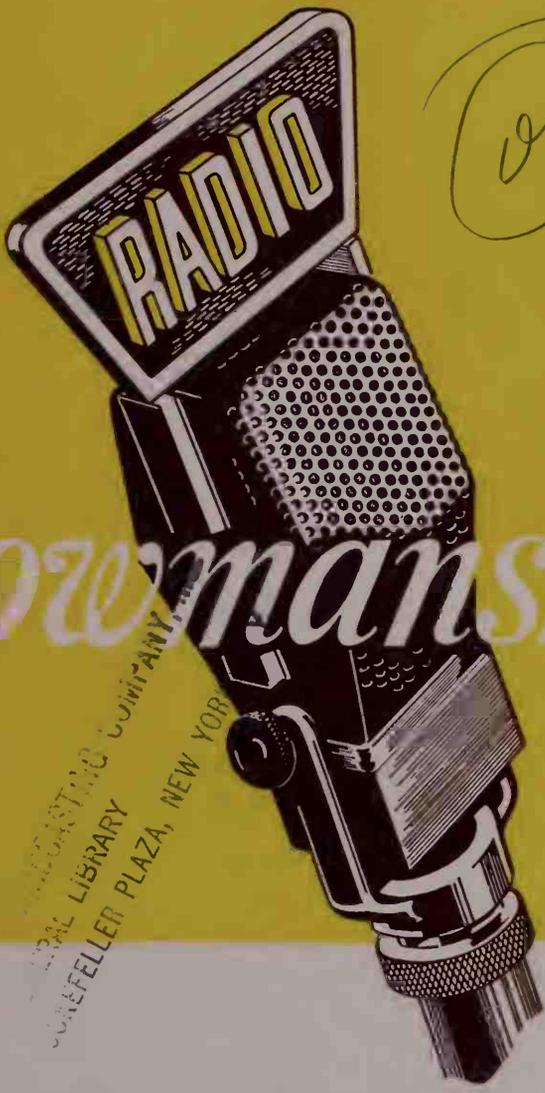


S Showmanship



OK

LIBRARY
GENERAL LIBRARY
CONFELTER PLAZA, NEW YORK

MAY 1941

25c

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Auto Supplies • Beverages • Department Stores • Finance

Gasoline • Groceries • Jewelry • Manufacturers

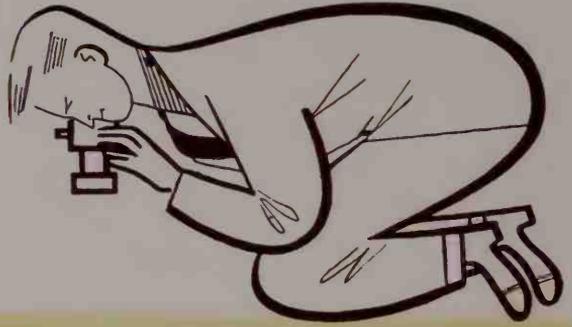
Report No. 1

Furniture



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.

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Amusements	149	Groceries	143, 148, 150
Auto Supplies	135	Home Furnishings	127, 128, 130, 152
Beverages	149, 151	Jewelry	132
Books	150	Manufacturers	145
Department Stores	144	Milling	149
Finance	137	Shoes	148
Gasoline	143, 151		

The RS Survey of Business Fields
Report No. 1: Furniture Page 130

MARCH - APRIL

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Automobiles	104	Groceries	92
Bakeries	90	Home Furnishings	105
Beverages	104, 112	Ice-Fuel	111
Chiropractic	110, 112	Livestock	106
Dairy Products	110, 113	Meat Products	106
Department Stores	111	Men's Wear	86, 114
Drug Products	103, 114	Shoes	95, 103
Electric Appliances	111	Tobaccos	106, 115
Gasoline	105	Women's Wear	86, 107, 111, 114, 115

If you don't have the March-April issue, order now!

CONTENTS

M A Y 1 9 4 1
VOL. 2 NO. 4



Editorial Advisory Board

Radio

- HERBERT PETTEY
New York
- RALPH ATLASS
Chicago
- WILLIAM DOLPH
Washington
- HENRY JOHNSTON
Birmingham
- GLENN SNYDER
Chicago
- PHILIP LASKY
San Francisco
- ROGER CLIPP
Philadelphia
- J. HAROLD RYAN
Toledo

Business

- LORENZO RICHARDS
Ogden, Utah
- GUSTAV FLEXNER
Louisville
- J. HUDSON HUFFARD
Bluefield, Va.
- MAURICE M. CHAIT
Peoria, Ill.
- FRANK J. RYAN
Kalamazoo, Mich.

Editor and Publisher: Don Paul Nathanson and S. H. Kaufman. Associate Editors: Norman V. Carlisle, Harold Kahn, Paul Hellman. Research Director: G. M. Osman. Business Manager: Norman Lunde.

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

Copyright 1941, by Showmanship Publications, publishers of Radio Showmanship.

Editorial 126

Furniture Sales Thru the Air 127
Joseph Mendleson

The president of the Mendleson Furniture Galleries, Buffalo, N. Y., was introduced to radio by accident nine years ago, has employed the medium with good purpose ever since.

Created for Furniture Retailers Only 128
An RS Air Analysis

The impressive merchandising plan behind a transcribed radio show!

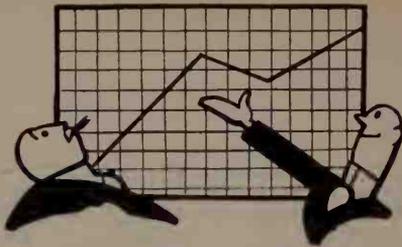
The Radio Showmanship Survey of Business Fields: Report No. 1 131

How do U. S. furniture stores use radio? How often? In what quantities? With what results? The editors of RADIO SHOWMANSHIP present the facts based upon answers to a questionnaire sent to 2,000 retailers.

Selling Jewelry the Year Round 132
Ruth Lake

Started as a pre-Christmas promotion, the Wilkens Jewelry Store's program is still going strong after 281 continuous broadcasts.

(Continued on next page)



"... and that's the way sales have been since we started using those syndicated transcribed spot announcements produced by Kasper-Gordon, Incorporated!"

For the benefit of those who do not know, Kasper-Gordon, Incorporated, one of the country's leading program producers and distributors of transcribed radio shows, were the first in America to really promote the transcribed spot announcement—were the FIRST to produce musical transcribed spots—and the first, again, to produce and promote the use of the jingle type of radio spot. We have copies of our promotion and trade paper advertising to back up this statement.

As pioneers and producers for nine years, we've learned a lot—and we have put that knowledge into the production of seven different series of syndicated transcribed spots for various businesses—which are meeting with immediate acceptance throughout all of North America. Others have copied the original idea—but our spots SELL!

"FUR STORAGE SHORTS"

26 spots for furriers and others in this game.

"THE MERRY MOTHS"

30 more spots to promote fur storage.

"THE CLOTHES HARMONY TWINS"

30 spots for men's or women's clothing retailers—cash business or credit.

"THE HOUSEWIFE'S FRIEND"

30 spots for laundries, department stores, food products, dairies, et cetera.

"BREAD TIME STORIES"

30 spots for promotion-minded bakers.

"JEWELRY JINGLES"

30 spots for credit jewelers only.

"SEEING IS BELIEVING"

For either opticians or optometrists.

Audition samples, \$2.50 deposit, refundable on return of samples. Only one sponsor in a city on any series.

Kasper-Gordon, Inc.

140 BOYLSTON STREET
BOSTON, MASSACHUSETTS

One of the Country's Largest Radio Program Producers and Distributors of Syndicated Electrical Transcriptions

The Daddy of Them All 135

William Hickey

The president of Jack the Tire Expert, Hartford, Conn., describes the operation of the first quiz program which continues to do a selling job after 13 broadcasting years.

Banking on Radio 137

Allen C. Knowles

The executive vice-president of the South Side Federal Savings & Loan Association, Cleveland, Ohio, illustrates some of the varied methods that bring results.

Cowboys Make Good Salesmen 140

An RS Air Analysis

The adventures of a Wild West Weekly hero are put on record and backed with a six-shooter's merchandising aim!

Airing the New 143

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

Special Promotion 145

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Showmanscoops 146

Photographic review of merchandising stunts, and the personalities behind them.

What the Program Did for Me 148

This is the businessman's own department. Here, the radio advertisers of the nation exchange results and reactions of radio programs for their mutual benefit.

Showmanship in Action 149

A collection of those *extra* promotions and merchandising ideas that lift a program out of the ordinary.

Proof O' the Pudding 151

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

Trends 153

A rating of program patterns based on a special and continuous survey of outstanding, locally-sponsored radio programs throughout the country.

THE FACE OF THE WAR—

AS SEEN BY SAM CUFF

Dynamic NEWS for Advertisers!

THERE'S absolutely nothing like this new NBC recorded program. It's a brand-new approach to war news—a clear, informed explanation of developments in terms of geography, climate and resources—makes immediately clear to the listener the complicated strategies of the warring armies.

Sam Cuff, author, traveler, lecturer, *really knows his subject*. In brilliant and penetrating analyses Mr. Cuff explains not only *what* is happening but *why* . . . takes listeners behind the scenes of war-harried Europe to answer the scores of questions millions of news-hungry Americans are asking daily.

"The Face of the War" is a five-minute,

two-a-week, 13-week series kept abreast of events by current recording. It's a program that's picking up sponsor after sponsor, and enjoying rave notices from advertisers, stations and listeners alike. It's selling banking service, insurance, oil, men's clothing—everything! And it's available to local advertisers at a cost that's only a fraction of what it's worth in selling power.

The finest recording available, NBC Or-thacoustic*, sends the voice of Sam Cuff out over the air with all the flavor and character of "live" sound. Investigate this program now before another advertiser "scoops" you in your section.

*Reg. Trademark

Ask your local station to arrange an audition or write



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

EDITORIAL

AMERCHANT in Old Mexico, when the sun rose high in the heavens, closed up his shop, retired with fan and protective sombrero to the nearest and leafiest tree for a siesta. When the shadows were longer, he rose, happy and relaxed. But when he put his hand in his pocket, he muttered, "Diable! Non dinero! Non pesos!" (In U. S. A.: "Good heavens! No money! Not a cent!")

We are not against resting. When summer comes, the take-it-easy inclination is strong upon all of us. Our Mexican friend had the right idea, but he carried it too far.

Merely because he was tired, it didn't necessarily follow that his place of business was tired; nor that the customers who usually shopped there were tired. He made the mistake of thinking that his point of view represented the whole point of view.

There are 52,000,000 radio sets in the U. S. . . . and summer's coming.

In the hot months ahead, hottest of all will be the developments in the two-front war abroad. Throughout the world-crucial days to come, 52,000,000 U. S. radio sets will be bringing the events of the world to the ears of 130,000,000 listeners. *By habit* this nation will stay tuned to radio, hot weather or no. You, as a merchant, can't miss if you keep it at work for you.

We hope you have a rest-full vacation. Don't send your radio schedule on one just because *you* are tired. Take a tip from Britain for your summer policy: "Business as usual."

The Editors

Furniture Sales Thru the Air

By Joseph Mendleson, President, Mendleson Furniture Galleries.
Introduced to Radio by Accident Nine Years Ago, This Buffalo
Merchant Has Employed the Medium with Good Purpose Ever Since

IN 1932, an unusually good buy in distinctive furniture changed my whole merchandising set-up and introduced me to a new medium of advertising. Since that time I have enlarged my Buffalo store twice. I have opened another store in Niagara Falls, N. Y. I have put every cent of my advertising appropriation, except a little over a thousand dollars, into radio advertising.

Nine years ago I purchased a considerable amount of furniture from Irvine Kittenger, then president of the famous Kittenger Furniture Company of Buffalo. So there I was with a lot of merchandise on my hands. The problem was how to move it out fast. Mr. Kittenger, at that time, was also a stockholder in the Buffalo Broadcasting Corporation, operators of WGR and WKBW. He strongly advised me to use radio, if I wanted to

dispose of the enormous stock. So rather by accident than design, I turned to radio.

Naturally, I was unfamiliar with what type of radio to use, how many programs to buy and what length each should be. For that reason, I relied on the advice of the station personnel and took advantage of the planning and merchandising facilities offered by the station.

Needless to say, we used every trick in the book: Full length programs (15-min.), spot announcements, five minute shows participation spots, station breaks. And the furniture moved out!

Since the first big and varied splash, our programs have settled down into more of a definite pattern, but are still designed to give us complete coverage every day of the week, in forms that will appeal to *every type of listener*.

For the first few years, we experimented with various types of musical program and about five years ago decided on a program which is known as *The Orchestra of the Week*. On this program, which goes on WKBW at 7:20 to 7:30 P.M. every evening except Saturday, we have an identifying theme song, followed by a live, to the point, commercial announcement. Following this we use transcribed music by a selected orchestra, all in the modern vein, then close the program with another timely commercial announcement.

To augment this program, I use a great many spot announcements yearly, ranging from 30 to 100 words in length. These are all timely, packing a real punch, and are spaced approximately three to four a day over each station, WGR and WKBW.

These two types constitute the major por-

Next month, Furniture Merchant Joseph Mendleson will celebrate his 28th wedding anniversary; later on in the same month, on an unobserved date, he will begin his 28th year in the furniture business. Hailing from Wilkes-Barre, Pa., he opened his present Buffalo store nine years ago, has done a consistently good job ever since. A confirmed bridge addict, he also takes time off for golf, occasionally tries his hand at deep-sea fishing. Mr. Mendleson is a 32nd degree Mason, on the roll call of the Rotary and Montefiore club, a member of the Wilmonte Country Club. He has two daughters and one son, Edwin, who is active in the management of the Buffalo store.

tion of our set formula. From time to time, these are further augmented by participation in various cooperative programs, changing periodically to reach everything from a woman's audience to children's audience.

The effectiveness of our advertising promotions is reflected in the tremendous amount of "lay-away" business, which is not all seasonal. The volume of this business has necessitated the addition of a three-floor warehouse, merely to store furniture which has been purchased, and put away for future delivery.

Radio advertising opened an extremely valuable field outside the immediate city market. It has resulted in my opening a second store in the nearby city of Niagara Falls, N. Y. Perhaps the fact that I have always featured the statement "free delivery within a 100-mile radius of Buffalo" has been instrumental in establishing this second unit.

In both stores, we handle all types of furniture from the least expensive to the finest grades from all the leading manufacturers in the country.

By cooperating closely with the station management in selecting programs and the type of commercial copy to be used, I have I believe, tried practically every known type of advertising promotion. Up until recently, as one of the augmenting programs, I was using an afternoon variety show over WKBW known as *Stuff 'n Nonsense*. This is an impromptu show dependent largely on the quick-thinking and able wit of Billy Keaton, who conducts the three-quarter hour long show. On this particular show our sponsored portion opened with a brief commercial announcement. During the middle of the 15-minute program, a dramatized commercial was inserted, and we closed with another short announcement.

Unlike many merchants, I learned my lesson the easy way by relying on the good judgement of men who knew radio and how to use it. Gradually I learned how to use and evaluate it myself. But at the start, I watched only for the proof, not the method. Today, we just let radio do its own work. We hold sales only four times a year, do not use prices in our commercials often. Radio has made our name familiar to every family in the Buffalo and Niagara Falls sales area.

The key to it, of course, is *consistency*, coupled with good judgement in choice of stations and times and material used. Any furniture retailer can make radio pay, if he combines these elements in a 52-week campaign.



Created For Fu

MOST producers of transcribed radio programs plan shows that will fit the needs of a variety of merchants; that will be as applicable to the selling of men's suits as it is to the selling of carbonated beverages. Once in a great while, one of these program creators will put his entire thought, effort and production into building a show for a *particular field*. The program will be so created that use of the product or service is woven right into the theme of its action. Naturally that limits the sale of the program to that particular field and is profitable for the producer only when the field is already a large one and the merchants in it tried and tested users of radio time. One example of such a transcribed series is *Leisure House*, the George Logan Price program, created especially for public utility companies and used by such firms as THE TAMPA ELECTRIC CO., Tampa, Fla., and KNOXVILLE ELECTRIC POWER BOARD, Knoxville, Tenn.

Last month, Kasper-Gordon, Inc., of Boston, Mass., announced the release of *Little by Little House*, a 15-minute dramatic serial show created solely for the furniture merchant!

Contact with over 100 furniture retailers revealed that there never had been produced a comprehensive merchandising-radio advertising campaign especially for the furniture field. Into this program series, without commercializing it or detracting one whit from its appeal, has been built a natural tie-up for furniture retailers who are searching for a

The Impressive Merchandising Plan Behind a Transcribed Radio Show

e Retailers Only .

new means of presenting an old story; for here the *little by little* method of payment supplants trite, overdone and ineffective phrases such as "easy credit, easy terms, budget plan, 12-month plan, etc."

In *Little by Little House* there is a special appeal to newlyweds and those going into housekeeping to furnish their homes *little by little*, just as the characters in the drama do. The story is based upon a formula old as radio itself and proved successful by such network big-timers as *John's Other Wife*, *The Story of Mary Marlin*, *Big Sister*, or any one of a dozen other daytime dramas that have attracted millions of listeners and billions of sales for PROCTOR-GAMBLE, LEVER BROTHERS, PILLSBURY FLOUR.

Because women select and buy furniture, it is a formula just as applicable to the furniture field as it is to the selling of soap, flour, hair wash and face creams.

From the name itself the creators of the series have built merchandising tie-ups for the sponsor. All of them are put on a *suggestion* basis, none of them is essential to the program. Wise merchants will use one or all or create his own, for a radio program without a merchandising tie-up is a house without a roof.

If you sponsor *Little by Little House*, you may want to construct a typical *little by little house* in your store, showing new and modern trends in furnishings and offering a variety of plans for decorating and

furnishing homes of all types. If you employ an interior decorator or home furnishings advisor, she may be in charge of your *little by little house* to act as consultant for customers seeking assistance in planning the re-furnishing or complete furnishing of homes. In any case, the program theme offers an excellent opportunity for some consumer relation work.

Specific merchandise advertised over the air in the commercial copy should be displayed in your own store's *little by little house* department. You might even label it the *Feature of the Week*, which will thus enable you to focus attention on any one or more leading items. Inasmuch as increased traffic and exposure to merchandise means greater volume of business, you should find this tie-up paying dividends.

As a *hook* or *premium*, the producers of the program have prepared a 64-page booklet entitled *1003 Time Savers and Household Hints*. This booklet can be offered *free* to *Little by Little House* listeners who come to your store and ask for it.

Because it is designed to attract a feminine audience, the program should be aired during the daytime on a three or five time a week basis. Daytime airings have proved most successful for network serials. In addition, of course, daytime rates on radio stations are generally less than nighttime rates.

An unusual feature of the merchandising plan behind the program is a series of teaser spot announcements especially created to herald the program. Most stations will cooperate with sponsors in helping build an audience for a new program by furnishing time for these announcements on a courtesy basis, for it is as important to the station as to the sponsor that the program be successful.

The transcribed teaser spots feature each of the main characters in *Little by Little House*. The character introduces himself (or herself) and ends with: "This feller standing here will tell you what time and what day to start listening to *Little by Little House . . .*", thus bringing in the local announcer.

The producers also supply newspaper mats that can be either incorporated into your regular advertisements or used on the radio pages of local papers.

There are 39 quarter-hour episodes in the series. Each episode runs about 11 minutes, 30 seconds, allowing for about two and one-half minutes of commercial copy, split up between the opening and closing of each program.



The Radio Showmansh

How Do U. S. Furniture Stores Use Radio? How
of Radio Showmanship Present the Facts Based

So you're interested in buying radio time to sell furniture! A half-hour, 15 minutes, five minutes or spot announcements? It *does* make a difference! How long a campaign are you planning? How often will you be on the air? What kind of commercial copy do you intend to use? All of these are important questions. You should know the answers before you spend one dollar on a radio broadcast. Too many of radio's 20 years have been devoted to proving *why* a businessman should advertise; too few to *what* methods he should employ when he does advertise.

Radio isn't hard to buy, but neither is a cake hard to bake. Still it is easier to follow a tested recipe than to try mixing the various ingredients on a hit and miss basis.

In an attempt to find out what makes one individual program succeed where another fails, the editors of RADIO SHOWMANSHIP MAGAZINE in cooperation with the *National Furniture Review* and the *National Retail Furniture Association* queried over 2,000 furniture retailers throughout the country.

Replies were received from every section of the United States, from retailers with yearly sales volumes as high as \$2,000,000 and as low as \$14,000.

The facts and figures brought out in this research may well prove the first step towards a scientific approach to radio time-buying and a more productive use of the time bought. Certainly, for a man about to advertise on the air, there are no better methods to follow than those based on the experience of other radio time users in the *same* retail field.

Information gathered was classified according to: Type and length of program and/or spot announcements; the duration and frequency of broadcast; the choice of day and time; type of commercial message. We studied these factors objectively without attempting to draw a rigid conclusion. Our purpose was to determine which of these factors, when added to a radio campaign, made that campaign succeed and which made it fail. Replies were divided into three groups: 1) good, 2) fair, 3) poor. Conclusions are based on a comparison of these three groups as well as the total sample.

Summary of Results:

Of U. S. furniture retailers replying to the survey, the majority (77%) in radio station towns use radio advertising.

Thirty-seven per cent of the retailers reported *good* returns on their radio expenditure; 37% reported *fair* returns. Total: 74% satisfactory.

The length of a program is an important factor in its success. Most productive time unit: The 15-minute program. Least productive time unit: The five-minute program.

The length of a spot announcement has little bearing on its effectiveness.

Consistency is a major factor in radio's



Survey of Business Fields: Report No. 1

What Quantities? With What Results? The Editors
Answers to a Questionnaire Sent to 2,000 Retailers

pulling power. Of the retailers reporting highly productive results, 82% were on the air for 52 consecutive weeks, autumn, winter, spring and summer!

Of these same retailers reporting results good, 37% used radio every day in the week.

The broadcast schedule of retailers with good results follows very closely the pattern of those with fair and poor results, which indicates that individual days are not important factors in assuring radio's effectiveness.

However, the time of day is important. Actually 61% of the retailers who reported satisfactory results broadcast between the hours of 9-11 A.M., 1-5 P.M. and 7-10 P.M.

In a question to determine which was more effective, programs or spot announcements, we found a slight edge in favor of programs. There are strong indications from this, and supplementary data, that many retailers who reported results poor are selecting the wrong type of program.

Best results were reported by retailers who used institutional commercial messages.

Buying radio is like opening a safe: the important thing is to have the right combination. If your radio program is to be successful, you should coordinate these factors and add to it all of the factors peculiar to your establishment and locality.

You may be one of those one-timers who gave radio a whirl and now deny its salesability. In nine cases out of 10, you will find that more often than not, the failure was not the fault of radio, but of the method by which you employed the medium.

Take a minute to check your campaign against the facts and figures compiled in this survey. Eventually, you will discover that in using radio, it pays to be a two-timer. The second time, however, be sure you profit by the experiences of other businessmen in your field or related field.

The Questions and The Answers

1. Question: *Did you use radio advertising during the past 12 months?*

77% of U. S. furniture retailers said Yes.
23% answered No.

2. Question: *What type of broadcast is more effective, programs or announcements?*

Of the retailers who used spot announcements:

76% reported results satisfactory.
24% reported results unsatisfactory.

Of the retailers who used programs:

82% reported results satisfactory.
18% reported results unsatisfactory.

Although more furniture retailers are using spot announcements, the ones who sponsor programs reported a higher percentage of effectiveness.

3. Question: *How long is your radio program?*

Retailers reporting results good:

64% used 15-minute time units.
22% used 30-minute time units.
14% used 5-minute time units.

Retailers reporting results fair:

64% used 15-minute time units.
18% used 30-minute time units.
18% used 5-minute time units.

Retailers reporting results poor:

51% used 15-minute time units.
20% used 30-minute time units.
29% used 5-minute time units.

The 15-minute time unit is used by most furniture stores. The greatest proportion of good and fair results were reported in this group. Of those retailers reporting results poor a comparatively high percentage used five-minute time units.

(Continued on page 154)



Selling Jewel

By Ruth Lake of the Wilkens Jewelry
Promotion, This Program Is Still (



In the December last Annual All-Star Twin Show, 14 sets of twins vied for the \$100 in cash prizes which were awarded the following Sunday by welterweight champ Fritzie Zivic.

LIKE good old Aunt Jennie, *The Wilkens Amateur Hour* came for a short visit and today, nearly five and one-half years later, still has no intention of packing its bags. Devised by the WILKENS JEWELRY Co. here in Pittsburgh as a Christmas promotion to run for eight weeks, the show took to the air on station WJAS in November, 1935. Since that time until the present, it has continued, winter and summer, missing just four Sundays in five and one-half years. (In 1936, a flood silenced the station completely for two weeks, but didn't dampen the spirits of the program; two other Sundays, the program graciously bowed to World Series games.)

From the moment the *Wilkens Amateur Hour* debuted, it made an instantaneous hit! There has never been a Sunday afternoon that we haven't had to hang out the SRO sign at the Moose Temple Hall, which has a seating capacity of 1,500. Admission is by tickets only, which are available at any of the four WILKENS JEWELRY STORES.

Surveyed by Ross Federal Research Corporation at regular intervals, the *Wilkens Amateur Hour* has been found to have a peak radio audience of 77.44%, many times

a listening audience of above 70%, frequently in the sixties, practically never below 50%. The surveyors said in their report: "We are able to comment on the exceptionally high percentage of listeners that this particular program commands. There are very few programs on the air today that can claim as high a percentage of listeners."

So outstanding has been the response to the show that we have, at various intervals, bought full newspaper pages, at a cost of \$700 per page, solely to boost the program. In these ads, we never mention jewelry or watch specials; the entire space is devoted to the radio show.

As pilgrims to a shrine, jewelers from all over the east and middle western part of the country have come to see this show, and it has been instrumental in starting half a doz-

e Year Round

burgh. Started as a Pre-Christmas
y After 281 Continuous Broadcasts.

en jeweler-sponsored amateur programs in other U. S. cities.

Here are some facts and figures that illustrate the value and power of the *Wilkens Amateur Hour*. More than 400,000 have gathered in Moose Temple Hall during the 281 broadcasts. Thirteen thousand applicants have auditioned to appear on the program. Two million, five hundred thousand listeners cast votes either by telephone or mail ballot. The Community Fund invited the show to

Upper . . . Genial emcee Brian McDonald presents amateurs from the stage of Moose Temple Hall.

Lower . . . More than 400,000 Pittsburghites have attended Wilkens Amateur Hour programs during its 281 continuous broadcasts.



appear at the Syria Mosque, which has a seating capacity of 4,000. (Big as that hall was, it still didn't accommodate all comers!) The Allegheny County Fair invited the show to be presented at the fair grounds where it pulled an audience of more than 60,000 people, the largest ever to attend a regularly scheduled commercial broadcast. Warner Bros. Stanley Theater, which plays only star acts, including the Major Bowes units, engaged *The Wilkens Amateur Hour* for one week at full pay!

Our show is produced with the same painstaking exactitude as though it were going on a coast to coast network of stations. Brian McDonald, master of ceremonies, is a former singing star, for three years a member of Earl Carroll's Vanities. In its five affluent years of existence, it has awarded more than \$14,500 in cash, in addition to many merchandising prizes. Telephone votes are received on specially installed apparatus similar to that used on Major Bowes' programs.

By-product and a special feature of the program is the Wilkens Stock Company, a burlesque skit, presented each week as a means of cloaking a commercial. Actors are dressed in costumes. During some ridiculous or tense moment in the skit, the listeners find themselves involved in a WILKENS commercial. Participating in the Stock Company is announcer Jack "E. Z. Credit" Logan. Other regular cast members are "Tiny" Ellen Sutton, 250-pound, Kate Smith-ish high school singer; Harry Walton, accompanying and advising the amateurs at the piano.

Once each year, a couple of weeks before

Christmas, the *Wilkens Amateur Hour* attains climactic heights of entertainment when they present their Annual All-Star Twin Show. This production is promoted with full page newspaper ads chock full of twin pictures. Last occasion featured 14 sets of talented twins, vying for the \$100 in cash prizes to be awarded the following Sunday by box champ Fritzie Zivic. Demand for tickets for this show zooms to even greater proportions, and the walls of Moose Temple Hall bulge with listeners. Last December, 325 sets of twins and nine sets of triplets attended, besides the enlarged, regular audience.

If Mohammed won't go to the mountain . . . Major Bowes sent talent scouts to Pittsburgh to audition some 200 amateur acts culled out of the thousands presented by *The Wilkens Amateur Hour*.

Like the majority of other U. S. retail jewelers, we used to have the idea that the only time to use radio was during appropriate seasons, such as June, Christmas and other holidays. But the *Wilkens Amateur Hour* taught us an important lesson in the profits of consistency. We're one of the few jewelers in the country to promote continually on a year round basis.

Some call it folly. We have another word for it—fool-proof! Frankly, we hope that our Aunt Jenny will be with us, 52 weeks out of the year, for some time to come.

Hearing Double on Radio? 'Twas All-Twin Contest

People were seeing and hearing double yesterday as the fifth annual Wilkens All-Twin Amateur Party was held in Moose Temple Hall, Penn Avenue.

325 Pairs of Twins Join in Broadcast

Three hundred and twenty-five pairs of twins and nine sets of triplets joined with the Wilkens Jewelry Store in broadcasting the first of its kind in the history of amateur hour.

The program featured instrumentalists, singers and dancers ranging in ages from 7 to 70. Radio Station WJAS carried the broadcast, two hundred and sixty-fourth program sponsored by the Wilkens Jewelry Company.

The amateurs care for the district, while nearly 300 sets of twins and triplets, sat in the audience.

All of the performers received cash prizes, with the audience members. Next Sunday we will present

The Annual All-Star Twin Show is promoted with full page newspaper ads chock full of twin pictures, and plenty of free publicity like the examples shown here.



The Daddy of Them All

By William Hickey, President of Jack the Tire Expert,
Hartford, Conn. The First Quiz Program Continues to
Do a Selling Job for Its Sponsor after 13 Solid Years

BACK in 1928, everyone was asking questions. It was a fad that at its height rivaled miniature golf courses, jig saw and cross-word puzzles.

"Who discovered America?"

"Columbus did—ask me another!"

Remember?

At that time, the newspapers were filled with question and answer columns. One, in particular, caught my eye. I thought it would make a good radio program, and so, on August 27, 1928, I started *Jack Says Ask Me Another* over WTIC, Hartford, Conn. Last fall our organization began its 13th season on the air, 13 years with the very same quiz program. As far as I know, this is not only the first but also the longest running *question and answer* show in radio history!

I think the reason for this amazing record is that our show scorns superficiality, gets

right down to the one basic requirement for all successful quiz shows. We don't have a board of quiz experts, we don't even have our master of ceremonies interview members from the studio audience. Jack, the inquisitor, directs all of his queries to the listeners, at their homes. He pops the question, then after a seven-second interval, gives the answer. Thus the listener, the all-important factor in any radio show, is given a chance to join in the game at once. In *Jack Says*, we make every listener, wherever he is, an essential part of the show!

Perhaps the best test of the pulling power of a quiz show is its ability to attract question writers. We award a five dollar cash prize for the best question submitted each week. For over 10 years now, *an average of 1,000 letters have been received weekly*. There is an extra heavy response to the annual spelling bee which is usually held in April.

The main volume of mail comes from with-

in a 30-mile radius of Hartford, but during these 13 years, we have accumulated questions from all parts of the world. Some of our regular listeners have been contributing since the program first began. Just before Valentine's day of last year, Jack mentioned an 87-year-old lady living in a convalescent home in Hartford. He told listeners he was planning to send her a valentine, and that this would probably be the only one she would receive unless some of the listeners remembered her, too. As a result, she found 636 valentines in her mailbox on February 14th, and in addition, letters, poems, handkerchiefs, quantities of candy, cookies, and cakes.

At times, we have offered various premiums to re-stimulate interest in our family of question-writers. This last winter during just one of our programs, we offered a photostatic copy of the Declaration of Independence to all who would send in questions. Fifteen hundred listeners responded.

Mail power is only part of our long story. Certainly, all these letters would have been hardly worth receiving had not sales climbed along with mails. Thirty years ago, we had just one small store, with just one service car and a few helpers. Today, business has expanded to include two large stations, 10 service cars, and 62 helpers.

I wouldn't say it's all due to radio. We've always tried to be first with new merchandising ideas. We were first to offer Hartford automobile owners *free air*, first to give road map service, first with the five-in-one station, first with budget payments, first with practically all the new servicing equipment.

But radio has done its part! When we started our quiz show, radio received about 10% of our total advertising appropriation, with newspapers getting the lion's share. Today, 40% of our advertising dollars are spent in radio, 40% in newspapers, the rest in direct mail and outdoor signs.

We specialize in GENERAL TIRES, and we start off our program by dramatically illustrating the quick stopping, non-skid feature of the tire with surprisingly realistic sound effects. The middle of our program is usually a dramatic skit featuring two or three actors and a sound effects man. It leads into our commercials.

Biggest single point we stress in all our commercials is how easy it is to buy under our *income purchase service* (budget payments).

When radio salesmen approached William Hickey, president of Jack the Tire Expert, they didn't have to sell him on the idea of advertising and radio. A former Lord & Thomas advertising man, Hickey



left there to become assistant advertising manager of the Miller Rubber Co. When World War I came, Hickey enlisted, came home to set up a sales promotion department at Miller's and handle foreign advertising. Four more years in Akron, and then to Norwalk, Conn., to become advertising manager of the Norwalk Tire & Rubber Co. In 1925, Hickey took over Jack the Tire Expert in Hartford, Conn., and in the past 16 years has watched his company blossom into a Connecticut institution. The last sentence in his story on this page is no afterthought. William "Bill" Hickey believes in showing personal interest in his customers, encourages initiative among his employees.

One of the favorite characters who appears each year on the program is Zike Pick's parrot. (Zike and his parrot are featured on a popular rural show on the same station.) As the parrot rattles off a commercial for us, the listeners are asked to write in and interpret the parrot's gibberish. Hundreds of different sales messages are sent in by enthusiastic listeners.

In many ways, I consider the close tie-up between store name and program name an outstanding factor in our success. The part of *Jack* on the radio show is taken by Jack Whelan, a veteran tire man, around whose personality our store name has been built. Jack is an unaffected character and carries the program along with a pleasant, folksy manner.

What we have accomplished in 13 years isn't difficult to duplicate. It's based on a sound merchandising plan, a sound advertising campaign, and perseverance. Success happens overnight only in story books!

Banking on Radio

By Allen C. Knowles, Executive Vice President, South Side Federal Savings & Loan Association, Cleveland, Ohio, Who Illustrates Some of the Varied Methods That Bring Results

THERE was a time, and not so many years ago, when advertising by a financial institution meant a few lines or column inches in a newspaper publication. Happily the science has progressed to the point where today a multitude of media may be used by the average financial organization, affording vastly increased opportunities for promotion.

It remains, however, for the advertiser to determine which one or how many to use, how much of it to use, how to use it properly. Radio, with its mass appeal is springing into prominence as a medium in the financial field, and so rapid has been its growth in this field, that thousands of aggressive banks and savings and loan institutions have scarce had time to analyze and appraise it.

Already established are hundreds of unrecorded success stories. In most of our large cities one, two or more financial institutions have "discovered" radio and are using it properly and successfully.

Note that word *properly*. That cannot be stressed too strongly, because therein lies the secret of successful use of radio. We've just scratched the surface in research, but what we've found definitely is convincing. We do know that given the right program or announcements, and the right correlated promotions, radio does an amazing job.

And so the question arises in the minds of financial advertisers: "How can I use radio to the best advantage?"

Your radio man replies: "What are you selling?" And your answer is mortgage loans. Or small loans. Or savings. Or a general banking service.

The first thing you do is *plan* your campaign. The plan should pointedly drive toward *one* accomplishment; side-issues lead only to frustration in any type of advertising. Once you have decided specifically what

you're going to sell, find out who your best prospects are and when they listen to the radio. Choose the program or announcement which will catch their interest at this time. Put it on the air and keep driving your message home with sufficient frequency to make it stick. Your local radio representative will help. Most important of all—*don't relax!* Not yet! Your job has just begun. Radio is the hub of the wheel of your promotional vehicle—and you can't ride on the hub. Put some spokes in—and build a solid rim. Every employee of your organization, from the janitor to the chairman of the board, should be thoroughly familiar and helping with your radio effort.

Radio advertising breaks down into two primary types: *announcements* and *programs*. There is infinite variety possible in the presentation of each. We'll suggest only those types which have already been used successfully by financial advertisers.

If you decide on a program, there are a dozen ways you can call attention to it, each of them a sales point in itself. Your radio salesman or your advertising agency will tell you about them. Once you've started the ve-

hicle rolling, and gathered momentum, you keep it going by the same method. We'll go into that in just a minute. Right now let's consider a few types of spot announcements that have proven effective.

Announcements varying in length from fifty to one hundred fifty words, judiciously placed in the station schedule for specific audience appeal, and having special copy appeal, are the most widely-used type in this classification. A competent radio copywriter should create the announcements, and here again your local radio representative or your advertising agent can help you by determining where on the schedule your announcements should be "spotted"



Influential in U. S. banking developments the past 18 years is Allen C. Knowles, executive vice president-general manager of Cleveland's South Side Federal Savings & Loan Assn. To initiate, the savings and loan industry has undergone a marked progressive change, especially in the last decade. Depression brought out in bold relief the pitfalls of the industry. New vehicles to prevent recurrence were born: Federal Home Loan Bank System, Federal Savings and Loan System, Federal Savings and Loan Insurance Corporation. Assisting in planning their practical operation, Knowles commuted frequently to Washington, gave special attention to the machinery of the Federal Savings and Loan System. He's a member of the Committee of Federal Housing Administration, United States Savings and Loan League, and editor of the radio section of the Financial Advertisers Association Bulletin.



for optimum results. Dramatized spot announcements are coming into greater use daily. These utilize the voices of two or three people in a very brief sketch illustrating the need for the service offered, and showing how the advertiser fills the need.

This same idea has been carried over into short programs, five minutes or more in length. A successful five-minute program actually builds an audience, but to do so it must be presented at fixed times to create a dialing habit. And a good degree of artistry is required in the writing, to make the program attractive.

Another very popular and effective five-minute program idea among financial advertisers is the talk or interview. Either may be institutional or pointed toward specific results. The interview is especially good where the testimonial type of advertising is effective. The talk works best where the audience must be informed or educated in a direct manner. Here, if possible, the program should be built around a personality, preferably an officer of the sponsoring institution.

Since October 23, 1939, I have been on the air for my bank, the South Side Federal Savings & Loan Co. here in Cleveland on station WHK with a program called *Across the Desk Chat*. It's a five-minute, daily intimate chat dealing with the human angle of the bank's services. The title is no misnomer, for I broadcast by means of remote control from my office at the bank. I tell how a mort-

gage loan made it possible for the head of a family to keep his home, how a young man was enabled to get a college education through one of the bank's loan plans, how the bank performs many similar valuable services in the community. Because the talks are built around the bank's services, I omit all commercial material as such.

Black and white facts prove the success of this policy. Since the bank has used radio, our total resources have increased one million dollars; in a highly competitive market, we have made two and one-half millions in mortgage loans; opened a thousand new savings accounts; and taken in a million dollars in savings.

In the broader program field new possibilities are being revealed every day. News broadcasts, today commanding the greatest audiences in radio history, have proven excellent for financial advertisers because of the splendid commercial tie-in possibilities.

An intrepid trust company in New York City has decided to experiment, and has gone into the radio sports field. First reports indicate the experiment is clicking.

Music, which in one form or another has universal appeal, is being used in a number of interesting ways. A neighborhood bank, located in a section of a large city where the population is predominantly Polish, presents a half-hour program of popular Polish music.

. . . 40% of \$92,000,000.00



WOODCARVING COURTESY THOMAS CHAN GALLERIES

Brother, that ain't hay!

According to the *combined* income statement of 705 standard broadcast stations as reported to the FCC in 1939, radio stations received a total income of \$91,901,955 from all U. S. advertisers. This information, released August-September of 1940, is the latest official figure available.*

Local advertisers *alone* were responsible for \$37,315,774 of that income!

U. S. broadcasting stations derived more income from *local* advertisers than from either the national networks or national and regional buyer of spot advertising.

This means, radio stations received a greater percentage of their total income from *local radio time-buyers* (the laundry, the dairy, the bakery, the department store, the clothier) *than from any other single group of time-buyers!*

Are you doing a sufficient promotion job in your own back yard?

*Broadcasting Yearbook (1941) Page 444.

THIS MAGAZINE IS THE EVER OFFERED TO MEN W

OUR STORY IN 10 SECONDS

We print a monthly magazine full of useable, tested radio programs and promotions gathered from all over the country and indexed by businesses.

We mail it to your clients.

We pay for postage.

We do the wrapping.

We do the addressing.

We bind YOUR STATION INSERT into every copy.

We mail your station salesmen (to their home addresses) the RS SELLOGRAM every month!

All this for just 15c per issue.

All you do: furnish the mailing list and a four-page insert with your station's story printed on it; the insert is bound into every copy of RADIO SHOWMANSHIP mailed out by us to your customers. RADIO SHOWMANSHIP is EXCLUSIVE with one station in a selling area.



GET EFFECTIVE SALES HELP SELL LOCAL RADIO TIME

This is a partial list of the many stations having Radio Showmanship Magazine mailed to their clients, prospects and station salesmen:

WXYZ <i>Detroit, Mich.</i>	WIND <i>Chicago, Ill.</i>	KOMA <i>Oklahoma City, Okla.</i>	WBNS <i>Columbus, Ohio</i>
WSPD <i>Toledo, Ohio</i>	WHN <i>New York, N. Y.</i>	WGR-WKBW <i>Buffalo, N. Y.</i>	WOL <i>Washington, D. C.</i>
KOA <i>Denver, Colo.</i>	KOL <i>Seattle, Wash.</i>	WHK-WCLE <i>Cleveland, Ohio</i>	WKRC <i>Cincinnati, Ohio</i>
WFBR <i>Baltimore, Md.</i>	KDYL <i>Salt Lake City, Utah</i>	WFIL <i>Philadelphia, Pa.</i>	WFBI <i>Indianapolis, Ind.</i>
KMO <i>Tacoma, Wash.</i>	KFJM <i>Grand Forks, N. D.</i>	KGIR <i>Butte, Mont.</i>	KIT <i>Yakima, Wash.</i>
KROW <i>Oakland, Calif.</i>	KLPM <i>Minot, N. D.</i>	KHBG <i>Okmulgee, Okla.</i>	WELI <i>New Haven, Conn.</i>
WBLK <i>Clarksburg, W. Va.</i>	KRMC <i>Jamestown, N. D.</i>	KTSW <i>Emporia, Kan.</i>	WNLC <i>New London, Conn.</i>
WCHS <i>Charleston, W. Va.</i>	WOOD <i>Grand Rapids, Mich.</i>	WORC <i>Worcester, Mass.</i>	WNBC <i>Hartford, Conn.</i>
WPAR <i>Parkersburg, W. Va.</i>	WAGA <i>Atlanta, Ga.</i>	WGRC <i>Louisville, Ky.</i>	KVAK <i>Atchison, Kan.</i>
WSAZ <i>Huntington, W. Va.</i>	WVVA <i>Wheeling, W. Va.</i>	KVFD <i>Fort Dodge, Iowa</i>	WFCI <i>Pawtucket, R. I.</i>
KFJZ <i>Fort Worth, Texas</i>	WLOK <i>Lima, Ohio</i>	WCOP <i>Boston, Mass.</i>	WFBL <i>Syracuse, N. Y.</i>
WEBC <i>Duluth, Minn.</i>	WHIZ <i>Zanesville, Ohio</i>	KPDN <i>Pampa, Texas</i>	WHOP <i>Hopkinsville, Ky.</i>
WLAP <i>Lexington, Ky.</i>	WMMN <i>Fairmont, W. Va.</i>	WJPR <i>Greenville, Miss.</i>	KDTH <i>Dubuque, Iowa</i>
WTCN <i>Minneapolis, Minn.</i>	WBRC <i>Birmingham, Ala.</i>	WSIX <i>Nashville, Tenn.</i>	KGDE <i>Fergus Falls, Minn.</i>
KDLR <i>Devils Lake, N. D.</i>	WLEU <i>Eric, Pa.</i>	WKST <i>New Castle, Pa.</i>	WIBM <i>Jackson, Mich.</i>

RADIO SHOWMANSHIP MAGAZINE IS EXCLUSIVE WITH ONE STATION IN A CITY.



Your Extra Salesmen

AT A COST OF ONLY 15c PER COPY PER MONTH
Mail the Enclosed Postcard Today!

It is greatly enjoyed and appreciated by the Poles, who love their traditional polkas and obereks.

Another city has many people who love good symphonic music. A transcribed program presenting the nation's finest symphony orchestras here commands one of the largest nighttime audiences in the history of the station.

A savings and loan institution wanted to build itself up as one of the old, reliable business firms of a particular community. So an astute advertising man conceived a half-hour program presenting local talent. Large school and college choral groups went to the firm and presented radio concerts directly from the lobby. The programs were duly impressive, the popular interest tremendous.

A vox pop program, broadcast directly from the lobby of a metropolitan bank, and using questions of current interest, commands a large following in one city. Here the sponsor has cleverly had the broadcasting company install a "travelling mike," and when time for the commercial announcement rolls around, the announcer just walks behind the scenes at the bank—into the tellers' cages, into the safe-deposit vault—and all over, constantly chatting in a friendly manner and indirectly selling the radio audience on the bank's services. He talks with the employees, the clientele, the visitors, everyone within range of his travelling mike. His daily trip around the bank is an interesting experience for thousands of radio listeners.

These are just a few examples of ways in which financial advertisers are using radio. Because you can skillfully weave your own advertising into any kind of a program, be it educational, entertaining, or any type, a limitless field lies open.

There are plenty of good ideas waiting for someone to try them out. One thing is certain, and we can't repeat it too often—when you go into the radio program field, make up your mind to do the necessary promotion work which is a part of successful use of the medium.

Every piece of mail you send out should build your radio program. The right organizations and clubs in your city should have it brought to their attention forcefully and regularly. If the program starts out with ten thousand listeners, decide that you're going to try to add a good number at every new broadcast. Every person who comes into your place of business should be made acquainted with your radio effort. These are all spokes in the wheel. The more of them there are, the stronger the promotion, and the greater your success.

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 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).
- Drug Stores*—Five Years Ago Today (see Dec. issue, p. 146).
- Electric Appliances*—Prof-it (see Sept. issue, p. 28; Oct. issue, p. 65).
- Flowers*—An Orchid to You (see Sept. issue, p. 35).
- Fuel*—Smoke Rings (see Dec. issue, p. 126).
- 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 (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).
- Milling*—Adluh Musical Millers (see p. 149).
- Optometry*—Good Morning, Neighbors (see Jan. issue, p. 35).
- Shoes*—Mr. Fixer (see p. 148).
- 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 p. 128).
- Pinocchio (see Sept. issue, p. 11).
- Secret Agent K-7 (see Sept. issue, p. 35).
- Sonny Tabor (see p. 140).
- Stella Unger (see Feb. issue, p. 56).
- Streamlined Fairy Tales (see March-April issue, p. 90).

Cowboys Make Good Salesmen

The Adventures of a Wild West Weekly Hero Are Put on Record and Backed with a Six-Shooter's Merchandising Aim

It seems obvious now that a character in a comic strip or a hero of magazine stories, whose name and adventures already have a tremendous circulation and popularity in its original form, can be converted into a radio star of the first magnitude. Today, of course, some of the nation's top radio shows are based on characters and situations that first saw the light of day in the pulp magazine or on the comic pages.

Little Orphan Annie went directly from the comic strip to radio, was given a voice and distinct human personality and today is, and has been for the past years, one of radio's better kid shows. The producers of *Superman* were quick to see the possibilities of a radio program based upon the popular comic strip.

Such programs have the advantage of a loyal group of followers who are already familiar with the character. Superfluous is the usual preliminary build-up period necessary when presenting a brand new radio program.

The second advantage lies in the usually huge circulations of the magazines and newspapers from which the radio program originated. It's only natural that Junior, who has been following *Superman* in the local paper, should become instantly a loyal *Superman* radio fan.

A pioneer in the field of the pre-sold radio program based upon magazine characters was the old and established Street & Smith Publishing Company, whose long list of magazines boast a combined circulation up in the multi-million class.

Street & Smith's entry into the radio field, was not based upon a child hero. Instead they angled for an adult audience with a radio program revolving around a character created in one of their magazines called *The Shadow*. That was in 1931.

The Shadow proved to be a popular program, perhaps because the principal character was portrayed by the magical voice of a youngster named Orson Welles, but mostly, and more probably, because *The Shadow* was an already accepted black and white hero before he was given a voice on the radio. The magazine had a circulation of 400,000 when the program began.

It was while *The Shadow* was rising to a Crossley rating of 17.7 that William De Grouchy, broad, burly, affable, 200-pound Street & Smith promotion man, decided to convert the program into a transcribed series, air it *live* over eastern stations, then offer the program to local merchants in exclusive, non-competitive markets. Its success as a transcribed show in the hands of local merchants led him into his next venture.

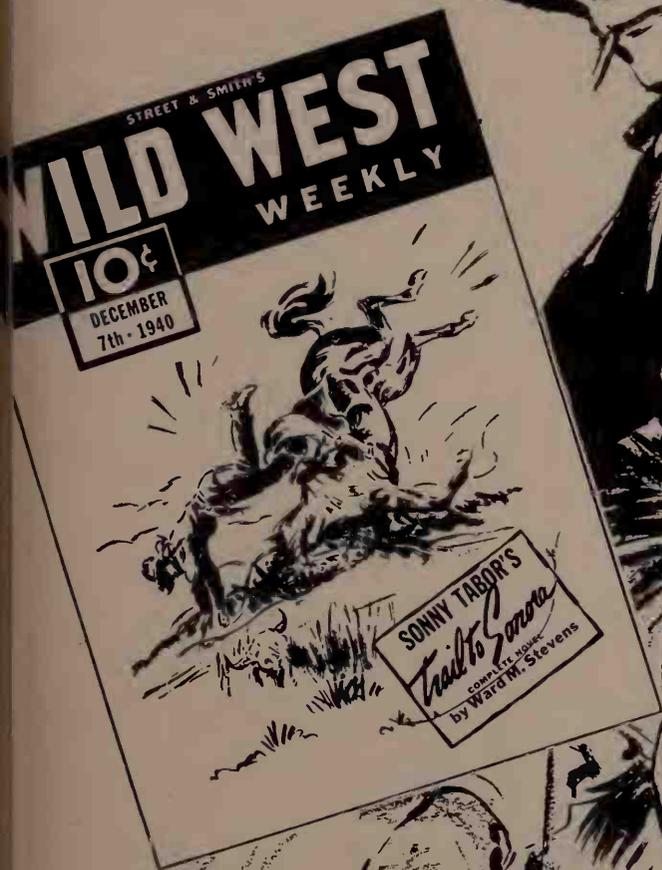
Street & Smith standby and oldest of all-fiction magazines in existence is *Wild West Weekly*. The 40-year-old publication is read by more than 350,000 people weekly. It has the largest circulation of any all-fiction weekly western magazine.

Ace character in *Wild West Weekly* is a lanky, taciturn, Robinhoodish cowboy named *Sonny Tabor*. With 350,000 people awaiting breathlessly his next week's adventures, *Sonny Tabor* seemed to promotion man De Grouchy an ideal character for radio. But on the other hand he was not content in bringing to the air just another action-crammed show, even though it be a *western*, a phase of story telling as yet not fully exploited by radio. He began his search for an angle that would make the series different, applicable to the selling of a variety of products, fitting as many advertising budgets as possible.

So *Sonny Tabor's* adventures were packed into a *five-minute* show! Yet each episode was so arranged that in addition to its *five-minute* usage, *two* of the programs could be put



Oldest of all-fiction magazines is the 40-year-old *Wild West Weekly*, boasting a readership of more than 350,000. Most popular hero in its pages is Sonny Tabor, the gentleman with the artillery pictured here. Cowboy Tabor is now adventuring into radio via electrical transcriptions in a series of five-minute programs.



on the air consecutively in a well-rounded *ten-minute* program; and *three* of the episodes could be strung together to create a full *fifteen-minute* presentation, with ample time remaining for opening, middle and closing commercials!

In that idea, Mr. De Grouchy felt and rightly so, that he had a program plan that almost any size appropriation could handle.

The next innovation was equally as new and unusual. Street & Smith offered *Sonny Tabor* at a flat price, regardless of size of town, station or sponsor!

The syndicate transcription industry, whereby programs embodying expensive production, talent and script are made available to local merchants at a minimum of cost, is a comparatively new phase of radio. In the field there is room for an enormous amount of experimentation; room for program planning that is different. But as in all new ideas, the experiment must be supported by the logic of good merchandising.

The *Sonny Tabor* program plan has the advantage of:

1. A ready-made audience; a character whose adventures are followed weekly by more than 350,000 people.

2. A flexibility that makes the program fit with equal ease into large, small and medium-sized radio budgets.

3. A standard price that will not affect your choice of stations (usually the price of a transcribed program is based upon the power of the station over which it will be presented; thus, the more powerful the station you select, the more the program costs).

HOW YOU CAN USE IT

Your choice of *Sonny Tabor* as a selling vehicle for your product or service depends entirely upon how well you know your customer, your product, and your store. It's an all-age group, action-packed program with a masculine appeal. It has the romance and glamour of the old west that has made more men spend more dimes for reading matter than they have for mustache wax.

Always attuned to public waves of interest, Hollywood is going back to Westerns in a big way; not the Indian tales of long ago, but big-time productions with millions invested in

them are playing to big grosses all over the country. They know that Gene Autry, the cowboy star, receives more mail than Clark Gable; that the desire for adventure is strong in everyone; radio can bring to each of them the vicarious thrills of the old west in a more dramatic and satisfying form than the printed page.

Behind the program is a merchandising plan applicable to almost any product.

First of all, Street & Smith offers sponsors mention on a special sponsor's page in *Wild West Weekly*. Secondly, because *Wild West Weekly* is on sale at newsstands in your city, you have an excellent opportunity of tying in with display cards at the stands. Street & Smith has prepared a card that reads: "WILD WEST WEEKLY OUT TODAY! On Sale Here." On the lower half of the card there is space allowed for your imprint of a message that would read: "LISTEN TO THE ADVENTURES OF SONNY TABOR ON THE AIR. MONDAY, WEDNESDAY & FRIDAY AT 8:00. STATION WWWW. BROUGHT TO YOU BY (Your Name & Product)".

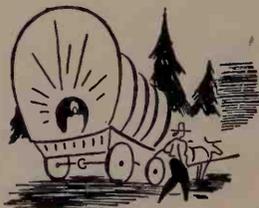
For your younger listeners, Street & Smith has arranged a series of popular premiums that include *Sonny Tabor* hats, badges, belts, etc.

Backed with the proper promotion and if your aim is sure, *Sonny Tabor* can shoot his way to a lot of profits for you!

AIR FAX: *Number of Episodes Available:* 39 five-minute shows; others in production; to be broadcast on three-time or five-time a week basis in either five, ten or fifteen-minute periods. Minimum Contract: 39 episodes. No music in series. Story is continuous with cliff-hanger at end of each episode. The programs are supplied eight to a double faced record.

Conditions of Sale: Use of broadcast is restricted to one store in a city. Standard price regardless of size of town or power of station used. Sponsorship included mention on sponsor's page in *Wild West Weekly* for duration of program.

Availability: For information regarding availability, audition records or any other information, write directly to Charles Michelson, 67 West 44th Street, New York City.





AIRING THE NEW

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

Gasoline

RINGFREE NEWSREEL THEATER Bound to blast a new precedent in radio news reporting is WHN's *Ringfree Newsreel Theater*. So unusual was this new kind of news program that sponsor **MACMILLAN PETROLEUM CORP.** (Los Angeles, Calif.), in the interest of Ringfree Oil, bought both morning and evening programs, each an hour in length, without hearing it on the air or auditioning it!

For the first time, the idea of the movie newsreel theater has been adapted for radio, the air program operating in the same manner as the regular movie news theater. Just as the *same* newsreels are repeated every hour in the theater, so will the *same* news be repeated every *ten minutes* on the air, with a two-minute Ringfree commercial between each repetition. Just as in motion pictures, where patrons walk in the middle of a feature and still see the whole show, the *Ringfree Newsreel Theater* will operate as a continuous news broadcast. Listeners may tune in anytime during the morning or evening hour period and hear the news.

Custom of news programs now is to announce the biggest event at the beginning, with the result that late tuners miss the important reports. With the *Newsreel* idea, every item will be heard as long as the listener remains tuned for 12 consecutive minutes.

While the program will consist of news periods repeated every 10 minutes, late flashes of important bulletins, if any, will be inserted in the same manner as they are included in other types of broadcasts.

AIR FAX: *First Broadcast:* March 10, 1941.
Broadcast Schedule: Daily, 6:00-7:00 A.M.; 11:00-12:00 midnight.
Preceded By: Evening program: News.
Followed By: Morning program: Opportunity; Evening program: Cinderella Hour.

Competition: Evening program: Dance orchestras, News.

Sponsor: MacMillan Petroleum Corp., Los Angeles, Calif.

Station: WHN, New York, N. Y.

Power: 5,000 watts.

Population: 7,346,272 (1940).

COMMENT: Welcome another form of news presentation to add to existing forms: Syndicated press news, hourly headlines, spot news, authoritative analysts. Keep your eye on this one.

Groceries

MEET THE CHEF Many a recipe-hungry housewife, exquisitely befuddled by the evasive flavor of a savory sauce, a tangy salad, has longed to pry into the professional files of master chefs. In Jacksonville, Fla., sponsor



S. A. FREEL DISTRIBUTING Co., in the interest of food products Hellman's Mayonnaise, Keebler Crackers, Fannings Bread and Butter Pickles, and New Nuccoa, set up WJHP microphones right in the kitchens of the city's five largest hotels. From their inner sanctums, the hotel chefs alternate in serving up to

local housewives a succulent banquet of rare but seasoned recipes and the stories behind the dishes.

Promotion: Pictures of participating chefs garnished the broadside sent all grocers to announce the program. As a tie-in, displays of sponsor products were arranged in local stores.

AIR FAX: *First Broadcast:* January 15, 1941.

Sponsor: S. A. Freel Distributing Co.

Station: WJHP, Jacksonville, Fla.

Power: 250 watts.

Population: 148,202.

COMMENT: Recipes have been dished out to housewives in many a varied way, but it takes a program like WJHP's *Meet the Chef* to really delight sated palates.

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



Department Stores

SPEAK UP In the radio room of Cleveland's new Telenews theater gather public spirited people nightly to air (on WHK) their views on current questions. Burt's public relations director Mendel Jones at mike conducts, while L. O. Klivans, president and general manager, left, watches with interest.

Rather than stay the barnstorming public, L. O. Klivans, president and general manager of BURT's, largest local time buyer in Cleveland, original radio program fancier, father of the *Speak Up* idea, doubled the WCLE broadcast time to half an hour; still hasn't solved the problem of seating space to accommodate the nightly overflow. BURT's public relations director, Mendel Jones, acts as interlocutor; Klivans personally appears on the programs, gives commercial copy a directness and intimacy that sharpens its effectiveness. Material plugs particularly the ready-to-wear, jewelry, furniture departments. Most marked has been direct response in the ready-to-wear section. Klivanesque gesture: Invitation to the audience to bring in short scripts, read their opinions on any question. Discussion topics are announced well in advance. Without a single solicitation for

In the streamlined radio room of Cleveland's new Telenews theater gather public spirited people nightly to air (on WHK) their views on current questions. Burt's public relations director Mendel Jones at mike conducts, while L. O. Klivans, president and general manager, left, watches with interest.

mail, WCLE has received some 100 letters weekly, chiefly suggestions for discussion topics.

Giveaway: To each participant a pair of tickets to the Telenews theater, located upstairs of the Telenews radio room.

AIR FAX: *Broadcast Schedule:* Monday thru Friday, 6:00-6:30 P.M.

Preceded By: Training Camp News.

Competition: Captain Midnight; Sports.

Sponsor: Burt's, Inc.

Station: WCLE, Cleveland, Ohio.

Power: 500 watts.

Population: 1,125,942 (1940).

Agency: Simons-Michelson, Inc., Detroit, Mich.

COMMENT: On network and locally, a world affair-conscious public has readily responded to forum broadcasts. Yet hesitant time buyers have been slow to step to the helm. In America a good free-for-all argument will always draw a crowd—and customers.



SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Manufacturers

A CAVALCADE OF FREE ENTERPRISE

Recently 600 guests sat down at long ribbons of banquet tables in Oakland, Calif., ate heartily in commemoration of veteran employees of Metropolitan Oakland firms who have been working for the same companies for 35 years or longer.

Host was the National Association of Manufacturers, who also took 45 minutes of KROW air time to present *A Cavalcade of Free Enterprise*, acquaint the citizenry with

the unity existing between employer, employee. Actually cast in the production were the 10 individuals with the longest records of employment. Progress of industry, maintenance of amicable labor relations came into their own in the impressive review. Emceeing were KROW staff men Bert Winn and John K. Chapel under director Keith Kerby. Production collaboration came from Edgar B. Jessup, president of the Marchant Calculating Machine Co.; and Alvin Hewitt, Pacific Coast Manager of the NAM.

COMMENT: Heaping tribute and eulogy on employees who have spent a lifetime in service to one firm also serves broader objectives. In mid-20th century, when labor and capital are lashing each other viciously, free enterprise and the NAM do well to counteract prevalent, adverse publicity. Their objectives: Minimize the *public's opinion* of the cleavage between labor and capital and minimize the *actual* cleavage, by demonstrating to the public and employees their appreciation and homage to faithful service.

KROW staff man Bert Winn interviews some of the veteran employees who were cast in the production, *Cavalcade of Free Enterprise*. Left to right: C. L. Bates, employed by Johns-Manville Products Corp. for 51 years; Laura C. Moore, employed by Alameda County-East Bay Title Insurance Co. for 49 years; and Joseph Lewis, employed by the California Cotton Mills for 48 years.





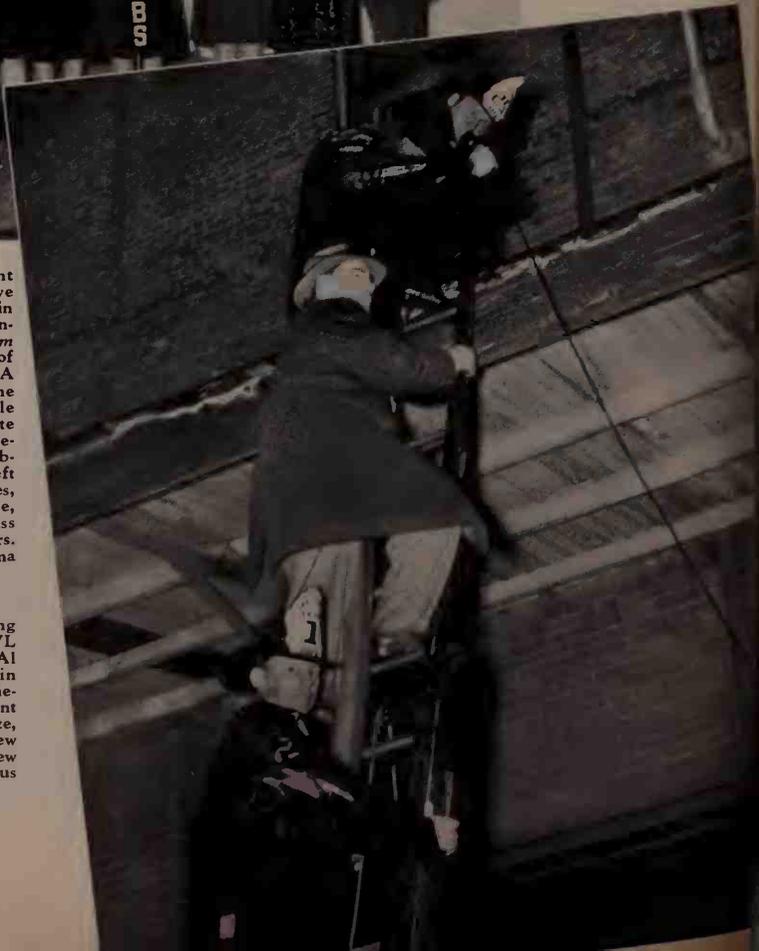
SHOWMANSCOOPS

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.



United States Government bonds were presented to five Oklahoma women, winners in Super Suds' \$100,000 contest, on KOMA's *News from the Woman's World*. Left of "Uncle Sam" is KOMA Woman's Editor Claudine French, who looks on while C. W. Elliot, Oklahoma State Supervisor for the Colgate-Palmolive-Peet Co., distributes the bonds. Winners, left to right: Mmes. Eloise Stokes, Shawnee; Gertrude Reese, Norman; Grace Wiley, Miss Maurine Gaskins, and Mrs. Mildred Robertson, Oklahoma City.

Right up the ladder along with firemen went WWL special events announcer Al Godwin to bring listeners in the Deep South an on-the-scene account of a recent \$3,000,000 warehouse blaze, one of the worst in New Orleans' history. WWL's new mobile unit got the story plus the actual sound effects.





Above . . . Fred W. Kress, grand prize winner of the St. Louis Dodge Jamboree drove home in a new 1941 Dodge Luxury Liner. Jamboree was the climax of an intensive, exclusive WIL spot campaign which lifted St. Louis retail automobile sales figures. Left to right: Jerry Colt, emcee; O. J. Rose, city manager of Dodge Brothers Corp.; Neil Norman, program director of WIL; Ray Manning, announcer of WIL; Bill Durney, merchandising director of WIL; Oscar A. Zahner, Ruthrauff & Ryan; Kress; Allister Wylie, musical director of WIL; Ray Stricker, Ruthrauff & Ryan; Ken Bennett, Ruthrauff & Ryan; Bart Slattery, publicity director of WIL.

HEAR WCOP NEWS
THREE TIMES DAILY

Below . . . WCOP sponsor Summerfield's, selling furniture, men's and women's wear, offers a stopper for Bostonians who pass their windows. Announcer Ray Morgan (now with WINX, Washington, D. C.) is seen delivering the news right from the store window.



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.

Groceries

PANHANDLE ON PARADE "We began this program around seven weeks ago, and we have paraded through a different Panhandle town each Sunday during the past seven weeks. This schedule was arranged by contacting the Chamber of Commerce in each of these towns and having them co-sponsor this program with us by inducing them to pay the line charge from Amarillo to their town and, of course, we paid the time charges. The program continuity was jointly prepared by us and radio station KGNC.

"It is our assumption that the chief benefit derived from this program up to this time is the good will that has been established by broadcasting these programs remotely from these different Panhandle towns and by having either the mayor or one of his representatives make a brief talk on the program telling the advantages of his community. This has inducted a local atmosphere into the shows, and we have found that as the programs are aired from different communities, the merchants of those communities have been much more favorable towards pushing the sale of our product, **GOLDEN LIGHT COFFEE**.

"The fact that **GOLDEN LIGHT COFFEE** is the only coffee roasted and packed in the Panhandle of Texas makes this product a 'natural' insofar as the different towns are concerned since it does not conflict with a similar product distributed locally in the individual Panhandle towns.

"It is our intention to continue the program, *Panhandle on Parade*, until we have visited all of the main Panhandle of Texas towns. Afterwards we intend to follow the program up with a return engagement to these various towns by having the grocers of these towns co-sponsor another remote control broadcast. We will tie this repeat show in with the *Panhandle on Parade* program so that the effect of the initial broadcast will not have been lost.

"We are glad to say that this particular program has received more comment than any we have sponsored heretofore, and we

are advised by various civic leaders that it not only helps build good will insofar as our product, **GOLDEN LIGHT COFFEE**, is concerned but also it helps build a better relationship between Amarillo and the various Panhandle towns from where these broadcasts originate."

H. C. Donnell
Owner and Manager
Golden Light Coffee Co.
Amarillo, Texas

AIR FAX: For complete review, see *Showmanship in Action*, p. 150.

Shoes

MR. FIXER "This program has been and is continuing to be a complete success. It has brought tangible results in advertising special buys. Much appreciation has been shown by people who have come into our store, personally, to congratulate us on our good philanthropic work. In both a business and social way, *Mr. Fixer* has succeeded in bringing the name of the **ECONOMY SHOE STORE** before the public. I sincerely feel that this program has increased sales and good will."

Harry Glesin
Economy Shoe Store
Yakima, Wash.

AIR FAX: Veteran **KIT** spot announcement buyer **Economy Shoe Store** bought two, weekly, 15-minute programs, hired a man to do nothing but solve other people's problems. Selling a low priced shoe, seeking a large labor and farm audience, sponsor created *Mr. Fixer*, who reads letters from Yakima families soliciting help.

First Broadcast: January 21, 1941.

Broadcast Schedule: T-Th., 9:15-9:30 A.M.

Followed By: Ma Perkins (Don Lee Network Dramatic Serial).

Sponsor: Economy Shoe Store.

Station: KIT, Yakima, Wash.

Power: 1,000 watts.

Population: 36,326.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Program's success depends on *Mr. Fixer's* ability to get results from his requests. For complete review of *Mr. Fixer*, see March-April issue, p. 103.

Milling

ADLUH MUSICAL MILLERS "The *Adluh Musical Millers* have been appearing over WIS, Columbia, S. C., 7:45 to 8:00 A.M. week days since April, 1940. This is a hill-billy program put on by five musicians. They have brought excellent results in the form of increased ADLUH FLOUR sales. We are confident that this medium of advertising is as good as money can buy."

R. L. Wingate
Advertising Manager
Allen Brothers Milling Co.
Columbia, S. C.

AIR FAX: Last October 15, Master Miller Sam Poplin told listeners they had a chance to win a bicycle. Method: Send in the longest list of words derived from the title, *Adluh Musical Millers*, plus two pictures of the Adluh Girl from any size sack of ADLUH FLOUR. Four days before the contest closed, overwhelmed sponsor decided that one prize was not sufficient for 1,300 letters each bearing two proofs of purchase! Sum total prizes: 22.

Showmanstunt: During the course of the contest Master Poplin and accordionist Red Bennett made a deal: If a boy won the bicycle, Sam would ride it to the winner's door, regardless of the distance from Columbia. If a girl won, Red would do the pedaling. Note: One sunny morning Poplin was seen on a shiny new bicycle on the road to St. Mathews (S. C.), which is located some 35 miles from Columbia.

First Broadcast: April 22, 1940.

Broadcast Schedule: Monday thru Saturday, 7:45-8:00 A.M.

Preceded By: News; Morning Melodies.

Followed By: News (NBC).

Sponsor: Allen Brothers Milling Co.

Station: WIS, Columbia, S. C.

Power: 5,000 watts.

Population: 71,704.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Timeliness in commercials is effective! ADLUH example:

"Now then, for those send-off parties to see the boys off to camp. It seems to me that since the boys are in for some plain but honest fare for the next year, they ought to have a last fling at lots of things that are just plain good to eat. Plenty of cakes and pies . . . and I said plenty. Any man, anywhere, anytime, likes apple pie. So today sit right down and plan your party and menu. Order a big bag of ADLUH FLOUR for all the baking you're going to do . . . and get busy."



SHOWMANSHIP IN ACTION

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

Amusements

ELGIN BIRTHDAY CLUB Unique headache of theater managers everywhere is having to sell a brand new product each week. Whereas butchers, bakers can benefit from a cumulative, week-to-week build-up of name, location, merchandise, theater men must sell the public on a completely new and different item each week, forget what they were plugging just a few days ago. Ideally adapted to this situation, but as yet very little exploited, is radio.

Packing his theater to capacity, showman Lloyd Mills of Ottawa, Canada, is hacking a new path by applying to a new field an old idea—the birthday club. The *Elgin Birthday Club* goes on the air each Wednesday, when club members whose birthdays fall during the week are presented with pairs of guest tickets. Greetings are extended these members, they are informed they are to be guests of the theater on their birthday. To become members of the *Elgin Birthday Club*, listeners must sign the birthday register stationed in the theater lobby.

AIR FAX: **Broadcast Schedule:** Wednesday, 5:45-6:00 P.M.

Sponsor: Elgin Theater.

Station: CKCO, Ottawa, Canada.

Power: 100 watts.

Population: 126,872.

COMMENT: Manager Mill's popular *Birthday Club* is worth its cost in good will alone. Add to that its effectiveness as a merchandiser, and you have real returns. Many a U. S. picture house could profit by the example set by smart showman Lloyd Mills.

Beverages

THE WHOPPER CLUB Fish program which puts the weight on "whoppers," home-spun fishin' yarns, gives back seat to practical

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

information is presented by the "Ol' Timer" in a friendly, folksy manner. Sponsor HYDE PARK BREWERIES (St. Louis, Mo.) sends a case of beer for the best "whopper" of the day.

From time to time, listeners who report an unusual catch are invited to appear on the program.

Program fish facts: Use of various rods, reels, other fishing paraphernalia; good locations.

AIR FAX: *Sponsor:* Hyde Park Breweries Assn., Inc., St. Louis, Mo.
Station: KWOS, Jefferson City, Mo.
Power: 250 watts.
Population: 26,200.
Agency: Ruthrauff & Ryan, Inc.

COMMENT: Definitely a seasonal promotion, but if it fits your product, it sells it!

Books

FISHERMEN'S CORNER Up from the streams and waters in the Rochester (N. Y.) area comes oldtime fisherman-author Ferd Lomb each Thursday night to broadcast on station WHAM the results of his hunt for anglers' paradises. Lomb does not stop with strategic angling spots; he's ferreted out where to get the best boats, bait, sleeping quarters.

Who's the sponsor? He is. Last July, his 1940 **FISHING GUIDE** was in its second edition, on sale at sporting goods stores, city newsstands for 25 cents. During the program, he sells the smart booklet that gives a whale of a lot of information, provides fishing maps singling out teeming bass, perch, or muskie waters around Western, Central New York state.

Interest upped considerably when Lomb introduced the "Liar's Contest," awarded a Taylor Fishing Barometer to the fisherman sending in the best fish story of the week. Program theme song: *Three Little Fishes*.

AIR FAX: *Broadcast Schedule:* Thursday, 6:15-6:30 P.M.
Sponsor: Ferd Lomb.
Station: WHAM, Rochester, N. Y.
Power: 50,000 watts.
Population: 357,689.

COMMENT: A program devoted to one sport is bound to have a limited audience, but count on it for steady listening, good response to commercial messages.

Groceries

PANHANDLE ON PARADE A peregrinating program is *Panhandle on Parade*, which originates in the high school auditorium of a different town in southern Texas each Sunday. Two KGNC announcers deliver a rapid eulogy of the host city, scan agricultural resources, sources of income, etc. Honor guest is the town's mayor, Chamber of Commerce Secretary or other bigwig official, who delivers a three-or four-minute talk. During the remainder of the program, the audience raises its voice in community singing, the emcee responds with a solo. Three or four audience guests are interviewed, receive a pound of sponsor's **GOLDEN LIGHT COFFEE**.

As the program moves from town to town, it is always assured of an auditorium audience of some 400 people. No magic involved, but tried and true joint promotion of local Chamber of Commerce and **GOLDEN LIGHT COFFEE Co.** Placards are prominently displayed in each town prior to the broadcast. Local newspapers trumpet the program with special articles; station KGNC plugs continuously. In some cities, the Chamber of Commerce mails invitation cards.

Simultaneous with the advance program promotion in each town is the merchandising of sponsor's product by special representatives, who cash in on the boom with extra sales and prominent product displays.

AIR FAX: *First Broadcast:* Feb., 1941.
Broadcast Schedule: Sunday, 4:30-5:00 P.M.
Preceded By: NBC Dance Band.
Followed By: The Catholic Hour.
Competition: The Shadow.
Sponsor: Golden Light Coffee Co.
Station: KGNC, Amarillo, Tex.
Power: 2,500 watts.
Population: 51,792.

COMMENT: For the sponsor who seeks to build his product in small neighboring towns, *Panhandle on Parade*, with its appeal to civic pride and its cooperation from local newspaper, Chamber of Commerce has much to offer. For sponsor comment, see *What the Program Did for Me*, p. 148.



PROOF O' THE PUDDING

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

Gasoline

30 SECONDS TO GO On Monday and Wednesday nights, Hitler and Mussolini should send special envoys to Denver, Colo., to try out on KOA program, *30 Seconds to Go*. Sponsor BAY PETROLEUM CORPORATION awards as much as 300 gallons of gasoline to one contestant, but the envoys must be true blitzkrieg boys, for it's the first five seconds that count! Being fast talkers the totalitarian boys might win (and besides they could use the gasoline).

While a huge clock ticks warningly in the background, dapper, slender Wes Battersea, a veritable arsenal of questions, calls contestants by telephone, fires his ammunition. A bell rings each five seconds, and the value of the question shrivels as the 30 seconds tick away. To pass the time, Battersea politely prods his befuddled quizee with hints, harmless jibes.

Since *30 Seconds to Go* began exciting Denverites last November, Bay Service Stations have averaged six new customers daily. As a direct result of the announcement: "Register and receive hundreds of gallons of Bay Gas FREE," more than 8,654 cars went over Bay Station driveways in the first four weeks of the program!

Sponsor's product is merchandised every inch of the way: To be eligible to win the free gasoline awards, would-be contestants must register at any Bay service station. As they register, they are required to finish the sentence, "I like Bay Gas, because . . ." Names to be called are selected on the basis of the answers given.

In its sapling days, the program offered 10 gallons of Bay gasoline to anyone sending in a "Bay Proverb" that was read on the air; now listeners are requested to send in questions instead of proverbs, and the mail returns have doubled. Short, pithy Bay Proverbs are still used in closing commercial.

Brief commercials sell the quality and "extra protection" of Bay Gas. Credit certificates for gasoline are delivered to the homes of winners personally by representatives of the BAY PETROLEUM CORPORATION.

Promoting the program at its outset were 1) advertisement on the radio page of the local newspaper 2) *Thirty Seconds to Go* banners flying from all Bay service stations. Instruction letters delivered to all station attendants and salesmen a week prior to the show's debut laid a firm foundation for the first influx of registrants. Registration books the size of order books were given to all station managers. Certificates in five gallon purchase denominations for convenient use at any Bay service station are awarded to winners.

AIR FAX: First Broadcast: November 5, 1940.

Broadcast Schedule: Monday, Wednesday, 6:45-7:00 P.M.

Sponsor: Bay Petroleum Corporation, Denver, Colo.
Station: KOA, Denver, Colo.

Power: 50,000 watts.

Population: 303,273.

Agency: Copyrighted by Raymond Keane Advertising Agency, Denver, Colo.

COMMENT: Intelligent radio planning calls for equal attention to program and promotion.

Beverages

TOWN TALK Man-on-street programs have been successfully sponsored by optometrists, jewelers, automobile distributors, furniture dealers. To stimulate interest, they give away to each passerby interviewed patriotic emblems, pocket knives, most often, theater tickets. Newest and best application of the man-on-street show is to a product that can itself be merchandised as a give-away!

In the spring of 1936, *Town Talk* staged its maiden appearance on the streets of Birmingham, (Ala.) as a WBRC sustainer. Six months later, realizing that a man-on-street show might be an important avenue to sales increase, ORANGE CRUSH-7UP BOTTLING Co. bought the show, has staged 1,500 broadcasts since.

At first, sponsor used the bromide give-away, theater tickets, but last year they switched to a six-bottle carton of 7UP (their own product). Test of program's continuous popularity: A free picture offer to the public of a *Town Talk* street scene netted 25,000 requests in 10 days. Program's success has resulted in 7UP Co's. adding street broadcasts in many other cities.

*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

AIR FAX: Round-faced, jet-haired Bill McCain has interviewed some 25,000 people in his six years of *Town Talk*. Most street broadcasts are informal. McCain goes one step farther; he even ad libs the commercials!

First Broadcast: Fall, 1936.

Broadcast Schedule: Monday thru Saturday, 12:00-12:15 noon.

Preceded By: Public Health Service.

Followed By: Frankie Masters' Orchestra (NBC).

Competition: Farm & Family Forum; Public Health.

Sponsor: Orange Crush-7Up Bottling Co.

Station: WBRC, Birmingham, Ala.

Power: 5,000 watts.

Population: 259,678.

COMMENT: Most merchandisers recognize the tremendous effectiveness of *sampling*. In *Town Talk*, use of 7UP as a give-away not only got more people acquainted with the product but gave the emcee an excellent chance for a commercial plug every time he gave away a carton.

Home Furnishings

TRIAL OF TALENT Since October, 1938, "court" has held session on the stage of Ellwood City's Majestic Theater every Sunday afternoon; talent from all sections of western Pennsylvania has been on trial.

Gavel-wielding master of ceremonies gravely charges the defendants with possessing talent, grants a hearing to determine their "guilt." Comprising the jury are judicious members from the visual audience, who in conjunction with the judge decide the verdict. At the end of 13 weeks, each winner is ordered to return to court to compete for the grand \$100 prize.

Sandwiched into the show is a five-minute comedy skit, which finds itself slyly involved into a commercial message. To encourage interest from all parts of Western Pennsylvania, auditions are held in three sister cities each week. Admission tickets are obtainable only by calling at sponsor ELLWOOD CITY FURNITURE Co. Each child requesting a ticket must be accompanied by one parent.

Average weekly mail response over a two-year period: 3,000 letters (votes).

AIR FAX: *First Broadcast:* October, 1938.

Broadcast Schedule: Sunday, 1:00-2:00 P.M.

Preceded By: Hungarian Hour.

Followed By: Garden of Memories.

Sponsor: Ellwood City Furniture Co., Ellwood City, Pa.

Station: WKST, New Castle, Pa.

Power: 1,000 watts.

Population: 51,092.

COMMENT: Tendency today is building an amateur show around an interesting theme—show boats, court trials, night clubs. See *Junior Showboat*, February issue, p. 65.

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, MARCH-APRIL, 1941

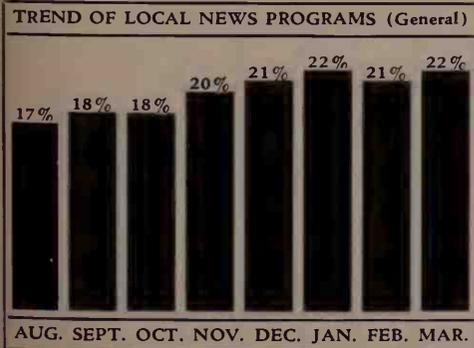
Type	Rating	Last Month	Change
MUSIC	32%	33%	-1%
NEWS	22%	21%	+1%
QUIZ	10%	11%	-1%
INTERVIEWS	9%	9%
TALKS	8%	7%	+1%
SPORTS	7%	7%
DRAMA	6%	6%
COMEDY	6%	6%



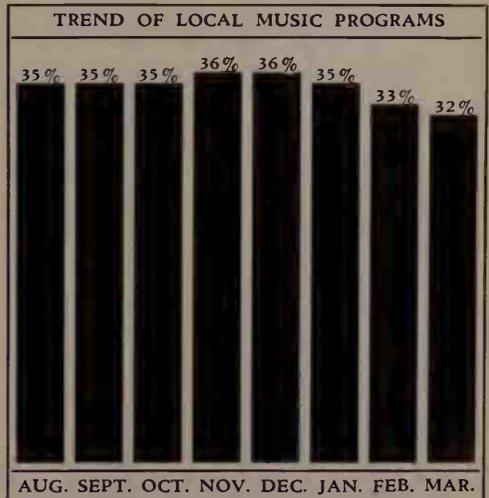
GROUPS	Men	Women	Children
Music	27%	35%	36%
News	27%	20%	9%
Talks	5%	11%	3%
Interviews	7%	10%	11%
Quiz	11%	10%	11%
Sports	13%	3%	5%
Drama	5%	5%	16%
Comedy	5%	6%	9%



If you are merchandising directly to men, you'll be interested in a breakdown of the general trend of *news* programs. Where the commercial message is primarily for men, *news* programs have shown a steadier, faster climb. They should make an even better buy. At no time in the past eight months has there been a decline in popularity, only in two months (January and February) have the ratings remained at a standstill!



The trend of *news* programs seems to move almost in a direct correlation with the course of world events. Newest reports show *news* has once again climbed to its January high. The peak has yet to be reached.



Locally sponsored *music* programs showed a slight increase up and through December; but starting with the January survey, a sharp decline has been recorded.

The RS Furniture Survey

(Continued from Page 131)

4. Question: *How long is your spot announcement?*

Retailers reporting results good:

- 66% used one minute announcements.
- 20% used less than one minute announcements.
- 14% used more than one minute announcements.

Retailers reporting results poor:

- 66% used one minute announcements.
- 22% used less than one minute announcements.
- 12% used more than one minute announcements.

By comparing these figures, we can conclude that the length of a spot announcement has little effect on its pulling power. For the answer to what makes a good spot announcement, we must turn to other factors, such as: 1) consistency, 2) placement, 3) the message.

5. Question: *How many weeks out of the year did you use radio?*

Retailers reporting results good:
Averaged 48 weeks on the air.

Retailers reporting results fair:
Averaged 29 weeks on the air.

Retailers reporting results poor:
Averaged 23 weeks on the air.

We cannot hastily conclude that if an advertiser stays on the air it will automatically assure a successful campaign. Consistency may be the result of a program's effectiveness, as well as the *cause* of that effectiveness. However, there is strong evidence that consistency does materially affect the pulling power of radio advertising. Further proof: Of all retailers reporting results *good*, 82% were on the air 52 consecutive weeks!

6. Question: *How many days per week were you on the air?*

Of retailers reporting results good:
37% used radio every day in the week.

Of retailers reporting results fair:
8% used radio every day in the week.

Of retailers reporting results poor:
5% used radio every day in the week.

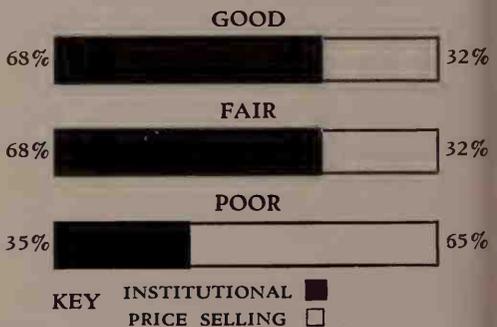
More proof of the value of consistency in radio advertising.

7. Question: *What times of the day do you use radio?*

TIME OF DAY	GOOD RESULTS	FAIR RESULTS	POOR RESULTS
Before 9 A.M.	15%	7%	10%
9 to 11	22%	24%	10%
11 to 1 P.M.	15%	24%	21%
1 to 5	15%	3%	29%
5 to 7	9%	28%	21%
7 to 10	24%	7%	9%
After 10 P.M.	0%	7%	0%

More women buy furniture than men; therefore, the most effective advertising is timed to their listening hours.

8. Question: *What type of commercial copy (sales message) do you use?*



The importance of using institutional copy to obtain best radio results is strongly indicated by these figures. Institutional copy builds sales volume as readily as price selling copy does; it builds a day-by-day volume instead of spasmodic splurges.

By comparing the answers to each question, you will have a basis for determining the relative importance of the factor discussed. If a certain question received the same answer in all three groups (good, fair and poor), you can assume that this question is not important in determining radio effectiveness. On the other hand, if marked differences in results are apparent, then the factor being discussed may be said to materially effect results.

FUN WITH MUSIC



BY
Sigmund Spaeth

THE TUNE DETECTIVE

101 WAYS TO ENJOY MUSIC

HOW TO PLAY PIANO WITHOUT NOTES

GAMES, TRICKS & STUNTS WITH MUSIC

TIPS FOR THE AMATEUR SONGWRITER

40 POPULAR OLD-TIME FAVORITES

A brand new transcribed series with a powerful merchandising "hook," starring America's No. 1 author-illustrator. Custom-tailored for musical instrument merchants, adaptable for use by any distributor seeking IMMEDIATE RESULTS through radio, New reads. Watch the most stars on TV's *Wipe Out*! *Wipe Out*!



THIS IS YOUR EIGHTH COPY OF

SHOWMANSHIP. In it are articles concerning, and detailed descriptions of 23 radio programs as used in 13 different types of business fields. One of these program presentations may prove adaptable in your business. The Editors of RADIO SHOWMANSHIP & MERCHANDISING REVIEW welcome and will promptly answer all correspondence. May you enjoy and profit from this issue.