Sea-



Coordinating their radio program and display window, LOCKWOOD'S SPORTING GOODS exhibits the bowling bags and trophy cup they offer as prizes in their air contests. Note picture of sportscaster Al Spokes, lower left.

son Bowling Contest. "To the high triple game scorers in both the men's and ladies' divisions of any league play goes a beautiful cup. . . . It's worth trying for!"

AIR FAX: Remainder of program is local alley chatter.
First Broadcast: January 5, 1941.
Broadcast Schedule: Sunday, 1:30-1:45 P.M.
Preceded By: Your Sunday Serenade.
Followed By: Let's Ask the Priest.
Sponsor: Lockwood's Sporting Goods Store.
Station: WJTN, Jamestown, N. Y.
Power: 250 watts.
Population: 45,155.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Lockwood's conducts two contests. In one, they award weekly a canvas bowling bag; in the other, a beautiful cup. Sponsor emphasizes prize number one for a sound reason. If you've ever watched a group of contestants standing around a prize, you'll understand why. Their conversation generally runs like this: "I'd certainly like to have that," "Say, that's a nice looking bowling bag!", etc.

The contestants sell themselves on the product. It's easy to see that once the contest is over, the desire to own the bowling bag will not be lost simply because the tournament was. One good prize may be worth a *hundred* sales.

Public Utilities

MUSICAL MELANGE On their musical program each Wednesday night, municipally owned Fort Wayne City Light Co. focuses attention on a fish bowl overflowing with lucky numbers. They're the telephone numbers of City Light subscribers. On each program the announcer pulls several lucky numbers, sponsor City Light Co. sends winners sets of six electric light bulbs for use in the home. Transcriptions from the NBC *Theatrical*, Standard Library provide the musical portion of the program.

AIR FAX: *First Broadcast:* December, 1940.
Broadcast Schedule: Wednesday, 7:00-7:15 P.M.
Preceded By: Gold Star Final.
Followed By: The Spelling Bee.
Sponsor: City Light Co.
Station: WGL, Fort Wayne, Ind.
Power: 250 watts.
Population: 117,246.
Agency: Carl J. Suedhoff Advertising Agency.

COMMENT: Municipally owned utilities are gradually waking to the need of advertising for successful business just as private enterprise did a long time ago.

Department Stores

WOMAN'S HOUR Most housewives are on the alert for inexpensive means of transforming their home interiors. Friendly expert Winefred Bradford Bloom rallies this audience for SEARS ROEBUCK with a program brimming with furnishing, decorating, gardening abracadabra.



Two hours every afternoon Mrs. Bloom is at the store to unravel knotty furnishing problems for her listeners. In February she held open house *at her home*, extended a cordial invitation to all listeners to visit her on Saturday or Sunday, three to five P.M. For the overflow, the invitation was

repeated the following week.

Merchandising tie-in: Each week SEARS ROEBUCK offers a program special; a reduction on a specific item if the patron mentions hearing about it on the program.

AIR FAX: *First Broadcast:* November 12, 1940.
Broadcast Schedule: M-W-F, 11:30-11:45 A.M.
Preceded By: Against the Storm (NBC Dramatic Serial).
Followed By: Thunder Over Paradise (NBC Dramatic Serial).
Sponsor: Sears Roebuck.
Station: WIS, Columbia, S. C.
Power: 5,000 watts.
Population: 71,704.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Many a program has reaped a double measure of success by establishing friendly contact between the program personality and listeners.

Men's Wear

HATS OFF Air salvos go to individuals and organizations in a sprightly, dramatic narrative presented twice weekly by El Paso's (Texas) THE FASHION, men's furnishings store. With sponsor catering primarily to young men, able narrator Chapman singles out for tribute heroes with youthful appeal. Typical subjects: Football sportsmanship, Junior Chamber of Commerce civic-mindedness, Ham radio organizations.

To add to program luster, after eulogy to an organization is delivered, special mention is made of the chairman's tireless efforts. He is thereupon introduced, briefly interviewed, and, as a token of appreciation, presented

with a MALLORY hat by the sponsor himself.

Merchandising methods: The three brief commercials in each 15-minute program are devoted to the same article, a radio special. *Hats Off* specials neatly dovetail with program's *Hats Off* theme.

AIR FAX: On the Wednesday program, eulogies go to an individual; on Friday, to an organization.

Broadcast Schedule: Wednesday, Friday, 7:00-7:15 P.M.

Preceded By: Musicale.

Followed By: Secret Agent K-7.

Competition: 7-Up Spelling Bee.

Sponsor: The Fashion.

Station: KTSM, El Paso, Texas.

Power: 250 watts.

Population: 105,136.

SAMPLE SCRIPT AVAILABLE.

COMMENT: A simple program idea, but note the compactness, effectiveness of theme and merchandising tie-in! For sponsor comment, see *What the Program Did for Me*, p. 183.

Meat Products

MAGNOLIA MASTERMINDS OF TOMORROW "Sho nuff South'n stuff" is a trademark being invited into more and more Dixie homes since last September. Bolstering the slogan is *Eightball*, MAGNOLIA PACKING Co.'s mascot, a live little Negro boy. Promoting both is sponsor's hour long Sunday afternoon program, *Magnolia Masterminds of Tomorrow*, giving Shreveport, La. youngsters a chance to boast of their brain-power, compete for prizes. On hand at every broadcast is *Eightball*, busying himself distributing the prizes. He also goes calling on MAGNOLIA dealers.

AIR FAX: Twenty-five children, aged eight to 13, compete on each program in four sets of eliminating questions. Final set of questions determine prize winners. Every participant gets a program souvenir. Girl winner's first prize is a sweater; second, a rain cape. Boys get a Slingshot Sammy Baugh football as first prize; a Boy Scout knife as second prize.

First Broadcast: September 15, 1940.

Broadcast Schedule: Sunday, 3:00-4:00 P.M.

Preceded By: NBC Program.

Followed By: Yvette, Songs (NBC).

Competition: Invitation to Learning (CBS).

Sponsor: Magnolia Packing Co.

Station: KTBS, Shreveport, La.

Power: 1,000 watts.

Population: 82,162.

COMMENT: Ask the average person what kind of program Philip Morris cigarettes sponsor on the air. Will he know? Perhaps! One phase of the program, however, you may feel assured he will be familiar with: The clarion call of Johnny! Trade-marks, particularly live ones, pay!

YOURS for the asking

ADDRESS RADIO SHOWMANSHIP
11th at Glenwood, Minneapolis, Minn.

SAMPLE SCRIPTS AVAILABLE

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

Auto Supplies—Jack, the Tire Expert (see May issue, p. 135).

Bakeries—Musical Arithmetic (see Feb. issue, p. 72).

Building Materials—Homers at Home (see Feb. issue, p. 58).

Chiropractic—The Good Health Program (see March-April issue, pp. 110, 112).

Dairy Products—Junior Town (see Dec. issue, p. 136).

Dairy Products—Young American's Club (see Nov. issue, p. 110).

Department Stores—Hardytime (see Sept. issue, p. 35).

Department Stores—Woman's Hour (see p. 178).

Drug Stores—Five Years Ago Today (see Dec. issue, p. 146).

Finance—Saga of Savannah (see p. 187).

Flowers—An Orchid to You (see Sept. issue, p. 35).

Fuel—Smoke Rings (see Dec. issue, p. 126).

Furs—Cocktail Hour (see p. 187).

Gasoline—Home Town Editor (see Oct. issue, pp. 73, 74).

Gasoline—Kendall House Party (see p. 182).

Gasoline—PDQ Quiz Court (see Dec. issue, p. 134).

Groceries—Food Stamp Quiz (see Sept. issue, p. 33).

Groceries—Matrimonial Market Basket (see Dec. issue, p. 154).

Groceries—Mystree Tunes (see p. 162).

Groceries (Wholesale)—Hoxie Fruit Reporter (see Jan. issue, p. 34).

Groceries (Wholesale)—Market Melodies (see Oct. issue, pp. 73, 74).

Groceries (Wholesale)—Women's Newsletter of the Air (see Oct. issue, p. 63).

Laundries—Rock-a-bye Lady (see Feb. issue, p. 47).

Men's Wear—Hats Off (see pp. 178, 183).

Optometry—Good Morning, Neighbors (see Jan. issue, p. 35).

Shoes—Mr. Fixer (see p. 148).

Sporting Goods—Alley Dust (see p. 177).

Women's Wear—Melodies and Fashions (see Nov. issue, p. 112).

SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct. issue, p. 53).
The Enemy Within (see Jan. issue, p. 18).

Little by Little House (see May issue, p. 128).

Pinocchio (see Sept. issue, p. 11).
Secret Agent K-7 (see Sept. issue, p. 35).

Sonny Tabor (see May issue, p. 140).
Stella Unger (see Feb. issue, p. 56).

Streamlined Fairy Tales (see March-April issue, p. 90).



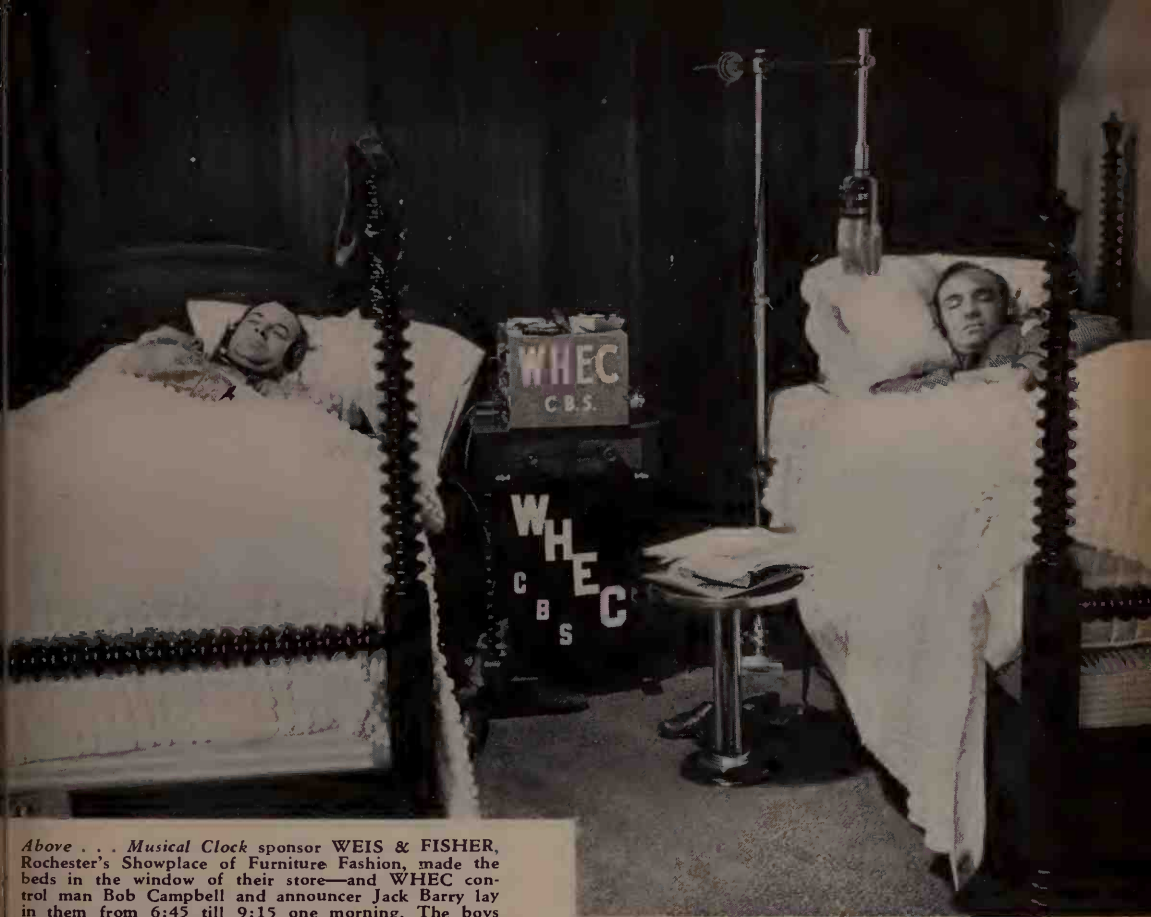
SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. One dollar will be paid for pictures accepted. If you wish photographs returned, please include self-addressed, stamped envelope.

Left . . . Displays in conspicuous spots throughout Indianapolis quality store H. P. WASSON & CO. stimulate interest in their WFBM radio campaign. Sponsor built a dozen specially designed wooden picture frames with easels to stand two feet high. Each frame had two distinct items—a standard 8x10 glossy photograph of some radio personality heard over WFBM or CBS; beneath it, a small hand-lettered copy panel, briefly tying the picture to some particular merchandise displayed in the same department.

Below . . . Thrice weekly, 50 women who write in, receive invitations to KFVB program, *Breakfast at Sardi's*. Cabs call for the ladies, drive them to the famed Hollywood restaurant. On arrival, each woman gets a greeting from emcee Tom Breneman, a gardenia, song sheet, breakfast. Program stunt is the Wishing Ring, wherein a woman is selected, and both the air and restaurant audience wish for her wish to come true. Women compete for the right to read AUNT JEMIMA commercials, participate in the PLANTERS PEANUT OIL skit. Current waiting list numbers 2,500.





Above . . . Musical Clock sponsor WEIS & FISHER, Rochester's Showplace of Furniture Fashion, made the beds in the window of their store—and WHEC control man Bob Campbell and announcer Jack Barry lay in them from 6:45 till 9:15 one morning. The boys alternately chatted, gave commercial plugs, slept through musical numbers as the program went over the air and out by way of loudspeaker to watching throngs. Bacon for the boys was breakfast in bed—ham, eggs, griddle-cakes; for sponsor, sales beyond his highest expectation!

Below . . . Radio "Movin' Day" was dramatically publicized by this cooperative radio window at Seattle department store FREDERICK & NELSON. Besides calling attention to frequency changes, display promoted store's KRSC major radio program, *Frederick & Nelson Concert Hour*, PHILCO radios. Window also brought calls to store's radio department for change-over service.



WHAT THE PROGRAM DID FOR ME



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

Gasoline

KENDALL HOUSE PARTY "We inaugurated the *Kendall House Party*, a half-hour program on Wednesday nights at 7:30, over WHAM February 26.

"Sponsored by the KENDALL REFINING Co. of Bradford, Pa., refiners of KENDALL POLLY POWER GASOLINE and KENDALL, the 2,000 Mile Oil, the program is a localized version of the *National Barn Dance* type of entertainment.

"We furnished every dealer with a large window card announcing the program. Newspaper ads helped promote the program. We opened the show by inviting KENDALL distributors and their employees to come to the studio and see the show put on. There were 60 people at the initial performance. Then, we opened it up to dealers and their families, and finally to the public.

"At the start, we limited tickets, made them hard to get. The psychology worked. People clamored for them. Today, from the original audience of 60, the crowd has grown to 400 every week, and a larger studio is utilized.

"A jingle contest was inaugurated with the only reward to the sender being the thrill of having his jingle sung over the air. We have been swarmed with returns on this offer.

"Every week a large number of letters are received from listeners praising the show.

"At the conclusion of the thirteenth week, when the *House Party* goes off the air, an offering of a picture of the cast will be made, and this picture will announce the return of the show in the fall, proof that it has proved a success for KENDALL."

Henry L. Barber
Landsheft & Warman, Inc.
Advertising-Merchandising
Buffalo, N. Y.

AIR FAX: Emcee Foster Brooks conducts an informal program of fun featuring instrumental specialties. Monk's Hillbillies present American Folk tunes; Carl Anderson and "Beany" Morgan perform banjo and accordion solos. At the piano is songstress Suanna. Neat merchandising tie-in: Broadcast tickets are given away at the company's pumps.

First Broadcast: February 26, 1941.

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

Preceded By: Tracer of Lost Persons (NBC Drama).

Followed By: Quiz Kids (NBC).

Sponsor: Kendall Refining Co., Bradford, Pa.

Station: WHAM, Rochester, N. Y.

Power: 50,000 watts.

Population: 357,689.

Agency: Landsheft & Warman, Inc., Buffalo, N. Y.

SAMPLE SCRIPT AVAILABLE.

COMMENT: When a radio sponsor undertakes the promotion of a "studio" show, he competes against "real showmen" in every sense of the word. (Theater exhibitors, dance hall proprietors, etc.) He has two advantages to start with: 1) No admission price. 2) Radio publicity. He cannot, however, depend entirely on these two factors to attract his audience. Added promotional "tricks" like those KENDALL used are almost a necessity.

Building Materials

MUSIC FOR YOUR HOME "Besides frequent spot announcements, we have for the past several months sponsored a 15-minute Sunday evening program, *Music for Your Home*. Our advertising on this program is principally institutional, and it would be very difficult to check against the direct results obtained therefrom.

"It is our belief, however, that a certain amount of good will advertising is important to an institution such as ours, and judging from the comments we have had on our program, we believe it to be very much worthwhile."

W. L. Johnson
Credit Manager
Boise Payette Lumber Co.
Boise, Idaho

AIR FAX: Each Sunday evening, sponsor presents a program of semi-classical music.

Broadcast Schedule: Sunday, 8:15-8:30 P.M.

Preceded By: News and Music.

Sponsor: Boise Payette Lumber Co.

Station: KIDO, Boise, Idaho.

Power: 2,500 watts.

Population: 21,644.

COMMENT: Should an advertiser use institutional or direct, price-selling copy? That

question is becoming more and more important as advertisers delve deeper into the problem of getting the most out of radio. One doubts if a perfect answer can be discovered.

Perhaps, when sociologists advance to the point where they can conclusively prove environment more important than heredity, some brilliant scientist in advertising research will have proved institutional copy more important than price-selling. Let's postpone final judgement until that time, but meanwhile, let's watch with interest the increasing tendency toward the use of institutional copy in radio advertising.

Men's Wear

HATS OFF "We have found this program exactly suited to our needs, since it reaches just the audience we want to reach. It is made to order for our purpose, and when we say made to order, we mean just that, for KTSM's production staff worked with us to build the kind of a program we needed.

"The regular salutes to local individuals and organizations has given us a valuable personal contact with community leaders. Recently, this contact went somewhat beyond the community when we had the pleasure of presenting a hat to H. V. Kaltenborn while he was on a visit to El Paso.

"All in all, we can say that *Hats Off* has been greatly responsible for a constant increase in business and for valuable good will that will continue for many years to come."



Jarvis P. Freiden
Manager and Owner
The Fashion
El Paso, Texas

AIR FAX: For complete review, see *Showmanship in Action*, p. 178.

Leatherette Binders

for

RADIO SHOWMANSHIP

The compact way of keeping your issues in a permanent, chronological group.

Holds 18 Issues

One Dollar

RADIO SHOWMANSHIP
 11th at Glenwood MINNEAPOLIS



AIRING THE NEW

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

Scrap Metals

NORTHWESTERN IRON & METAL CO. BROADCASTS History of sponsor's radio experience dates back to 1937, when progressive president Dan Hill, envisaging the possibilities of broadcasting in connection with the scrap iron industry, signed a KFAB year-contract for a news program. Commercial material pounded at the important educational phases of the scrap iron business, the conservation of natural resources, etc.

For the past three years, sponsor has utilized a brief broadcast daily to continue this missionary work. Recently, programs have become patriotic in theme, attempting to aid in the current national defense emergency. Root theme: Crucial dangers to armament program of price inflation and metal hoarding.

Spirit of the messages: "*Remember, maximum prices have been established. Profiteering will not be allowed to slow up the defense program . . . do not hold your scrap for higher prices. There won't be any! Where you ship to isn't important. That you do ship is important! If Lincoln is your closest wholesale collection point, ship to the NORTHWESTERN IRON & METAL CO., 900 T. Street. Write for prices and estimates . . . address NORTHWESTERN care of KFAB, Lincoln, Neb.*"

AIR FAX: *Broadcast Schedule: Daily.*

Sponsor: Northwestern Iron & Metal Co. and Lincoln Metal Products Co., Lincoln, Neb.

Station: KFAB, Lincoln, Neb.

Power: 10,000 watts.

Population: 86,431.

SAMPLE COMMERCIALS AVAILABLE.

COMMENT: Every day, everywhere, new types of industries are finding radio the answer to their merchandising problems.



To RICHMAN BROS., Cleveland clothing manufacturers and retailers, went the WHK award for the most unusual radio window display of the year. This attention-getter window plugs simultaneously the merchandise and the program. For realistic effect, the dummy in the picture is holding AP copy.

Men's Wear

RICHMAN NEWSCASTS In the streamlined radio room of Cleveland's new Tele-news theater, audiences gather nightly to watch ace announcer Bud Richmond "put the newscast to bed."

Astute merchandisers RICHMAN BROTHERS utilize every opportunity to sell their wares. Announcer Richmond himself wears the sponsor's product at the broadcasts, and on the lapel shines the well-known RICHMAN price ticket—\$22.50.

RICHMAN BROTHERS windows are promotion-minded attention-getters. The suit and the radio series come in for equal plugging. Copy held by the dummy is AP copy, especially rewritten for the program by veteran WHK news scribe Lee Otis.

AIR FAX: *Broadcast Schedule:* Monday thru Friday, 7:30-7:45 P.M.

Preceded By: Mr. Keen (NBC).

Followed By: Inside of Sports (MBS).

Competition: Big Town (CBS); Helen Mencken (NBC).

Sponsor: Richman Brothers.

Station: WHK, Cleveland, Ohio.

Power: 5,000 watts.

Population: 1,125,942 (1940).

Agency: McCann-Erickson, Inc.

COMMENT: A newscast program can be as limp as leftover lettuce or as fresh as the

Richman Newscasts! Showmanship spells the difference. In which category is your newscast?

Cemeteries

DR. KINGDON'S BIBLE QUIZ Even beyond the solemn doors of the dead has filtered that bounding, bouncing, irrepressible, current American craze, the radio quiz. On New York's station WHN began March last the CRESTHAVEN MEMORIAL PARK-sponsored show, *Dr. Kingdon's Bible Quiz*, drawing reluctant approval from the most hidebound of Mrs. Grundy's.

Eminent lecturer, author, educator Dr. Frank Kingdon is headmaster. Each Sunday afternoon at the Hotel Edison, audiences gather to watch representatives from various churches vie for \$125 in cash by answering listener-submitted questions pertaining to the Bible, Old and New Testament.

AIR FAX: Churches of all faiths may participate; they are represented by competing teams of three persons each. Five dollars go to senders of used questions. In addition to the prizes awarded to the individual winners, representatives' churches reap donations.

First Broadcast: March, 1941.

Broadcast Schedule: Sunday, 5:00-5:30 P.M.

Followed By: News.

Competition: Design for Happiness (CBS); Young People's Church.

Sponsor: Cresthaven Memorial Park.

Station: WHN, New York, N. Y.

Power: 5,000 watts.

Population: 7,346,272 (1940).

Agency: Klinger Advertising Corp.

COMMENT: Cemeteries want to live! Like other businesses, for maximum success, they must make themselves known to the public. Prototypes of *Dr. Kingdon's Bible Quiz* are the answer to the brain-cudgeling problem of a program with equal parts of entertainment and decorum.

Drug Products

DOINGS OF THE LEGISLATURE Each city has its Number One state political reporter whose accounts, opinion, prestige merit interest and respect. Raleigh, N. C. has Carl Goerch, veteran commentator, editor of *State Magazine*.

Sponsor BC Remedy Co. (Durham, N. C.) signed Goerch for a daily, evening review and commentary on that day's session of the NC legislature. Station WPTF maintains a daily, 10-minute, supplementary sustainer, through which Goerch is heard during the morning session of the congress direct from the legislative hall. At that time, the radio audience is invited to hear him for a complete analysis during his regular evening (sponsored) broadcast.

AIR FAX: *State Magazine* does its part with writeups, receipt of reciprocal newspaper publicity, courtesy announcements.

First Broadcast: January 6, 1941.

Broadcast Schedule: Monday thru Saturday, 6:35.

Preceded By: *Eso Reporter*.

Followed By: *Suppertime Serenade*.

Sponsor: BC Remedy Co., Durham, N. C. (makers of BC Headache Powders).

Station: WPTF, Raleigh, N. C.

Power: 5,000 watts.

Population: 37,379.

Agency: Harvey-Massengale, Durham, N. C.

COMMENT: Another advantage of sponsoring an outstanding commentator whose name bears respect and prestige is the automatic association of respect and prestige for sponsor's product.

Shoe Repairs

HOMERUNS AND HAIRCUTS Fledgeling WHK program is *Homeruns and Haircuts*, which comes to order thrice weekly in the well worn, comfortable chairs of Cleveland's TERMINAL TOWER BARBER SHOP. Its sponsor might well be some barber supply company; instead, it is the makers of I. T. S. RUBBER HEELS.

Prior to the broadcast, any 10 volunteers

Cleveland's Mayor Edward Blythin isn't too sure what sportscaster Jack Graney is going to ask him. He keeps a firm hold on the WHK mike, while barber Aladar Rorak stands waiting the chance for his part of the job.

occupy the chairs. Then, while sportscaster Jack Graney dispenses with the opening remarks, deft barbers swathe their customers in white aprons, proceed to douse them in lush masks of shaving cream. While the barbers go through their regular routine, Graney and co-sports announcer Pinky Hunter dart from chair to chair with portable mikes, carry on baseball chatter, deliberate on hairsplitting diamond theories. At the end of each show, the customer adjudged the best interviewee gets his shave or haircut free.

Astute sponsor plugs not only I. T. S. heels but also the services of the neighborhood shoe repairman. To swell number of shops using their products, I. T. S. invites shoe repairmen to participate personally in the broadcasts.

AIR FAX: *First Broadcast:* April 14, 1941.

Broadcast Schedule: M-W-F, 12:45-1:00 P.M.

Sponsor: I. T. S. Rubber Heels.

Station: WHK, Cleveland, Ohio.

Power: 5,000 watts.

Population: 1,125,942 (1940).

COMMENT: Merchandising rubber heels to the public is a difficult feat. Most people never demand the identity of the materials used in the shoes they have repaired. The important job, then, is to get the shoe repairman interested. I. T. S. has accomplished its purpose by inviting dealers to participate personally on the program and by plugging their services over the air.





PROOF O' THE PUDDING

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

Women's Wear

THE RADIO GOSSIPER While many a sensational program has had its flare upon the radio stage but soon flickered into oblivion, *The Radio Gossip* continues to turn in one quietly effective performance after another for the past nine (9) years. Sponsor COLVIG'S LADIES SPECIALTY SHOP, catering to middle class women, concludes that *The Radio Gossip* brings results: Their business has continued to grow, they use no other advertising!

Each evening, Monday through Friday, COLVIG sales staffwoman Jane Morrison broadcasts over station WWVA a five-minute interlude bright with strictly local gossip and events. On one program each week, she interviews a visiting notable or a localite directing an outstanding activity.

AIR FAX: Broadcast Schedule: Monday thru Friday, 6:15-6:20 P.M.

Preceded By: Edwin C. Hill (CBS Commentator).
Followed By: Top Tunes.

Sponsor: Colvig's Ladies Specialty Shop.

Station: WWVA, Wheeling, W. Va.

Power: 50,000 watts.

Population: 73,974.

COMMENT: Sterling example of the effectiveness of consistency in radio advertising is *The Radio Gossip*. Sponsor found a program pleasing to his listeners, was content to let it do its job, gathering friends slowly but surely through the years.

Automobiles

MILEAGE ROUNDUP For more than a twelvemonth, sponsor BOYD AUTO SALES has junked stock studio commercials, instead has sold used cars over the air in a straightforward manner right from the used car lot. *Proof of effectiveness:* Sponsor has a complete turnover of his used car stock every 30 days!

Each broadcast, four outstanding used cars are selected. WKBZ announcer quizzes the used car salesman and one of the car salesmen about the cars. No garbled accounts, or sugar-coated sales talks ensue. Both men concede flaws, at the same time trumpet the good points. Actual mileage is given. If the upholstery is worn in places, they say so. They try the motor, so that listeners may hear its smooth hum, open and close the doors, turn on the radio, try the trunk.

Interviews with motorists who have purchased R AND G used cars alternate every other program with WKBZ staff artists Rusty and his Dude Ranch Cowhands. To interviewed purchasers go 10 gallons of gasoline.

AIR FAX: Planned copy is sparse. The opening and closing, car facts, and questions for interviews are typed on cards for the announcer.

Broadcast Schedule: M-Th-F, 5:45-6:00 P.M.

Preceded By: Detroit Tigers Baseball Game.

Sponsor: Boyd Auto Sales.

Station: WKBZ, Muskegon, Mich.

Power: 250 watts.

Population: 64,367.

COMMENT: Program of this nature will necessarily have a limited audience—it will probably be composed solely of potential used car buyers!

Finance

SPELLING BEE Tantamount to a tradition is the 11-year-old *Spelling Bee* on Fort Wayne (Ind.) station WGL. Sponsor for the past four years is the FORT WAYNE MORRIS PLAN, who stresses its services on the show.

Like robins or leaf buds, one of spring's first hints for FORT WAYNE MORRIS PLAN officials is school kids' asking about the starting date of the *Spelling Bee*. Seeking the honor awards—medals, certificates, and small cash—come representative youngsters from the fifth through eighth grades of practically every school, public and parochial, in Fort Wayne and Allen County. Cooperation from school officials is wholehearted. An impressive plaque is awarded to the school which the winner represents, there to hang proudly until the next annual tournament.

R. Nelson Snider, principal of South Side High School, pronounces the words, eases excited word-bogglers.

Apogee promotion: Customary means of opening the program is ringing of a school bell. This year, pre-program contest consisted of finding the oldest school bell in Allen County. Response was excellent, provided

sponsor with enough bells for the entire series.

AIR FAX: *Tentative Broadcast Term:* March 5 to May 10.

Broadcast Schedule: Wednesday, Saturday, 7:15-8:00 P.M.

Sponsor: Fort Wayne Morris Plan.

Station: WGL, Fort Wayne, Ind.

Power: 250 watts.

Population: 117,246.

COMMENT: From the commercial point of view, a sponsor can find no more vulnerable way to reach the heart of a father or mother than through his children. And, of course, "the heart controls the purse strings."

Finance

SAGA OF SAVANNAH Uncovered from the dusty, municipal archives, aired on station WSAV, was the deftly written drama of early Savannah. Projected as an institutional promotion by Savannah's Liberty National Bank & Trust Co., *Saga of Savannah* was presented in a cycle of three half-hour programs.

After myriad telephone calls, personal favorable mentions, bank officials ranked it tops in its list of previous institutional advertising. Liberty Magazine wrote of *Saga of Savannah*—"One of the outstanding examples of public service broadcasts of local origination in the United States."

Program interest was energized by letters to principals of all public schools and colleges, historical societies, and civic groups. In advance of the first broadcast, announcements were made in all schools. On the screens of all Savannah theaters were run sound trailers one week prior to program's start. Intensive station plugs filled the air throughout the day of the program. Spotlight ads in newspapers corralled more listeners. Copies of scripts were made available to faculties of schools and colleges.

AIR FAX: Illustrious Georgian ghosts were enacted by members of the faculty of Armstrong Junior College Playhouse, other local dramatic talent. Production employed music, sound, narration, cast of 15.

First Broadcast: May 15, 1940.

Broadcast Schedule: Wednesday, 8:30-9:00 P.M.

Sponsor: Liberty National Bank & Trust Co.

Station: WSAV, Savannah, Ga.

Power: 250 watts.

Population: 130,000.

SAMPLE SCRIPT AVAILABLE.

COMMENT: To the average community, a program of this scope is more than a mere half hour entertainment. It's actually a *civic event!*

Public Utilities

EVENING CONCERT Seven nights a week, since September of '39, the PACIFIC GAS & ELECTRIC Co. has sponsored impressive, two-hour-long *Evening Concert*.

Feasibility of such an ambitious program becomes more apparent when the facts are known. Neither the sponsor nor the radio station spends one cent for talent cost. The program is entirely transcribed, with records generously supplied by mammoth San Francisco music house SHERMAN, CLAY & Co., in exchange for one mention at the beginning and close of each broadcast.

Although primarily using institutional copy to promote good will, PG & E frequently directs attention to its products—electric light bulbs, lamps, heaters, etc.

Recognized radio surveys continue to find *Evening Concert* surpassing veteran network programs in percentage of popularity.

Mail response parallels the survey's findings. PG & E each month prints a booklet listing the *Evening Concert* programs for an entire month in advance, to be distributed free of charge to all who call or write to sponsor's various offices or electrical appliance stores in Northern California. Just 12 days after the first public offer, the supply of advance programs, 12,000 copies, was completely exhausted.

Celebrating its first air anniversary September last, PG & E announced that programs for the entire month would be composed of listener requests. Response netted enough requests to form programs until January.

In a nationwide contest among public utilities companies using radio, the PG & E carried away first prize in the Radio Division of the Public Utilities Advertising Association. Said judges: "From all evidence, they chose a method and a program and then bent every angle toward unifying the idea, and they seem to have succeeded. The regular program that PG & E has built up for those listeners who prefer and who are being educated to prefer the more permanent artistic qualities, is a credit to the PACIFIC GAS & ELECTRIC Co."

AIR FAX: *Evening Concert* features the world's finest music, presented by outstanding music artists.

First Broadcast: September, 1939.

Broadcast Schedule: Daily, 8:00-10:00 P.M.

Preceded By: News.

Followed By: Fights.

Competition: Ben Cutler's Orchestra (NBC); Pull Over Neighbor.

Sponsor: Pacific Gas & Electric Co.

Station: KYA, San Francisco, Calif.

Power: 5,000 watts.

Population: 629,553 (1940).

Agency: McCann-Erickson, Inc., San Francisco, Calif.

COMMENT: Expense has always been the big prohibitive factor barring good music from the public. One sponsor found a way around the difficulty!

Groceries

SHOPPERS' JACKPOT When *Shoppers' Jackpot* started February last, all six of its participating sponsors had excellent distribution in the Glenside, Pa. area *with the exception of one*—D. MANN APPLE JUICE.

Then began the vicious circle: Listeners rang radio station telephones, demanding where the product could be purchased. In turn, station *and retailers* rang distributors' telephones. Two months after the first broadcast, D. MANN APPLE JUICE had excellent distribution not only among independent stores but in the chains as well.

AIR FAX: Each of the six products has its "Its Day" once a week, when it dominates the program. Every day, emcee Doug Arthur dials a telephone number, chosen at random. If the call is completed on Product A Day, the person called must furnish proof that she has the product in the house. Genial Doug Arthur quizzes her on its shape, color, the manufacturer's name, other features readily identifying the package. If person called can prove possession, she receives the cash award, whether it's five dollars or a sizeable amount grown through daily pyramiding of the awards.

Even if the callee loses, she wins! Unable to prove possession of the product, she is nonetheless awarded one dollar.

Each product's day is announced two days in advance to enable listeners to acquaint themselves with the packages at their grocers'.

Regardless of whether it's that product's "Day," each account is mentioned in the opening and closing announcement, as well as in a daily announcement of some 125 words.

Promotion: Program is advertised at least once weekly in a major Philadelphia daily newspaper plus frequent plugs in local weekly newspapers.

First Broadcast: February 3, 1941.

Broadcast Schedule: Monday thru Saturday, 3:00-3:30 P.M.

Preceded By: Chats and Choruses.

Followed By: Doug Arthur's Danceland.

Competition: Orphans of Divorce (NBC Dramatic Serial); Baseball Games.

Sponsors: D. Mann Apple Juice, Creamettes Macaroni, Knox Gelatines, Laundry Gems (soap), Bisc-O-Bits (crackers), Turkey Brand Syrup.

Station: WIBG, Glenside, Pa.

Power: 1,000 watts.

Population: Suburb of Philadelphia—1,935,086 (1940).

COMMENT: Sponsors find that as the jackpot grows, so rises the barometer of listener interest. Therefore, if sponsors see no results at first, they have the consolation that in time as the jackpot grows, the returns will be more than compensatory.



JOHNNY ON THE SPOT

If you use spot announcements, you'll be interested in the news, reviews, and tips in this column.

ST. LOUIS STATISTICS: February last, general automobile retail sales parachuted 31%; DODGE dealers retail sales soared 58%!

Behind the 27% difference in these figures lies the showmanstory of a spot campaign conducted exclusively on station WIL. February 3, ten DODGE dealers of Greater St. Louis instituted a cooperative campaign. Schedule called for 30 electrically transcribed spot announcements per day on week days and 18 on Sundays. Here's what they plugged: A daily contest for the best letter, "I Like the New 1941 DODGE, Because . . ." DODGE dealers paid off \$5.00 bills daily for the five best letters. No entry blanks were used, but participants were asked to visit their neighborhood DODGE dealers, see the new 1941 DODGE before writing their letters.

Unanimous was the report of the 10 participating dealers. Showroom traffic was unprecedented—sometimes as many as 30 or 35 people milling a single sales floor at one time.

Climaxing the letter campaign was the Dodge Dealers of Greater St. Louis Jamboree, a combination stage show, movie, audience participation contest, culminating in a quiz broadcast over WIL, giving away as grand prize a brand new 1941 DODGE LUXURY LINER.

Jamboree tickets, available only at the showrooms of these 10 DODGE dealers, decoyed such masses that dealers formed lines to avoid a general fracas.

Big night of the Jamboree drew 4,299 people to the Opera House of the St. Louis Municipal Auditorium, the largest number ever to attend a Jamboree. Quiz emcee Ken Bennett conducted an audience participation contest utilizing four roving microphones. Some 25 to 30 members of the audience went home with their pockets jingling silver dollars totalling \$100.

Most important question of the evening was fired to the audience at large from the





stage: "How many DODGE MOTOR CARS have been produced for domestic use since the first DODGE was manufactured in 1914 up until the close of business at the Detroit factory on Wednesday evening, March 5th?"

Five members of the audience who guessed the closest numbers plus the five (out of 115) best letter writers then competed in a WIL-aired stage quiz, vied for the grand prize, the 1941 DODGE LUXURY LINER.





SECOND RETURNS

RADIO SHOWMANSHIP'S survey to determine the best length for spot announcements is swinging into full stride. It's a qualitative analysis, telling which percentage of the *very best* announcement campaigns on each station are 20 words, which are 50 words, etc. *Important fact: Second Returns* show that one-minute spot announcements are not as dominant as first indicated.





GENERAL APPEAL

A.		20 word announcements	12%
B.		50 word announcements	35%
C.		100-125 word announcements	45%
D.		150 word participating spot	8%
			Total 100%

ANNOUNCEMENTS Directed to Women Only

A.		20 word announcements	16%
B.		50 word announcements	25%
C.		100-125 word announcements	51%
D.		150 word participating spot	8%
			Total 100%

ANNOUNCEMENTS Directed to Men Only

A.		20 word announcements	8%
B.		50 word announcements	34%
C.		100-125 word announcements	51%
D.		150 word participating spot	7%
			Total 100%

*Direct Subway Entrance
To All Points of Interest*

New York's Popular HOTEL

LINCOLN

44th TO 45th STS. AT 8th AVE.

1400 ROOMS

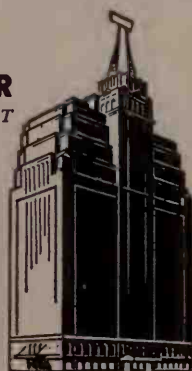
from \$3

Each with Bath, Servidor,
and Radio. Four fine res-
taurants acclaimed for
cuisine.

MARIA KRAMER
PRESIDENT

John L. Horgan
Gen. Mgr.

HOTEL EDISON
Same Ownership



IN THE CENTER OF
MID-TOWN NEW YORK

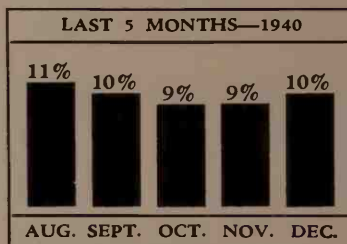
TRENDS

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

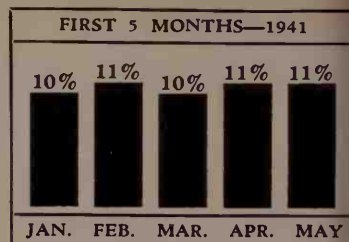
PROGRAM RATINGS, MAY, 1941

Type	Rating	Last Month	Change
MUSIC	32%	32%
NEWS	21%	22%	-1%
QUIZ	11%	10%	+1%
INTERVIEWS	9%	9%
TALKS	8%	8%
SPORTS	7%	7%
DRAMA	6%	6%
COMEDY	6%	6%

TREND OF QUIZ SHOWS



GRAPH A



GRAPH B



GROUPS	Men	Women	Children
Music	28%	36%	34%
News	27%	20%	10%
Talks	5%	11%	4%
Interviews	7%	9%	11%
Quiz	11%	11%	11%
Sports	13%	3%	5%
Drama	4%	4%	16%
Comedy	5%	6%	9%

STABILIZATION?

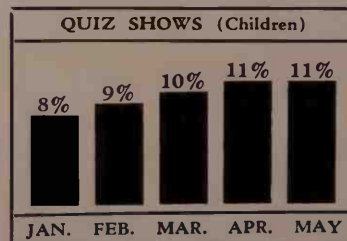
Important news in the *trend* of program patterns this month is the almost total lack of change. MAY shifts in ratings are the smallest since last OCTOBER. The trend of *music* programs, which has been downward since JANUARY, stopped dropping. *News* stopped rising.

Does this indicate that the disturbing factors which might have caused the shifts (for example: Europe's war of nations and America's war of music) have ceased disturbing the trend? It's too early to answer that question. Trends of program patterns move slowly. Let's watch and wait.

A comparison of these two graphs indicates a slight advance in recent months in the popularity of *quiz* shows. But that's only part of the story.

The most interesting part is the almost straight, steady rise that has been recorded for *quiz* programs appealing to children.

Many times the trend of local radio programs is influenced to a great degree by national network programs. Here is one case where that is true. Since ALKA-SELTZER'S *Quiz Kids* have become a regular Wednesday night guest in U. S. homes, localized versions of the show have sprung up in many radio-station towns. That they are successful is shown by our survey, for TRENDS reports only outstanding local programs that have been on the air at least three consecutive months.



GRAPH C



NEXT MONTH

GENE A. TETZLAFF, General Manager of A. G. POLLARD Co., Lowell, Mass., shows how a 105-year-old department store progresses. Most recent innovation is the installation of a broadcasting studio right in the store!

FREQUENCY MODULATION. What is it? Is it practical? How does it affect the local time buyer? Fred Dodge, of the radio department of Ward Wheelock Advertising Agency, Philadelphia, Pa., brings the cold, concise facts to the pages of RADIO SHOWMANSHIP.

AD MANAGER GEORGE A. STEINER of BROWN THOMSON'S DEPARTMENT STORE, Hartford, Conn., outlines a radio schedule that includes an 85-week-old *Kiddie Revue*, a brand new *Musical Quiz*, etc. Their programs boost every department from the Luncheonette to Home Furnishings!



BY BOB SLIPP WITH JOHN LEWIS

S

TOPHATHENED BY A FRENCH COUNTESS, THE LITTLE
 DELICIOUS, AS A MALE PROSTITUTE, AND AS A FRENCH COUNTESS, AS A
 MALE PROSTITUTE. ONE OF THE MOST FAMOUS AND MOST
 FAMOUS. THE DREAMS OF THE FRENCH COUNTESS, AS A
 MALE PROSTITUTE, AND AS A FRENCH COUNTESS, AS A
 MALE PROSTITUTE.