

BROADCAST ADVERTISING

VOLUME TWO

MERCHANDISING

The NBC peacock logo is centered in the image, featuring a circular arrangement of six feathers with a grid pattern, and the letters 'NBC' in the center. It is set against a blue background with white lightning bolts radiating from it. The entire scene is framed by a stylized cityscape of tan buildings with a central vertical axis.

NBC

NATIONAL BROADCASTING CO., INC.



BROADCAST ADVERTISING

≡
VOLUME TWO

≡
THE MERCHANDISING
OF A BROADCAST ADVERTISING
CAMPAIGN

NATIONAL BROADCASTING COMPANY, Inc.

711 FIFTH AVENUE, NEW YORK



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FOREWORD TO VOLUME TWO

MERCHANDISING, as applied to the medium of Broadcast Advertising, embraces all those forms of supplementary promotion which are designed to take full advantage of the resale qualities of the medium.

In Volume One of "Broadcast Advertising," a broad and comprehensive survey of the history, growth and qualities of the radio medium is given. The present volume carries this survey into a specialized and very important field of related activity.

This study of Broadcast Merchandising is based entirely upon the experience and practice of NBC clients, and in order that we may continue to bring the most up-to-date information to those whose interests lie especially in this field, provision has been made to add new sections from time to time. The loose leaf format of this volume will lend itself to that purpose, and the absence of an index will be compensated for by the simplicity of arrangement which has been followed.

This book is presented by the National Broadcasting Company as a contribution to the development of Broadcast Advertising technique. Our sincere thanks are offered to the many NBC clients who have contributed to its contents.

THE MERCHANDISING
OF A
BROADCAST ADVERTISING
CAMPAIGN

SECTION TWO

THE MERCHANDISING OF A BROADCAST ADVERTISING CAMPAIGN

INTRODUCTION

THE merchandising of a Broadcast Advertising Campaign is not a new art, but is a new technical development of a time-tried and established promotional activity. Every well-organized and experienced advertising agency is fully capable of undertaking such a merchandising campaign in connection with its clients' Broadcast Advertising, provided both the merchandising and the account men first understand the basic principles which should be applied in adapting their past merchandising experience to the new medium.

The National Broadcasting Company regards it as one of its functions to provide the working data for increasingly successful application of those basic principles involved in Broadcast Merchandising. To this end, the NBC Sales Promotion Department has maintained since 1927 a reference organization, to which users of Broadcast Advertising may turn for information on the experience of others, in the working out of supplementary merchandising campaigns for Broadcast Advertising programs.

The NBC Sales Promotion Department has assembled and made readily available a comprehensive array of samples of successful practice, adequately backed by accurate information as to their use and proven value.

Great care has been taken to classify all this material in useable form. There are exhibits analyzed under the headings of the various types of merchandising aids successfully used, and there are other exhibits analyzed under the names of NBC advertisers, indicating the coordination of the component parts of their merchandising plans. There is also a large file of supplementary material which can be called into service for specific study of any one type of merchandising device, and as material becomes obsolete

it is also carefully filed, continually building up NBC records from the historical standpoint.

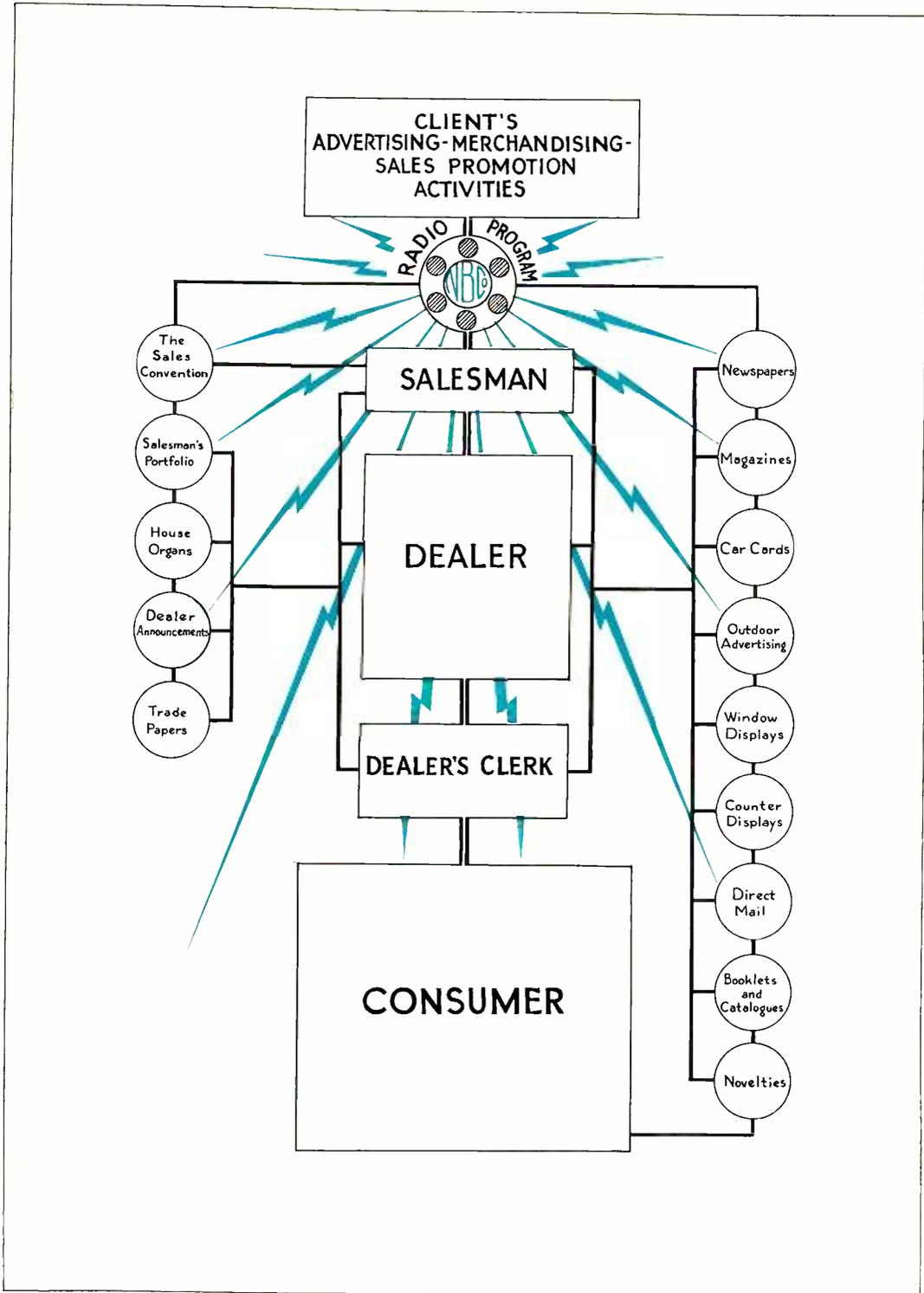
All of the examples and records are open, for reference, to representatives of recognized advertising agencies, and active or prospective Broadcast Advertisers.

Realizing, however, that it is not possible to place duplicate displays in the office of every Advertiser and Advertising Agency, the Sales Promotion Department of the National Broadcasting Company has prepared this book expressly to meet the demand for some form of reference work on the subject of supplementary tie-ups. It will not provide an absolute substitute for the NBC files and displays of actual examples, but it is designed to fill the very real need for authentic and specific information.

Each chapter is prepared in the form of a self-contained loose leaf insert. The first section contains a concise explanatory statement, while succeeding sections proceed to deal, step by step, with the component parts of typical merchandising plans, illustrated by actual case-examples. Forthcoming sections, to be added from time to time, will deal with interesting new items taken from current campaigns of NBC Advertisers.

THE WHY AND WHEREFORE
OF MERCHANDISING AIDS IN
A BROADCAST ADVERTISING
CAMPAIGN

SECTION THREE



THE SUCCESSFUL RADIO PROGRAM, MERCHANDISED THROUGH DIRECT AND INDIRECT
ADVERTISING CHANNELS, AND ITSELF A MERCHANDISING AID

THE WHY AND WHEREFORE OF MERCHANDISING AIDS

GOOD radio programs cultivate listener goodwill and acceptance. But good merchandising translates goodwill into action at the point of purchase. And does much more. Thorough merchandising of the broadcast campaign results in greater co-operation and enthusiasm in the client's own organization, from the factory hands and clerks to the outside salesmen. It results in increased distribution among dealers, often before the first program goes on the air. It reaches not only the proprietor, but the clerk. It leads jobbers to push lines that they might otherwise leave dormant. It brings listeners into the dealer's store or the agent's office. And it injects a news interest into all the rest of the clients' advertising which decidedly increases the effectiveness of all media.

How Can Broadcast Advertising Be Merchandised?

Merchandising a Broadcast Advertising campaign differs in one important respect from actual product-merchandising, because it deals with tangible, living personalities, who represent the product to the radio audience. Radio possesses a human appeal and a news value which are worth much.

Of course, not all of the various tools used by NBC clients may be practical for specific advertisers. Some clients, due to their distribution and marketing problems, will require certain merchandising helps, while other clients will require entirely different helps. Nevertheless, a radio tie-up in every one of the items listed below should be carefully checked against the client's distribution and advertising.

1. Speeches and presentations of the medium at Sales Meetings and Conventions.
2. Salesmen's Portfolios.
3. Dealer Announcements.
4. Trade Papers.
5. House Organs.

6. Magazines.
7. Newspapers.
8. Outdoor and Car Cards.
9. Window Display.
10. Counter Display
11. Direct Mail Leaflets, etc.
12. Booklets.
13. Novelties.

The establishment of the above general classifications has been the result, not of arbitrary division, but of an analysis which has been in process for more than two years. The National Broadcasting Company has approached the whole subject with an open mind, and has employed the services of merchandising experts with long experience in advertising agencies and in the promotion departments of other media. These men have applied their past experience to the new medium, with the sole desire of establishing standards of practice for the benefit and guidance of clients of the National Broadcasting Company. At the same time, a cordial welcome has been extended to all who are interested in the development of this subject, regardless of whether they are active NBC clients or not.

There can be little question now that merchandising has proved itself to be a vital factor in the success of any campaign of Broadcast Advertising. The pioneers have proved that a well-planned supplementary advertising and merchandising scheme not only increases the value of the radio campaign, but enables the radio campaign to increase the value of all other forms of advertising.

As an illustration of this fact, Mr. Robert H. Rankin, speaking before the International Advertising Association at its Berlin Convention, and referring to an advertiser who is recognized as one of the pioneer users of network Broadcast Advertising, stated:

“They were the first to merchandise their radio program through dealer window displays, booklets and letters, and to this day it has the record of making radio increase the value of the newspaper, magazine and all other forms of advertising. I believe radio doubled the value of every dollar they spent in any form of advertising.”

THE SALES MEETING OR CONVENTION

SECTION FOUR

THE SALES MEETING OR CONVENTION

BROADCASTING, for all the fact that it has been successfully used by advertisers for more than seven years, is still *news* in any single industry. For that reason, one of the most important things to remember in merchandising a radio campaign, is to present it dramatically, and with real showmanship, to your sales force and your distributors. It is of little avail to be on the air for the entertainment of the consumer, if those who are chiefly concerned in the distribution of your goods are not also fully acquainted with the fact that you are presenting a radio program, and with the details of day, time and network.

That sounds elementary, but it is a very important point. Therefore, the first thing we bring up for consideration is the means of acquainting the personnel—especially the salesmen—of any organization with the important facts of their company's Broadcast Advertising programs. In other words, the broadcasting tie-up begins not somewhere out in the consumer field—in magazine or newspaper advertising—but way back in the factory, in the office, and particularly in the sales convention.

A good example of the use of radio as a merchandising help in the sales convention is provided by a prominent radio set manufacturer. In the early part of 1929, this company held a convention of salesmen and jobbers, and at that time, the complete advertising campaign for the season's new radio sets was outlined very carefully in sessions extended over two or three days. The Director of Sales, Sales Promotion Manager, and other executives of the company, and representatives of the national magazines and of the company's advertising agency, addressed the meeting. In addition, representatives of the National Broadcasting Company explained just how Broadcast Advertising was playing its part in building sales, and made suggestions as to how the jobbers might

cash in on this proposition by means of alert merchandising tie-ups with the radio programs.

A great deal of enthusiasm was shown in relation to the many points of the complete advertising campaign, but perhaps the most significant feature was the reaction to the announcement of the radio programs which had been planned. It produced a tremendous number of interested inquiries from jobbers, many of whom showed particular concern in having their own local stations carry the program. Their attitude was that they could hardly be expected to meet their quota without the full aid of this Broadcast Advertising penetration in their own territories. Some actually wanted to pay for the addition of their local NBC station, in cases where it had not been included in the line-up arranged by the home office.

Another instance of the successful use of radio in building enthusiasm and confidence among members of the sales and distribution force, is that of a large tire company, which, in the sales convention shortly before the commencement of their 1929 campaign, staged a demonstration which is worth noting. The Advertising Manager stood up on the stage, which was draped with heavy curtains, and said a few words about their forthcoming radio activities—an entirely new advertising venture for this particular company. Then he said to the men, “Just imagine yourselves, your trade customers, and the individual motorists who are in turn *their* customers, sitting comfortably before the radio set at home and hearing the Voice of this company personally addressing itself to each one, and building goodwill, the impression of quality, and name acceptance.” As he spoke, the distinctive voice of the famous radio tenor featured in this program was heard, faintly at first and gradually increasing in volume, singing the theme song of the program. As the orchestra burst into full volume on the first number, the curtains went up and disclosed, instead of a loud speaker, the complete musical group on the stage. A typical radio program was then carried through with the regu-

lar sales announcements, to the great enjoyment of all the salesmen assembled.

The value of these dramatic presentations to salesmen is simply this: Radio, because of its newness, because of its human appeal, is more vivid and potent in impression on the individual salesman than is a series of publication advertisements, however effective they may be in promoting sales. Full advantage should be taken of this fact.

The Convention offers a truly fine opportunity to sell the sales organization on the company's advertising activities.

When a company goes on the air on a large NBC network, each member of the sales force feels that his company is doing big things in a big way. It increases his confidence and gives him something really new and interesting to talk about when he visits jobbers and dealers.

THE
SALESMAN'S PORTFOLIO

SECTION FIVE

THE SALESMAN'S PORTFOLIO

THE use of a salesman's portfolio to assist in the resale of advertising campaigns is a standard form of sales promotion familiar to most national advertisers.

It has been found that Broadcast Advertising brings new blood to the aid of portfolio presentations. Some of the most successful NBC clients have made profitable use of radio in this way, by featuring the broadcast campaign as the keynote of their salesman's portfolios.

The use of this form of presentation also makes possible a simple, straightforward demonstration of the fact that Broadcast Advertising aligns itself squarely alongside the other features of a complete advertising and merchandising plan.

Such examples as the Whittall portfolio, illustrated on the opposite page, do much to dispel the notion that the use of radio is tantamount to "going into the show business." The Whittall portfolio definitely gives radio its true place as a major form of advertising. The four headlines "Whittall Rugs and Carpets—Radio Broadcasting—Dealer Helps—Magazine Advertising" indicate the four big links in the chain of Whittall rug sales promotion.

The photograph also shows three pages from the salesman's portfolio of the Firestone Tire & Rubber Company, which was rather elaborate in nature. The upper sheet graphically depicted the manner in which "The Voice of Firestone Reaches Around the World," the concentric and ever-widening circles representing the globe-girdling "Voice of Firestone."

A complete set of newspaper advertising mats directed attention to the radio programs displayed on the second page. This showed the dealer how he might associate himself, as the local Firestone representative, with the Firestone programs reaching the listeners in his own territory. (The mats were supplied free on request.) On the third page, a series of colorful

and striking window cards, banners and other specialty tie-ups were illustrated—all built around the Broadcast Advertising program.

Firestone's dealer tie-in was directed to 30,000 dealers, and splendid enthusiasm was developed thereby.

The radio campaign fired the imagination of Firestone dealers because of its distinct novelty and impressiveness. They had a new conception of what their company was doing to help them sell more tires. Whereas, they had in the past perhaps, regarded printed advertising, window displays, novelties and so on as unrelated activities, they saw the whole bound together by the radio campaign.*

A somewhat similar salesman's portfolio produced in 1927 by the Seiberling Rubber Company was largely instrumental in signing up 500 new dealers in a period of three weeks, *immediately preceding* their first program. This indicates the merchandising power in Broadcast Advertising which can be exerted even before the advertiser actually goes on the air.

*Note: Since Firestone is off the air as this volume goes to press, the following letter signed by the Firestone Tire & Rubber Company under date of July 8, 1930, will perhaps be of interest:

"The Firestone Tire & Rubber Company made use of the NBC facilities from December 3, 1928 to May 30, 1930, and during this time found Radio a very valuable sales aid. It proved to be particularly effective in arousing the enthusiasm of our sales force and of our dealers.

"Changes in advertising plans made it desirable that our Radio activities should be suspended, but the fact that we are not at present using Radio should not be taken to indicate that we were not entirely satisfied with the results of our campaign."

Similar expressions from other inactive broadcast advertisers are on file in the NBC offices.

TRADE-PAPER
TIE-INS

SECTION SIX

TRADE-PAPER TIE-INS

THE dealer's clerk—the man behind the counter—is the final contact with the customer. He symbolizes the point of purchase.

Your NBC radio program is welcome news to him, since it promises to entertain him as well as the consumer he sells. He, too, is a member of the “radio audience,” along with the store manager and the customers.

Usually, the salesman's portfolio is exposed only to the dealer and not to his clerks. Dealer announcements are likewise addressed personally to the dealer, who generally opens his own mail. To be sure, he may, if he is an alert dealer, pass on to his clerks interesting news concerning the trade. On the other hand, the clerk who is on his job, has access to, and reads, the trade-papers. Program announcements placed therein are likely to attract the clerk's attention to your product, because of the contrast to the run of trade-paper announcements, and because of the goodwill association between the trade name and your program of entertainment.

Trade-paper announcements may be devoted entirely to the details of your program and its importance as an aid in moving your product from the dealer's shelves. In this type of trade-paper advertisement, direct selling points are subordinated to the news interest of the program.

When Libby, McNeil & Libby inaugurated their Libby Hour over “WJZ and a coast-to-coast network of powerful NBC stations,” they ran the double-spread announcement shown here, in seventeen grocery trade-papers. It gave not only full details of the double-barrelled, morning and evening programs, but it also announced the offer of a window poster to the dealer, enabling him to identify himself with the programs.

Westinghouse employs a modification of the same idea. Each week, the Westinghouse Salute is devoted to a different industry which they serve. And each week, a full-page announcement appears in the trade-

papers of the industry selected. In this way, members of that industry are acquainted with the program and the possibilities of tying-in with it.

The accompanying illustration shows their advertisement from "Agricultural Engineering," announcing their "salute" to the agricultural industry. The cast is pictured and briefly described. Intimate glimpses of this character invariably create a friendly interest and increase goodwill.

The Sylvania double-spread shown is the centre of a four-page insert in "Radio Retailing," printed in striking green and black. The first page shows the President of the company speaking into an NBC microphone. The text beneath states five selling points concerning Sylvania Tubes. The centre pages illustrated herewith, show the orchestra, dealer helps and display material, and below, the text of the program announcement. The last page is a catalog of the complete Sylvania line. Such a trade-paper insert, aside from telling the story, induces an enthusiastic response from the dealer and his clerk.

The foregoing trade-paper announcements are actual examples of advertisements devoted exclusively or for the most part, to the program itself. The "news" of the feature dominates the selling points of the product. In the Dixie ad from "Drug Topics," however, the reverse is true. Here, the usual trade-paper ad obtains, but in one corner, an announcement of the program is made, thus tying-in the selling story with the radio feature. This little notice of the Dixie program appears month after month on all Dixie ads—a continual reminder of the Dixie program over WJZ and associated NBC stations. Week after week, this program keeps the name of Dixie Cups fresh in the minds of the dealer, the clerk and the consumer—all members of the radio audience.

DEALER BROADSIDES AND ANNOUNCEMENTS

SECTION SEVEN

The Voice of Firestone

Reaches around the world to help You sell more tires

World Wide Hook Up
Listen in
Time Will Tell

Firestone

A WHIFF TO YOU
WHILE YOU LISTEN TO GREAT MUSIC ON WESTINGHOUSE

TUNE IN

- WJZ
- WRVA
- AM WHAS
- RC KHQ
- STP KOMO
- IOD WPTF
- SMB WBZA
- DKA KSL
- NOAI KVOO
- WSB WCKY



W.C. CROFT TO COAST CHAIR
7:30 P.M.
EASTERN STANDARD TIME
**WEDNESDAY
DECEMBER 11**

AS YOU'VE HEARD IN A "WESTINGHOUSE" STORY
**GRIPPING DRAMA AND
BEAUTIFUL MUSIC OF CHRISTMAS
THRU THE YEARS**

A NEW TYPE OF RADIO PROGRAM
featuring new productions in selected cast of extraordinary tone
radio entertainment in word - Day New York legitimate stage
New stories of our times - stories of dramatic historical events
Full orchestra of 30 voices - (cast by radio standard)



Westinghouse

WHITTALUS
Whit
Weekly Radio Bulletin

Radio
Call of
1. Chicago
2. New York
3. The
4. The
5. Mich
6. Pigeo
7. Chanc
8. Par
9. We

Whittall Anglo Prose

WHITTALUS
WHIT
WEEKLY RADIO BULLETIN

THREE TYPES OF DEALER ANNOUNCEMENTS

DEALER

BROADSIDES AND ANNOUNCEMENTS

AN important unit in merchandising the broadcast campaign is the broadside to dealers. It supplements the salesman's contact, and may even take the place of personal presentation. It has been repeatedly demonstrated that dealers are interested in reading information about a radio campaign. They are themselves part of the radio audience, and they know that their customers are.

Dealer broadsides fall roughly into three classes, as shown in the accompanying illustrations. Each of these performs a special task, and any or all may be used, depending on the product and its distribution.

The first type comprises a complete description of the advertising campaign showing the place that radio occupies, together with mats for local newspaper tie-ins, the offer of dealer helps of all kinds, and a postcard to make it easy for the dealer to request these helps. An excellent example of this type is shown in the accompanying Firestone illustration. Every element of the campaign is shown including magazine and newspaper advertising, dealer signs, direct mail and window material, all built around the "Voice of Firestone." An accompanying postcard stimulates the dealer to prompt action in asking for the helps offered.

The second type outlines only the broadcast campaign, and is so designed that the inside may be used as a window sticker. This is therefore an economical and effective way of reaching both the dealer and his customers. An interesting point in connection with the Westinghouse broadside illustrated, is the way in which they solved the problem of including the name of the local station in addition to the information that the program was over the National Broadcasting Company coast-to-coast network. With each dealer broadside, they enclosed a gummed perforated list of stations from which the dealer selected his local station and inserted

it in the space provided. This is an ingenious solution of the problem of featuring various stations on a general mailing piece.

Another modification of this type is a “blown-up” radiogram—simple, economical, and forceful. The art and press work is cut to a minimum, for it consists of a typed message on a regular radiogram blank. These radiograms are strong attention-getters.

The third type consists of a small weekly bulletin to the dealer, which is particularly adaptable for a consistent and frequent follow-up. This may contain excerpts from listener-mail and press clippings, or may accompany a weekly program card to be inserted in a counter display. One of the most interesting developments of this type is the Whittall bulletin illustrated in this section. The Whittall Anglo-Persians play semi-classical music which is widely appreciated for its musical value, and it is this listener interest in the program which is the basis of their dealer bulletin. The complete program with notes on the musical numbers on a separate sheet is accompanied by six suggestions which are repeated each week:

1. To tear off and insert the weekly radio program in the window cut-out display.
2. To hand the loose sheet of program notes to the local newspaper radio editors, because its news value is a legitimate source of editorial notice.
3. To mail advance copies of the program to a list of selected customers. (This, by the way, is an idea not originated by the advertiser, but by the dealers themselves, many of whom spontaneously began to ask for as many as one hundred extra copies each week for their own mailing list).
4. To display the various types of Whittall rugs in the window at regular intervals.
5. To use mats furnished by the company featuring Whittall rugs and carpets in their store advertising space.
6. To insert a small radio announcement each Saturday in the local newspaper as a listener reminder, using mats furnished by the company.

Direct mail of any of these three types is sure of dealer attention. Radio programs are just as much news to the dealer or his clerk as they are to any other member of the radio audience, and a mailing piece of this kind impresses the dealer with the cash value to him of tying in.

HOUSE ORGANS

SECTION EIGHT

HOUSE ORGANS

IT has been aptly said that “the successful House Organ is the one which prints the most photographs of the babies of the employes.” This is a sweeping assertion which might be made more true by the modification that “the successful house organ is the house organ with the greatest human appeal.”

Few experiences have greater human appeal than to be taken behind the scenes in a radio studio, and from this basic fact there has been built up a most important form of tie-in which has contributed much to the success of many large Broadcast Advertising campaigns. In the case of that form of house organ which is greatly in the majority—the internal house organ, restricted in its circulation to the employes and the sales or distribution forces of a company—the already existing interest in radio may be translated into an understanding of the manner in which the Broadcast Advertising program helps to sell goods.

In announcing a campaign to the organization, the house organ provides perhaps the most flexible and convenient means for illustrating the copy with photographs of the leading personalities back of the program, of the studios, the control rooms, and perhaps of the transmitter towers themselves. This is supplemented in many cases by a map showing the locations of the stations on the Network, and indicating by means of conventionalized “lightning sparks,” the spread of the advertising message throughout the sales territory.

The Williams “Oil-o-Matic News” shows an excellent example of the straightforward forceful announcement, providing ample evidence that the first program had proved to be a “real radio hit.”

In “The Firestone Dealer,” one of the stars of the program is shown singing to a number of orphan children, with appropriate sentiment-copy

built around the tremendous appeal which the Firestone radio stars have developed throughout the country.

The Fuller Brush Company has consistently made excellent use of radio as a news feature of both the Fuller "Bristler" which is a monthly publication, and the Fuller "World" which comes out weekly.

The addition of several stations to the network was occasion for headlines as big as those which announced the opening program of the series. Great care has been taken to make it clear to the sales force that the broadcast series is placed in the interest of "The Fuller Man."

Sun Oil Company, Great Northern Railway, the Frigidaire Corporation, the Studebaker Corporation of America, and many other NBC clients use their house organs freely as a medium for radio news.

The Cities Service Company issues in addition to regular house organs, a number of publications circulated among its 350,000 stockholders. In these, too, attention is directed to the Cities Service Radio Hour, since it has been found that these programs are a valuable aid in increasing consciousness of the diversified activities of the Cities Service Company and a confidence in its stability. This may be characterized as a direct appeal to the pride of ownership.

MAGAZINE TIE-INS

SECTION NINE



CURRENT EXAMPLES OF MAGAZINE TIE-INS
 (Arrows indicate radio program "mention")

MAGAZINE TIE-INS

THE successful advertiser of today regards his advertising, in any medium, not as an end in itself, but as a means to an end, namely—the sale of his product. Where his advertising appropriation is invested in more than one medium, the alert advertiser utilizes each to his best advantage, according to their individual merits, or in combination—supplementing each other.

Because of its unique possibilities, it has been said that NBC Broadcast Advertising is without an equal in creating a friendly feeling and an active goodwill on the part of the listener. An entertaining radio program is good news to anyone who has access to a radio set, whether he be the manufacturer, the jobber, the salesman, the dealer, his clerk, or the consumer.

Of course, the appeal of a radio program is purely oral, by virtue of the very nature of the medium. This has been used to advantage in cases of correct pronunciation of a trade name. In one instance, (Ipana Tooth Paste) package identification was cleverly accomplished by an association of the colors of the tooth paste tube, with the colors of the Troubadour Costume of the radio performers. As yet, the loud speaker cannot picture the product with photographic detail, nor is radio suitable for lengthy descriptions. These functions belong, quite rightly, in the province of the printed word. The wise advertiser in Broadcast Advertising will not risk the patience of his audience with verbose announcements or superlative claims. He knows that his radio program comes as an invited guest into the homes of his potential customers. He does not presume upon the cordial hospitality or good nature of his audience.

Agreed then, that the printed page of the magazine advertisement is best fitted to picture the product and discuss at length its uses and qualities, it becomes necessary to invest these cold facts with a pleasant associa-

tion of goodwill. NBC Broadcast Advertising, unlike other advertising media, is distinctly fitted to do this. Genuine enjoyment of your program results in an active appreciation on the part of your potential market. Your broadcast campaign therefore, becomes a supplementary force that augments and enhances the value and effectiveness of your magazine advertising. Moreover, the fact must not be overlooked that NBC Broadcast Advertising creates an impression of your name and product which is often completed by the subsequent appearance of that name and trademark in print. A close association between the two media is most desirable.

It is obvious then, that some reference to your radio program, if only a brief notice, should appear in your regular magazine advertisement. By so doing, you are enabled to tie-in your broadcast campaign with your magazine campaign, giving to each a reciprocal value in goodwill association. Further, a news interest in your magazine advertising is established. It arrests the attention of the members of the radio audience who read your ad.

This holds true for a diverse range of products, for advertisers on the air include NBC clients whose items run the whole gamut of industries. These advertisers consistently make mention of, or insert a small paragraph devoted to, their radio programs in their regular magazine advertising. Some, with a keen appreciation of the news value of such announcements, dedicate full pages to special forthcoming programs.

For example, the makers of Enna Jettick Shoes, users of small space in the Saturday Evening Post, increase to a full page for each of their "special programs," as illustrated in the Schumann-Heink advertisement. These full pages in turn are merchandised to their dealers so thoroughly, that as a result of combining National Broadcasting Company prestige with their magazine advertising, many thousands of dollars worth of additional newspaper advertising is used by local dealers. In this way, the advantages and value of each medium are welded and coordinated in a selling force of real power.

NEWSPAPER TIE-INS
AND
SPOTLIGHT NOTICES

SECTION TEN

NEWSPAPER TIE-INS AND SPOTLIGHT NOTICES

THE factors governing the use of magazine advertising relative to your NBC Broadcast Advertising hold true, to a great degree, for newspaper advertising.

Where the national magazines offer a broad coverage, the newspapers, on the other hand, with their local distribution, present an ideal situation for merchandising your radio program in specific localities.

First, there is the general newspaper advertising campaign, which probably includes a national group. Secondly, there is the local advertising inserted by dealers, generally from mats supplied by the advertiser. But thirdly, there has developed an entirely new form of newspaper advertising in a new classification of the utmost importance—the “spotlight” ad. This is an insertion that appears on the radio page of the newspaper, as close as possible to the day’s program schedules. This may be handled on a national schedule, or locally through dealers.

The first two forms of newspaper advertising may be subjected to merchandising tie-ins, in much the same manner as your general magazine space. This is well illustrated in the Lucky Strike ad.

The spotlight ad, on the other hand, is generally devoted to an announcement of your particular program, with a mention of your name or trade-mark. Advantage may be taken of inserting the name of the local NBC station over which the broadcast is to come. The local station can be emphasized as being associated with the NBC network, for the added prestige which the listening audience attaches to NBC programs. The local dealer, by mentioning your program in his ads, associates himself with the feature, thus gaining added goodwill among his customers. This is clearly demonstrated in the local advertising of Rex Cole, New York distributor for General Electric Refrigerators.

It would be well to consider further the importance of the “spot-light” ad on the radio page of the newspaper. In the past few years, the newspaper’s radio program page has come in for a news value all its own. The radio audience turns to it for ready reference, and for the selection of an entertaining feature. A recent survey by a Chicago station covering homes of every type, indicated that 70% of the radio audience is in the habit of turning to the newspaper program page for guidance on the evening’s programs.

The newspapers themselves are keenly aware of the news value of radio. Some evening newspapers—notably the Scripps Howard group—even take space in morning papers, to call attention to the radio program details published each evening.

In the regular column listings, one finds complete listings of all the programs on the local stations, and often, of distant stations as well. You can spot-light your program, and bring it into instant prominence, with a comparatively small space advertisement of from two to five inches in depth on the radio page, and thus insure that your program will not be overlooked.

Savannah Line, and Cities Service, to name only two NBC clients, consistently take space on the day of their broadcast, on the radio pages of the newspapers within a 100-mile radius of their stations. Great Northern Railway goes even further. Every Monday they advertise the Empire Builders Radio Program “Tonight and every Monday night over the NBC coast-to-coast chain” with the name and time of the local station, and this is followed up every Tuesday by a similar advertisement, querying “Did you hear the Great Northern Empire Builders’ program last night?”

Halsey Stuart uses a spot-light advertisement featuring the Old Counsellor on the radio page, and another in the financial section.

OUTDOOR ADVERTISING
AND
CAR CARDS

SECTION ELEVEN



**TUNE IN ON
"MAMMY SPERRY'S
KITCHEN"**

A BRAND NEW
RADIO FEATURE
ON TUESDAY AND
FRIDAY MORNINGS

NBC PACIFIC COAST NETWORK:
KFI KPO KGO KGW KOMO KHQ



REMINDERS EN ROUTE TO THE DEALER

OUT-DOOR ADVERTISING AND CAR CARDS

POSTERS, Painted Bulletins and Car Cards are generally considered Display Advertising. More often than not, they are read “on the run,” so to speak. Because of this, their real value lies in their location, their lighting, their attention-compelling colors, and terse, forceful copy—reminder copy!

Situations often arise in which the consumer experiences a lapse of time between the desire to buy and the actual purchase. This may be due to his own inclinations, or because of distance from the point of purchase. In any event, display advertising plays an important role during this interim. No matter what the source of the original impulse may have been, it is essential that that urge be kept in force until the sale is made.

Presuming, specifically, that the original impulse to buy was prompted by your pleasing and entertaining Broadcast program, it becomes apparent that a reminder in the form of one or all of the display media discussed here, is desirable. Thus, you not only merchandise your program “en route,” but you recall a pleasant association and keep alive a buying impulse. (By the same token, when the impulse has originated with your advertising in any of the other media, it is further stimulated by repeated goodwill association through your Broadcast feature.)

Posters, Painted Bulletins and Car Cards are placed at strategic points along travel routes, where they are easily seen and readily recognized. While they can seldom successfully tell your complete selling story, and are not especially rich in entertainment value, they are, on the other hand, ideal reminders along the way to the point of purchase. Your radio program, merchandised through these media, becomes an even more forceful impetus to final purchase.

The Mammy Sperry’s Kitchen car card illustrated here is devoted

entirely to that program. The Coca-Cola Company is also making extensive use of painted signs devoted to their radio programs. The Painted Bulletin pictured here is located at the "world's busiest corner" — 5th Avenue & 42nd Street, New York City.

When your showing in any of these media has been so planned as to utilize all available space for a general selling campaign, a strip or panel may be advantageously superimposed, making mention of your program, the local station, and your local dealer's name. This affords the opportunity of tying-in your Broadcast feature without any real change to your regular display. Your space then serves a twofold purpose.

Your NBC Broadcast program, when so merchandised, gains a wider audience, since Outdoor Advertising and Car Cards are seen both on the way to and from the dealer.

WINDOW DISPLAYS
BASED ON
RADIO PROGRAMS

SECTION TWELVE

FIRST Ever Broadcast ...

MADAME BUTTERFLY

With the Operatic Voice of **Mrs. FRANCES ALDA** - Mrs. **MERLE ALCOCK**
ALFRED OSHEA - **PASQUALE AMATO**

Through the Courtesy of **AMERICAN RADIALCO AND STANDARD SANITARY CORPORATION**

SALE IN PLANNING NOVEMBER 1933

Victory by Economy
W-E-S-S
 and All Other Stations
 of A.R.C. System

RADIOGRAM

WORLD WIDE WIRELESS

CONTINENT TO CONTINENT SHORE TO SHIP SHIP TO SHIP

"Via RLA" RADIO CORPORATION OF AMERICA "Via RCA"

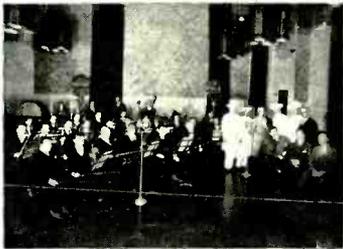
RADIO LISTENERS
 EVERYWHERE U S A

TUNE IN THIS WEDNESDAY NIGHT AND EVERY WEDNESDAY - NEAREST N B C STATION - WE ARE TAKING COCA-COLA OFF THE ICE PUTTING IT ON AIR - COAST TO COAST NETWORK - FROM NEW YORK - HEAR GRANT RICE LEADING SPORTS AUTHORITY INTERVIEWING CHAMPION ATHLETES - LISTEN TO NOVEL ORCHESTRA UNLIKE ANY EVER BROADCAST - LIQUID MUSIC - SPARKLING ENTERTAINMENT - 10:30 EASTERN - 9:30 CENTRAL - 8:30 MOUNTAIN - 7:30 PACIFIC TIME - ENJOY REFRESHING COCA-COLA PROGRAM WITH ME - EVERYBODY WELCOME.

GRAHAM McNAMEE

FROM THE RADIOGRAM
 TO THE LISTENER
 RADIOGRAMS WILL BE
 IN YOUR SPEAKER AND
 IN YOUR MIND

RADIO NEWS



The **HAPPY WONDER BAKERS** will broadcast over the great Red Network beginning on Wednesday, March 20th. Tune in on this delightful program of songs, music and special features.

This program sponsored by the bakers of Wonder Bread, Hostess Cake and Wonder Pan Rolls, will come to you every Wednesday evening.

WONDER BREAD

IT'S SLO-BAKED

Baked by the Bakers of Hostess Cake and Wonder Pan Rolls

SPONSOR

THE SEIBERLING SINGERS

FROM W.E.A.F. AND ASSOCIATED STATIONS

TUNE IN
 On your Radio Thursday night

Gleason Club

Ginger Ale Eskimos

Gleason Club's
 Aged
 monthly

HOW RADIO PEPS UP WINDOW DISPLAY

WINDOW DISPLAYS BASED ON RADIO PROGRAMS

MERCHANDISING a Broadcast program through Posters, Painted Bulletins and car cards, provides a goodwill reminder all along the way to the point of purchase—and on the return. Window displays carry this one step nearer the sale.

When the consumer has occasion to pass or visit a shop, he or she is frequently attracted by an effective window display. It may, under favorable conditions, clinch the sale of an item favorably brought to attention in the other advertising media. In other cases, a reminder at the point of purchase may be effective in calling attention to the sponsor of a new program.

Window displays may assume many forms, from the simple window-sticker to elaborate cut-outs, depending entirely upon your own considerations in the matter and the results desired.

The simple window-sticker has been effectively carried out in the “blown-up” radiogram used by Coco Cola and numerous other NBC advertisers, as shown in the accompanying pages. Then there is the usual window strip, as used for the American Radiator Puccini Announcement. Pictorial News bulletins like that used by the Wonder Bakers are excellent attention-holders, with their pictures of glimpses behind the scenes. All these types of window-stickers should be accompanied by gummed strips to facilitate their mounting by the dealer.

Some dealers object to pasting decalcomanias on their windows. The Seiberling Rubber Company cleverly circumvents this objection. Instead of the usual: “We Sell Seiberling Tires,” they feature the dealer as a “Sponsor of the Seiberling Singers over WEA and Associated NBC Stations.” The psychological difference is obvious!

An example of a more elaborate display furnished to dealers is that of the M. J. Whittall Associates, which is too large for illustration here. It

contains a slot in which a new program announcement is inserted each week. This serves a twofold purpose, in that it gives the display a live news interest, and furnishes a basic reason for a weekly dealer-promotional bulletin to accompany it, when sent out by the advertising department to dealers.

Another effective type of cut-out is the Clicquot Club Eskimo loud-speaker, which compels a display of the product, since the bottles are required to hold up the card, thus linking the "Eskimo on the Bottle" with the broadcast program.

Most considerations which apply to ordinary window display material hold true in the window display merchandising of an NBC Broadcast program. It is to be actively borne in mind however, that a radio feature is news to dealer and customer alike, and that the dealer is cognizant of his customers' interest in radio. The Bristol-Myers Company, for instance, found in the case of many drug stores, the dealer is more eager to use displays featuring a radio tie-up.

COUNTER DISPLAYS

SECTION THIRTEEN

Socks! Socks!

We're the
Interwoven Pair

JONES C. HARE
Here we are - upon the air
Interwoven Program
FRIDAY, SEPT. 13
and Every Friday Evening
9-9:30 Eastern Daylight Time 8-8:30 Eastern Standard Time

"If you is buyin' tooth paste, jus' take dat tube dat Amos is got an' he'll climb up on de shelf an' get anotheh"

Amos 'n' Andy

Every night except Sunday N.B.C. Network

Pepsodent
The Special Film-removing Tooth paste

EVERY TUESDAY EVENING at 9:30 P.M.
Eastern Time 8:30 Central Time
Tune in the
DUTCH MASTERS MINSTRELS

WEAF and
ASSOCIATED STATIONS OF THE N. C. STATES

DUTCH MASTERS
-fine as any imported cigar-

For SOUND ADVICE on how to invest your money
consult this bank
and tune in
Every Wednesday Evening
The OLD COUNSELLOR

THIS PROGRAM is broadcast every WEDNESDAY 7 P.M. Eastern Standard Time

Investment Topics
Presented by
The OLD COUNSELLOR
Take One

RADIO COUNTER DISPLAYS FOR VARIED REQUIREMENTS

COUNTER DISPLAYS

COUNTER DISPLAYS, even more than Window Displays, are decidedly “point of purchase” displays. Should the consumer fail to respond actively to any of the other media discussed, he may still be effectively confronted with the suggestions of the counter display—at almost the exact spot where he makes his purchase.

Every sale over the counter requires a certain period of time for its completion, during which the average customer, while waiting for service, will permit himself a more or less cursory perusal of the other merchandise and announcements exposed to view. This interim affords a splendid opportunity for counter displays to register a sub-conscious suggestion or revive a half-forgotten buying association.

The straight-forward announcement in attractive colors, as illustrated in the Dutch Masters easel-backed card, is an excellent example of the direct and economical reminder.

The Interwoven display (used on counters or in windows) consists of a decorative gilded easel frame, into which the counter card is slipped. In this type of display, changes can be made without the necessity of having an easel-back to each card. The display becomes standardized, and dealers may be supplied with a continuous series of cards.

Obviously, counter cards and displays can seldom be as large or as elaborate as Window Displays. They can, however, perform certain direct and distinctive services which Window Displays cannot perform, and which are ideally adapted to merchandising your NBC Broadcast program at the point of sale.

When Counter Displays are so constructed as to permit the actual showing of the merchandise, or the free distribution of literature or

samples, they become especially valuable in the development of potential users and a wider market. The Pepsodent card is a good instance of this.

Another example is Mrs. Wagner's Pies, which are displayed in groceries on metal stands. At the top of the stand is a metal frame in which is slipped a card, calling attention to "Calliope's" morning programs. Another card features the particular pie for that day's meals, both cards being inserted by the drivers when making deliveries to the dealers. "Calliope" holds the friendships of many housewives, and this close tie-up in the grocery store—the housewife's basic point of purchase—fosters a continuance of that cordial association.

Halsey Stuart & Company provide banks, upon request, with an attractively burnished silver easel, constructed like a picture frame. Behind glass appears a nicely printed announcement of the "Old Counsellor's Talks" on investments. Attached to both sides of this large center frame are hinged two smaller ones, triptych fashion, which serve as racks in which reprints of the talks are inserted. Bank-customers who may be particularly interested in one of the Old Counsellor's talks may then help themselves to a reprint of it.

No mention of Halsey Stuart is made on the display itself. Emphasis is on the "Old Counsellor," notice also being made of the local station, the time of the program, and the fact that he speaks over the NBC network. Banks are traditionally conservative, yet they show no resistance to using this display. They believe that it enhances their own dignified service, and enables them to get over to their clients an argument for conservative investment which they are glad to sponsor.

DIRECT MAIL LEAFLETS,
CARDS AND STUFFERS

SECTION FOURTEEN

DIRECT MAIL LEAFLETS, CARDS AND STUFFERS

IN this instance, the term “Direct Mail” is used to signify literature of which the ultimate destination is the consumer. It may emanate directly from the main office, or reach the consumer indirectly via the jobber, distributor or dealer. Direct mail for jobber or dealer promotion is more fully dealt with in other sections. In this section, we propose to deal specifically with the promotion of initial listener interest, rather than with that other important direct-mail function—follow-up.

The public acceptance accorded to newsy information about favorite radio programs is so freely given that advertisers are sometimes placed in the position of actually supplying a public demand for promotion material.

For instance, when the M. J. Whittall Associates began to send their dealers advance programs for publicity purposes, they were surprised to receive requests from many dealers for large additional quantities of these leaflets. Inquiry revealed that the dealers had received requests from their customers for these programs, and were desirous of mailing them to their own customer-lists, whereupon a regular service was established supplying dealers with the type of program-sheet illustrated. The dealers were glad to establish themselves in the minds of their customers as co-sponsors of the Whittall Anglo-Persians, finding that they could thus cash-in on the goodwill created by the program.

Seiberling furnished its dealers with postcards for the cost of the printing. These were imprinted with the name and address of the dealer, and linked up the Seiberling Singers with the thought of Seiberling Tire protection, as shown in this illustration.

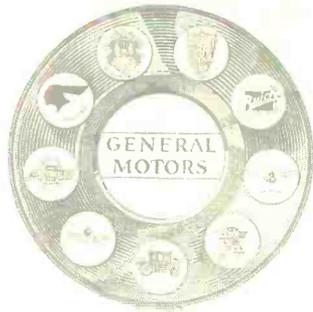
Armour & Company is responsible for an ingenious development of this idea. A letter was sent to every employee, signed by the President,

announcing the program and enclosing ten cards. The employee was asked to mail these cards, announcing the radio program, to ten friends.

A number of NBC clients offer their dealers ready-prepared letters, announcing the program, to be sent on their own letterheads to prospects and customers. An example is that of the Firestone Tire & Rubber Company shown here on Jost Tire Service stationery. These are always effective, for they localize the general goodwill for the dealer, as co-sponsor of the program. Envelope stuffers, small booklets bearing the dealer's name and address, and store bulletins serve the same purpose.

BOOKLETS

SECTION FIFTEEN



GENERAL MOTORS
Radio Log



About the
Eveready Hour

FURNACE OPERATION
AND
COAL CONSERVATION

STARTING THE FURNACE

Start a fire of kindling and, when it is burning briskly, put on a thin layer of coal. After this layer of coal is burning well, add another thin layer. Repeat this process until the top of the coal is on a level with the feed door. Do not shake the fire too soon as a bed of ashes should always be kept above the grate bars to keep unburned coal from dropping through, to protect the grate bars from heat and to aid in the regulation of the draft.

CORRECT METHOD OF FIRING
ANTHRACITE COAL

Starting. When starting the fire in the morning, first put on the drafts. If the fire has burned low during the night, add a small quantity of coal but **DO NOT SHAKE** until the fire is burning brightly.



The
Cities Service
Personal Budget Book

1930

*Thrift and wise
investment bring
independence and
freedom from care*

FOLLOW-UP BOOKLETS FOR INDIVIDUAL PURPOSES

BOOKLETS

BOOKLETS might logically be grouped under Direct Mail. But we are concerned here, not so much with the method of distribution, as with the function of booklets as collateral complements to Broadcast Advertising.

Booklets, when placed in the hands of the consumer, may be used to develop and emphasize the selling points briefly touched on in the radio program. They can “follow through” with explanations necessarily omitted in your radio feature. To capture the maximum goodwill and translate it into active interest in the qualities of a product, such booklets should be closely tied up with the radio campaign, and contain apt reference to the program at strategic points in the copy. Whether their contents be devoted to selling points, instructions for use, or some subject of general interest to the consumer, remotely or indirectly related to your own product, booklets can develop the friendly appreciation started by Broadcast Advertising.

Still more important, booklets may be used as a selective device for the purpose of segregating likely prospects from the great mass audience. Such is the Cities Service Personal Budget Book, offered and sent upon request, to members of the radio audience. In addition to the promotion of its public utility and gasoline business, Cities Service is naturally interested in developing its plan of customer-ownership. So the Budget Book is offered, because of the limitation of its appeal to thrift-minded adults of moderate income—the type of investment group to which Cities Service holdings has an attractive appeal. Its sixty-two pages comprise an exceptionally complete and carefully planned budget for the home, covering expenses for an entire year.

The booklet contains other useful information concerning tax records, the computation of returns and other financial statements pertinent to the average family. Other pages contain explanations of the Cities Service Investment plan. One page is devoted to Cities Service Gas & Oil for the motorist, while another announces the Cities Service Radio Hour, along with the local stations over which it may be heard. The last page includes a coupon requesting more information on Cities Service Securities, and in

1929, a most satisfactory percentage of the 110,000 who requested and received the Budget Book took the further step of filling out and sending in this coupon, thus voluntarily asking for a follow-up. Many sales have been consummated through these radio leads.

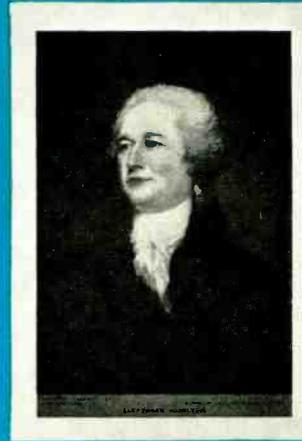
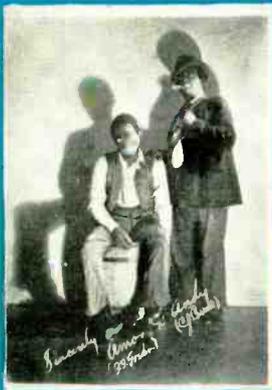
To take an example of the type of booklet which cashes in upon an expressed interest in some common problem more or less related to the product, we find that the Jeddo-Highland Coal Company offers a useful little booklet entitled "Furnace Operation and Coal Conservation," to their radio audience. This booklet gives specific instructions on the proper firing of the house furnace, to obtain maximum heat with minimum waste. There are clearly drawn diagrams and charts explaining the text. The last page of the booklet shows pictures of Jeddo-Highland Coal production, with a brief story of its careful handling to insure the consumer the highest quality in anthracite coal. This is, of course, another excellent example where an NBC Broadcast program is selecting a preferred market for a product with specific uses.

In contrast, the National Carbon Company, Inc., sponsors of the well-known Eveready Hour, have an interesting booklet which purposely contains no reference whatever to the company's products. Instead, it takes the reader behind the scenes of the Eveready Hour, with interesting pictures of the artists and orchestras that have helped to make the Eveready Hour one of popular appeal and welcome entertainment. A complete program for the coming year as planned, is shown. The last page contains a radio log, in which the listener may fill in a ready reference record of his favorite stations. This booklet is handy in size and attractively printed. It is a diverting piece of literature, promotive of goodwill.

As a final example of Booklets that merchandise the Broadcast programs, there is the General Motors Radio Log. It is a complete record of all the radio stations in both the United States and Canada, conveniently cross-indexed for ready reference. A booklet of this description is desirable to any radio listener. A map shows the location of NBC stations broadcasting the General Motors Programs. Unlike those previously discussed, this booklet is sold to the dealers who, in turn, distribute it to their customers.

**NOVELTIES
AS AN AUXILIARY TO
BROADCAST ADVERTISING**

SECTION SIXTEEN



THE
YEAST FOAMERS
MARCH

Composed by J. OLIVER RIEHL

THE GREATEST SHOW ON MIRTH

DUTCH MASTERS
MINSTRELS

on the air
TUESDAY NIGHTS

10:30 Eastern Standard Time
10:00 Central Standard Time

Over The National Broadcasting System

WJZ	New York	WJAZ	San Francisco	WJW	Chicago
WJL	Washington	WJW	Philadelphia	WJW	St. Louis
WJL	Baltimore	WJW	Cincinnati	WJL	St. Paul
WJL	Baltimore	WJW	Dayton	WJL	Indianapolis

SUBTLY USED NOVELTIES "ON THE AIR"

NOVELTIES AS AN AUXILIARY TO BROADCAST ADVERTISING

THE tendency today is to strive less for sheer volume in listener response to radio programs, than to attempt to obtain as much response as possible from certain special types of listeners deemed productive prospects for sales development.

A booklet is not always the best or most suitable mail attraction. Novelty advertising finds a new field for expansion, in connection with certain types of radio follow-up.

The novelties used to merchandise your radio program may reach the consumer either directly from your headquarters or through the channels of jobber or dealer.

For instance, The Dixie Cup Company was desirous of widening its market and increasing sales in the soda fountain trade. Through its Broadcast Advertising Program (The Dixies Circus) over the NBC Networks, it ingeniously appealed directly to the children and indirectly to the parents. It offered a toy balloon to any child or grown-up who sent in the name of a dealer, from whom he had purchased ice cream or sodas in Dixies. In the first place, this sent thousands of children running into drug stores, and asking "Do you use Dixie Cups, Mister?" Further, it produced vast numbers of dealers' names for later use and follow-up. Many persons even gave the names of stores where they had been unsuccessful in finding Dixies, as well as those where they had finally found them. Through these replies, salesmen were armed with an effective sales aid.

To store "A", they could show that a definite number of sales had been influenced by their use of Dixie Cups. To store "B", across the street, they could show letters demonstrating the fact that store "A" was getting business missed by store "B", through its failure to use Dixies.

On the other hand, Durant Motors' vivid and entertaining Broadcast program of "Heroes of the World", is merchandised with attractive Perry prints of famous museum portraits of the heroes featured. More than 2¼

million copies of these have been distributed through school teachers and through dealers.

The Pepsodent Company sends a photograph of the famous "Amos 'n' Andy" team, to anyone for the asking. The recipient is requested to write his name and address on the flattened carton which encases the Pepsodent tube.

The Dutch Masters Minstrels, sponsored by the Consolidated Cigar Corporation, celebrated their first anniversary on the air with the offer of a folder containing pictures of the cast, copies of some of the songs used, and a script of typical Minstrel "patter".

Both Aunt Jemima and Cream of Wheat offer rag dolls for the younger children (who are important consumers), upon receipt of name and address written upon the tops of their respective boxes.

One excellent idea of broader appeal is the "theatre ticket" used by Dixie Cup, Firestone, Coca Cola and others with great success. The Firestone Company sold these tickets in large quantities to their dealers for both mail and give-away distribution. The dealers continued to request them, finding them an excellent novelty, capturing the imagination and stimulating much valuable interest. Firestone and Coca Cola have used these in quantities running into several millions.

A frequently used novelty offer is sheet music of signature-songs, marches, or other popular numbers. So long as the music rests on the piano it displays the name of the product right in the living room of the consumer.

One advertiser of a popular soft drink offers a left-handed corkscrew—an article which appeals to the humor of the listener, as well as to his natural desire for such a useful accessory.

An automobile tire-valve manufacturer received a tremendous response from car owners, by offering "tire pressure discs"—small transfers indicating the ideal pressure for each make of car.

A great variety of these novelties, designed to appeal to various types of persons, has transformed the old-time "applause-letter" into an expression of interest which closely approaches a desire to buy. In many cases, they automatically select those listeners who provide the most fertile ground for a sales follow-up.

MAIL ACKNOWLEDGMENT

SECTION SEVENTEEN

Guarantee
SHOE COMPANY

Birmingham, Ala.,
June 20, 1929.

Miss Evelyn G. Miles,
809 S. 78th St.,
Miami, Fla.

Dear Miss Miles:

We learn from Dunn-to-Carthy Co. that you are interested in Kene Jettick health shoes, and are pleased to advise you that we are local agents for these shoes. We carry a very complete stock.

You'll very much like to have you call in our store at your convenience so that we may show and fit these shoes to your feet. Experience has taught us that they are outstanding in ease and very comfortable. You of course will be under no obligation to make a purchase unless entirely pleased.

Appreciating the inquiry, we are

Yours truly,

GUARANTEE SHOE COMPANY

TJA/mh



The Quality and Durability of the American-made **Quality** shoes are well known to you and your family. The **Quality** shoes are made in the United States of America.

Among the many American-made shoes, the **Quality** shoes are the most comfortable and durable. They are made of the finest materials and are made in the United States of America.

If you have any questions, please write to the American-made **Quality** shoes.

AMERICAN SHOE COMPANY
New York, N.Y.

Among the good stores in your country that sell **Guarantee** shoes and their **Guarantee** shoes.

BIRMINGHAM, ALA.
Dunn-to-Carthy Co.,
2015 Second Ave.
Dress and Department Store
20th & Second Ave.
Loverett, Joseph & Jacob
210 North 19th St.
Oster Rich. Firm. Co.
1814 Third Ave.
Liquor Plott's D. S. Co.,
Second Ave. & 18th St.

AAAA



June 17, 1929

Evelyn G. Miles
809 South 78th Street
Birmingham, Alabama

Dear Madam:

Thank you for the inquiry. We are glad to refer you to our authorized agents.

Guarantee Shoe Company
1096 3rd Avenue
Birmingham, Alabama

Because of the many styles which are manufactured we do not issue a catalog. Shown here are six of the styles which most of our representatives carry.

Accurate, careful fitting of shoes is essential to foot comfort. For this reason Kene Jettick shoes are made in a complete range of widths from AAAA to EEE and in a long range of sizes. For instance we have styles in C width with sizes from 1 to 12. These widths and sizes make it possible to fit any normal foot perfectly and stylishly in either low, wide, low narrow, low large or low small.

We suggest that you call on or write to the representatives mentioned above. They will show you the most recent styles and fit your feet very carefully.

It is our hope that you will soon be enjoying the added comfort, fine appearance and excellent wearing qualities of Kene Jettick shoes.

Very truly yours,
DUNN & MC CARTHY, INC.


1011


1012


1013


1014


1015


1016

TYPICAL FORMS OF REPLIES USED BY NBC CLIENTS

MAIL ACKNOWLEDGMENT

BROADCAST advertising is unique among media for the quantity and quality of its consumer mail response. The letters fall broadly into two classes known generally as "Applause Mail" and "Request Mail." These have many sub-divisions, of course. The so-called "Applause Mail" comprises praise, criticism, requests for certain songs, and miscellaneous comments on the performances and artists. "Request Mail" is that type evoked by an offer of a booklet, a novelty, or some other special offer.

This response from listeners of either type is an important element in the merchandising, particularly in the follow-up, of broadcast advertising programs. It is obvious that the listener who takes the time to write a personal letter to an advertiser in regard to any feature in his program, expects the courtesy of a personal acknowledgment. If he receives an impersonal form card which may or may not have any bearing upon the point which he discussed, or a booklet in an envelope with no accompanying letter, he feels that he has been rebuffed after making a friendly gesture. There are, of course, exceptions to this, depending on the type of program and the nature of the product.

The problem of answering listener mail has taken certain definite forms to meet various conditions. In handling Applause Mail, one of the NBC clients, after making a careful classification of the subjects referred to, has compiled a series of process letters into which the name and address of the correspondent can be inserted readily. By the use of these forms, the client simply sends letter A, B, C, or D, depending upon whether the listener praises the program, asks for a special number, requests a copy of the signature song, or refers to the product itself. It is hardly necessary to point out that a courteous reply to a criticism is almost more important and more powerful in establishing good-will than an acknowledgment of the usual praise.

Except for simple Applause Letters, every inquiry sent to the Consolidated Cigar Corporation concerning its Dutch Masters Minstrels, receives an individual reply covering questions asked or comments made.

The Armstrong Cork Company uses a well-planned card which accompanies the booklet which they offer, and invites criticism and suggestions of the program. This card is accompanied by a smaller card on which the names of the local distributors are given. They have found that giving the name of the local distributor is a good sales tie-in.

Dunn & McCarthy, Inc., sponsors of the Enna Jettick shoe program, have an excellent method of not only answering listener mail, but also of getting the local distributor into the picture. They send the listener a process letter, designed to answer the specific inquiry, and giving the name of the local dealer. At the same time, they notify the dealer in the listener's city, who also writes the listener a personal letter offering his services. This has proved to be an inoffensive and profitable follow-up.

There are many other ways of handling listener mail. It has been found that in general the most successful formula is to include a reference to the program, and also to utilize this opportunity to inject a very short, inoffensive and well-planned selling talk. This is almost invariably accepted without question, and appreciated because of the good-will which has been inculcated by the program itself.

ADVANCE ANNOUNCEMENTS
TO
SPECIAL GROUPS

SECTION EIGHTEEN

You are cordially invited

to tune in on a series of radio programs offered as a tribute to the great basic industries of the country.

Dramatic moments in the history of Iron and Steel is the theme of the first of this series of broadcasts sponsored by Westinghouse.

These programs will be presented every Wednesday evening by a coast to coast network of radio stations at seven thirty, eastern standard time, starting on the evening of

Wednesday, November 6

Great Northern Railway
Coast to Coast Radio Program

To the Shoshoneans
The Great Northern Railway is the first of America's great transcontinental railroads to utilize a coast-to-coast radio-casting to promote the development of the territory it serves.

Your company is sponsoring a series of half-hour radio programs which will be presented by the National Broadcasting Company through a coast-to-coast hookup of thirty-seven radio stations. These programs will be broadcast every Monday evening for an indefinite period as follows:

10:45 P. M. to 11:15 P. M. The Story of the Frontier
11:15 P. M. to 11:45 P. M. The Story of the Frontier
11:45 P. M. to 12:15 P. M. The Story of the Frontier

Each of these weekly radio programs is a special in being into the homes of the millions of radio listeners, in an entertaining way, and will appreciate the various scientific, industrial and commercial developments of the land territory extending from the Great Lakes to the Pacific. The last three programs will depict the start

A RADIO SALUTE TO THE COTTON TEXTILE INDUSTRY



The American Radio-Television Company
has the honor of
showing you
in a series of
Radio Home Programs
in the
Grand Living Hall of the Star
beginning Monday Evening
January 26, 1936
and continuing every evening thereafter
at 8:30 P.M. each night, Saturdays
and Sundays.

Attention: By Answering the check of your radio to one of the enclosed stations of this Station, acknowledgment of program will be sent to you.

HALSBY, STUART & CO
takes pleasure in announcing as guest speaker on its radio program
Thursday evening, OCTOBER 3, 1935

GENERAL W. W. ATTERBURY
PRESIDENT OF THE PENNSYLVANIA RAILROAD COMPANY
SUBJECT: RAILROAD CREDIT

Read-out from a Check to Coast network of 18 stations associated with the National Broadcasting Company 10:45 to 11:15 P.M. Eastern Standard Time 11:15 to 11:45 P.M. Central Standard Time 11:45 to 12:15 P.M. Mountain Standard Time



A GENERAL ELECTRIC PROGRAM DEVOTED TO AVIATION



Sunday Evening, August 17th
8 P.M. E.T.

ONE OF A SERIES OF REGULAR WEEKLY BROADCASTS OVER AN EXTENSIVE NETWORK

TIP No. 10
ON EXCHANGES
Eveready Hours
-1935-

JULY 29th
Chicago - 11:30 P.M. to 12:00 A.M.
Cleveland - 11:30 P.M. to 12:00 A.M.
Columbus - 11:30 P.M. to 12:00 A.M.
Detroit - 11:30 P.M. to 12:00 A.M.
Indianapolis - 11:30 P.M. to 12:00 A.M.
Los Angeles - 11:30 P.M. to 12:00 A.M.
New York - 11:30 P.M. to 12:00 A.M.
Philadelphia - 11:30 P.M. to 12:00 A.M.
Pittsburgh - 11:30 P.M. to 12:00 A.M.
Portland - 11:30 P.M. to 12:00 A.M.
San Francisco - 11:30 P.M. to 12:00 A.M.
Seattle - 11:30 P.M. to 12:00 A.M.
St. Louis - 11:30 P.M. to 12:00 A.M.
Wash. D.C. - 11:30 P.M. to 12:00 A.M.

The Eveready Hour
A broadcast representative of the following participating stations will make up the 15 P.M. broadcast

New York - 11:30 P.M. to 12:00 A.M.
Chicago - 11:30 P.M. to 12:00 A.M.
Cleveland - 11:30 P.M. to 12:00 A.M.
Columbus - 11:30 P.M. to 12:00 A.M.
Detroit - 11:30 P.M. to 12:00 A.M.
Indianapolis - 11:30 P.M. to 12:00 A.M.
Los Angeles - 11:30 P.M. to 12:00 A.M.
New York - 11:30 P.M. to 12:00 A.M.
Philadelphia - 11:30 P.M. to 12:00 A.M.
Pittsburgh - 11:30 P.M. to 12:00 A.M.
Portland - 11:30 P.M. to 12:00 A.M.
San Francisco - 11:30 P.M. to 12:00 A.M.
Seattle - 11:30 P.M. to 12:00 A.M.
St. Louis - 11:30 P.M. to 12:00 A.M.
Wash. D.C. - 11:30 P.M. to 12:00 A.M.

TYPICAL ADVANCE ANNOUNCEMENTS USED BY N.B.C. CLIENTS

ADVANCE ANNOUNCEMENTS TO SPECIAL GROUPS

ONE special quality of a Broadcast campaign is its power to weld stronger links between associated industries, between a company and its stockholders, between salesmen and dealers, and between dealers and their customers.

NBC has demonstrated to its clients that this welding power can be used effectively, by announcements in advance of the program, designed to actuate this feeling of friendship and appreciation. How this can be done is well illustrated by the examples shown on the opposite page.

When the General Electric Company decided to devote a special program to aviation, it sent a special bulletin to every individual interested in the aviation industry. The folder contains pictures of the General Electric Orchestra and Conductor, a brief biography of the Conductor, a map, and a list of the stations over which the program can be heard. The fourth page, appropriately, gives an account of General Electric equipment for the aircraft industry. The influence of this tie-up in drawing the attention of the aviation industry to General Electric is obvious.

Westinghouse has used two forms of announcement. The conservative invitation relating to Iron and Steel illustrates the type sent to higher officials of an industry. On the other hand, the bulletin announcing the Salute to the Cotton Textile industry is typical of those sent to manufacturers, to be placed on their factory bulletin boards. When opened, this becomes a colorful poster, which attracts the attention of the employees, and lists the NBC stations through which they may hear the Salute to their Industry. In this way Westinghouse reaches practically every individual in the industry being saluted.

When prominent men speak in the Halsey Stuart program, a splendid opportunity is afforded for an effective adaptation of this idea. For instance, General Atterbury's talk on Railroad Credit was heralded by an attractive announcement card, which was sent not only to investors interested in rails, but to railroad officials as well.

Nor are stockholders overlooked. The Great Northern Railway, among other companies, realizes the value of interesting its stockholders in its program. No one is more interested in the productive activities of a company than a stockholder, for increased business means increased stock-value. As a matter of fact, bankers now strongly advise investors to investigate not only past earnings, but future advertising plans. This Great Northern stockholder notice, designed in similar form to a fiscal statement, was mailed with the regular dividend. It explains the purpose of the program and gives a list of NBC stations used.

The physical appearance of the American Radiator Company's invitation to its series of Radio Home Banquets, given over the National Broadcasting Company network, resembles the Westinghouse invitation. However, there was a difference in the method of distribution, for these invitations were not only sent out by American Radiator, but were supplied to distributors and dealers to send to their own mailing lists. In this way American Radiator built up a large waiting audience composed of those groups whose support it most desired.

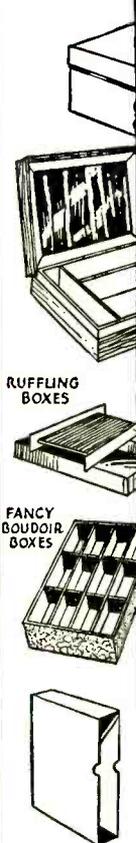
Advance announcements may take many other forms. For example, the National Carbon Company provides its salesmen with small "tip" cards, listing coming programs and showing which product is being featured in each program. These little cards, in pink, yellow, and other gay colors, are passed along by the salesmen to their dealers, to keep them conscious of the interesting features of the programs.

All these invitations and announcements are built on the basic truth that the ultimate consumer is not the only radio listener. The news value of a good program is unquestionably helpful in enlisting the interest of every person concerned in the finance, manufacture and sale of the advertiser's product, and NBC recommends to the attention of its clients the opportunities which are afforded, by the various forms of advance announcements here described, to cash in on this strong news value. In preparing specific recommendations NBC stresses the importance of a thorough analysis of methods of distribution and other specific problems. The announcements must be tailor-made to fit.

TELEPHONE TIE-UPS

SECTION NINETEEN

Over
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for S



COMP
DESIGN

Chevrolet Sales & Service

For those desiring quality at low cost, Chevrolet offers six cylinder passenger cars and trucks in the price range of the four.

for Economical Transportation



"WHERE TO BUY IT"

- BATES CHEVROLET CO INC**
Sales & Service 381 Mott av Bronx... MOT Havn-1700
Fordham Branch 2458 Grand Concourse... KEL log-1458
Used Car Dept 335 Mott av Bronx... MOT Havn-1708
- CHEVROLET MOTOR CO**
N Y Retail Store 624 & Broadway... COL mbus-5703
Service Sta 550 W 56th... COL mbus-0100
Village Store 225 Varick... WAL ker-9651
- OLINVILLE CHEVROLET CO INC**
Sales & Service 295 W 116th St Bronx OLI mil-8090
- ROWE LARRY CHEVROLET CO INC**
89th cor 1st av SAC rmtto-8449
- SMITH MOTOR CAR CORP**
515 7th av cor 88th LON gacre-5512

General Electric Products

When buying electrical equipment look for the General Electric Monogram—G-E. In a circle—it is a symbol of research and a mark of dependability.



"WHERE TO BUY IT"

Fans, General Electric

- Arthur & Co 12 Main... WHI tney-8200
Dane Sons & Co 64 Ninth... BAR clay-9101
Van Vranken Electric Co
1248 Marne av WHI tney-9421

Motors, General Electric

- Dane Sons Co 4 Ninth... BAR clay-9101
Farnham J E & Co 400 Fifth av COL mbus-2402
Stewart Co Inc 13 John... COL mbus-6420

Refrigerators, General Electric

- Benson Co 29 Pearl... BEE kman-2600
Versey John Co Inc 10 Davis... BRY ant-1000
Walters John 823 LaRue... WHI tney-1149

Sunlamps, General Electric

- Amberg Electric Co 2715 Curtis av FAB ar-2923
Bell Electric Co 3518 Santa Monica TUC ar-9800
Van Vranken Electric Co
1248 Marne av WHI tney-9421

Vacuum Cleaners, General Electric

- Appleton & Jones 24 Bond... ASH land-6900
Arnold Jas Co 118 Pearl... LAG osma-1837
Chepman Co The 29 E 31st... COL mbus-4616
Ohio Cleaner Co 1619 Euclid... BEE kman-1613

Wiring Systems, General Electric

- Johnson Electrical Shop 101-5th av VAN drubt-6536
Powell William B 300 W Bway ALG onquin-7195
Van Vranken Electric Co
1248 Marne av WHI tney-9421

Jeddo-Highland Coal

Order Jeddo-Highland Coal by name and look for certification stamps on your delivery ticket—one for each ton of Jeddo-Highland Coal delivered.



"WHERE TO BUY IT"

- VAN HORSON & BERTINE COAL CORP**
221 Washington Mt Ver OA land-0500

Mobiloil-Gargoyle

Can be obtained from all reliable Dealers, Filling Stations and Garages.



"WHERE TO BUY IT"

- VACUUM OIL CO** 247 Park av... WIC kersham-5230

"Where To Buy It"

Old Company's Lehigh Anthracite

"The Best Since 1820"
America's Premier Home-Heating Fuel.
A Hard Coat of Surpassing Purity and Uniformity.



"WHERE TO BUY IT"

- CRAMER-MEYER-DREYER CO INC**
E 150th & Harlem River Bronx. MOT Havn-2626
- MAHONEY COAL CORP**
151st & Harlem River Bronx. MOT Havn-3639
- RIVERSIDE FUEL CO INC**
83d to 94th York av East River. ATW ater-6670
- WARD THOMAS COAL CO**
79th & North River. SCH wylor-8520
- WEBER-BUNKE-LANGE COAL CO**
270 W 96th. RIV erside-0148

Oldsmobile-Viking Motor Cars

Oldsmobile—A Fine Car made Finer.
Viking—A Luxurious V-Type Eight Priced for the American Family.
Authorized Sales and Service listed below.



"WHERE TO BUY IT"

- FACTORY BRANCH**
OLDS MOTOR WORKS 510 W 88th... COL mbus-9483
Salesroom: 1773 Broadway... CIR cle-0678
Service Sta: 940 W 88th... COL mbus-9483
- DEALERS**
KRAFFT MOTOR SALES CO INC
1st av cor 84th. ATW ater-7710

Stromberg-Carlson Radios

Makers of **Stromberg-Carlson** Voice Transmission and Voice Reception Apparatus for more than 35 years. "There is nothing finer than a Stromberg-Carlson."

"WHERE TO BUY IT"

- METROPOLITAN MUSIC CO**
1011 Nie av. AT lantic-6331
- RICHFIELD HOWE & SHEET**
METAL WKS 6425 Nie av... LO cust-3420

Telechron Electric Clocks

Accurate electric time from the right socket. No winding, oiling, regulating. Models for every room in the home, Commercial and office models. Wide price range.



"WHERE TO BUY IT"

- Balf Theo 21 Purchase... Rye-464
- BAUMER PIANO CO** 592 Main... NewRoch-4800
- Donen's Music Shops Inc 78 Purchase... Rye-525
- Greenwich Electrical Co
284 Greenwich av. Greenwich-532
- Guterman & Cooper 2 64th sq... Yorkrs-555
- HOBLIN HARRY P** 108 Kraft av. BR onavil-2107
- RYAN CHAS H CO THE**
74 Fairfield rd. BR onavil-3810
- Simpson David W 496 Main... NewRoch-2379
- TALNER LEONARD** 563 Main... NewRoch-3692
- WEBBER & FRANCIS**
284 North av. NewRoch-565-
- Westchester Lighting Co
Union av & 1st Mt Ver. OA kwor-1540

- SEAMAN PAPER CO** 122 E 43d... ASH land-5982
(See Advertisement Page 615)
- Seaman Paper Co 122 E 42d... ASH land-5982
- Berrantino D & Co 221 Front... BEE kman-0155
- Reynolds Co 323 W 18th... WAT kins-9570
- Sharp Paper & Specialty Co 200 6th av... GRA mtrc-6131
- Shawmut Paper Co 15 Park row... BAR clay-1376

TELEPHONE TIE-UPS

THE omnipresent telephone furnishes two entirely distinct methods of increasing the effectiveness of a Broadcast Advertising Campaign. In the first place, it may be used as a means of reaching potential listeners, and in the second place it provides the listeners with a ready means of getting in touch with the stores which sell products which have come to their attention through radio.

The first use is illustrated by the way in which the telephone was employed by a well-known shoe manufacturer.* When the shoe store clerks spoke on the telephone in regard to repairs or purchases of shoes, they always asked customers whether they had heard and enjoyed the radio program sponsored by the shoe company.

If the answer was "yes," the clerks expressed their gratification, while if the answer was "no," they recommended the program to the customers' attention. In this way, they tied up their customer-contacts with the goodwill aroused in listeners' minds—either because of their having enjoyed the program, or because of their natural appreciation of the interesting news that this was a good program to hear.

The Knox and Dunlap Companies employed a somewhat similar plan. In their preliminary announcements to dealers, these two famous hatters incorporated a paragraph suggesting that the dealers telephone their entire list of customers, telling them about the new program which was going on the air, giving full details as to the time and the local NBC station broadcasting the program, and suggesting that they make a point of hearing it. In this way, Knox and Dunlap dealers were enabled to associate themselves closely with the goodwill created by the national program, since they placed themselves in the position of local sponsors. Further developments of this idea will immediately suggest themselves to other radio advertisers.

Recently, much interest has been aroused by the second way in which telephone service has proved its value. In this case, one sees the telephone used as a follow-up medium, as distinguished from the use of the telephone as a preliminary tie-in.

Hardly a day goes by in the offices of the National Broadcasting Company without numerous telephone calls and letters from listeners, inquiring where merchandise of all imaginable kinds may be purchased. Items mentioned in radio programs broadcast through a great variety of stations,

* Name on request.

including several which are not associated with the National Broadcasting Company, form the subject of most of these inquiries. This indicates that at present there is a definite gap between the creation of that goodwill which impels the desire to purchase, and the actual facilitation of listener-contact with dealers who sell the product. It is obvious that an advertiser cannot announce the entire list of his dealers in a network program, and a solution has been found and utilized by several NBC advertisers, in the Trade Mark Service, or "Where-To-Buy-It" service, offered by telephone companies.

As shown in the accompanying illustrations, a complete list of dealers may now be given under an advertisers' trademark listing, in the classified section of the telephone book.

Some of the NBC advertisers who have made use of this service are General Electric, Stromberg-Carlson, Chevrolet, Mobiloil, Oldsmobile, Telechron, Jeddo-Highland Coal and Lehigh Coal (Old Company).

The way in which Lehigh utilizes this listing as a channel for radio leads, incorporating it as part and parcel of its broadcast advertising, is shown by the following quotation from the commercial announcements of a typical Lehigh program.

"The many dealers in Old Company's Lehigh Anthracite Coal now bid you adieu for another week. They hope you will call on them if you have any question relating to fuel or the heating of your home. You will find them in the telephone listings under the heading 'Old Company's Lehigh Anthracite'."

The National Battery Company's continuity contains the allusion, "Look for the distinctive NATIONAL sign or refer to your telephone book." The announcer on Stromberg-Carlson programs also refers the listener to the classified section of the telephone book, and other advertisers are expected to try the same form of tie-up in the future.

NBC endeavors to keep on file full information regarding the names and addresses of local dealers in the products advertised by its clients, but it is felt that this classified telephone book tie-in will prove to be a great time-saver for interested listeners, and a good "short cut" for advertisers.

In any case, it is good from a Dealer Relations angle, since an announcement such as "For your nearest dealer, consult the 'Where-To-Buy-It' service of the Classified Section of the Telephone Book under the name of _____" brings the local dealer definitely into the program.