

# S Showmanship



NOVEMBER 1947

25c

30c IN CANADA

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

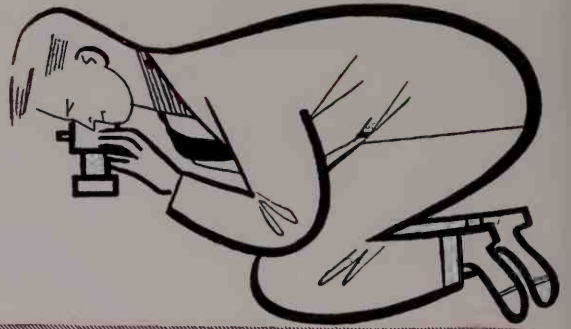
Bakeries • Beverages • Dairies • Drug Stores

Farm Supplies • Gasoline • Groceries • Hardware Stores

Home Furnishings • Jewelry • Men's Wear • Theatres

MORE THAN A MAGAZINE

A SERVICE



# YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

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Published by Showmanship Publications, Minneapolis, Minn. Subscription rate: \$2.50 a year, 25c a copy. Address editorial correspondence to Showmanship Building, Eleventh at Glenwood, Minneapolis, Minn. Telephone: Bridgeport 6228.	
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## AMERICA'S BIGGEST LITTLE RADIO SHOW!

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

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

*Some of the sponsors include:*

### DENTYNE GUM

Station WLW.....5 times weekly.

### MERCHANTS & EMPLOYES BANK

Station KTRH.....5 times weekly.

### SINCLAIR OIL PRODUCTS

Station WFMD.....5 times weekly.

Station WSFA.....5 times weekly.

### HONOLULU FINANCE & THRIFT CO.

Station KGMB.....5 times weekly.

### PAUL BROTHERS OLDSMOBILE CO.

Station WINX.....3 times weekly.

### VINCENNES FEDERAL SAVINGS & LOAN

Station WOAV.....5 times weekly.

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

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563 Northwestern National Bank Bldg.  
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# This page can SAVE you thousands of dollars...

and MAKE you thousands of SALES!

PRODUCTIVE, audience-building, *tested* shows... shows that would cost you thousands of dollars if you had to produce them for yourself... are yours at surprisingly low cost through the facilities of the NBC Radio-Recording Division.

Not once, but dozens of times, these NBC Syndicated Recorded Programs have *proved* their ability to skyrocket sales for

Check

- Betty and Bob.** Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week.
- The Face of the War—as seen by Sam Cuff.** Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minutes per week.
- Who's News.** Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week.
- Getting the Most Out of Life Today with Dr. William L. Stidger.** Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 5-minutes per week.

sponsors in any American market.

Send for the facts... today. Just check below the programs that interest you, then tear this page out and mail it (with your letterhead, please) to NBC Radio-Recording Division. It will bring you a complete presentation—information on rates, schedules, current availability, and audition records.

Check

- Time Out—with Ted Steele and Grace Albert.** Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord." Twenty-six quarter-hour programs.
- Five-Minute Mysteries.** Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode, three to five per week.
- Hollywood Headliners.** Intimate inside stories about Hollywood Stars told by Stella Unger. Three to six 5-minutes per week.

Produced at "Broadcasting Headquarters," these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHACOUSTIC.

... AND complete production and recording facilities for "custom-built" programs—from script to finished pressings.



## NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

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

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## A MODERN FABLE

*A Neanderthal Man, so the story goes, walked up to a roaring fire one day, stuck his fingers right into the hot flames, burned them.*

*From that time on, our "wise" friend made mighty sure there was plenty of space between him and another fire.*

*And so, the following winter, he froze to death.*

**L**IKE all fables, this one has an application: Take radio as an example.

I know of more than one man who has burned his fingers by trying a short radio campaign in the distant past and, from that time on, has placed his advertising dollars elsewhere.

One clothier, in particular, was offered an exceptionally good radio buy the other day. He refused. Why? Because, way back in 1925, he had purchased a few spot announcements and they didn't happen to sell.

Wasn't it Dr. Ehrlich who had 605 failures? But the 606th was the formula he was looking for.

Business men have learned a great deal about radio in the past twenty years. Most important, they have learned that it *pays* to experiment until a *good* program is found.

What's more: They have also learned that it is also wise to experiment on the other fellow's dollar. There are hundreds of business men in *your* field who have already discovered a profit-making radio program.

Follow their formula!

It works for them. The odds are all in your favor that it will work for you!

*The Editors*

# Radio Sells Furniture

"It Takes a Lot of 'Time' But It's Worth It," Writes "Uncle Dick" Slack, President, Slack Furniture Co., of St. Louis, Mo.

**I**F you'd like my opinion on radio as a useful advertising medium, I could answer in no more certain manner than to point out that my own business has more than *tripled in volume* since I first went on the air.

This will be my ninth year as a major radio advertiser. Each year I invest more dollars, and each year I find it more productive.

Basically, my entire advertising policy rests on the theory of telling my sales story as often as possible to the greatest number of listeners. Really, it's as simple as that.

I have used KMOX exclusively, I have also used the facilities of more than one station. In fact, I have used as many as four stations, not only many times a week but also continuously throughout the year.

My programs are purposely not pretentious. They appeal to fun-loving, entertainment-seeking folks of all ages and every walk of life. I have given them this type of entertainment in both daily and weekly shows. Sometimes I have put the shows on the stage as I did at the Mattoon City building, Mattoon, Ill. for nearly one entire winter, and this past season from the KMOX-WBBM

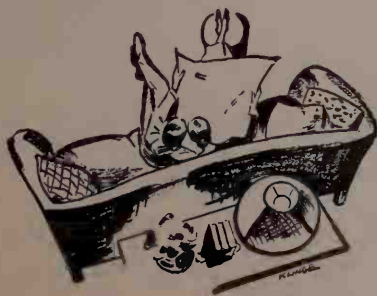
show tent at the *Illinois State Fair*. At times I have used spot announcements. They all fit into the pattern of telling my sales story as often as possible to the greatest number of listeners. If it seems to me that an hour show is the best, I use it. When announcements seem to be in order, I use them.

When it comes to my own personal preference as to the *most effective type* of radio show, I would unquestionably give first place to "western" and "hillbilly" entertainment. This type of program has worked wonders for my own business. Certainly, I have found nothing that has done more for me than a variety "hillbilly" show with music, vocals, jokes, and of course the commercials.

Frequent mentions of our free delivery service even to distant points are made in the commercials on all shows. The much repeated fact that I do not charge any interest on time purchases is also an appealing factor to many a salaried man and woman. There is one message that is heard constantly in all my commercials, and this is it: "*No matter how low the prices are on anything the JOLLY IRISHMAN advertises, you never have to pay one single cent extra for time payments.*"

It is said that sentiment has no place in business, but I have built my business largely by a plentiful admixture of sentiment, honest dealing, and lots of radio advertising. To St. Louisans, I am known as *Uncle Dick Slack, the Jolly Irishman*.

Here is a sample commercial which, I think, is fairly typical of the type of copy I have found to be most successful:



*"Less than a week left to one of the greatest sales the Jolly Irishman has ever held. The owner of one of the biggest warehouses where Uncle Dick Slack's new furniture is stored has taken up the lease and ordered the Jolly Irishman to vacate. And so Uncle Dick Slack is stuck. It'll cost a fortune to move this huge stock. He decided it would be cheaper for him to sell the contents of this warehouse. But his loss is your gain. There are still many bargains left but we urge you to take advantage of them now. There are only six more days to this sale. Understand now, everything is on sale. They have to be moved fast—rugs, radios, couches, heaters, furniture—everything."*

I have always featured "free gifts." I remember that on one 100-word announcement for a pencil give-a-way, over WDW, Tuscola, Ill., we received 4,383 requests.

My business grew up in East St. Louis, where I was able to attract thousands of Central Illinois farm folks and small-town people. Soon I noticed that trade was crossing the Mississippi from St. Louis and from many other Missouri towns. The St. Louis trade grew to such proportions that I recently found it necessary to open a large store in that city to help me handle my Missouri trade with more speed. And much of the local St. Louis trade has come to me, I am sure, through hearing the constant repetition on the air of one offer after another.

The SLACK schedule on KMOX now amounts to a total of 30 quarter-hours per six-day week, making us the largest user of radio time among all St. Louis retail establishments.

My major effort, at present, is the *Ozark Varieties*, a half-hour program of "western" and "hillbilly" tunes, with a large cast of entertainers. "Pappy" Cheshire presides over the good-natured doings each morning at 6:30, Mondays through Fridays.

Saturday is always the busiest day of the week at both my St. Louis and East





Here's the whole gang of 'em, the cast of "Uncle Dick" Slack's early morning show, *Ozark Varieties*. "Pappy" Cheshire is shown at the extreme left.





Proud of his Irish ancestry (to the extent of adorning the walls of his store with giant shamrocks) is Richard Alexander Slack (shown above at The Old Corral with Hal Choisser). Few St. Louisans would fail to identify him as Uncle Dick, "the Jolly Irishman."

He started his activities in the furniture business at a very early age, and after learning the business selling for others he opened his own retail store on the proverbial "shoe-string." Married at 19, his great delight these days is a grandson and a granddaughter, the children of Randall (Rex) Slack, his only son.

Apart from his business, baseball is Uncle Dick's greatest hobby. Ever since boyhood days he has loved the great American sport. At one time he managed a semi-professional team. Largely through his tireless work, the first baseball park in East St. Louis was built. Big league circles are well aware of his close and enduring friendship with some of baseball's immortals. (For many years it was said that "Dizzy" Dean signed no contracts until he had consulted Uncle Dick.)

Another close personal friend of

Slack's was the late motion picture cowboy star, Tom Mix. Many other prominent figures of the sports and theatrical world count themselves among admirers of this friendly furniture man.

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Continued from page 344

St. Louis stores. So on that day I always plan an especially big program. My present Saturday schedule calls for a full hour *Jolly Jamboree*, 8:00 to 9:00 A.M., and we return again that same evening with our *Old-Fashioned Barn Dance*, 10:30 P.M. to 12:15 A.M.

We always welcome a studio audience to both the *Jolly Jamboree* and the *Old-Fashioned Barn Dance*. A huge demand for admissions to the latter show has resulted in a sizeable waiting list for tickets. Every Saturday night we are forced to hang out the S.R.O. sign at the KMOX Playhouse studio!

I have two more programs at the present time. One is called *Moonlight Serenade*. It is a simple, quiet sort of homey quarter-hour of old-fashioned songs which usually features the voices of the top favorites from my daytime programs. *Moonlight Serenade* is a welcome visitor to many thousands of homes in the late evening, at 10:15, Mondays through Fridays. We figure that we might be missing many stay-up-late town and city folks. So, for their special benefit we present this program. In this way, I add greatly to the total number of impressions my commercials make on the listeners and insure against missing any considerable part of the total radio audience.

Newest of my air shows is *The Old Corral*, which features the western songs of Hal Choisser, The Smilin' Cowboy; the yarns of "Pappy" Cheshire; and the music of The Boys of the West. It is heard at 5:30 P.M. Monday, Wednesday and Friday.

I think you will agree that radio must sell furniture and appliances, for we have built ourselves an ever-growing volume of sales, in direct proportion to our increasing investment in radio time and talent.

# Drug Store Sales Thru the Air

That Community News Sells Merchandise is the Testimony of James Shapiro, President of the Shapiro Cut Rate Drug Store

**B**ACK in September 4, 1935, I signed a contract with WMFG, Hibbing, Minn. for my first broadcast. Up until that time, while I was always a strong advertiser, I had used newspapers exclusively. Now I was ready for something more. The time was ripe for an extra appeal and coverage not handled by the local newspaper. I decided upon a spot radio campaign. I have never regretted my decision. Up until August, 1940, not a week day went by without a message from the Shapiro Cut Rate Drug Store on WMFG.

It looked as though this new medium was the best thing that had ever happened to me. In 1938, three years after that first broadcast, I moved my drug store into a brand-new Super Drug Store building that had been especially designed for my needs. New buildings and things like that don't just happen! Radio was a very important factor in the new SHAPIRO SUPER CUT RATE DRUG STORE.

By this time, I knew from many different sources that I had a huge radio audience, and I was looking for stronger means by which to reach them. In the fall of 1940 I was ready to increase our radio budget. I wanted a unique program, one that all types of listeners would want. *Hibbing in the News* was the answer. The program was opened for sponsorship September, 1940, and in no time at all I was convinced that it was ideal for SHAPIRO'S. From the start, it was perfectly obvious that the money spent on talent and air time more than

justified itself from the standpoint of listener appeal and sales increase. Today, SHAPIRO'S is enjoying the best business in its history, showing monthly increases over last year for all twelve months.

Hibbing's 15,000 inhabitants and people in other small surrounding towns find local news programs with gossip, humorous incidents, politics of local interest, and other news items of that kind a leisure-time necessity. In small towns, particularly where everyone of any significance is known by almost the entire radio audience, names make news. So SHAPIRO'S uses names as frequently as possible, including not only so-called prominent men and women but also local-color characters.

Franz Naeseth, son of the local chief of police, is the reporter of *Hibbing in the News*. Everyone in town knows Franz, and it is no trick at all for him



Franz Naeseth, weaned away from newsprint by the microphone, is the reporter of *Hibbing in the News*. Audiences like his newsy, intimate style, keep him posted on the town's latest news events.

to get the news. In fact, hundreds of people telephone items to him and he spends a lot of time gathering additional information. His program time, 12:45 noon, always beats the local news-

paper deadline by three hours. This gives SHAPIRO's program frequent "scoops." Our customers like it. They tell us that for five minutes, four days a week, Monday, Wednesday, Thursday and Friday, almost everyone in the iron range towns tune in *Hibbing in the News* to get the latest in local happenings.

One minute and a half "strictly selling" commercial is used half-way through the show. Never institutional in any sense of the word, the commercial advertises the Super Cut Rate prices of nationally known drugs, cosmetics and tobaccos. In addition, it usually includes "Super Specials" of especial bargain attraction. About ten items are used on each commercial.

One of the most interesting and good will building features of *Hibbing in the*

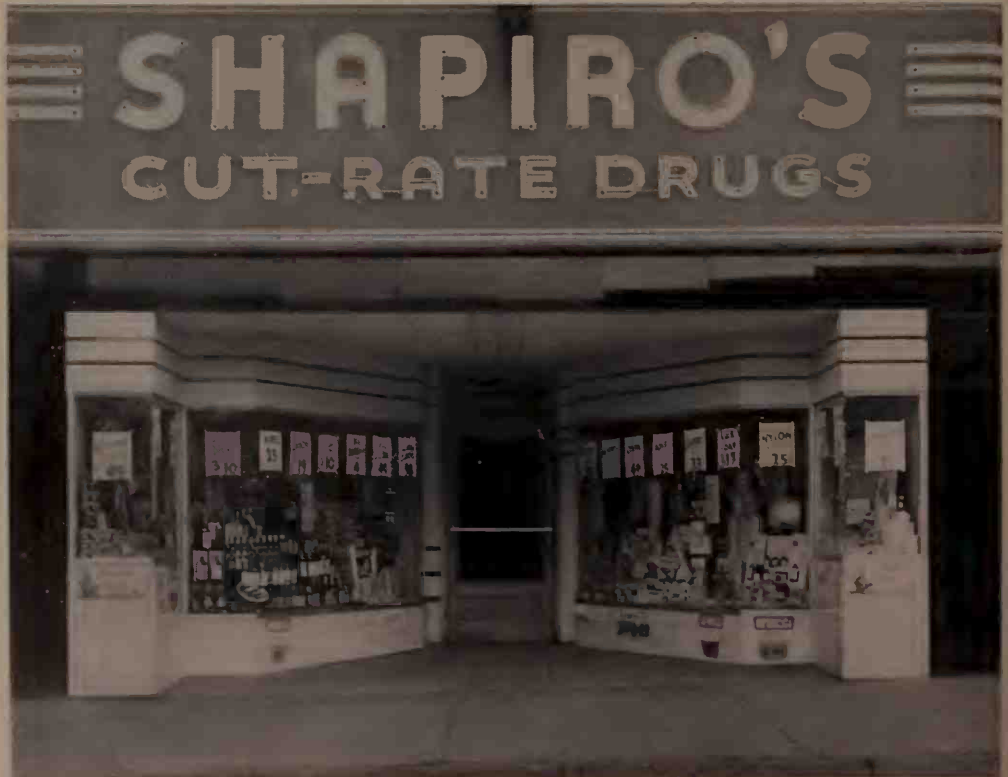
*News* is our "Lost and Found" column. Coming at the end of the program, this portion advertises lost and found articles free of charge. In the SHAPIRO DRUG STORE we have organized a special department as a sort of a clearing house for such items. Key rings, books, pocket-books and gloves are prime favorites. We receive so many calls from persons asking if our Lost and Found department has this or that, that sometimes it seems as if the telephone never stops ringing.

A free give-away service is also offered on the program when the occasion arises. Almost every day Naeseth has a cat, a homeless puppy, or some other such pathetic creature to give away. A home is invariably found within a half hour!

Up until this time, SHAPIRO's reporter has never taken part in "commercial"

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The store that radio built is the brand-new Shapiro Cut Rate Drug Store. Housed in it is a special Lost and Found department where customers may claim lost articles, turn in articles they have found.



talk on the program. But with the advent of colder weather, "flu" and "cold" time, he is going to frequently inform the public on new developments in the vitamin field, in a strictly news-like fashion. It is hoped that through this means SHAPIRO's vitamin department will become (even more than it is now) vitamin headquarters for the entire iron range. Already it enjoys the best business in the territory.

We also devote time on the commercials to familiarize the public with the various departments of our drug store. The cosmetic department, with constant help from two trained beauty experts, is a very popular section. There is a liquor department and a tobacco counter that are also brought out to advantage in commercial copy. Nor is this guesswork! When we advertise a "special," we realize immediate returns. Business increases a half hour after airing! Anything that creates store traffic in that volume is good business.

Our customers agree with us. Our files are full of unsolicited letters congratulating us on our choice of program. At one time a petition crammed with hundreds of names was addressed to us. It was an entirely voluntary, unsolicited expression of appreciation the signers felt toward *Hibbing in the News*. They hoped the program would continue, and said so. As far as I am concerned, it will! The program has just completed its first year under our sponsorship and there is no question in my mind but that once more radio has "paid-out." Unlike mushrooms, monthly sales increases don't "just grow."

**COMMENT:** Top radio buy, in the eyes of hundreds of U. S. advertisers, is news. Climbing onto the band wagon, they have assumed sponsorship of news flashes, newscasts, sometimes news commentators. Is the news enough?

The answer: For the established sponsor, yes. For sponsors new to news, no. Thunderous events, whether on the international scale or scaled to a single community, have plenty of pulling power in themselves, of course. The audience is news conscious. But it must also

James Eugene Shapiro has been in the retail drug business 19 years, started out with LIGGETTS in Duluth, Minn. His favorite weakness is playing the daily double at Hialeah



Park in Miami, Florida. Biggest thrill: winning more than \$200 last year on one double pick.

One of the hardest workers in Hibbing for ten and a half months a year, "Jim" really lets down for the other month and a half. Goes to Florida, comes home in the spring with an Indian's tan that is the envy of the entire town.

He loves good food, Chinese chop suey in particular. His wife, Rose, who spends part of her time supervising the cosmetic department in the store, is also an exceptionally fine cook and hostess.

Drugman Shapiro is a graduate of the University of Minnesota School of Pharmacy. Today, he is an active member of the Elk's Club, Chamber of Commerce, Junior Chamber of Commerce. His spare time is spent with his two sons, Jackie and Jay.

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be made sponsor conscious.

Direct mail, store hand-outs, window displays, truck streamers, billboards, theatre tie-ups are among the ways in which you can identify the news with you.

To nail 'em with news, let 'em know you're sponsoring it.

Certainly a news program having to do with local events is a good bet for any sponsor. The average listener would rather know that neighbor Joe Doakes was sent to the hospital with a broken leg, than to hear about the latest didos of the Axis powers.

# Attack From the Air!

How Radio Promotion Boosted 480 Outlets to 3,000 is Told by  
O. M. Harness, Sales Manager, Macmillan Petroleum Corporation

OUR company is located on the West Coast. We have been in the petroleum business for 20 years. One of our products, MACMILLAN RING-FREE MOTOR OIL, has been on the market less than ten years; during this time we have gained national distribution.

This ring-free motor oil is different from all other oils because of *what it does*. It removes carbon formed by other motor oils and fuels. It reduces friction. It affords greater gas mileage and power. It affords a smoother running motor, made possible by the greater reduction of friction.

On March 25, 1941, we decided to expand our distribution, one of our principal objectives being the Greater New York market. Our decision to expand was based largely on the quantity and nature of letters that were coming in from people asking where our oil could be purchased. The 480 outlets we had in this territory were inadequate, for this area included New York City, Jersey, Westchester, Nassau County and other districts.

That this rich market is a highly competitive one goes without saying. It wasn't an easy assignment to bring a new brand of motor oil into markets already crowded with a hundred other brands. Firmly entrenched were such companies as STANDARD OIL, SHELL, SINCLAIR, SUN, GULF, PENNZOIL, QUAKER STATE and a host of others. But apparently there was enough busi-

ness for all comers, and our problem was to get suitable distribution.

We knew that the New York Metropolitan area embraced 14 percent of the entire nation's buying power. There was a healthy slice of the national market right there in one blow if we cracked it successfully. But any advertiser who has ever tried to break into New York knows that is a pretty big "if." With a quality product to start with, careful selection of the advertising medium, and forcefully planned copy backing MACMILLAN's marketing organization, we were sure it could be done.

We decided to *attack from the air*. In the first place, the greater share of New York's motoring public lives outside the Manhattan limits, or at least make their gasoline and oil purchases from filling stations located outside these limits. (And in a campaign like this MACMILLAN was not forgetting that they first had to sell service station proprietors.)

In an area where 93 percent of all homes are equipped with radio sets, and where the average set is turned on over five hours a day, none of the popular newspapers or combination of newspapers, had the potential grip on this suburban market that radio had, especially when costs were considered. Moreover, thousands of New Yorkers had motor car radios, and there was strategic value in speaking to them about their car motors right while they were driving.





The next question was what station to use? What station offered the best program idea to catch the attention of the audience that we wanted to reach? The mass New York audience is a cross section of all types of people, and classes from all parts of the world. Consequently, we wanted a program with a wide, diversified appeal.

One station, WHN, had developed a program idea that had clicked with listeners. It was a news program with a brand new approach.

News broadcasts are admittedly the most-listened-to type of program on the air. Yet despite their popularity, the usual form of news broadcasts have their drawbacks. For one thing, the listener has to tune in at a specified time in order to catch the news. For another thing, radio news reports are given only once. If a listener misses an item, or misinterprets it, there is no chance for a second hearing.

*Newsreel Theatre of the Air* was designed to allay these problems. WHN cleared two hours each day for us; between six and seven in the morning, and eleven and twelve at night, hours when listeners prefer their first and last complete news broadcasts each day. Twelve minute news scripts were prepared and repeated five times during the hour in much the same manner as a newsreel theatre presents its continuous performances. A special opening for each performance was recorded, with the strains

of *Maryland, My Maryland* as a background.

We felt that not only was this program unlike anything else on the air, but also it would attract a tremendous listenership. We decided to sponsor the program starting April 15, 1941. Before our first sponsored show got underway, we sent out a crew of 15 picked men, some of them brought from the West Coast, to begin lining up dealers. One of our most effective sales arguments was the fact that we were going on the air over WHN as sponsors of the *Newsreel Theatre of the Air*. Most of these prospective distributors were already familiar with the show.

Within a month after we began our radio campaign, our distribution in the metropolitan area had increased from 480 outlets to 3,000. There is no doubt in our minds that the radio program did a fine job. Of course, this has been only a start.

Reinforcing the radio campaign, we arranged dealer meetings, and so far these have been very successful. Fifty to a hundred dealers attend the average meeting. Talks on why MACMILLAN RING-FREE MOTOR OIL is the best oil on the market today are supplemented by actual tests where mechanical equipment is used to show how our ring-free oil lives up to the claims made for it. These tests take place at the dealer's, or at one of the group meetings, and the public is invited to attend. Some tests



are made on the road in the dealer's own automobile.

The effectiveness of the MACMILLAN RING-FREE MOTOR OIL *Newsreel Theatre* is based on several factors, and one of these is a psychological one: being on the air from six to seven A.M. and from eleven P.M. to midnight, it means that this program is the first thing the listener hears in the morning, and the last thing he hears before he goes to bed at night, seven days a week. The effectiveness of this principle is based on the soundest modern psychology.

Another factor is that such a large proportion of the dealers we wanted to reach were themselves listeners of this program when it was on without a sponsor. It is not difficult to convince a man that a radio program that he listens to and enjoys himself is going to be listened to by others. It definitely helped our crew men to be able to say that we were taking over the *Newsreel Theatre*.

Letters from listeners pour in constantly from all parts of the metropolitan area, from the Bronx, Brooklyn, Sands Point, Newport, Englewood Cliffs, and from as far as Marlboro, Massachusetts. And, of course, from New York City itself. There is apparently no district in this territory that has not produced letters from listeners commenting favorably on the program, and, of course, this is encouraging and indicates the extent of our audience.

Supplementing the radio program are MACMILLAN RING-FREE MOTOR OIL signs which the dealers display. These signs, now displayed in three thousand locations in the metropolitan area, are a campaign in themselves, and they tie in well with the radio program. The listener hears the name again and again, day after day, when he is at home. When he leaves the house the name is visually impressed on his mind.

Our agency, Stack-Goble, and WHN are doing a great job. From 480 distributors to 3,000 in a single month speaks for itself.

# Radio Salute

## How Radio Participated

By Al Anson, Duluth D.

WHEN the NORSHOR theatre was ready to open we looked about for some unusual way to introduce it to the public. Not only did we want the people of Duluth, Minn., to participate in the important event, but we also wanted persons from all parts of Northern Minnesota to share in the big opening. Radio was one of the principal answers to our problem.

We put on a three-day *Opening by Radio* that drew crowds from all the cities surrounding Duluth, and while the visible audience for the opening was impressive, the listener audience was even larger. A total of 12 special event remote programs were broadcast to WEBC's half million listeners! As a result we created much public interest and good will through the medium of our radio shows.

Our premiere performance on the screen was the PARAMOUNT picture, *Caught in the Draft*, an attraction in which Bob Hope and Dorothy Lamour starred. So, in Hollywood's Radio City, the two of them got together with director, David Butler, and through the facilities of NBC voiced a transcription that was airtailed to Duluth. It was one of the star attractions when WEBC presented the NORSHOR THEATRE, newest operation of the MINNESOTA AMUSEMENT Co., to the movie patrons of Duluth, northern Minnesota, Wisconsin and Michigan.

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Don McCall is ZINSMASER'S *Man on the Street*. For NORSHOR'S grand opening, he interviewed passers-by from in front of the theatre, drew a large crowd of interested spectators.



# New Theatre

Theatre's Grand Opening  
Minnesota Amusement Co.

The first broadcast took place about 10 A.M. the opening day, two hours before the theatre opened its doors. Other shows during the afternoon led up to, and called attention to the number one broadcast, the formal opening at 8:00 P.M. that evening.

For the big show of that first day, the Mayor of Duluth, Edward H. Hatch, and numerous other local and theatre dignitaries were heard on the air. From the WEBC studios, the Hollywood

Salute record was "dubbed in." There was standing room only for the entire performance!

We are tremendously proud of our new house, and there are an abundance of innovations.

Nor are we alone in the pride we take in the new theatre. Duluth businessmen showed their interest and enthusiasm when they, too, put on special broadcasts in connection with our grand opening. FREIMUTH's, the oldest department store at the Head of the Lakes, took over four 15-minute broadcasts. During the 7-minute intermissions between shows, the BRIDGEMAN-RUSSELL DAIRY CO. sponsored several 5-minute interviews from our *Milk Bar*. ZINSMASTER BAKERY aired its regular noontime broadcast of Don McCall, the *Man on the Street*, from in front of the theatre.

When it was all over, we were convinced that we had succeeded in introducing our new theatre to the public in a grand manner. Radio did a bang-up job!





# Dearest Mother

Adman Bertram May Puts His Stamp of Approval  
Upon This Dramatic Electrical Transcription

**S**PONSORS like PROCTER & GAMBLE, COLGATE-PALMOLIVE, GENERAL MILLS and GENERAL FOODS have proved conclusively, to their own satisfaction, that the best and least expensive way of selling the housewife is to talk to her during the day when she is alone. Such advertisers spend literally millions of dollars every year to sell to the same women the local sponsor is interested in selling. The continued use of this technique year in and year out, plus a glance at the financial earnings of these companies, indicates that the daytime story has been successful for them.

Many a local advertiser, familiar with the sensational strides made by these national advertisers via their continued stories, knows that obviously the technique that sells one food product over the grocers' counters should sell the local manufacturer's food product over that

same grocer's counter. Transcribed serials are one way in which these local sponsors can capitalize on this proved technique for selling to the housewife in successful competition with these network programs.



*Dearest Mother* is one such transcription available to the local sponsor. It is the story of Rita Morgan, a young girl of twenty, who seeks to find a place for herself in the business world without the aid of her family. The suspense and mystery of the story is enhanced through the use of a letter which Rita writes to her mother every day. Various hopes, thoughts and suspicions that Rita has are revealed only in these letters. In them are contained behind the scenes information that is not revealed on the air at the time of the broadcast. That is where the merchandising hook comes in.

At various times during the course of





**Mr. Bacon**

**Wanted to**

**Know**

# So He Asked the "Four

*If You Sent a Letter to All the Radio Prospects in Your Town  
Your Station Salesman Should Continue to Call . . . What Sort*

**O**NE DAY last month, John Anderson Bacon, stocky, young, hustling-bustling director of sales for Buffalo's mighty WKBW and WGR, leaned back in his chair, gazed out of his 17th-floor Rand Tower office window. Below, Lafayette Square was thronged with white-clad, busy shoppers; Kleinhans, Buffalo's mammoth men's store, just across the way, gazed back at him through its multiple, merchandise-full, masculine windows. It was two o'clock on a summer afternoon. The breeze from the Niagara river was slight. Buffalo bubbled in the sun.

Mr. Bacon was thinking.

No moment of respite this. Mr. Bacon was thinking of \$60.

Sixty dollars is the monthly cost of 400 copies of RADIO SHOWMANSHIP MAGAZINE which Mr. Bacon had ordered sent to a selected list of clients, prospects and agencies in the Buffalo sales area on behalf of WGR-WKBW.

As a service to business men, as an aid to station salesmen, RADIO SHOWMANSHIP MAGAZINE had been mailed out by its publishers in Minneapolis on behalf of Station WGR-WKBW for the past four months to 400 Buffalo business and agency men.

Was it, pondered Bacon, bringing home the bacon? Was it, in other words, worth the 60 bucks?

Mr. Bacon wanted to know:

1) Did the Buffalo business men and agency executives appreciate the fact that he was paying out good American cash so they could receive RADIO SHOWMANSHIP every month?

2) Was it interesting to them? Did they read it?

3) Would they like to have their subscription continue?

If so, why?

He sought the

answers to these questions via a personal letter to each of the 400 men on his RADIO SHOWMANSHIP mailing list.

To them he wrote:

"Several months ago we notified you that we were having sent to you, each month, a copy of RADIO SHOWMANSHIP MAGAZINE. . .

"Since this magazine is intended as a service to you, and other business men in Buffalo we should very much like to know . . . if you find it interesting, and if it is providing any ideas that might be helpful to you in your business?

"Finally, we would like to know if you care to have the magazine continued?"

**U**NIFORMLY, the answers\* came back. "Interesting . . . novel . . . useful . . . please continue sending it," said Buffalo business men.

Pleasant surprise: A number of replies stated that while they didn't use radio at present, RS might lead the way by providing that all-important ingredient . . . an idea.

Typical, also, were the number of enthusiastic adjectives such as "welcome . . . helpful . . . stimulating," applied to the monthly gift.

"RADIO SHOWMANSHIP has given us much information which seems to be unavailable from any other sources," said Herbert Vogsang, president of the Niagara National Bank.

Where a Buffalo business man was already plunking cold cash on the line for radio time it was especially welcome.

Wrote Richard S. Levy, of the Bergman Company (Appliance Wholesalers): "I am

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\*78% were enthusiastic letters of thanks, stating they would like to continue receiving Radio Showmanship Magazine.

**A RADIO SHOWMANSHIP READER IS A BETTER**

# hundred" . . .

## Asking Them Whether or Not Answers Would You Receive?

careful for a publication where I can see that the other fellow is doing."

Stated Joseph Bettinger, president of the Bettinger Coal and Coke Corp.: "I do appreciate receiving the magazine and go through each issue carefully, having in mind some time I might hit upon a program suitable for our use. . . . I would surely be disappointed if I were to be eliminated from our mailing list."

Big or small, peanut stands or institutions of long standing, every business and every man who can use radio to sell can use RADIO SHOWMANSHIP MAGAZINE and the information it carries.

Epitomizing this very thought was the reply from Jesse C. Neill, vice-president of the Buffalo Industrial Bank. Said he: "RS proved most interesting and valuable in analyzing and studying different mediums for advertising. . . . trust that in the near future, we will be able to capitalize on the material contained in the publication. . . . We would like very much to receive the magazine each month."

Sales Promotion Manager J. F. Cain (Trigidaire Division, General Motors) likes the fact that: "The magazine gives a very comprehensive picture of the other fellow's business, and this overall picture helps tremendously in our own advertising problems."

Requests to discontinue, and, of course, there were some, are attributable primarily to almost inbred prejudice against radio itself. In most of such cases, WGR-WKBW decided to keep right on having SHOWMANSHIP sent to these hard-to-please prospects.

If anything can break the barrier down, SHOWMANSHIP can. WGR-WKBW's once-month good-will ambassador slips in through closed doors and closed minds with disarm-

**RADIO BUYER**

ing ease. It's one business man talking to another, *selling* radio for your station.

WGR-WKBW then revised its mailing list, blue-penciled very few names, added some new ones. Mr. Bacon was certain his sixty rocks were being spent wisely. Wrote he:

"We are more than *pleased* with the results of our inquiry to the recipients of RS. Their letters prove conclusively that RS is an informative organ . . . helpful in increasing the service and types of programs of our present clients. It will be instrumental in aiding our sales representatives *develop new business.*"

**T**HIS marks RADIO SHOWMANSHIP's first anniversary. For 12 consecutive months you have been receiving with our compliments a special copy of SHOWMANSHIP with our sales message *where yours should be.* This four-page insert is *yours*; your station's sales story occupies this space when you subscribe to RADIO SHOWMANSHIP on behalf of the clients and prospects in your market.

For only 15 cents per copy you can put RS to work for you at once. It's exclusive with one station in a selling area. Remember: A RADIO SHOWMANSHIP reader is a *better* radio buyer.

Why not fill out and mail the self-addressed postcard on the next page *right now?*

*You're Welcome with*

**Radio**

**Showmanship**

**Magazine**

**THESE ARE SOME OF THE STATIONS NOW USING**

# **Radio Showmanship Magazine**

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>	WFBM <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>	WOPI <i>Bristol, Tenn.</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>	WTBO <i>Cumberland, Md.</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>	WWVA <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>	WTSP <i>St. Petersburg, Fla.</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>	WING <i>Dayton, Ohio</i>	WKST <i>New Castle, Pa.</i>	WIBM <i>Jackson, Mich.</i>

**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 the men and firms you want to reach. We pay the postage. We bind your station insert into every copy mailed to your town. We mail the magazine in an attractive envelope. We address it. We mail your station salesman (to their home address) the RS Sellogram each month! We give you a beautiful Gift Subscription Card, imprinted with your station call letters, that you can mail to each of the men and firms who are going to receive Radio Showmanship each month through the courtesy of your station!*

*All this for just 15 cents per copy, per month.*

*All you do: Send us the names and addresses of the businessmen and agencies in your town who should receive Radio Showmanship, send us your station insert. The insert is bound into every copy of Showmanship mailed out by us to your customers.*

*Mail the Enclosed Postcard Today*

the show the listening audience is offered copies of Rita's letters in her own handwriting. Through the medium of this device sponsors have had an opportunity to check-up on the extent of their listening audience, and to create further sales increases. As an example of the pulling power of this offer, 3,600 women in Cincinnati, O., wrote in for the opening letters after only two announcements were made. In Knoxville, Tenn., 1,162 requests were received the first time the offer was made. Rita quickly captivated the feminine listening audience in both areas.

The experiences of six sponsors who have used this transcription series are related below.

#### PHILADELPHIA, PA.

(MAYONNAISE)

Mrs. SCHLORER's, Inc., are the manufacturers of the first commercial mayonnaise ever marketed in the United States and are also the packers of pickle products, relishes and canned potato salad. Three months after the program's start, the client reported an advance of 67 percent in sales for April. "We must concede that the *Dearest Mother* program has raised this increase in sales considerably above what could be charged off to normal increase," writes Bertram May, president of the MAY ADVERTISING, INC., client's advertising agency.

"From the very outset, we seemed to secure public interest to an amazing extent," Mr. May writes. "Our broadcasts were preceded by the mailing of a personalized script letter directed to about 6,500 retail grocers and wholesalers in the Philadelphia metropolitan territory.

"As the program got under way, a premium consisting of a 15-piece PLATONITE set of dishes was offered to women enclosing the tumbler top sealing Mrs. SCHLORER's half-pint size mayonnaise, together with a dollar bill.

"While we had never before exploited a dollar premium, the offer pulled to such an extent that long after the pro-

gram went off the air we were still receiving tumbler tops and dollar bills.

"The seasonal nature of our client's business took us off the air in July, but we hope to renew the contract for *Dearest Mother* at the beginning of our 1942 season."

#### CINCINNATI, O.

(GROCERIES)

"During the one year we sponsored this program, we made only one test," writes A. A. Bissmeyer of the ALBERS SUPER MARKETS, INC. "We offered a cake plate to anyone writing in commenting on the *Dearest Mother* program. On only two announcements made over WSAI we distributed 3,600 cake plates, which we consider phenomenal."

#### BLUEFIELD, W. VA.

(BAKERIES)

Two years ago the FEUCHTENBERGER BAKERIES first started using *Dearest Mother* over WHIS. They have been using it ever since. Quoting Mr. Lloyd Feuchtenberger, Jr., head of the bakery, "We consider this the most successful radio program we have ever used."

Week after week the program pulls mail. In fact, it averages a letter a week from every other family in the entire population of Bluefield. All these letters were for a reproduction of the letter written by Rita to her mother.

#### NORFOLK, VA.

(BAKERIES)

The Norfolk market had always been a weak one for the NOLDE BROTHERS BAKERY of Richmond and Norfolk. Never had they been able to get grocer cooperation and consumer acceptance in Norfolk because they were known as a Richmond bakery. Within six months after *Dearest Mother* first started in Norfolk, they had decided to use it also on 50,000 watt WRVA, Richmond. Now the Norfolk market has been built up to such a point as to justify the building of a new bakery. NOLDE's still continue



"I'm Rita. I cheated the Man I love  
to help the Man I despise!"



Follow radio's newest  
thrill story!

## Dearest Mother

**THRILLING ROMANCE YOU WILL LONG REMEMBER**

to sell bread in Richmond and Norfolk as well as the surrounding territories with *Dearest Mother*.

### LOUISVILLE, KY.

(GINGER ALE)

When the HIGH ROCK GINGER ALE Co. sponsored the program, they raised one question at the end of a broadcast over WAVE. Did the radio audience enjoy the program? Nothing was offered, there was no contest, no prize and no gift. From that single announcement there were 600 letters.

### YOUNGSTOWN, O.

(BAKERIES)

Dora Schwebel, president of the SCHWEBEL BAKING Co., felt that the program was very successful from the point of view of sales. "It appealed to the mothers, who are after all, the ones most interested in bread," Miss Schwebel says. "We have had many, many favorable comments from our listeners, all of them unsolicited.

"It is impossible to state just how much this program increased sales since we advertise heavily and the broadcasting is only one item of our advertising program. However, tied in with news-

paper and outdoor advertising, our sales showed a progressive increase.

"All in all, we feel that *Dearest Mother* is one of the most productive and resultful radio programs we have ever used."

### HOW TO USE IT!

Here is the way the give-a-way works: Each letter covers four episodes in the story. Letter No. 1 covers episodes one thru four, Letter No. 2 includes episodes five thru eight, etc. Letters are not offered on the air until the first 16 episodes have been played. Then the sponsor offers Letters No. 1 thru No. 4 which cover the first 16 episodes. Sponsor needs only one envelope for every four letters.

The manner of the distribution of the letters varies. Some sponsors mail them out, others place them in their retail outlets, some require a proof of purchase.

**AIR FAX:** *Dearest Mother* is available to only one station in each market. Program can be used either twice or three times a week. Publicity releases, merchandising suggestions and letters furnished. For rates, availabilities, details, write to FREDERIC W. ZIV, INC., ADVERTISING, 2436 Reading Road, Cincinnati, Ohio.

**COMMENT:** Dramatic serials of this kind frequently compare favorably in size of audience, fan-mail with network competitors.





# Dollars for Consistency

By *Tod Williams*

**N**OT long ago, I bumped into an advertiser who snapped: "Radio advertising is the bunk. I tried it and I know!"

Speculatively I asked this poor, misguided creature, "Just how long were you on the air?"

"Ten weeks," he replied, "and I might just as well have poured my money down a rat hole."

And I heartily concur.

Anyone who attempts to do a "quickie" such as this is *spending*, not *investing* his money.

But let me explain what I mean.

Back in the early days of radio when we fiddled around with a cat's whisker and a galena crystal, then heard words and music crackle through tight-clamped head sets, the products mentioned made some spectacular sales records. Which is not at all surprising.

The very novelty of the medium caused listeners to soak up every single word. Never before had they had the merits of a product extolled by the human voice.

"Bonanza!" gloated the pioneers in this medium. Two decades later that myth still prevails, and what radio needs is a ghost breaker!

Radio can, without any question, do an emphatic job of selling any kind of merchandise from aspirin to zithers, but those who have lived with it from the days of three-cornered pants, through adolescence, and into sturdy maturity have come to know that the most imperative thing is *Consistency*.

Several years ago I was called in as an advisor by a unit of the GOODWILL INDUSTRIES. This organization, devoted to the charitable work of providing help for the handicapped, was faced with two problems: (1) The executive secretary earnestly desired to increase the placement of Goodwill Bags in homes in order to step up the organization's income and thus provide for a greater number of handicapped workers; (2) to keep the public apprised of the fact that privately owned firms, operating for a personal profit, were incorporating the name "Goodwill" into the company name in the hope of chiselling in on GOODWILL INDUSTRIES' contributions.

Considering that no expenditure could be lavish, I recommended the use of one 15-minute radio program a week. Then I added, "Don't expect a miracle. It will take time to do this job."

It might be well to explain that the INDUSTRIES' budget for wages for the handicapped, at this time, was \$20,000 annually.

The first 52 weeks rolled away. The Board of Directors met to pass on a further expenditure for radio and simultaneously set up the annual salary budget. They were delighted when the secretary informed them that this could be stepped up to \$30,000 because of the job that radio had done.

I conclude this instance by pointing to the fact that the INDUSTRIES are now beginning their sixth consecutive year in the same spot on the same station and the new budget of wages for the handicapped has just been set at \$125,000!

A success story?

Absolutely! But don't overlook the fact that this astounding increase was made because the INDUSTRIES plugged along week-after-week.

To further elaborate, take the case of the PILLSBURY FLOUR MILLS Co. They were offered a strip show titled *Today's Children*.

This was back in the days before the efficacy of the box-topper was really discovered.

No one knew what a daily drama would do. PILLSBURY decided to pioneer it. Prior to signing the show, the agency learned that two manufacturers had previously sponsored this washtub weeper for 13-week periods and dropped it.

Like the gentleman who took a ten-week flier in radio and declared he found it foul, these advertisers had dropped their options. Nevertheless PILLSBURY went ahead.

At the end of the first stanza, results might have made a less thorough organization follow the suit of the first two sponsors. But the milling company felt that the show had merit and so signed a long-termer.

And how that decision paid out!

*Today's Children* caught on. It established radio history. For more than four years it was ranked as the No. 1 daytime program. Sales zoomed.

All of which sums up to one thing: When you go into radio, scale your appropriation to do a long-haul job.

If yours is a seasonal product, plan to start well in advance of the sales period. Have potential customers accustomed to your name and product so that when the first purchase is made, your product is established.

If you're doing a year 'round job, plot your expenditure to span a full 52 weeks. Any field-hardened general will tell you that he'd rather advance his troops behind a small but withering curtain of lead than follow the explosion of a single, multi-calibre shell.

And the same thing is true of radio!

By steadily, consistently banging away at the listening public, you *invest* your money. As the months roll on, you'll note a steady, substantial rise in sales figures and you'll realize that radio, intelligently used, will produce gratifying results.

In bringing this chapter to a close, I'd like to point out an example of this that comes to mind.

My esteemed wife had, for a score of years, purchased a certain brand of cooked cereal. The family liked it; there seemed to be no reason for change.

And then a daily drama featuring a Swedish comedienne attracted the younger generation. Daily the children would cluster before the radio to listen to the trials and tribulations of this handmaiden. Mama heard the show only distantly.

Daily the merits of the sponsor's product, a cooked cereal, were hammered home. Months passed.

One day the joy of my life leaned against the neighborhood grocer's counter. She tallied off the items she needed to restock her pantry. At this point her mouth flew open and she asked for the cereal she had had about day after day.

That evening she asked me, reproachfully as if I were to blame for it, "What in the world did I do that for? Why, I've used WHOOZIZ breakfast food for years!"

I just smiled indulgently.

Consistency paid again.



## AIRING THE NEW

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

### Farm Supplies

**FEED LOT QUESTION BOX** Milady, contemplating a nine-day reducing diet, isn't the only one to watch her carbohydrates. Hog breeders, too, have to watch the diets of their porcine charges, cut down fats, step up proteins. The hogs, whats and whys are aired for them by ACME FEEDING Co.

Three times a week, Al Tiffany, WLS farm expert, and George H. Simpson, president of ACME FEEDS, "chew the fat" in a five minute transcribed interview. They discuss feeding problems of all sorts and offer suggestions for better farming.

Live commercials are prepared by Frank McBride, radio director, Shepard Advertising Agency, Chicago, ACME's representative. The interviews are also broadcast on WMT, Waterloo-Cedar Rapids, Ia.

**AIR FAX:** A transcribed interview program on feeding problems.

*First Broadcast:* February 24, 1941.

*Broadcast Schedule:* 12:30-12:35 P.M. (CST), Monday, Wednesday, Friday.

*Preceded By:* Noontime News.

*Followed By:* Closing Livestock Markets.

*Sponsor:* Acme Feeds, Inc., Forest Park, Ill.

*Station:* WLS, Chicago, Ill.

*Power:* 50,000 watts.

*Population:* 3,440,420.

*Agency:* Shepard Advertising Agency, Chicago, Ill.

### SAMPLE SCRIPT AVAILABLE

**COMMENT:** Next in importance after picking the right show is the selection of the right time. Sponsors here selected a spot between news and market reports at a time when stock-minded farmers are

digesting their own dinners, planning the rest of their day.

### Farm Supplies

**WIN WITH THE WEATHER** North Dakota farmers watch the sky to count their profits or losses. With the weather such a vital factor in farm income, the McCORMICK DEERING store and radio station KRMC, Jamestown, No. Dak., adopted Mark Twain's suggestion and "did something about it." On a cold, wintry day, Tuesday, February 11, the McCORMICK DEERING store inaugurated a unique weather forecast program. Featured was the forecast for the week, supplied by a North Dakota commercial forecasting company. A six-weeks' prediction highlights the program on the last Tuesday of each month. Listeners are offered free pamphlets on *long range planning*.

Figuring everybody likes to know everyone else's business, sponsor also presents news of who bought what in farm machinery during the week. The McCORMICK DEERING store's *news of the week* vies with weather forecast as an interest-getter! Hillbilly music is also used on the program.

As a special promotion, McCORMICK DEERING store offered \$225 in merchandise credits as prizes for an essay contest open to all farm boys and girls. Contest details on *The Best Tillage Methods to Conserve Soil and Moisture* went to 4-H clubs, county agents, and rural schools. To the school producing a first prize winner went a cash prize for a special activities fund. Over 200 essays were entered in the contest. All entrants received an automatic pencil bearing sponsor's name.

Sponsor has just renewed for the third 13-week contract, will continue to dish out the weather dope to crop-dependent, weather-anxious North Dakota farmers.

**AIR FAX:** Program features hillbilly music, weather forecast and McCormick Deering store's *news of the week*.

*First Broadcast:* February 11, 1941.

*Broadcast Schedule:* Tuesdays, 12:45-12:55 P.M.

*Preceded By:* News.

*Followed By:* Music and Market Reports.

*Sponsor:* McCormick Deering store.

*Station:* KRMC, Jamestown, No. Dak.

Power: 250 watts.  
Population: 8,864.

**COMMENT:** To the farmer with his year's crops at stake, forecasts are an important form of public service. To the sponsors of such reports goes the farmer's appreciation, and a good chance at his future business for replacements and new equipment. Since decisions to buy new machinery are seldom made over night, the program's consistency leaves an indelible impression. (*For pix, see Showmanscoops, page 365.*)

## Hardware Stores

**DR. FIXIT** Success of magazines devoted to mechanics and popular science is indicated by the fact that *Popular Science* has a circulation of 645,314 and *Popular Mechanics* a circulation of 600,646. Certainly, a radio adaptation of this type of information is a good bet. And who would be a more logical sponsor for such a show than a hardware store? **LOUIS HANSSEN'S SONS**, hardware dealers in Davenport, Ia., put good theory into actual practice.

They sponsor a fast-moving, five minute program of shop hints, and short cuts for the home mechanic, woodworker, gardener, fisherman, etc. Names of local people are frequently mentioned in connection with anything they have learned from experience in their own workshops. Not uncommonly do men drop into the store to suggest ideas that might be used on the show. Frequent mention of the show by **HANSSEN'S** customers indicates high interest where interest counts.

Commercials usually consist of a list of up to 20 items tied in with **HANSSEN'S** slogan—"from the best that is made to the cheapest that is good, **HANSSEN'S** have it—see **HANSSEN'S** first."

**AIR FAX:** Script is written by WOC program director, Charles Freburg.

*First Broadcast:* March, 1941.

*Broadcast Schedule:* 7:10-7:15 P.M. daily.

*Preceded By:* News.

*Followed By:* Sports Review.

*Competition:* NBC, Red, CBS and Mutual network shows.

*Sponsor:* Louis Hanssen's Sons, hardware merchants.

*Station:* WOC, Davenport, Ia.

Power: 250 watts.  
Population: 148,332.

## SAMPLE SCRIPT AVAILABLE

**COMMENT:** Place the people who buy your merchandise into special-interest groups if you can. Then, plan a program that will attract and hold their attention. Concentration on a limited audience often proves far more effective than scattering your sales messages to the winds.

## Shoes

**RED GOOSE CLUB** Lament of many a parent is that Junior wears out a pair of shoes in a month. Using this fact to put **RED GOOSE** shoes on the scampering feet of Nashville, Tenn. youngsters is the **JUNIOR BOOTERIE**.

Kiddies are invited to join the **RED GOOSE CLUB**, send in their names, addresses and ages. Each receives a membership card, a **RED GOOSE** pin and pencil. Membership cards presented at the **JUNIOR BOOTERIE** gets each kiddie a 68-page comic book. Trade wise sponsor issues a new edition monthly.

With an approximate enrollment of 1,000 members, the club circle widens weekly.

**AIR FAX:** The quarter hour show opens with the Club's own theme song, features one club member, two musical numbers, and a brief skit. Young hopefuls wishing to appear on the program leave their names at the **JUNIOR BOOTERIE**. The show is written and handled by Jack Wolever, **WSIX'S** energetic, alert program director.

*Broadcast Schedule:* Saturday morning, 10:45-11:00 A.M.

*Preceded By:* Transradio News.

*Followed By:* Popular Music, sustaining.

*Competition:* "Our Barn," (NBC, sustaining), "The Hillbilly Champs," (CBS, sustaining).

*Sponsor:* Junior Booterie (featuring Red Goose Shoes).

*Station:* **WSIX**, Nashville, Tenn.

*Power:* 250 watts.

*Population:* 184,353.

**COMMENT:** Exceptionally well adapted to merchants featuring children's wearing apparel is some variation of the *Red Goose Club*. Children go for club memberships, seldom let the sponsor down. But the sponsor often lets the kiddies down. If you're planning a club promotion, plan to spend that extra money for prizes, insignias, etc., otherwise don't waste your time.



# SHOWMANSHIP IN ACTION

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

## Beverages

**MONEY FOR YOU** Youngsters love to go places and do things. That fact was illustrated to the satisfaction of SPARK-ETTA BEVERAGE Co., Los Angeles, Calif., when it arranged to have the Ocean Park ride concessions turned over to children. Attendants at the amusement park gave out 55,000 rides to kiddies who paid SPARKLETT or SPARKETTA bottle caps for trips on the Roller Coaster, High Boy and other thrill devices. More than 900,000 coupons (good in exchange for rides at the park when accompanied by bottle caps) were distributed by grocery stores and merchandise packages. A crew of laborers shovelled 270,000 collected bottle caps into a truck when the day at the park was over.

**AIR FAX:** Format of the show is simple. Emcee Eddie Stanley dials a telephone number from the Los Angeles directory. If the person answers with SPARK-LETTTS he gets the *Money for You* jackpot. Telephone subscriber who blurts out a mere "hello" gets a case of SPARKEETA. Each time money-man Stanley is greeted with anything other than SPARK-LETTTS, \$10 is added to the kitty.

In addition, emcee Stanley plays the piano and organ. On each broadcast he offers a *Guessit Tune* to listeners. To those who guess the tune goes a bottle of SPARKEETA. Tuners-in also send in original limericks and poems. Those read on the air net their authors a sample of SPARKEETA.

**Broadcast Schedule:** Mondays thru Fridays, 7:15-7:30 A.M.

**Preceded By:** Rise and Shine.

**Followed By:** Broadway News.

**Sponsor:** Sparkeeta Beverage Co.

**Station:** KHJ, Los Angeles, Cal.

**Power:** 5,000 watts.

**Population:** 1,497,074.

**COMMENT:** Promise of a good time with plenty of excitement is one sure way of arousing the interest of children. When you can tie-in with something like this it is one of the best possible ways of

promoting your product. (See *pix*, *Showmanscoops*, page 364.)

## Dairy Products

**WEALTH ON WHEELS** Fair or foul weather, suspense rides the streets of Baltimore (Md.) each Tuesday and Thursday night at 5:45 when CLOVERLAND FARMS DAIRY'S *Dollar Dan* teasingly cruises through the city in his *Cash Car*. A renovated counterpart of network *Pot O' Gold*, *Wealth on Wheels* drives the cash prize right to the front door of the listener's home.

Just prior to the WFBR broadcast, *Dollar Dan* ventures forth on his aimless odyssey through the streets. The announcer tells his listening audience that the *Cash Car* carrying *Dollar Dan*, the money man, may even now be nearing their home, that he is carrying 10, 20, or 100 dollars (whatever the sum may be that evening), adds that at a given signal from the studio, *Dollar Dan* will pull over to the curb and stop—exactly where, no one knows.

*Here's where the advertiser comes in:* The audience is instructed to pay particular attention to a 75-word story about the sponsor's product for it reveals the *key word*. Without it, *Dollar Dan* doesn't turn over his cash.

*Here's where the milk dealer comes in:* *Dollar Dan* phones the results of the evening's *Wealth on Wheels* directly to the announcer in the studio during the program, so that listeners know who won the money, and how much the next broadcast will pay. If the person's home where *Dollar Dan* stops has a phone, he uses it to call in results. If not, he goes quickly to the nearest dealer selling the sponsor's product, calls from there, giving the dealer a consolation prize of one dollar, plus a plug over the air.

**AIR FAX:** *First Broadcast:* April 29, 1941.

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

**Preceded By:** Five-Thirty Revue.

**Followed By:** Fred Waring's *Chesterfield Time* (NBC).

**Competition:** Lowell Thomas (NBC-Blue); *The World Today* (CBS).

**Sponsor:** Cloverland Farms Dairy.

**Station:** WFBR, Baltimore, Md.

**Power:** 5,000 watts.

**Population:** 854,144.

COMMENT: It's not so easy to give away money, these days, and get it back in extra sales. The original cash-award shows were too matter of fact, the present versions have added glamour, have turned each give-away into an epoch event.

## Home Furnishings

**LOONEY AUCTION** Betrothed, newly weds, and the long-time married give up bridge, dancing, other recreation when *Looney Auction* goes on the air Monday evenings over WCBS, Springfield, Ill., for A. DIRKSEN & SONS, furniture dealers. The program emanates from the Lincoln theatre. Up for auction go portable radios, ladies' fur hats, wrist watches, hams, men's sweaters, other items contributed for the air-plug by local business establishments.

Each program offers from \$75 to \$125 worth of merchandise auctioned off by Luke J. Gaule. Part of the money received from the auction of these items is used to buy odd things from the theatre and radio audience; the rest is contributed to the U. S. armed forces.

From the laps of theatre customers emerge suitcases and boxes filled with "scraps" and "dust-collectors" to "sell" to the auctioneer. By special delivery, airmail, express come white-elephant household goods from the radio public. Fun-loving Gaule, *Looney Auctioneer*, buys the odd assortment with cold cash.

A. DIRKSEN & SONS has just come through its annual Anniversary sale. Because response and sales exceeded any previous year, they have just renewed for a second period of 13 weeks. Particularly in view of recent curtailments of installment buying, Joe Phillips, sponsor's advertising manager, attributes the sales increase entirely to *Looney Auction*.

**AIR FAX:** A half-hour show broadcast from Springfield's Lincoln theatre.

**Broadcast Schedule:** Mondays, 7:00-7:30 P.M.

**Preceded By:** Network Sports.

**Followed By:** Network Request Party.

**Sponsor:** A. Dirksen & Sons, Furniture, and Lincoln Theatre.

**Station:** WCBS, Springfield, Ill.

**Power:** 250 watts.

**Population:** 80,029.

COMMENT: To drive away Monday blues, pep up business, *Looney Auction*, other programs of this type tickle the fancy of fun-loving Americans. It takes showmanship to put it across, but skillful promotion lures a large theatre audience, a larger radio public. A good show with a good emcee keeps the listeners howling, slapping their sides. (For pix, see *Showmanscoops*, page 365.)

## Jewelry

**KAY TREASURE CHEST** Eeny, meeny, minni, mo! Through some such abracadabra does the *man-on-the-street* decide which of six small, flat Yale keys opens the Kay Treasure Chest. With odds six to one, the first lucky person to select the correct key gets (1) award cards, redeemable for cash at the KAY JEWELRY Co., Toledo, O., or (2) defense savings stamps.

Any person who is interviewed on the program is entitled to take his or her chance on selecting the correct key. All look alike except to the one in the know, emcee Bob Evans. To all who face the barrage of current events and catch questions go two tickets to the local Paramount motion picture theatre.

KAY's advertising manager, Berne Friedman, reports: "The pulling power of our program has been proved time and time again by featuring special buys on the air and checking the sales. Results have always been more than satisfactory."

**AIR FAX:** This adlibbed, sidewalk interview program is set up each day in the lobby of the Paramount theatre.

**First Broadcast:** July 16, 1940.

**Broadcast Schedule:** Mondays thru Saturdays, 12:15-12:30 P.M.

**Preceded By:** High Noon and Time for News.

**Followed By:** Participating E. T. Show.

**Sponsor:** Kay Jewelry Co.

**Station:** WSPD, Toledo, O.

**Power:** 5,000 watts.

**Population:** 320,484.

COMMENT: Stop! Look! Listen! That is the goal of the man-on-the-street broadcast. Today such programs need an extra promotion twist to waylay the bustling pedestrian. A real discovery is *Kay's Treasure Chest*.

# YOURS FOR THE ASKING

Address Radio Showmanship

11th at Glenwood, Minneapolis, Minn.

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

## SAMPLE SCRIPTS AVAILABLE

*Automobiles*—Mr. Yes and No (see Sept. issue, '40, p. 32).  
*Auto Supplies*—Jack, the Tire Expert (see May issue, p. 135).  
*Bakeries*—Musical Arithmetic (see Feb. issue, p. 72).  
*Bakeries*—Southern Plantation (see September issue, '41, p. 289).  
*Beverages*—Pigskin Prevue (see July issue, p. 222).  
*Building Materials*—Homers at Home (see Feb. issue, p. 58).  
*Chiropractic*—The Good Health Program (see March-April issue, pp. 110, 112).  
*Dairy Products*—Junior Town (see Dec. issue, p. 136).  
*Dairy Products*—Kiddie Quiz (see July issue, p. 214).  
*Dairy Products*—Young American's Club (see Nov. issue, '40, p. 110).  
*Department Stores*—Hardytime (see Sept. issue, '40, p. 35).  
*Department Stores*—The Pollard Program (see August issue, p. 238).  
*Department Stores*—Woman's Hour (see June issue, p. 178).  
*Department Stores*—Down Santa Claus Lane (see Oct. issue, '41, p. 326).  
*Department Stores*—Billie the Brownie (see Oct. issue, '41, p. 318).  
*Drug Stores*—Five Years Ago Today (see Dec. issue, p. 146).  
*Farm Supplies*—Feed Lot Question Box (see p. 359).  
*Finance*—Jumping Frog Jubilee (see August issue, p. 253).  
*Finance*—Saga of Savannah (see June issue, p. 187).  
*Finance*—Something to Think About (see August issue, p. 245).  
*Flowers*—An Orchid to You (see Sept. issue, '40, p. 35).  
*Fuel*—Smoke Rings (see Dec. issue, p. 126).  
*Furs*—Cocktail Hour (see August issue, p. 258).  
*Gasoline*—Home Town Editor (see Oct. issue, '40, pp. 73, 74).  
*Gasoline*—PDQ Quiz Court (see Dec. issue, p. 134).  
*Groceries*—Food Stamp Quiz (see Sept. issue, '40, p. 33).  
*Groceries*—Matrimonial Market Basket (see Dec. issue, p. 154).  
*Groceries*—Mystery Melody (see September issue, '41, p. 290).  
*Groceries*—Mystree Tunes (see June issue, p. 162).

*Groceries (Wholesale)*—Hoxie Fruit Reporter (see Jan. issue, p. 34).  
*Groceries (Wholesale)*—Market Melodies (see Oct. issue, '40, pp. 73, 74).  
*Groceries (Wholesale)*—Women's Newsreel of the Air (see Oct. issue, '40, p. 63).  
*Hardware Stores*—Dr. Fixit (see p. 360).  
*Laundries*—Rock-a-bye Lady (see Feb. issue, p. 47).  
*Men's Wear*—Hats Off (see June issue, pp. 178, 183).  
*Music Stores*—Kiddies' Revue (see Oct. issue, '41, p. 306).  
*Optometry*—Good Morning, Neighbors (see Jan. issue, p. 35).  
*Shoes*—Campus Reporters (see August issue, p. 251).  
*Shoes*—Mr. Fixer (see June issue, p. 148).  
*Sporting Goods*—Alley Dust (see June issue, p. 177).  
*Sustaining*—Calling All Camps (see Oct. issue, '41, p. 310).  
*Women's Wear*—Melodies and Fashions (see Nov. issue, '40, p. 112).

## SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct. issue, '40, p. 53).  
Captains of Industry (see September issue, '41, p. 284).  
Cinnamon Bear (see Oct. issue, '41, p. 315).  
Dearest Mother (see p. 354).  
The Enemy Within (see Jan. issue, p. 18).  
The Face of the War (see May issue, p. 125).  
Fun With Music (see June issue, p. 162).  
Getting the Most Out of Life Today (see July issue, p. 196).  
Little by Little House (see May issue, p. 128).  
Mama Bloom's Brood (see August issue, p. 248).  
Pinocchio (see Sept. issue, '40, p. 11).  
Secret Agent K-7 (see Sept. issue, '40, p. 35).  
Sonny Tabor (see May issue, p. 140).  
Superman (see September issue, '41, p. 271).  
Stella Unger (see Feb. issue, p. 56).  
Streamlined Fairy Tales (see March-April issue, p. 90).



# SHOWMANSCOOPS

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



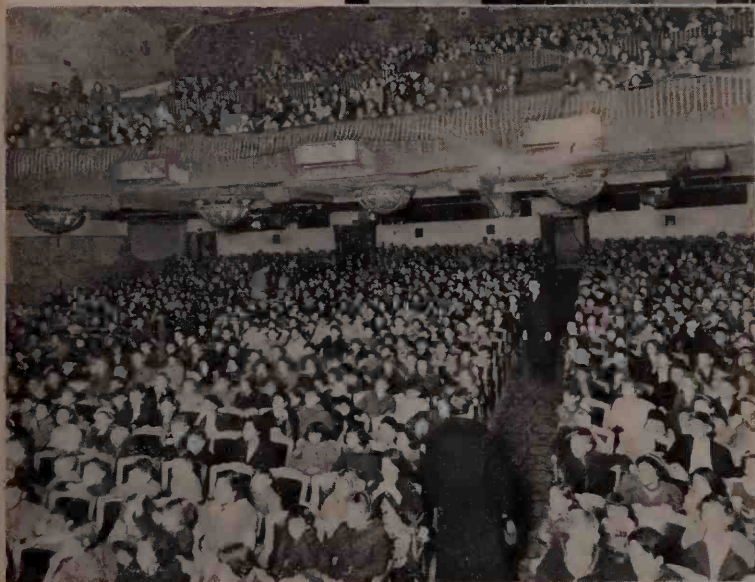
LEFT . . . Kids came from 26 cities carrying gunny sacks, boxes and toy wagons loaded with bottle caps. OCEAN PARK ride concessions were turned over to youngsters who paid SPARKLETT or SPARKEETA bottle caps for trips on the Roller Coaster, High Boy and other thrill devices. (For story on the KHJ program, see *Showmanship in Action*, p. 361.)

RIGHT . . . Each year the boys and girls of Sunset Corners have their own Christmas Party after the *Iowa Barn Dance Frolic*, either before or following Christmas Day. Heard over WHO, Des Moines, Ia., the show is sponsored by MANTLE LAMP COMPANY OF AMERICA, among others. (See *Proof O' the Pudding*, p. 366.)





RIGHT . . . Mammoth sign in the lobby of Lincoln Theatre, Springfield, Ill., is a plug for Looney Auction. C. W. Neeld, of the sales department of WCBS, left; C. C. Murray, Fox-Lincoln manager, right. (See *Showmanship in Action*, p. 362.)



BELOW . . . Seated at the wheels of new Farmall Tractors are the winners on the *Win With the Weather* program sponsored by the McCORMICK DEERING store, Jamestown, N. D., over KRMC. (See *Airing the New*, p. 359.)

ABOVE . . . Saturday morning entertainment for Junior and his sister is no problem in Albuquerque, N. M. Broadcast time finds them settled in the plush seats of the KIMO theatre. VALLEY GOLD DAIRIES' *Big Brother Club* is in session over KGGM! Cash weekly prizes and a grand prize of a bicycle are offered to the *Big Brother* who brings in the most bottle caps.





## PROOF O' THE PUDDING

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

### Farm Supplies

IOWA BARN DANCE FROLIC Lights! Camera! Action! When the *Iowa Barn Dance Frolic* opens its 11th theatre season this month, it will again be sponsored by the MANTLE LAMP Co. Permanent cast has grown from 16 in 1931 to 91 today. Baseball heroes, vaudeville teams, a 40-piece accordion band, ventriloquists, other guest stars are thrown in for good measure.

American folk music at its best, plus a goodly assortment of modern airs and occasional flights into semi-classical melodies make up the three hour show. With these ingredients, *Iowa Barn Dance Frolic* has played to a top theatre audience of 4,700 *paid* admissions. Estimated radio listening audience based on mail response is a million and a half.

Setting of the show is Sunset Corners, a mythical, typical small town in Iowa, or any other middlewestern state. Broadcasts purport to come from the main street or village square.

Not a participating broadcast, each half-hour or 15-minute period is devoted to one sponsor.

**AIR FAX:** Show is broadcast from the stage of the Shrine auditorium.

**First Broadcast:** 1930.

**Broadcast Schedule:** 8:00-11:00 P.M., Saturdays.

**Preceded By:** Abe Lyman's Orchestra.

**Followed By:** Arturo Arturo's Orchestra.

**Sponsors:** Mantle Lamp Co. of America, Murphy Products Co., Miles Laboratories, Consolidated Products Co., and Flex-O-Glass Manufacturing Co.

**Station:** WHO, Des Moines, Ia.

**Power:** 50,000 watts.

**Population:** 167,048.

**COMMENT:** It is to be noted that the MANTLE LAMP Co., original sponsor, enters its 11th season. MURPHY PRODUCTS Co., Burlington, Wis., manufacturers of stock and poultry foods, enters its fifth season. The makers of FLEX-O-GLASS have sold their products on this show for six years. CONSOLIDATED PRODUCTS Co., Danville, Ill., and Des Moines, Ia., manufacturers of SEMI-SOLID BUTTER-MILK E EMULSION and allied products, are starting their second season. Makers of ALKA SELTZER have just signed a 52-week contract. Few local programs in U. S. today can boast of such a distinguished record of continued sponsorship.

### Home Furnishings

**COMMUNITY NEWS** Well-known journalistic fact is that one way to interest people is to give them the low-down on people they know. Chief pulling power of any society page is the inclusion of local names, and the more the merrier. A radio adaptation of that fact is *Community News*, sponsored by STOWERS FURNITURE Co., over KPAB, Laredo, Tex.

Success of the show is indicated by the fact that it has been on the air daily, except Sunday, since February 1, 1939. From Laredo and near-by towns come news and announcements of social events, other personal items. To STOWERS, whose sales have steadily increased since they began the program, come prospective furniture buyers from the entire area.

A telephone survey of all persons listed in the Laredo telephone directory revealed that almost every person has listened to *Community News* at some time or another. To test listener appeal when the show first went on the air, the names of three persons (chosen at random from the city directory) were announced each day as the winners of door mats. Hook: winner had to pick up mat at store in person. Well pleased was sponsor's advertising manager, Hector G. Cox, when

in two months, the response to the give-away averaged 95 percent.

**AIR FAX:** News doesn't have to be epochal. To keep Laredo citizens posted on what is happening to their neighbors, the quarter-hour program is aired daily, except Sunday. Three commercials are given each day.

*First Broadcast:* February 1, 1939.

*Broadcast Schedule:* Daily, except Sunday, 12:15-12:30 (noon).

*Preceded By:* News.

*Followed By:* We Are Americans.

*Sponsor:* Stowers Furniture Co.

*Station:* KPAB, Laredo, Tex.

*Power:* 250 watts.

*Population:* 32,618.

**COMMENT:** The size of the community is a factor in the successful presentation of such a program. Best chances are in a moderately sized city. No special promotion is needed to sell this popular show to the public, although showmanship sells it faster, makes its power felt quicker.

## Men's Wear

**SHOOT THE WORKS** Horatio Alger had nothing on this quiz show for sudden success. *Shoot the Works* started in a small studio, soon was transplanted to a much larger auditorium to hold overflow spectators. At first only one announcer was used. Today, he is aided by two additional announcers who travel through the audience with portable mikes while emcee Marvin Mueller fires the questions from the stage.

Grown also has the sponsor's business. Sales in the HIRSCH CLOTHING Co. stores, Chicago, Ill., have increased by a large margin since the program's beginning.

Each person is asked a series of questions on one topic, gets a crisp dollar bill for the first correct answer. Quiz-tants can *Shoot the Works*, double their money until they have \$32 for answering additional questions correctly. If they lose after the first dollar, they pocket only the one smacker, or they may stop at any time and keep their winnings.

Newspaper ads used to build up an audience when the show was young are no longer necessary. Listeners baited by the \$5 award for all questions used on

the air send in 1,000 plus letters per week.

**AIR FAX:** A quiz show emceed by genial, roly-poly Marvin Mueller, who lifts interviews out-of-the-ordinary by encouraging studio-audience excitement.

*First Broadcast:* April 4, 1941.

*Broadcast Schedule:* Fridays, 9:30-10:00 P.M.

*Preceded By:* Who Knows.

*Sponsor:* Hirsch Clothing Co.

*Station:* WGN, Chicago, Ill.

*Power:* 50,000 watts.

*Population:* 3,440,420.

*Agency:* Schwimmer & Scott.

**COMMENT:** Good formulas are hard to find, are certainly worth following: HIRSCH has adapted *Take It or Leave It* question pattern, Dr. I. Q. travelling mike technique, uses both to give pace and thrills to this topnotch production.

## Repair Shops

**SONGS OF THE ISLAND** Three-plus years ago, sponsor EUBANKS BODY & FENDER SHOP, who paint and repair furniture upholstering, awnings, tarps, venetian blinds, needlepoint, auto and window glass work, associated lines, began to help Centralia citizens peacefully digest their evening dinners with slow, dreamy Hawaiian string music. They aggressively promoted the program as restful, easy-to-listen-to while relaxing, reading, etc. Commercial copy is brief, and plugs persistently for *improvement*, with an emotional approach toward the living value of things in good repair.

*Results:* No quick sales, but consistent pull of new customers from distant districts formerly not coming in to Centralia.

**AIR FAX:** *First Broadcast:* January 1, 1938.

*Broadcast Schedule:* T-W-F, 8:15-8:30 P.M.

*Preceded By:* United Press on the Air.

*Followed By:* News; Johnny Davis' Orchestra (MBS).

*Sponsor:* Eubanks Body & Fender Shop.

*Station:* KELA, Centralia, Wash.

*Power:* 1,000 watts.

*Population:* 10,349.

**COMMENT:** Psychologists claim the best time to approach people is when they are relaxing after a satisfying meal. Here's a sponsor who applied the theory, found it fact!

# 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.

## Beverages

**BURGERS LIARS' CLUB** "When we started in business early in 1941 we immediately began to search for a radio program that would attract and hold listener interest.

"Frankly, at first we doubted the ability of a new type program to get immediate results, especially since the program required listeners to write in their 'tall stories.' Unless we could get the proper type of stories in sufficient numbers we would have difficulties in running the program.

"Our doubts were soon dispelled since stories poured in from many parts of Alabama and Florida, and we were able to make a wide choice of material. The flood of letters continues, and after two months our program appears to be a regular part of the radio diet of thousands of listeners in this area.

"We are well pleased to advise you that Burger sales in this area have increased 33 1/3 percent over the same period last year."

Harold Basch  
President  
Burger Beer Co.  
Montgomery, Ala.

**AIR FAX:** Ordinarily, the radio public is asked to take as gospel fact what it hears over the air. Here's one show that nobody believes, but everyone enjoys. Now I'll tell one is the idea behind the program heard daily over WSFA, Montgomery, Ala. Listeners send in their best whoppers. Daily, three disciples of Ananias become eligible for membership in the *Burgers Liars Club* when their tall tales are retold.

Membership in the club nets yarn-swappers one dozen beverage glasses. Engraved on them: *Member Burgers Liars' Club Post No. 1.*

During the month of September **BURGER DISTRIBUTING CO.** offered a trip to the World Series with all expenses paid including two tickets to the first two games for the *Best Lie of the Month.* An army sergeant copped the honors!

Because "it ain't right to tell lies on the Sabbath" no lies are read on Sunday night. Program is then devoted entirely to transcribed music. Three commercials of about 20 words each are read during the course of each quarter-hour. The show is now in its 29th week. Tall stories are still pouring in.

*First Broadcast:* April, 1941.

*Broadcast Schedule:* Daily, 7:15-7:30 P.M. (CDST).

*Preceded By:* Ted Steele Novatime, week days; NBC Sports, Sundays.

*Followed By:* Army Show, Mondays; Pepsi Cola Treasure Hunt, Tuesdays and Thursdays; Bugler Tobacco Show, Wednesdays; NBC Gargoyles Show, Saturdays; Local Transcription Show, Sundays.

*Sponsor:* Burger Distributing Co.

*Station:* WSFA, Montgomery, Ala.

*Power:* 1,000 watts.

*Population:* 69,738.



**COMMENT:** Ability to overcome listener inertia in large enough numbers marks the difference between success and failure here. Figures don't lie, and a whopping sales increase of 33 1/3 percent over the same period the preceding year is a splendid tribute to the efficacy of this unique program.

Showmanship is no small factor in the remarkable sales increase attributed to this program. Giveaways that are directly associated with the sponsor's product provide a constant reminder to recipients. In this case, members of the *Burgers Liars' Club* are reminded of the sponsor whenever glasses are lifted in good-fellowship.

Showmanship in *presenting* the program is another explanation. Down in the deep South who would be a better character to associate with this show than a Southern colonel? Quick to capitalize on local custom and tradition, **BURGER DISTRIBUTING CO.** has such a person tell the whoppers in the musical drawl of the southland.



# JOHNNY ON THE SPOT

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

## RADIO PLAYS NO BIG FAVORITES!

If you're one of those skeptics that has said, "My business is different. Radio may work in other fields but not in mine," perhaps this survey will help you change your opinion.

Every radio station was asked to select the *one* outstanding spot announcement campaign on their station. They gave the name of the sponsor and his business. All information was confidential.

Results showed that 25 different business fields were mentioned. No one field overshadowed the rest. That's proof, indeed, that radio can work successfully no matter what your business is. Here is a list of the businesses reported, with percentages of total mentions:

Automobiles . . . . . 4.8%	Funeral Homes . . . 1.2%
Bakeries . . . . . 7.1%	Furs . . . . . 1.2%
Beauty Shops . . . . . 1.2%	Gasoline . . . . . 1.2%
Beverages (including carbonated, beer, wine) . . . . . 16.7%	Groceries . . . . . 8.3%
Dairies . . . . . 2.4%	Home Furnishings 10.7%
Department Stores . 8.3%	Ice . . . . . 1.2%
Drug Stores . . . . . 3.6%	Jewelry . . . . . 3.6%
Electrical Appliances . . . . . 3.6%	Laundry . . . . . 2.4%
Farm Supplies . . . . . 1.2%	Men's Wear . . . . . 8.3%
Finance . . . . . 2.4%	Public Utilities . . 1.2%
Fuel . . . . . 1.2%	Shoes . . . . . 1.2%
	Theatres . . . . . 2.4%
	Women's Wear . . . 3.6%

## EVOLUTION

Back in the days of radio's infancy, all an advertiser had to do to attract attention was to advertise.

Whatever was said, was heard, because the mere act of transmitting sound via the air waves was a novelty.

However, time wore off the lustre. Before long, advertisers, in order to arouse interest, were forced to introduce such openers as "Attention . . . for an important announcement!" or "Here's news for everybody!"

Soon, listeners began to accustom themselves to these so-called "thrill" openers. Instead of startling anybody, they merely became a cue for a one minute siesta.

Progressive advertisers began to look for other, more novel ways of attracting attention. They tried "singing" announcements, then dramatic announcements. Both attained exceptional success.

But even straight singing and straight dramatic announcements weren't unusual enough. So, the singing got wackier, the dramatic situations more fantastic.

Leading producers began to search for still more unique ways of attracting attention. Double talk was born; quiz announcements popularized, old jokes revived. And now, along comes the most unusual idea of all.

The GORDON JEWELRY STORE in Montana has ordered it, and other jewelers are expected to follow. It's a series of one minute jewelry spots written in the lesser known and more startling foreign languages, including such lingual curiosities as Icelandic, Gypsy, Persian, etc. The idea is not to appeal to the language group, but rather to attract the attention of the listener by the weird quality of the announcements.

Script calls for the "foreigner" to speak his native tongue, then speak in broken English with an American announcer assisting him.

**AIRFAX:** Spots are created by Harry S. Goodman, New York transcription producer and are available for sponsorship by jewelers throughout the country. Thirty different foreign languages are used.

# 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, SEPTEMBER, 1941

Type	Rating	Last Month	1 Month Change	Last Year	1 Year Change
MUSIC	.309	.306	+ .003	.350	-.041
NEWS	.222	.225	-.003	.180	+.042
QUIZ	.119	.120	-.001	.100	+.019
TALKS	.095	.097	-.002	No Rating	.....
INTERVIEWS	.082	.085	-.003	No Rating	.....
SPORTS	.067	.065	+ .002	.070	-.003
COMEDY	.056	.051	+ .005	.060	-.004
DRAMA	.050	.051	-.001	.070	-.020
TOTAL	1.000	1.000			



GROUPS	Men	1 Month Change	Women	1 Month Change	Children	1 Month Change
Music	.269	+ .005	.341	+ .005	.299	-.004
News	.279	-.002	.214	-.003	.095	-.004
Talks	.069	-.001	.133	-.003	.058	+ .001
Interviews	.065	+ .002	.088	-.001	.110	-.004
Quiz	.120	-.003	.110	-.001	.148	+ .007
Sports	.123	-.001	.028	.....	.048	+ .002
Drama	.032	-.006	.032	-.001	.149	-.006
Comedy	.043	+ .005	.054	+ .004	.093	+ .008

### THIS MONTH

There is a popular theory that in times of stress people seek emotional relief. Light entertainment replaces tragedy and pathos. To date, local radio sponsors, according to our figures, have not put this theory into practice. In spite of the highly keyed period we are now experiencing, *comedy* has shown just a slight variation from its rating one year ago. This month, however, there are definite signs that programs with a touch of humor are gaining in popularity. Whether that rise will be maintained remains to be seen.

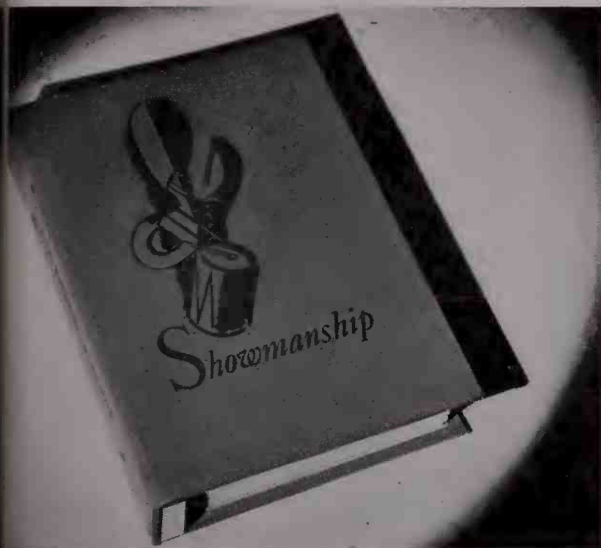
It is interesting to note that a year ago, a rise in the rating of *comedy* programs was recorded in September as compared with August. Again, this year, a definite increase is noted.

	1941	1940
August	.051	.040
September	.056	.060

The exact cause of this change is difficult to determine. One answer might be that school starts again in September, and children's shows gain in popularity. And, of course, *comedy* is an important factor in many successful children's shows.

# At Your Fingertips

## RADIO SHOWMANSHIP

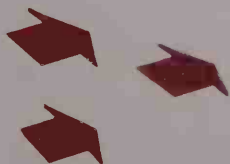


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*IN NEXT MONTH'S ISSUE OF*

**S**HOWMANSHIP, A. M. Nordvedt, manager of the Montgomery Ward store in Des Moines, Ia., maps out a three-point program for radio merchandisers. Here is a remarkable story on how radio sells merchandise, builds good will and promotes various store services