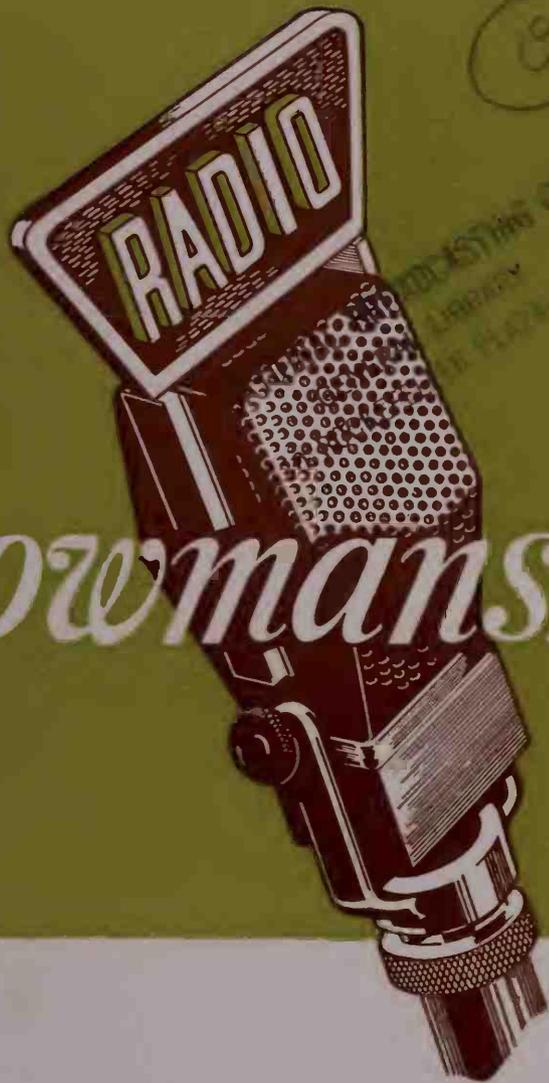


S Showmanship



(a)

ADVERTISING COMPANY, INC.
January
10 PLAZA, NEW YORK, N. Y.

SEPTEMBER 1941

25c

10c IN CANADA

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Automobiles • Bakeries • Beverages • Candies • Department

Stores • Drug Products • Finance • Groceries • Home Furnishings

Men's Wear • Music Stores • Shoes • Tobaccos • Women's Wear

MORE THAN A MAGAZINE . . . A SERVICE



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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"IMPERIAL LEADER"

THE STORY OF WINSTON CHURCHILL

England's Fighting Prime Minister

52 one-fourth hour transcribed episodes

The man himself, his life and work. The man who faced endless disappointments . . . only to rise again; who determined to become Prime Minister of England, nearly succeeded many times, and then finally won the position when he had apparently ended his active life!

Approved by a personal representative of Winston Churchill, passed by the Australian and New Zealand Governments. Available on a national, regional or local basis. Just sold for Coast-to-Coast broadcast in Canada by GEORGE WESTON, LIMITED, cracker manufacturer.

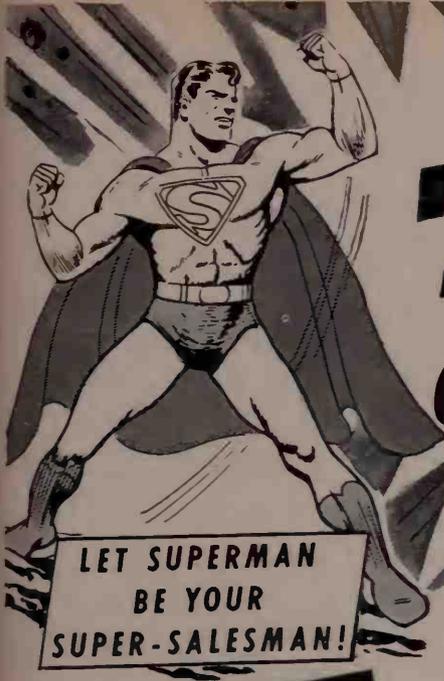
Produced in Australia with an all-star British cast. Audition samples shipped express collect, on a deposit of \$5.00 which will be rebated upon their return within 15 days.



KASPER-GORDON *Incorporated*

140 BOYLSTON STREET • BOSTON • MASSACHUSETTS

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



EVER SEE
'T.N.T.'
 WITH A
Crossley Rating?

**LET SUPERMAN
 BE YOUR
 SUPER-SALESMAN!**

After 10 weeks on the air, the Superman Radio Show broke all Crossley rating records for quarter-hour juvenile shows. Every one of 40 regional sponsors reports increased business!

TREMENDOUS 5-POINT BACKING!

- ◀ Superman magazine circulation over 2,200,000!
- ◀ Superman syndication in 385 papers—over 20,000,000!
- ◀ Superman in 24 monthly technicolor screen shorts by Paramount!
- ◀ Superman promotion in key city department stores!
- ◀ Superman's promotion staff building publicity!

THESE SHOWED UP IN THE MAIL

"... Superman campaign going great guns ... 53.04% sales gain in 4th week of campaign ..."

—Normand Brothers, Manchester, N. H.

"... radio program, Superman, doing a splendid job for our clients ... Dairyland Products Co."

—Evans and LeMay Adv. Agency, Forth Worth, Tex.

"... Superman show so satisfactory ... decided to replace newspaper campaign ..."

—Rosefield Packing Co., San Francisco, Calif.

"... wholeheartedly endorse Superman program and fully recommend its use."

—White Belt Dairy, Miami, Fla.

"... it has built up the largest juvenile listening audience this station has ever known."

—Station KVOD, Denver, Colorado

THIS SHOWED UP IN THE HOOPER SURVEY

In Cincinnati—One Week—6:00 P.M. to 6:15 P.M.
 (after only 12 weeks on the air)

47.9% of all radio listeners heard **SUPERMAN**
7.4% was next highest individual program listenership

COMPARATIVE CINCINNATI LISTENERSHIP

Juvenile Program A . . 28.9%, B . . 18.7%, C . . 18.6%

SUPERMAN INC.

195 RECORDED EPISODES AVAILABLE
 TO LOCAL AND REGIONAL SPONSORS

Write! Wire! Phone! for detailed information

480 Lexington Avenue · New York City
 PLaza 3-0740

ON BUYING RADIO

CAN you remember way back when you first stumbled onto the rudiments of readin', writin' and 'rithmetic? Turning back to those first few years in grammar school, remember how difficult it was to learn to print your first letter *O*, and then, how simple it was to change that *O* into the letter *Q*?

You know, buying radio is like that. The first step seems so difficult to take, many of us never take it at all; if we do, the second comes almost automatically.

Radio advertising is simple enough to buy if you just keep your mind wide open. Find out how other businessmen in your field are using radio. Let *their* experience guide you. It's old, old advice, but it bears repeating.

And, remember, too, RADIO SHOWMANSHIP is the only magazine that brings you a month-to-month picture of the newest, tested radio programs and promotion ideas. It's written by businessmen for businessmen. RADIO SHOWMANSHIP is valuable to radio-users and non-users alike.

Epitomizing this very thought was a letter from Jesse C. Neill, Vice President of the BUFFALO INDUSTRIAL BANK, to radio station WGR-WKBH, Buffalo. Wrote Mr. Neill, "RADIO SHOWMANSHIP *proved most interesting and valuable in analyzing and studying different mediums for advertising . . . trust that in the near future, we will be able to capitalize on the material contained in the publication.*"

If you're thinking of buying radio, don't buy *blind!* A RADIO SHOWMANSHIP reader is a better radio buyer.

The Editors

Sure-fire Shortcut
to Sales in any Market!

"TIME OUT"



with Radio's Gayest Threesome

TED STEELE • GRACE ALBERT
and

"NELLIE THE NOVACHORD"

Here's a winsome, sales-winning show—cheery and charming—built around romantic duets and instrumental interludes, woven together by sparkling dialogue, that finds enthusiastic audiences everywhere. Ted Steele, radio's acknowledged master of the Novachord, is aided and abetted by lovely Grace Albert in 26 fifteen-minute programs of song and banter.

Gay, intimate and decidedly informal, this series makes friends easily and quickly . . . the kind of friends whose loyalty to a product is persistent and unswerving. Its

appeal and selling-power are tested and *proved* . . . it will work equally well for *your* products.

Take "time out" to find out about this sales-making series from your local radio station. It has all the earmarks of a *live* show* because provision is made for three commercial announcements with Ted and Grace themselves setting the stage for each . . . helping to reflect to your message the friendly charm that this program establishes so readily. Hear it soon—you'll be charmed yourself!

*Recorded NBC Orthacoustic

Ask your local station for an audition
. . . or write direct to



Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

Automobile Sales Thr

By Alvin Q. Ehrlich, Vice-President, Kal Advertising, Inc,
cribes the Unorthodox but Potent Advertising Used on b
Company, One of the Country's Largest Ford, Mercur

WHEN Joseph Cherner, affectionately known in Washington, D. C. as "Uncle Joe," decided to enter the automobile business eleven years ago as a FORD dealer, his finances enabled him to open only in a hole-in-the-wall.

Today, by advertising methods and expenditures which his competitors declared suicidal and which gave his bankers cold chills, he is one of the largest FORD, MERCURY and LINCOLN-ZEPHYR dealers in the world, one of the biggest advertisers in Washington and the biggest retail automobile advertiser in the country.

He was the first automobile dealer in Washington to recognize the value of radio, and today he is far and away the city's biggest user of that medium, being represented on all six stations and on every participating program on the air locally.

He was the first advertiser in the city to bring big name talent to Washington, and his *Show of the Week* over Mutual Broadcasting System brought to town such big timers as George Jessel, Red Skelton, Lew Holtz, Benny Youngman, Roy Atwill, Col. Stoopnagle, Pick and Pat, Lionel Stander and a host of others.

Among the radio personalities Uncle Joe has helped to develop is Arthur Godfrey. He was one of Godfrey's first advertisers and sponsored another expensive variety show which first brought Godfrey to the attention of network advertisers.

He was one of the first to recognize the

value of news broadcasts and today sponsors a daily newscast over WOL.

In line with this, he was one of the first to realize the sales pull of Walter Compton over Mutual Station WOL. Since appearing on Uncle Joe's *Show of the Week*, Walter Compton has become one of the best known and highest paid news announcers in the business, and his *Double or Nothing Show* is one of the most popular on the air.

In the interest of public service, he sponsors daily time signals and weather reports for the benefit of early risers.

For three years, he sponsored Tony Wakeman's *Sports Review* on WOL. To promote the program, he staged a big horse-race guessing contest, and to the five winners he awarded free trips, all expenses paid, to the Kentucky Derby. So widespread was the response to the contest that over 100,000 pieces of mail were received, and 12 girls were kept constantly busy checking entries. In connection with this contest, Uncle Joe sponsored a special railroad excursion to the Derby, sold tickets through the program at his showrooms, chartered, and filled 13 cars that comprised the Uncle Joe Derby Special.

Entering a field already well covered by FORD representatives, several of which

Upper right . . . Joseph Cherner, President of the Cherner Motor Co., affectionately known in Washington, D. C. as "Uncle Joe."

Lower right . . . From this used car lot of the Cherner Motor Co. are sold the famous *Chernerized* cars, synonym for guaranteed reconditioning.

ne Air

on, D.C., Who De-
te Cherner Motor
-Zephyr Dealers

had been dealers since the days of the first "Tin Lizzie," Mr. Cherner soon figured out that in order to become a competitor he must be different; and the sooner the better.

His first step was to coin a name for his used cars and develop a sure-fire method of moving them quickly, because he couldn't afford to carry a large used car inventory.

The name was **CHERNERIZED CARS**, a name now so familiar to Washington that it bids fair to displace the common term *reconditioned*.

CHERNERIZING, he explains to Washington six times a day over six radio stations and four times a day through four newspapers, consists of 30 Famous Reconditioning Operations, all of which are performed on every used car he sells as a **CHERNERIZED** car. Every radio program, every radio spot, every newspaper ad tells Washington over and over again that, "Next to a new car . . . a **CHERNERIZED** car is best."

How successful he has been in convincing his community that this is true is attested by the fact that in 11 years he has sold more than 32,000 **CHERNERIZED** cars clearing the way



for sales of new cars in such numbers as to place him in his position among the top flight FORD dealers of the world.

The result is that from a hole in the wall, the CHERNER MOTOR Co. has expanded to the point where it occupies a total of more than 150,000 square feet of property at 17th and Florida Avenue, Northwest, with a branch in Chevy Chase for uptown trade.

The CHERNERIZING plant is actually a used car factory. In addition there is a new car building, a service building, a combination gas and service station and a used car lot.

Every CHERNERIZED car is guaranteed in writing, and the guarantee is scrupulously adhered to. His prices and terms set the standard for the city. His used car sales force is his pride and joy. Every man is hand picked, containing even better men than his new car sales force, from which it is entirely separated.

His success has been so phenomenal that he is cited as an example to dealers by the FORD MOTOR Co. He has won every Washington sales prize offered by the FORD MOTOR Co. He won trips to the Chicago World's Fair in 1934, the San Diego Exposition in 1935, the Fort Worth and Dallas Fairs in 1936, to Detroit in 1937, (in 1938 there was no prize) then in 1939 to the New York World's Fair, in 1940 to the Golden Gate Exposition, and he is well on his way to another trip this year.

He is a great believer in stunts.

At the Third Term Inaugural, more than 150 new FORDS appeared in the parade, bearing the special Inaugural Parade license plates. Sensing the tremendous publicity value of such a move, Uncle Joe purchased these cars outright from the FORD MOTOR Co., sold them out within three days through a barrage of radio announcements. The last car had scarcely passed the reviewing stand when the papers appeared bearing a full page ad and the radio stations poured into every home the news that those cars were on sale at CHERNER MOTOR COMPANY, including the tags which were valuable souvenirs, being the first ever used in a Third Term Inaugural Parade.



Vice-President Alvin Q. Ehrlich, of Kal Advertising, Inc., Washington, D. C., was born back in 1911 with a fire-eating desire to get things done . . . and quickly. His capacity

for realizing his ambition is attested by the fact that, in a space of time usually consumed in learning to become an acceptable copy boy, he sprinted from that position to the job of Advertising Manager of Raleigh Haberdasher, Washington's largest and finest men's wear store. Leaving there to open his own agency, he soon rounded up enough important clients to become a partner and later Vice-President of one of Washington's largest advertising agencies, a position he still holds. Twice president of the Advertising Club of Washington, he is now a member of its Board of Directors. His rapid rise in his chosen field parallels that of his largest account, the largest retail automobile advertiser in the world.

Another stunt was to stage a series of 30 programs dramatizing his 30 reconditioning operations, with leading announcers and the manager of his used car factory as the characters.

His programs, his spots, and his newspaper ads are changed every day.

The agency which handles his account and his promotions keeps one writer busy for half of every day writing his spots and his programs, while still another writer does his newspaper ads and his promotions.

There has been endless talk among advertising and merchandise experts about showmanship in selling.

While the talk has been going on, "Uncle Joe" has been doing something about it.

Meet Mr. Tweet

The Name's the Important Thing in Radio, Writes Successful Program Sponsor Arthur Tweet, Grand Forks, N.D., Groceryman

SOMEONE (you all remember his name) once wrote: "What's in a name? A rose by any other name would smell as sweet."

Had Mr. Shakespeare known anything about *radio*, I'm certain that Juliet would never have spoken as she did. Today, all America is ear-minded. Children don't face fierce animals anymore as they tramp through the woods to school. They hear their adventures over the radio. Women experience emotional bursts of love, hate, and fear, influenced only by words on a 15-minute daytime serial.

Even more important is the fact that, today, many housewives don't buy the crisp lettuce, the sun-ripened bananas that are displayed in grocery windows. Instead, they phone in their grocery orders, never seeing the vegetables until they arrive at their houses, actually purchasing nothing more than some radio announcer's glib word-description.

It's *words* that we must deal with these days, words that go sailing off into unknown space, and words that hit the mark and leave an indelible impression.

Of all the words we use on a radio program, the most important, by far, is your own store's *name*.

My five years' experience as a successful radio sponsor has proved to me time and time again this fact: you can't emphasize your name too strongly . . . or

too often. Of course, some names are easier to remember than others, but any name that can be understood can be *sold* to radio listeners. Now, my own name, Tweet, is rather unusual; it's simple to say and easy to remember. It always seems to me to be something out of the Dickens' period, certainly nothing that is commonly associated with twentieth century food merchandising.

Be that as it may, I have gone into radio with the single purpose of making *Tweet* stand for groceries in the minds of Grand Forks housewives. That I have succeeded may be indicated by the fact that today I have three profitable food markets in greater Grand Forks. Five years ago, when I first started with a radio campaign, I had only one. My sales volume has increased more than 38% in this period.

The tactics that I have used during these five years aren't spectacular; more often than not, they were just the obvious thing to do. For example, you all remember the famous song that starts like this: "Let's all sing like the birdies sing -Tweet, tweet, tweet, tweet, tweet." I use that song to begin and end every radio program I sponsor. It has become my identification on the air, a trademark as close-

ly tied to my store as *Johnny* is tied to PHILIP MORRIS. A parody of the original song has been written, and we have the children sing it during our *Stars of Tomorrow* amateur show. Here are the words:



Arthur Tweet

Who's the man who sells things to eat?

TWEET TWEET TWEET TWEET
TWEET.

The man who's prices just can't be beat!

TWEET TWEET TWEET TWEET
TWEET.

Let's all follow those great big crowds

And give ourselves a treat,

That IGA Brand

The Best in the Land,

You always save at TWEET'S.

Some advertisers fear that too much repetition of the store's name hampers a program's effectiveness. Here is an illustration where a simple song repeats the store's name *eleven* times, and without any undue strain. The same thing can be accomplished with *your* name, if you study it a bit, and find the twist that clicks.

There's more to selling a name than a good theme song. Most important is finding the right vehicle to drive that name into the public's mind. I experimented for five years with various radio ideas before I found one that answered my purpose.

It is called *Tell on Your Neighbor*.

Now, five years may seem like a long time to "waste", but, actually, experimenting is not a waste, for each program tested and then discarded only served as

a buildup for the program that followed. In fact, I still use my *Stars of Tomorrow* show, but only as a supplement to my regular schedule.

All the show ideas I have used had one thing in common: I appeared on the program personally in one capacity or another. In *Stars of Tomorrow*, an amateur variety program for children, I appear as "Uncle Art." In analyzing this show institutionally, I would say it has gained considerable good will for my store, because it has given talented young Grand Forks children a chance to "strut their wares."

Every spring at the close of the school year we invite all the children who have appeared on the *Stars of Tomorrow* program during the year to the *Annual Stars of Tomorrow Picnic*. Last spring some 700 children partook of the free lunch, free prizes for races and games.

But I wanted a show with even wider appeal, with greater opportunity to rec-

At their *Annual Stars of Tomorrow Picnic* last spring, Tweet's entertained some 700 moppets, past participants on its *Stars of Tomorrow* amateur talent show broadcast over Grand Forks, N. D. station KFJM. Free lunches and prizes for races and games brought loud salvos.



ognize Grand Forks people. *Tell on Your Neighbor* answered this purpose. It's a program that entertains and sells my institution at one and the same time. It's a program that almost any store in any size town can use with good results. The announcer and myself spend two 15-minute periods each week chatting informally about people, our home town people. We play up the old-fashioned spirit of good neighborliness, the golden rule with all its trimmings. It works today just as it always has.

The material for our anecdotes comes from the listeners themselves. They are asked to tell some good deed that their neighbor has done for them or for someone they know. To the writer of each letter used on the air goes one dollar in merchandise. To the *good neighbor* goes an *Award of Merit* in recognition of his act of kindness. There is always an ample supply of letters on hand, usually enough to fill many weeks' programs in advance. Five letters are read on each show. All are human interest stories people enjoy hearing.

The program has done an excellent good-will job for my store. It has helped counteract the influence of chain stores with one of the best arguments independent grocers can use: "We are a

vital part of the community." Special items are brought into the program smoothly. "Tell your good neighbor about the special value on canned beans this week at TWEET'S . . .", etc.

Most important, *Tell on Your Neighbor* has served to build up my *name*, which, of course, means building up my store and my entire organization. After each letter is read, I add a short comment. It is these comments which make the program *mine* instead of just anyone's. As a result, when I speak at churches and club meetings, I find I am known to hundreds of people that I would have had no other way of meeting.

To get the show started, I sent 25 good neighbor awards to famous personalities: Wendell Willkie, Jack Benny, Bing Crosby, Herbert Hoover, Dorothy Thompson, Lowell Thomas, and many others. These "important names" all took the time to send acknowledgments. I have used their letters to form a store display that has really helped add prestige to the program.

Names sell merchandise over the air these days—famous names everybody knows, local names you make worth knowing, and your own name. Yes, by all means, play up your own name.



No Sweet Mystery

By Mrs. Margaret G. Anderson, Advertising Director, Maud Muller Candy Co., Dayton, O., Who Uses the Lure of Travel to Sell Sweets

AT about the time MAUD MULLER CANDY began sponsoring its *Train Reporter* program on Station WING, one of the four stores we then operated in Dayton, Ohio had to be closed. (The entire ground floor of the building in which the store was located had been leased.) Naturally, because we had eliminated one outlet, company officials expected a decrease in total sales volume.

On the contrary, and to our pleasant amazement, the combined volume of the three stores soon was higher than when we had a fourth outlet! The only possible explanation was the grand selling job being done at the time via the *Train Reporter*.

The 18 MAUD MULLER CANDY SHOPS are located in 10 cities of four middle western states, Ohio, Indiana, West Virginia, and Kentucky. While the sales of MAUD MULLER candies has steadily increased in many of the cities in which we have shops, our books show an outstanding increase for the Dayton stores. The upswing in Dayton sales was coincident with the start of the *Train Reporter* program!

The story of the *Train Reporter* is the story of a hunt for a suitable air vehicle that has probably gone on in many an advertising department. I knew that radio was a good medium. But I also knew that there was more to radio than just buying the time. We needed something to occupy the time that would build listener interest and, at the same time, fit in with the selling job we had to do.

In the past, we had used radio advertising sporadically and with indifferent results. We wanted a program that would complement our commercial copy. And that's why we hit upon the *Train Reporter*. Here was romance, here was adventure, here was the ever-present lure of travel and the gift box of candy that went with departures and arrivals. This was the show!

The human interest value of travel stories, the stories of men and women from all walks of life, in every kind of business, brought out in interview style, as they arrived or departed from Dayton's railway station became our vehicle. Last October, we started the series with a quarter-hour from 7:00 to 7:15 P.M. We began with a three times a week

program, are now using the show six times a week.

The trick of the program probably lies in how the *Train Reporter* handles the people he interviews. In charge of our Dayton show is Ronald Woodyard, WING station manager. His friendly, informal, easy-to-get-acquainted-with personality has done much to make the program as popular as it is.

After a few minutes of chatting, our *Train Reporter* thanks the interviewee, presents him with a box of MAUD MULLER candy.

And so, the MAUD MULLER *Train Reporter* has today become an accepted and welcome visitor in Dayton homes. We know our brightly-worded commercials are effective, because increased sales prove it daily. We usually can feel the



Mrs. M. G. Anderson



Above . . . Eighteen Maud Muller Candy Shops, equally attractive as this Dayton model, form a web throughout 10 cities of four middle western states, Ohio, Indiana, West Virginia, and Kentucky.



Right . . . Each evening at 7:15, Ronald B. Woodyard (at left) drops his identity as WING station manager, becomes the *Train Reporter*, broadcasting interviews with travelers arriving and leaving Dayton's Union Station.



demand for a particular unit of candy talked about in a commercial the night before, or we can check the calls for some menu specialty featured in the MAUD MULLER TEA SHOPS, as advertised the day before.

It's small wonder, then, that we are introducing similar programs in other cities. For example, in Indianapolis, we sponsor a program in which the MAUD MULLER reporter, Bill Schingle, meets the bus daily at 12:45 for a quarter-hour quiz session with bus travelers arriving and leaving Indianapolis. Especially well-located in downtown Indianapolis, the bus depot forms an ideal locale for an interesting program.

Naturally, the bigger audience you can attract at the scene of broadcast the better the program. Not only does the announcer deliver a smoother patter when the SRO sign is out, but also an atmosphere of authentic excitement is added by the incessant buzzing of voices in the background plus the roar of vehicles starting and stopping, which makes the program *live* to the people on the other end of the air waves.

Our selling is confined to one commercial in the program; but the presentation of a gift box of MAUD MULLER candy to each person interviewed keeps the name of the product before our listeners throughout the entire show.

The Train Reporter does a selling job for us pretty much on his own. In the MAUD MULLER restaurants we have place cards on each table on behalf of the program. The card carries a picture of a train with the message: "Tune In, 7 P.M. for Maud Muller Train Reporter."

That the program is paying its way is proved by the fact that we increased it to a six time a week feature.

It seems to me that almost any good merchant with a flair for showmanship (and a good product to sell) may do well on the air if he selects the right program to present, puts it on the air at the right time, and is consistent enough in his efforts.

Planning a successful commercial radio program is very much like preparing a delicious bit of candy. In each case, you must have the right ingredients really to make it good.

CAPTAIN

The Lives of Men Who Industry, Culture Is

THAT people like to know about people is a tried and true formula.

One of the nation's most successful magazines has built a huge circulation and a loyal following simply on the re-telling of the lives of famous persons.



Frank W.
Woolworth

The movies have turned a pretty penny through the production of biographical films.

It was quite logical that a medium as expressive as radio should soon turn to the drama of biography.

Captains of Industry is a series of 52, transcribed, 15-minute programs dramatizing the lives of men who have been outstanding in the development of American business, industry, and cultural life.

The episodes, each complete in 15 minutes, are factual throughout, but, like the well-known proverb, they bring to light truths that are stranger than fiction.

Did you, for example, know that Cornelius Vanderbilt plowed his mother's farm on Staten Island to earn enough

hard cash to buy the first small boat that was the beginning of a transportation empire?

Did you know that Frank W. Woolworth's first job was in a grocery store where he worked three months without pay? At the end of



Henry Englehard
Steinway

F INDUSTRY

been Outstanding in the Development of American Business,
a Dramatic Transcribed Quarter-Hour Syndicated Program

two and one-half years, he was drawing six dollars a week.

Some of the others whose lives are dramatized include Carnegie, Pulitzer, Westinghouse, Astor, Diamond Jim Brady, Pullman, Weyerhauser, Morgan, Dupont, Gould, Rockefeller.

A tremendous amount of research has gone into the series, and the completed recordings are smoothly and efficiently enacted by an experienced dramatic cast. A symphony orchestra provides

musical background, and special sound effects have been developed for several of the more difficult presentations.

The program is especially designed for financial houses, savings and loan companies, banks, and morticians. Among the most recent sponsors was the COMMERCIAL NATIONAL BANK of Chattanooga, who presented the program every Tuesday and Thursday at 7:15 P.M. over station WDEF. The bank promoted the program with typical theatrical technique using an interesting four-page folder, describing the men who dreamed and made their dreams come true!

They called the program a "who's who of American industry" and suggested that listeners "learn about success from men who knew the secret."

Another sponsor declares: "The most merchandisable program we have ever used. We gave away copies of the biographical booklet which we purchased from the transcription makers. We used lavish window displays. We scheduled as many of the programs as possible to come near the birth date of the industrialist

whose life's story was being broadcast, and then tied this up to our displays. All listeners whose birthdays came on the same day were given a small gift if they called in person at the office.

It is also possible to establish a local "Hall of Fame" in a public building, annually honor the city's "Citizen of the Year." Almost any patriotic organization will take over the details and keep it going. Meantime the sponsor ties into the deal and the program is given a maximum of publicity at the kickoff.

The whole package is extremely merchandisable. In the Minneapolis-St. Paul market, the TWIN CITY FEDERAL SAVINGS & LOAN ASSOCIATION sent out a letter describing the program to every public school teacher. PTA's recommend it for youthful listeners because *Captains of Industry* has proved accurate, instructive. Yes, the story of Big Business can mean good business for you!

COMMENT: Smashy handling of dramatic episodes automatically suggests the pronounced use of understatement in preparing the commercials. By very contrast they will lunge at the listener.

Institutional copy takes time to work best, so if you buy, plan to stay with it.



Lewis Edson
Waterman



Julius
Rosenwald

Yes, We Have No Bananas

Bob Reinhart, Sales Manager for 45 Jules Stores, Tells
How He Sells Credit Clothing and Jewelry Over the Air

ALL of us have vivid memories that we bring from childhood.

When I was a kid in grammar school, for example, I remember very distinctly seeing a picture in a travel book or magazine showing a group of little children in some far off country.

These kids had lived to a great extent on bananas. Their tummies were terribly swollen. To this day, that picture remains in my mind's eye!

In assembling my thoughts for this article, I telephoned my doctor, an eminent Brooklyn physician, to ask him if a diet of one specific thing is really harmful. He replied very definitely in the affirmative, and said that in any country where the people have an unbalanced diet, (or, in other words, too much of one thing) there are always varied complications.

What has this to do with radio advertising?

Really a great deal. In our type of business, an advertiser using a concentrated radio campaign and no other media would not likely swell up as the kids in the picture that I remember so distinctly, but the diet would nonetheless be unhealthy.

A doctor of advertising would prescribe otherwise!

Don't ask me about selling bananas on the air. But ask me, what job radio has done for our chain of retail clothing stores, and I have quite a story to tell. It isn't a story of big appropriations and important shows but a story of the ability of radio to do the job of drawing customers.

No one form of advertising would give us the well-rounded appeal we have.

In our operation, which is retail selling, we use three advertising media. We would like to use a dozen. We would like billboards, motion picture slides, and even sandwich men, to say nothing of spectacular sky writing. But advertising budgets must be adhered to, and we, therefore, concentrate our advertising.

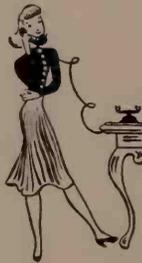
In this studied concentration, radio plays a very important part.

Our type of clientele is the small wage earner, the man or woman of limited income, who, desiring good clothes, cannot afford to pay for them in advance in a lump sum. This type of person enjoys the facility of paying for his apparel easily and conveniently over a period of several months.

In many instances, our customers constitute a complete family where a mother, father, and children purchase all their wearing apparel in our store. The complete amounts are calculated so that for two or three dollars a week, the entire family can budget its clothing expense and still dress well.

Radio puts over a selling message for us in a way that no other medium can. Radio can tell a story and deliver it in such a manner as to cause the listener to draw the conclusion for himself. To accomplish this, we purchase electrical transcription records, prepared for us by The Charles Michelson Co.

These records consist of 26 individual spot announcements. Each spot plays for



“Thirty days hath September . . .”

All that rhyme we don't remember.

But anyway those thirty days
Are ones when careful planning pays.

Advertisers on WHN now save lots
And soon will have as well 50,000 WATTS!

Turn the page please.
No more poetry . . .

**BECOMING
AMERICA'S
MOST POWERFUL
INDEPENDENT
STATION**



MAXIMUM POWER

The only independent station anywhere with top power of 50,000 watts.

CLEAR CHANNEL

1050 KC. in the very heart of the dial, the only full-time station on that channel.

AMERICA'S FIRST MARKET

The new WHN Primary Area will embrace 10% of the entire U. S. population—and 14% of the nation's buying power!

**1540 BROADWAY
NEW YORK**

Bryant 9-7800

Chicago Office - 360 N. Michigan
Randolph 5254

GUARANTEED TIME

The only 50,000-watt station in the country that can offer spot advertisers guaranteed time availabilities 24 hours a day—52 weeks a year!

TOP PROGRAMS

Feature productions through Loew's-MGM affiliation—but still first in News, Sports, and Popular Musical shows that have built New York's greatest independent station audiences.

LOW COST PER LISTENER

Anyway you figure it—in listeners per dollar, watts per dollar, mail returns, sales results—fifty thousand watts and WHN mean top value.

**THE GREATEST
BUY IN SPOT
BROADCASTING
50,000
WATTS
IN OCTOBER**

A word to
TIME BUYERS...
ACCOUNT EXECUTIVES...
ADVERTISING MANAGERS...

WHN's new Rate Card No. 9 for 50,000 Watts is already in distribution, although not effective until in October. Advertisers using WHN before that date are entitled to great savings at the increased power. Ask your WHN representative to give you full details.

1540 Broadway
BRyant 9-7800

Chicago Office
360 N. Michigan
Randolph 5254

W H N

N E W Y O R K

50,000 Watts

()
(PRACTICALLY COMPLETED)

a half-minute, and at the expiration of this half-minute, the local announcer follows through for another half-minute. The spots are little stories, well-acted, dramatizing everyday conditions in average families where the facilities of credit made possible advantages of dressing well. Each episode dramatizes the importance of appearance in social, business, and other activities—little stories of home life showing that Mary can't go to the party because she hasn't a suitable dress, and therefore, she must stay home, feeling pretty cut up about it. This takes 30 seconds.

Then the local announcer comes in. "Why, Mary can get that dress. Mary can go to the party. All Mary has to do is go to the MOSKINS CREDIT CLOTHING Co. and for 50 cents a week she can get the nicest dress and be the belle of the ball, etc."

Depending on the stations and appropriations for each store, these records were run from a minimum of once a day to four times a day, and inasmuch as there were 26 different plots they were run alternately.

People learn that this credit service is available through the constant repetition of our message on the air. But on Friday, when they pick up their newspapers, they see our advertisement of a special value. Something unusual. Some combination of clothes they've been looking for. The newspaper doesn't create the demand. Radio has laid the groundwork by its constant message. The newspaper just clinches the sale by being specific each particular time.

We also use direct mail. Circulars, well-printed, and colorful, deliver a real message, and we send them out in large quantities. Newspapers, direct mail, and on-the-spot selling displays all back up radio.

At the end of this season's broadcasting schedule, a questionnaire was sent out to our complete chain of 45 stores.

In every case, the managers of the stores in the "radio" cities requested the use of radio in the next season. Many managers wanted heavier air schedules despite the fact that it would mean cutting down on other forms of advertising.

Slick-haired, bubbly sales manager Robert Reinhart, of the Jules Chain Stores Corp., decries the fact he has no particular hobby, enjoys most everything. Nearest thing to a systematized avocation is his recipe collection, an interest he shares with his charming wife, Alice. Between them, the Reinharts have dished up a slick system for uncovering new dishes. Living in New York, a gourmet's paradise, they have searched out many a hide-away eat spot, tossed the chef a shameless pot of praise and made him part with his most prized recipes.



Having no children, Bob Reinhart still does not spare the rod, fishes; loves horseback riding, does a bit of shooting, gets a big kick out of golf.

Following are a list of the stations we used this last season: WCHS, Charleston, W. Va.; WHBU, Anderson, Ind.; WHBF, Moline, Ill.; WLOK, Lima, Ohio; WTBO, Cumberland, Md.; WFDF, Flint, Mich.; WIBA, Madison, Wis.; WIBM, Jackson, Mich.; WFBG, Altoona, Pa.; WCAR, Pontiac, Mich.; WHLS, Port Huron, Mich.; WMBD, Peoria, Ill.; WOL, Washington, D. C.; WINX, Washington, D. C.; WOLF, Syracuse, N. Y.; WMFR, High Point, N. C.

Where stores were not getting the benefit of radio this past spring, the managers felt that radio could be of material aid, and they have asked that a substantial sum be spent in the coming season.

Thus, as we budget each advertising dollar and carefully calculate our full dollar's worth, we find radio assuming a more important place on our schedule.

We believe transcription records afford us the best type of program for these reasons:

Firstly, our stores are small units and therefore have small appropriations. We cannot afford to spend a lot of money to compete with important evening programs being fed over the networks.

Secondly, our stores operate under various names, and we cannot employ the identity that would come from having one name.

Radio is our No. 1 medium. The constant repetition of the idea of credit linked with the name of the local store and our merchandise has made a tremendous impression in the minds of our public.

Our records bear the proof of these statements. Not only do we get immediate results but the cumulative gain is also noteworthy. Our story is borne out by the numbers of people who come in to buy and tell us of our program. When they wanted to buy clothes on credit, they came to us, they knew us.

We talk about credit, not specific items of the day. That's long pull advertising. And for the long pull, it's radio for us.

Our organization is completely sold on broadcast advertising. We find it produces best results when it is part of a well-balanced diet.

I know that in some fields radio alone has done a standout job. In our line, it's a combination of several media, with a healthy helping of radio, that makes a successful advertising promotion.

In the last week or so, we have given considerable thought to what effect, if any, the federal credit curb will have on our sales. If it will affect our sales, it will also, quite naturally, affect our advertising procedure.

As far as we're concerned, the federal credit regulations will not affect our radio schedules, because the regulations are not affecting the clothing industry, such regulations being limited to metals and other products which contain material essential to defense work.

Our plans mirror our ever-increasing radio enthusiasm. It's going to be a banner radio year for us!

Symphon

By O. M. Smith, Managing
California, Who Weighed t
Not Wanting. His Co-spon



BACK in November, 1932, when I first signed the contract for a daily, half-hour program, *Music of the Masters*, I ventured a prediction: "This program won't begin to be felt

for about 18 months." In June of this year, after completing our phonograph record inventory, I uncovered these facts: Our record business showed a leap from \$2,000 in 1932 to well over \$10,000 this year—and most of it in serious music! Our program, *Music of the Masters*, deserves the credit.

Music of the Masters is a program of serious music drawing for its material on the wealth of great works in recorded form. Before Berkeley (Calif.) music lovers heard one program, its policy was firmly defined in my mind. (That policy has not been altered to this date.) *Music of the Masters* was *not* to be commercialized.

During the first year, a short commercial plug for the store was used at the end of each program. It served its purpose, chiefly to establish the name and address of the BERKELEY MUSIC HOUSE. *Music of the Masters* was *not* to be interrupted in the midst of performances for any reason. Symphonies, concerti, overtures, tone poems, quartets, etc., have always been presented complete, just as they would be at a formal concert. Only exceptions have been in cases

Selling

Berkeley Music House, Berkeley,
of Waiting and Found It
am Is Now in Its Ninth Year

of extremely long works, notably operas. In such cases the work has been presented on consecutive programs, divided according to acts or movements.

At the program's outset a musical mentor presented a brief commentary on the work to be performed. Our audience turned thumbs down on this phase of the program after the first year. Berkeley wanted its music straight!

So passed the first year. The second year, sufficiently impressed with our modest results, I added a quarter hour to our daily program, thereby improving its quality through the use of longer works. Shucked off were the commentary and the commercial plug, except on occasions of special sales, when a word to that effect was added.

The program was introduced as simply as this: "THE BERKELEY MUSIC HOUSE presents *Music of the Masters*, a program of great music from records by great artists. This evening we hear . . ." Included are title, composer, opus number, artists performing, tempo markings of titles of movements.

The 45-minute program thus continued for three years. Meanwhile new faces began appearing in the music store. People in the higher income brackets became steady customers, buy-

Managing Owner O. M. Smith, Berkeley Music House, surveys a corner of his stock of serious music. Large cabinet is devoted only to albums of records of compositions by Bach and Brahms. Small cabinet in background holds a few of the modern works.

ing good recorded music in considerable quantity. The stock of this type of music began to grow.

At this time STONE-PIERCE, INC., quality furniture store, noting the growing reputation of *Music of the Masters* for dependability, consistency, good taste, arranged to co-sponsor the program. *Music of the Masters* was enlarged to a full hour concert Monday through Saturday, with a Sunday afternoon 3:00-4:00 P.M. period. Names and addresses of the sponsors were used only at the conclusion of the various works.

This arrangement continued for five years, with both institutions noting favorable results. Best results were reported to us by virtue of the records being the best self-plug, but the furniture store got occasional business in large orders, such as complete rooms, even complete house furnishings.

Last February, *Music of the Masters* faced a new crisis. A new management in the furniture store decided to go in for a lower priced field, and consequently diverted their advertising appropriation elsewhere. The total cost of seven hours a week, stiff for us alone, brought me face to face with the prospect of a musical retreat unless a new co-sponsor could be found.

Normally, a program like *Music of the*



Masters is not a mail puller. No attempt is made to get mail, and a satisfied listener to serious music seldom writes. Nonetheless, evidence was needed to submit to new prospects.

The solution was this: Our forthright program announcer radioed the truth unvarnished. In one announcement each night for a week, he told the radio audience that a new sponsor was required, and their letters would help. They were asked simply to write if they thought the program should stay on the air. To the tune of 3,000 mail pieces, listeners chorused their approval of *Music of the Masters!* Quality characterized the mail, which represented the finest segment of the local population of the East Bay and the San Francisco side.

After that, it was easy coasting! Within a fortnight, the program had a new co-sponsor — STEPHENSON-LEYDECKER & Co., Investment Bankers in Oakland.

The program, now in its ninth year, goes on much as before. The only difference is that STEPHENSON-LEYDECKER have a 45-second institutional message in each program, offering the bank's services.

Following are a few of the other considerations in the success of *Music of the Masters: Artistic taste.* A musician for many years, I program each broadcast myself. The days of the week are classified, with every program true to type: Sunday's, 17th and early 18th century composers; Monday's, chamber music; Tuesday's, Wednesday's, Thursday's, general programs of symphonies, concerti, shorter works; Friday's, modern music; Saturday's, "pop" concerts.

Publicity. Local newspapers have been generous with unsolicited praise of program's minimized commercialism and presentation of works *complete.*

Serious music can win a host of loyal friends in the right cities (any community where there's evidence of musical interest will do) if the sponsor has the intestinal fortitude to stick to it and never give the impression that his commercial is more important to the listener than the intrinsic artistry of the music. Re-read the first paragraph of this article for proof that it pays!



SHOWMANSHIP IN ACTION

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

Shoes

DAWSON'S SPELLING BEE For many miles encircling Owensboro (Ky.), DAWSON'S SHOE STORE harnesses listener interest with an old-fashioned spelling bee. Sixteen high schools in western Kentucky and southern Indiana provide fodder for this barrage of words by sending spelling teams of two boys and two girls to Owensboro. Avid listeners supply batches of questions. As the teams garble their *i's* and *e's*, they are eliminated in tournament fashion; a drawing for opponents is held and a bracket is drawn up. Each Tuesday night, the teams meet for a 30-minute, WOMI broadcast-bout on the final round, the two surviving teams meet for the championship.

Booty: To the girls on both teams participating on the program, the sponsor, last year, forked up peacetime luxuries of silk hose; to the boys, gifts of like value. As an award for the winning team, sponsor gave 20 dollars in cash, and in addition, a portable radio or luggage to the individual high point maker of the tournament. Scoring was conducted on the basis of one point for the individual and his team for each word correctly spelled.

All words submitted are placed in a box from which the spelling-master draws his lists. When a list is completed, interlocutor Earl Dawson, who wallops home his own commercials on the program, announces the names of word senders, each of whom receive dictionaries the following day.

Word pull: As many as 125 per single program.

AIR FAX: *First Broadcast:* October 1, 1939.
Broadcast Schedule: Tuesday, 7:00-7:30 P.M. (Continues for 15 weeks.)
Preceded By: Owensboro Today.
Followed By: Ken-Rad Tubeadors.
Sponsor: Dawson's Shoe Store.
Station: WOMI, Owensboro, Ky.
Power: 250 watts.
Population: 22,861.

COMMENT: According to sponsor DAWSON, his spelling bee is the best interest-arouser he has ever used in advertising. It capitalizes on one of the essentials of good showmanship—*conflict!*

Home Furnishings

THE OLD COUNTRY STORE While Mercury perched at the top of the thermometer and watched the populace of Nashville perspire through the baking heat of Tennessee summer days, bulging MAYFAIR FURNITURE Co. elevators hoisted larky, fun-loving crowds to the store's fifth floor each Saturday afternoon. They came to see a WSIX, hour long, remote broadcast of strictly hillbilly dance music and two black-faced comedians. *Old Country Store's* popularity meets another test: It is station WSIX's greatest mail puller.

MAYFAIR FURNITURE learned a lesson on the second Saturday; they had to clear the fourth floor for the benefit of the overflowing crowd, put on another show there. Since that time, they curb the crowd to 300 by means of tickets obtainable for the asking at the MAYFAIR FURNITURE Co. any time during the week. When one week's supply of tickets has been given out, patrons are given tickets for the following Saturday.

Firemen are on hand to take up tickets, guard the safety of the crowd. On each program, sponsor delivers a brief "thank you" message.

AIR FAX: *First Broadcast:* March 22, 1941.
Broadcast Schedule: Saturday, 1:45-2:45 P.M.
Preceded By: Make Believe Theater.
Followed By: Dance Orchestra (MBS).

Competition: Moments of Melody; Vera Brodsky (CBS).
Sponsor: Mayfair Furniture Co.
Station: WSIX, Nashville, Tenn.
Power: 250 watts.
Population: 184,353.

COMMENT: Once upon a time, a storekeeper kept the good will of his customers by a cheery personal greeting or a cordial handshake. Expansion and bustle balk the old ways. For modern good will, 1941's storekeeper invites folks into the store for an hour of free rambunctious entertainment.

Tobaccos

EDGEWORTH DANCING PARTY One night a week, sponsor LARUS & BROTHER Co., manufacturers of EDGEWORTH TOBACCO, send a dance orchestra trucking to a different army post in the Richmond area. Sponsor rations out an evening's jam session to the men, broadcasts a slice of it on station WRVA. Spice of the program: Service men become guest singers on the show.



AIR FAX: *Sponsor:* Larus & Brother Co., manufacturers of Edgeworth Tobacco.
Station: WRVA, Richmond, Va.
Power: 50,000 watts.
Population: 195,696.

COMMENT: Throughout the nation, businessmen in every field are utilizing army programs to foster sales at home. It seems everyone must get on the "public-service-program" bandwagon. Fortunate is the sponsor who happens to have a product that appeals to army men and a program that goes directly into the army camp.

Drug Products

THE OPPORTUNITY HOUR Hidden behind the skirts of its retail drug store outlets in the St. Louis area, pulling the strings as deftly as a marionette manipulator, giant MCKESSON & ROBBINS, wholesale drugs and sundries, boosts drug product sales with KMOX-broadcast *Opportunity Hour*. To the public, spon-



Popular KMOX amateur show *Opportunity Hour* draws multi-moppet participants each Saturday morning. They are watching announcer Jack Garrison, standing beside sound effect cash register at left, and announcer Gaylord Avery, seated momentarily beside piano at right.

sorship is credited to the retail druggists of the St. Louis area.

The program beckons amateur talent, largely juvenile. Many participants act as representatives of the retail druggist in their neighborhood. For the go-getting performer, appearance on the program is only the initial step. Thereon, it's a feverish race to pile up votes secured in exchange for purchases of 10 cents each at drug stores blazoning *The Opportunity Hour* banner. Votes are dropped in a container in each of these stores; sales on MCKESSON & ROBBINS products rate double votes. Every Friday afternoon, Western Union messengers deliver the satisfying loads to KMOX for tabulation.

Displaying smart showmanship, some astute druggists allow contestants to make personal appearances in their stores; customers then make purchases to vote for the act just performed for them. Other enterprising druggists have included their neighborhood's entry in their advertising handbills, have urged customers to come and cast a vote for their contestant. In outlying territory, some druggists hold their own amateur

elimination contests in cooperation with local theaters. *The prize*: A trip to St. Louis to take part in *The Opportunity Hour* auditions.

Auditions are held every Wednesday evening at KMOX studios, where those considered sufficiently talented are picked for the Saturday show.

What the Western Union boys brought to KMOX: The first week, 132,000 votes; the fifth week, 292,000.

AIR FAX: *Broadcast Schedule:* Saturday.

Sponsor: McKesson & Robbins.

Station: KMOX, St. Louis, Mo.

Power: 50,000 watts.

Population: 1,141,593.

COMMENT: Because MCKESSON & ROBBINS kicks up a lot of business for druggists other than MCKESSON & ROBBINS products, general good-will is enhanced.

Men's Wear

COMMUNITY NEWS ROUND-UP For STRAUS CLOTHING Co., for Valley City's curious citizens, October 18, 1936, was an interesting day. STRAUS' made the initial broadcast of strictly local news from their spanking-new newsroom located right in the store. What was then a novelty has now become a local institution. Voted KOVC's most popular program, *Community News Round-Up* has local merchants fighting for available openings near it.

Announcer Bob Ingstad splashes the 10-minute newsperiod with plenty of local color, occasionally includes local interviews on timely subjects. *Stunt*: Public is invited to send in news releases. Store displays tie in with the newscast.

AIR FAX: *First Broadcast:* October 18, 1936.

Broadcast Schedule: Monday thru Saturday, 12:40-12:50 Noon.

Preceded By: Bulletin Board of the Air.

Followed By: Mystery Tunes.

Sponsor: Straus Clothing Co.

Station: KOVC, Valley City, N. D.

Power: 250 watts.

Population: 7,500.

COMMENT: Surveys show that news programs' biggest audiences are men. Excellent tie-up, then, is the use of a news show to draw traffic right into a store selling men's wear.



PROOF O' THE PUDDING

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

Bakeries

SOUTHERN PLANTATION 'Way down below the Mason-Dixon line, where the tradition of the old plantation is as firmly entrenched as a weevil in a cotton boll, **DURHAM BAKING CO.**, producers of **DIXIE** and **MADE RITE** breads and rolls, sponsor peaceful, hospitable, lazy *Southern Plantation*. In a **WDNC** survey conducted February last, which included **CBS** network as well as local shows, *Southern Plantation* ranked fourth in listener appeal.

Authored, produced, performed by **WDNC's** Norfly Whitted, *Southern Plantation* keeps a studio audience entertained for 30 minutes each Sunday evening. The cast of 18, with the exception of the organist, is all male; the scene, strictly southern. At the close of the day, Uncle Dave (Norfly Whitted) invites tired hearts seeking rest and peace from the cares of the long day to come, to the mythical plantation for the comfort that is to be found in the Songs of the Swaneers (Quartet) and "Clif" and his boys (Chorus). Between times, Uncle Dave dispenses philosophy; the announcer dispenses commercials. *For atmosphere:* The theme, *Deep River*, and the old-fashioned pump organ which accompanies as background Uncle Dave's improvisations.

AIR FAX: First Broadcast: March 9, 1941.
Broadcast Schedule: Sunday, 7:00-7:30 P.M.
Preceded By: Meet the Band (CBS).
Followed By: World News Tonight (CBS).
Competition: Reg'lar Fellows (NBC).
Sponsor: Durham Baking Co.
Station: **WDNC**, Durham, N. C.
Power: 250 watts.

Population: 52,037.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Setting a scene and a theme for musical entertainment adds interest. If you're planning to sponsor a series of musical arrangements, you'll find a few words can bind the entire broadcast period together. Imagine if you will, that your entertainment is being played in a music hall, a ballroom, or a southern plantation.

Drug Stores

PANTAZE NOVELTY REVUE Daytime variety shows have gone by the board for the most part both as local and network programs because of the expense involved in creating one. Outstanding network exception is the fast-moving, morning variety show, *The Breakfast Club* (NBC-Blue) which, in **RADIO GUIDE's** 1940 *Popularity Poll* ranked first, superseding in popularity by more than double votes such evening variety shows as the *Bob Hope Show*, *Jack Benny Show*, *Town Hall Tonight*, *Kate Smith Hour*, etc.

So it can be done nationally, and here's proof that it can be done locally, too. Two years ago, in Memphis, Tenn., the three **PANTAZE DRUG STORES** started

At work preparing another *Pantaze Novelty Revue* are left to right, Bill Fielding, producer; Dorothy Dwyer, Little Boy Cedric; Len McEwen, musical director; Julie Ries, actress; and Tony Berander, script writer.



the *Pantaze Novelty Revue*. It's still going strong.

The program features music by the WMC Staff Ensemble, comedy by Little Boy Cedric and emcee-scriptor-producer Bill Fielding, songs by popular local singers of note, guest speakers from Civic Clubs, interviews from time to time with itinerant sports celebrities. Gags are written into the script about the boys in the Ensemble; occasionally, they are called on to read lines.

Promotion: All of sponsor's newspaper copy mentions the program and time. Sponsor gets additional publicity in news and radio papers.

AIR FAX: First Broadcast: 1939.

Broadcast Schedule: M-W-F, 11:30 A.M.-12:00 Noon.

Preceded By: Vincent Lopez' Orchestra (NBC).

Followed By: Music.

Competition: The Right to Happiness (CBS Dramatic Serial); Front Page Farrell (MBS Dramatic Serial).

Sponsor: Pantaze Drug Stores.

Station: WMC, Memphis, Tenn.

Power: 5,000 watts.

Population: 260,049.

Agency: Lake-Spiro-Shurman Advertising Agency.

COMMENT: Rare spice in most local radio station's schedules is the daytime variety show. Like Mother Goose's Mary, when they're good, they're very very good; and when they're bad, they're horrid.

A good variety show is well worth that extra effort and expense, for all national surveys have shown that mixed entertainment with the accent on comedy holds all top listener ratings.

Beverages

SPORTS MONTAGE Last January, sponsor DR. PEPPER BOTTLING Co. of Savannah, Ga., started the year out right for one of its soft drink products, SEVEN UP, by buying WSAV's *Sports Montage*—two, five-minute periods daily except Sunday. They gambled on confining all their advertising to these programs. **Results:** Program prodded SEVEN UP sales 80% above corresponding month of last year!

Using INS sports coverage, *Sports Montage* presents a rapid-fire series of word pictures of the sports news, local and national. Always underlining the

prize is a free pass to see another WCHS prime sports event of the day, it covers the entire sports world on each broadcast.

AIR FAX: First Broadcast: January 1, 1941.

Broadcast Schedule: Monday thru Saturday, 5:55-6:00 P.M., 10:15-10:20 P.M.

Sponsor: Dr. Pepper Bottling Co. (for Seven Up).

Station: WSAV, Savannah, Ga.

Power: 250 watts.

Population: 130,000.

COMMENT: Typical sports broadcast is the 15-minute period aired during the dinner hour or late-evening. DR. PEPPER wanted to cash in on both these times, used two five-minute periods, found it could lap up sales doing it.

Groceries

MYSTERY MELODY As the organ plays for 15 minutes on HEekin BAKING POWDER Co's. program, listeners have a chance at more than their music's worth. All numbers are announced straight, with the exception of the third, the *Mystery Melody*. From program's start, announcer pyramids the importance of the mystery tune. Listeners are told to ready themselves with pencil, paper. All they have to do is guess the title of the *Mystery Melody*.

Prizes: To the first 10 people submitting the correct title by letter are sent one-pound cans of HAPPY FAMILY BAKING POWDER; the next 20 letters with correct titles get passes to the *WCHS Old Farm Hour*. **Outcome:** Mail reached a high of 700 letters per program. Sponsor showmanized *Mystery Melody* with spot announcements, window cards in grocery stores.

AIR FAX: First Broadcast: December 3, 1940.

Broadcast Schedule: T-Th-S, 12:35-12:50 P.M.

Preceded By: Esso Reporter.

Followed By: Daily Mail Newscast.

Sponsor: Heekin Baking Powder Co.

Station: WCHS, Charleston, W. Va.

Power: 5,000 watts.

Population: 80,996.

Agency: Midland Advertising Co., Cincinnati, Ohio.

SAMPLE SCRIPT AVAILABLE.

COMMENT: An inexpensive pep pill for your musical program!

Interesting and appreciated second

prize is a free pass to see another WCHS radio program. This is a neat way to "kill two birds with one stone."

Groceries

SPELL IT AND WIN Like grocers the country over, TRIO FOOD MART of Kellogg, Idaho, wanted to sell its own brand of coffee, unpackaged; problem was to get the story across to the public. Once again, radio proved the means!

By a simple, easy-to-produce show, coffee sales were increased 200% in the first two months, and at the end of the program period, sales were up four times over what they had been before the TRIO FOOD MART went on the air.

Already signed up for the next school year, TRIO's program presents a group of five students from two different grades of the Kellogg School district in a regular spelling bee every Thursday afternoon for a half-hour from 2:30 P.M. After a preliminary warm-up, five students are chosen from each grade, and under the supervision of their own teachers they go on the air. The teachers select the words, grade, and judge the contest. Points are awarded to the teams on the basis of 10 points per word spelled correctly; and then when a word is missed, an extra value of 10 points is placed on that word until someone spells it correctly.

AIR FAX: First Broadcast: October, 1940.

Broadcast Schedule: Thursday 2:30-3:00 P.M.

Sponsor: Trio Food Mart.

Station: KWAL, Kellogg, Idaho.

Power: 250 watts.

Population: 4,224.

COMMENT: Coffee and kids have never been a combination fostered by school authorities, but spelling bees and the fun of clean competition evidently outweigh the slight disadvantage of the former.

Electrical Appliances

ODD QUIRKS IN THE NEWS "Get the 'personality' and you'll get the sales," is borne out by results obtained in using an ace local air personality to plug HOT-



AMERICA'S BIGGEST LITTLE RADIO SHOW!

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

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

Some of the sponsors include:

DENTYNE GUM

Station WLW.....5 times weekly.

MERCHANTS & EMPLOYES BANK

Station KTRH.....5 times weekly.

SINCLAIR OIL PRODUCTS

Station WFMD.....5 times weekly.

Station WSFA.....5 times weekly.

HONOLULU FINANCE & THRIFT CO.

Station KGMB.....5 times weekly.

PAUL BROTHERS OLDSMOBILE CO.

Station WINX.....3 times weekly.

VINCENNES FEDERAL SAVINGS & LOAN

Station WOAV.....5 times weekly.

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

SPECIAL FEATURES SYNDICATE

563 Northwestern National Bank Bldg.
MINNEAPOLIS, MINNESOTA

POINT REFRIGERATORS ON KWKH, Shreveport, La.

Medium used by popular Jerry Bozeman, sports commentator, to point sales for INTERSTATE ELECTRIC Co. is "newsy" quirks. There has been flashy cooperation with newspaper ads and dealer display cards together with personal appearances by Bozeman. (One retailer reports person asking for Jerry Bozeman's HOTPOINT.)

AIR FAX: *Broadcast Schedule:* Monday thru Saturday, 1:00-1:05 P.M.

Sponsor: Interstate Electric Co.

Station: KWKH, Shreveport, La.

Power: 50,000 watts.

Population: 100,000.

COMMENT: Get a good man, work out your tie-ups; the subjects that people will listen to are legion. This proves again that good merchandising is not due to a single factor but thoughtful attention to 'details.'

Home Furnishings

COOEY BENTZ CALLING Decade-long radio users COOEY BENTZ FURNITURE Co., West Virginia's largest furniture store, is located in the out-of-the-high-rent district of the city of Wheeling.

To let Mr. and Mrs. Public in on this important sales fact, sponsor employs on station WWVA the fast-moving telephone quiz, *Cooley Bentz Calling*. And according to present returns, COOEY BENTZ will keep the program calling. *Success examples:* Winning an 18 dollar merchandise award, one woman walked into the store, purchased \$180 worth of furniture, using her 18 dollar award as a down payment.

Important: COOEY BENTZ merchandise awards are not limited to application on more expensive purchases; it is stressed on the program that winners will receive the amount in merchandise which they have won merely by stopping in at the store. Despite this fact, sponsor reports that in almost every case the winner of a merchandise award purchases something of considerably more value than the merchandise credit which he has been given.

In one case, a woman who answered a question correctly and therefore won

an award, received 90 telephone calls from friends and listeners from the time the program went off the air until midnight, congratulating her on her good fortune.

Quiz procedure: Emcee Lou Clawson and an assisting telephone operator work together. Clawson has beside him a city telephone. The operator calls four numbers selected from telephone directories of towns within 50 miles of Wheeling. If the number called receives no answer or a busy signal, Clawson calls the number immediately below it in the telephone book. Two cash prizes and two merchandise prizes are awarded on each broadcast. If the person called is unable to answer the question which quizzer Clawson puts to him, the amount of cash or merchandise award is carried over to the next program so that awards build up to sizable proportions.

Punch program opener: A vocal theme simulating a telephone operator calling all listeners, making the connection for Lou Clawson to speak to them.

AIR FAX: *First Broadcast:* December 30, 1940.

Broadcast Schedule: M-W-F, 7:30-7:45 P.M.

Preceded By: Best of the Week (NBC).

Followed By: News.

Competition: News.

Sponsor: Cooley Bentz Furniture Co.

Station: WWVA, Wheeling, W. Va.

Power: 5,000 watts.

Population: 73,974.

COMMENT: In putting over this type of program, many sponsors make the mistake of interspersing musical numbers. Sponsor COOEY BENTZ found through experience that telephone quiz calls can not be rushed. All music, excepting a chaser at the end, was eliminated.

It is not always wise to judge a program's merit by size of mail pull. Often the type of the award determines the extent of returns. Cash, of course, is number one magnet, but merchandise certificates may draw in more good prospects.

Newspapers

DOROTHY DIX Back in 1934, when front page headlines were screaming depression panic, a sprightly, authoritative

expert on the inside woman's page was dealing with the endless, changeless, baffling upsies and dazies of the love enigma. It was then the PHILADELPHIA PUBLIC LEDGER newspaper brought famed heart-throb adviser *Dorothy Dix* to the WFIL airwaves in three, complete, 15-minute dramatizations per week, based on actual letters received by her. Now in graying 1941, while front page headlines shriek a new cacophany, *Dorothy Dix* quietly chalks up some 2,400 broadcasts of love advice.

AIR FAX: *First Broadcast*: 1934.
Broadcast Schedule: M-W-F, 10:30-10:45 A.M.
Preceded By: News; Solo Vox & Piano.
Followed By: Toastchee Time (NBC).
Competition: Dailing for Dollars.
Sponsor: Philadelphia Evening Public Ledger.
Station: WFIL, Philadelphia, Pa.
Power: 1,000 watts.
Population: 1,935,086.

COMMENT: For circulation buildup, the wise old PHILADELPHIA EVENING PUBLIC LEDGER appeals to the women-folks by wielding that potent weapon, human emotion.

YOURS FOR THE ASKING

Address Radio Showmanship

11th at Glenwood, Minneapolis, Minn.

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

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).
Bakeries—Southern Plantation (see September issue, '41, p. 289).
Beverages—Pigskin Prevue (see July issue, p. 222).
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—Kiddie Quiz (see July issue, p. 214).
Dairy Products—Young American's Club (see Nov. issue, p. 110).
Department Stores—Hardytime (see Sept. issue, p. 35).
Department Stores—The Pollard Program (see August issue, p. 238).
Department Stores—Woman's Hour (see June issue, p. 178).
Drug Stores—Five Years Ago Today (see Dec. issue, p. 146).
Finance—Jumping Frog Jubilee (see August issue, p. 253).
Finance—Saga of Savannah (see June issue, p. 187).
Finance—Something to Think About (see August issue, p. 245).
Flowers—An Orchid to You (see Sept. issue, p. 35).
Fuel—Smoke Rings (see Dec. issue, p. 126).
Furs—Cocktail Hour (see August issue, p. 258).
Gasoline—Home Town Editor (see Oct. issue, pp. 73, 74).
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—Mystery Melody (see September issue, '41, p. 290).

Groceries—Mystree Tunes (see June issue, 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 Newsreel of the Air (see Oct. issue, p. 63).
Laundries—Rock-a-bye Lady (see Feb. issue, p. 47).
Men's Wear—Hats Off (see June issue, pp. 178, 183).
Optometry—Good Morning, Neighbors (see Jan. issue, p. 35).
Shoes—Campus Reporters (see August issue, p. 251).
Shoes—Mr. Fixer (see June issue, p. 148).
Sporting Goods—Alley Dust (see June issue, p. 177).
Women's Wear—Melodies and Fashions (see Nov. issue, p. 112).

SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct. issue, p. 53).
 Captains of Industry (see September issue, p. 284).
 The Enemy Within (see Jan. issue, p. 18).
 The Face of the War (see May issue, p. 125).
 Fun With Music (see June issue, p. 162).
 Getting the Most Out of Life Today (see July issue, p. 196).
 Little by Little House (see May issue, p. 128).
 Mama Bloom's Brood (see August issue, p. 248).
 Pinocchio (see Sept. issue, p. 11).
 Secret Agent K-7 (see Sept. issue, p. 35).
 Sonny Tabor (see May issue, p. 140).
 Superman (see September issue, p. 271).
 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 . . . British War Relief Society and WHN songstress Gloria Whitney and *Thumbs Up* Girl in their drive to sell *Thumbs Up* pins. For the campaign the station WHN (New York City) donated show weekly. Miss *Thumbs Up*, interview topnotch movie stars, appears in clubs, makes the rounds in special costumes. Here she is shown at the mike with enrollee, Merle Oberon.

below . . . BBD&O officials join a "far group" skit type taken after the initial broadcast of old-time variety program, *Those are the Days*. Sponsor is GRIESEDIECK BREWERY. Standing (left to right) "Cindy" Martin (Bonnie King), soubrette Lee Williams, BBD&O, Chicago; Roy Simon, sponsor's ad manager; Jim Douglas, KMOX producer; James Cominos, BBD&O and Patsy Woodward, comedienne. Seated Bert Granville, lyric tenor; Harry Chestnut, emcee; and Bill Rader, comedian.



top . . . Announcer of WVL's *Shut-in-Shepherd* program (New Orleans) Mrs. Camilla Frank presents 13-year-old Burgets LaBauve with a 25-dollar check after her Monday morning broadcast. Via her program, Mrs. Frank provided young LaBauve with a wheel chair and 25 dollars to buy crutches, shoes, transportation for treatments. Program is designed to buoy up courage of shut-ins throughout the deep South.

center . . . Full-fledged WRDW radio user is Augusta (Ga.) big department store, J. B. WHITE. Its current programs: *Two-year-old Shopper's Guide*, *Daily Morning Newscast*, plus news flashes throughout the day as they are received through UP news service. Progressive J. B. WHITE store links all its promotions. Illustrated is a window display covering all of its radio features.



lower left . . . Salesman Bob Goodman receives a contract renewal for spot announcements from Mrs. M. A. Krum, KRUM TURKEY FARM, Castro Valley, Calif. KROW (Oakland) proved

direct from the farm to the consumer. Sponsor doubled her usual Thanksgiving sales over last year, attributes the rise directly to radio. Radio had the added task of instructing the public how to reach the farm, an out-of-the-way spot, 15 miles from Oakland. The difference in price between Krum turkeys and those sold in stores is only five cents a pound, but the oral description of the benefits of buying directly from the producer brought customers from as far away as San Francisco, 30 miles across the Bay.

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.

Produce

GRADY COLE'S SUNDAY FARM CLUB
"Around the first of the year I was persuaded, against my better judgement, to assume financial control and active management of LEONARD'S HATCHERY, Charlotte. I say, 'against my better judgement' because through a series of unfortunate incidents, this establishment had not only lost most of its former business, but even worse, had sustained a rather bad reputation among its former customers. You know, as well as I, that it is a great deal harder to revive a business that has been allowed to degenerate completely than it is to start with an absolutely fresh organization and a new name—even with FOX SYSTEM QUALITY BABY CHICKS!

"I decided to sponsor a quarter-hour block (7:45-8:00 A.M.) of *Grady Cole's Sunday Farm Club*—realizing too, that such an early hour on Sunday morning was indeed an acid test for the selling power of radio. I believe I am the first radio advertiser in the country to use so early a time Sunday morning for presentation of a sales message.

"But here's the real story. Since February 16, when FOX SYSTEM CHICK's one-quarter hour a week program began, business at LEONARD'S HATCHERY has steadily been on the upgrade. It would be misleading to state the tremendous percentage of actual increase, since I've already mentioned that when we began, business was practically nil. Suffice it to say that we are now operating at peak capacity, and really having difficulty keeping pace with new orders being booked daily. Remarkable, too, when you con-

sider that 'FOX SYSTEM CHICKS are Quality Chicks, selling at Premium Prices!' P. S. We have just been tabulating mail response. Thought you might be interested in these figures: To this date (April 11)—8 programs—3,184 inquiries, and 320,000 chicks sold!"

Charles G. Fox

President

Fox System Chicks

Leonard's Hatchery, Charlotte, N. C.
Raleigh Hatchery, Raleigh, N. C.

AIR FAX: Second climax. Two weeks after the above letter was penned, emcee Grady Cole snatched a minute to ask his audience to send in an appropriate name for the FOX SYSTEM CHICK in the trade mark. Listeners had until Wednesday, April 30, to send in their names. Prize offered was 100 FOX SYSTEM CHICKS. This one-minute announcement, made one time only, without any previous build-up whatsoever, yielded 1,643 letters! Two-hour-long *Grady Cole Sunday Farm Club* features farm news, notes, market information, organist Clarence Eiters, Rangers Quartet, Oklahoma Sweethearts (singing duo with guitar), and guest artists.

The brief chatty commercials are woven into the program continuity, emphasize FOX SYSTEM quality, the value of starting a flock with quality rather than cheaper or inferior chicks. Listener is shown where quality fowl at a higher price are more economical in the long run. They are requested to write for *The Proper Care of Baby Chicks* written by the president of FOX SYSTEM CHICKS, who is an authority on the subject.

First Broadcast: February 16, 1941.

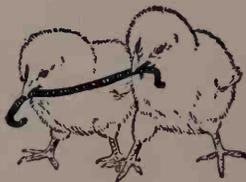
Broadcast Schedule: Sunday, 7:45-8:00 A.M.

Sponsor: Leonard's Hatchery.

Station: WBT, Charlotte, N. C.

Power: 50,000 watts.

Population: 82,675.



COMMENT: Selecting the right time for your message is of utmost importance. Best guide is studying the habits of the listeners you want

to reach. In this instance, agriculturists are up and doing bright and early. Fox showed astuteness in glauing on to this hour.



JOHNNY ON THE SPOT

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

You can be certain that local sponsors are quick to follow trends set by national advertisers. This has been especially true of short spot announcements. CARTERS, FORD, PEPSI-COLA, and other national leaders started the vogue for transcribed musical and dramatic spots some time ago, and now leading transcription producers are supplying local businessmen with syndicated, one-minute announcements—30 seconds devoted to the dramatic or musical introduction, 30 seconds to your own localized sales message.

Following are the business fields now covered by the better transcription producers. If yours is one of them, write to RADIO SHOWMANSHIP for more complete information. *Address: Johnny-on-the-Spot, Radio Showmanship, 11th and Glenwood, Minneapolis.*

BUSINESS FIELDS

- | | |
|--------------|------------------|
| Auto Loans | Laundries |
| Bakeries | Loan Companies |
| Dairies | Men's Clothing |
| Dry Cleaners | Optometrists |
| Furniture | Used Car Dealers |
| Furriers | Women's Clothing |
| Jewelry | |

GENERAL RETURNS

Classified by time units are the best locally-sponsored spot campaigns.

A.		20 word announcements	10%
B.		50 word announcements	28%
C.		100-125 word announcements	53%
D.		150 word participating spot	9%
			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, JULY, 1941

Type	Rating	Last Month	Change
MUSIC	.311	.318	-.007
NEWS	.224	.222	+.002
QUIZ	.125	.122	+.003
TALKS	.085	.084	+.001
INTERVIEWS	.079	.078	+.001
SPORTS	.070	.068	+.002
DRAMA	.053	.055	-.002
COMEDY	.053	.053	. . .
TOTAL	1.000	1.000	

To get an even more accurate picture of the trend of locally-sponsored radio programs, we have carried mathematical compilations out to the thousandth place. This will enable us to catch valuations within a tenth of a per cent.

THIS MONTH

Biggest single rise was recorded in the trend of *quiz* shows. Since way last October, *quiz* shows have shown a steady increase. Let's peek behind the figures once again and try to uncover the reasons for this rise.

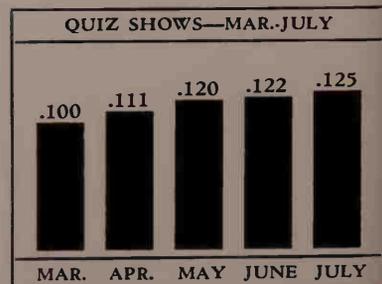
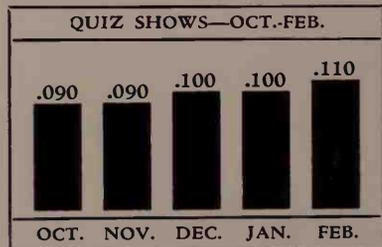
Only *news* shows have shown as high an increase over this same 10 months' period. Perhaps that accounts for the success of DODGE CITY CO-OP EXCHANGE'S *Battle of Headlines* over KGNO, Dodge City, Kans. This *quiz* show features questions from the current news.

Alexander Bell discovered the telephone quite a few years ago, but it seems that today radio sponsors are discovering some new uses for his invention. Horace Heidt started phone ringing

with his *Pot O' Gold*. Now, there are some entirely new variations of *quiz* shows featuring the telephone. HUDGINS-LUHRING, used car dealers in Newport News, Va., have one of the most popular of these *quiz* shows over Station WGH. It's called *Repeat It, Please*, and all the participants have to do is listen to the radio and repeat what they hear, if they are called.

Elaborately produced *quiz* shows like ALBERS SUPER MARKET'S *Mystree Tunes* over WKRC, Cincinnati, are also extremely successful according to our survey returns.

What does all this mean? Simply this: (We've said it before and we say it again.) *Quiz* shows have to be different to be good. If you're planning to sponsor a *quiz* show this fall, don't expect immediate success just because you ask a few questions and get a few answers. Look for a brand new approach, or follow the experience of successful programs in *other* towns that have something new to offer *your* town.



IF YOU WANT WHAT YOU
WANT WHEN YOU WANT IT

YOU WILL APPRECIATE A
RADIO SHOWMANSHIP
FILE

BINDER

If you like facts and figures at your fingertips (and who doesn't?) you'll appreciate the utility of a *Radio Showmanship Magazine File Binder*. It holds 18 issues. With it, you can tell at a glance which of the 18 editions carry material of especial interest to your business. It's the convenient compact method of keeping your copies in permanent chronological order. Order now!

RADIO SHOWMANSHIP MAGAZINE
ELEVENTH AT GLENWOOD AVENUE
MINNEAPOLIS, MINNESOTA

Gentlemen:

I want what I want when I want it. Send me copies of the *Radio Showmanship File Binder*, at \$1.50 per binder, postage paid. Check enclosed . Bill me later .

Name

Address

Company

Position

City State

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

FB-1



IN NEXT MONTH'S ISSUE OF

S

HOWMANSHIP, Publicity Director Russell E. Risley, Schuster's Department Store, Milwaukee, describes its amazing 11-year-old Christmas promotion, *Billie the Brownie*, which pulls 50,000 letters and turns the whole town topsy-turvy. Plus a host of tested Christmas promotions as used by clothiers, jewelers, grocers, banks, etc. ★ ★ ★