

RADIO ADVERTISING-
How to Sell It & Write It
By Sol Robinson

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Preface

This work is not intended as a comprehensive text on radio advertising. Rather, it is the wish of the author that it will fill a small crevice in the great gap of radio advertising literature.

Since its inception, over a quarter of a century ago, radio advertising has grown from infancy, to adolescence, to its present state of maturity, by constantly undergoing myriads of changes and transformations in techniques and applications.

It should not be necessary to tediously recap the tremendous growth of the radio broadcasting industry. The increase in the number of local radio stations is phenomenal. The number of radio sets now in use (in the home, office, business establishments, automobiles, boats, on the streets and beaches, etc.) has risen to such proportions that there are now one and one-half radio receivers in use for every person in the United States.

It is no miracle that radio's advertising revenue has reached today's undreamed of figure of billions of dollars. And it is the "local" advertiser who is mainly responsible for this growth. The reader should know that there are 60 times more "local" than "national" (manufacturers who have countrywide distribution) and "regional" (businesses not necessarily confined to one community) radio advertisers combined.

I realize that no volume on this subject can ever expect to be complete, detailed, and up to the minute; however, this text endeavors to inform by presenting new and useful methods which the local radio time salesman and the copywriter can use to obtain better results for themselves, the radio station, and the sponsor.

Using the knowledge acquired during a quarter of a century's active participation and experience, I have approached the problems of the local radio time salesman and copywriter with the directness and balanced viewpoint of the

researcher and practical advertising analyst, and have drawn upon the knowledge and experience of many specialist in the fields of creative advertising, analysis, and reasearch.

Advertisers are now beginning, more then ever before, to realize the importance of the local radio station, with its proven effectiveness as a sales medium. This awareness has caused them to become more cautious, choosy, and demanding. They no longer accept hit-and-miss approaches; instead, advertisers insist upon scientific methods and facts. The merchant or businessman who spends a dollar for radio advertising expects to get his dollar's worth from it, and insists that these results be obtained within the limits of good taste.

In addition to these basic obligations, which a radio station owes to the advertisers who provide the revenues needed to maintain its facilities, the radio station must offer the right program and the effective commercial. The right program should attract a reasonably large audience of people who are prospects for the particular advertiser's goods or services, and the commercial must successfully sell the audience. One of several good definitions of advertising is "salesmanship in print." To successfully sell on the air requires much more. It requires words that are carefully and purposefully chosen to produce the desired effect.

It is my hope that this work will benefit everyone who is a part of, or who wants to become a part of, the commercial side of radio broadcasting. With the "tools" available, the vast amount of research available, and the use of the proper techniques, properly oriented personnel will produce results beyond those reasonably expected. Radio time sales is one of the most challenging and, at the same time, most rewarding of professions. It is an experience that must be encountered and enjoyed by all who aspire to succeed in any phase of the broadcasting industry. Upon the shoulders of the sales department rests the responsibility to produce the revenue needed to operate the radio station. Intelligent and successful operators always tip their hats whenever a member of their sales department passes by.

Sol Robinson

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Ad

Chapter 1

Importance of Local Time Sales

No commercial radio station can become financially successful without an adequate and well trained sales force—a corps d'elite imbued with the spirit of selling and convinced of the excellence of the service they are offering.

There is no doubt that every radio station would receive some revenue-producing business without a sales department, but it would be so small that the station would soon find itself in bad financial straits, facing the prospect of being forced to cease operating. A very successful radio station operator wisely remarked, "Whenever a member of my sales staff passes me, I tip my hat." No one can deny that the sales department is the principal money-producing department of any commercial radio station.

SALESMAN'S ROLE

It is necessary that every member of the sales staff seek out and visit every potential sponsor and advertiser and, in addition, have the answers to overcome the traditional local merchant's reluctance to use radio as part of his advertising program. A case in point is the situation in Boston, Mass. This particular area, which is rated sixth in buying power and is the fifth television market in the United States, is down to eighth when it comes to local advertising dollars spent on radio. Ironically, Boston ranks sixth in national advertising dollars spent on radio.

There are many and various reasons why Boston's radio stations have failed to attract more local advertising dollars. Some of the more pertinent reasons are:

(a) Boston is a highly oriented advertising-agency city, and the agencies there fail to realize and understand the importance of circulation;

(b) Many of Boston's advertising agencies don't seem to realize how vast an audience each of the city's radio stations can deliver;

(c) Many of the agency personnel do not seem to know how to write consistently effective radio advertising copy;

(d) In this multiple-radio-station market, as in most multiple-station markets, radio time salesmen are so busy fighting with one another that they do not realize they are destroying "spot radio" and diminishing the local merchants' regard for the media;

(e) Proper techniques needed to develop local accounts are not being intelligently used by the time salesmen;

(f) Sales personnel are not going directly to the source—the individual owner or manager who actually spends the money and buys the advertising.

No matter what the reason may be, it is a certainty that Boston's radio time salesmen have done a poor job of selling to local accounts or have not correctly portrayed to these accounts the value of radio as an advertising medium.

If this can happen in Boston, it can happen in every radio market in the United States. Therefore, it is necessary that each and every commercial radio station adequately equip its sales department with the necessary tools and thoroughly train and educate its personnel in the technique of properly selling the local account.

The importance of the local account to the solvency of a radio station is quite apparent when one reviews the revenue statistics as reported by commercial radio stations to the National Association of Broadcasters. In a recent year, of all revenue received from time sales, 86.5 percent came from local advertisers. Of course, this percentage varies according to the population and market size, as shown in Table 1-1.

SALESMAN'S QUALIFICATIONS

There are certain basic elements every time salesman must possess, in addition to being imbued with the spirit of selling. A salesman should be:

1. Completely convinced that radio is in a unique position, capable of delivering the best possible results for the local advertiser;

2. Confident that his particular radio station can perform to a better degree than the other radio stations in his market;

3. Able to recognize and understand the meaning of audience surveys and to intelligently explain the survey to the merchant;

Table 1-1. Revenue Source in Percent of Time Sales

Population Market Size	Local Advertising	National Advertising
2.5 million or more (large stations)	51.5	48.5
2.5 million or more (small stations)	86.1	13.9
1 to 2.5 million	66.0	34.0
500,000 to 1 million	65.0	35.0
250,000 to 500,000	78.8	21.2
100,000 to 250,000	82.3	17.7
50,000 to 100,000	85.5	14.4
25,000 to 50,000	85.8	14.2
10,000 to 25,000	87.6	12.4
under 10,000	89.9	10.1
Revenue Market Size (in \$1000)		
750 and over	56.8	43.2
500 to 750	65.3	34.7
300 to 500	78.1	21.8
200 to 300	81.4	18.6
150 to 200	86.2	13.8
125 to 150	89.3	10.7
100 to 125	87.1	12.9
75 to 100	88.6	11.4
50 to 75	89.3	10.7
under 50	91.5	8.5

4. Thoroughly aware of his station's programing and the programing of all the other stations in his market;

5. The station's ears as to how the business community is responding to the radio station's programing and the image each station is creating in the general community;

6. Aware of the special demographics of his station's audience and how they relate to the client's prospective customer;

7. Sure that he understands all the fundamentals of the advertising business, the various media, and their proper use;

8. Aware of how and to what extent the local merchants are using the various media;

9. Completely familiar with the economics of the community, especially as it relates to the retailer and retail sales;

10. Equipped with a complete listing, category by category, of every retail and service account;

11. Cognizant of the peak period of each category and all special sales events planned by the retail community;

12. Capable of acting as the advertising consultant for the local merchant. This is necessary due to the fact that most of these accounts have too little to spend for advertising and cannot afford the services of an advertising agency nor make it financially feasible for an agency to service them. To adequately perform this service, the time salesmen must know and understand the merchandising problems of each account and adequately "service" the account in order to

achieve the maximum response with timely "copy" or announcement content. It should not be necessary to remind the time salesman that a pleased advertiser may be expected to increase his use of radio, while a poorly serviced account will do the opposite.

13. Qualified to prepare radio advertising copy and know when and how to use musical jingles, sound effects, attention "grabbers," the "soft-sell" or the "hard-sell" approach. Above all, he must be able to tell the difference between good and bad copy.

14. An extrovert, possess a pleasant personality, love to meet people, and have an excellent command of the language, free from accents.

15. Not only the station's representative to the business community but should be able to report to management on the activities of its opposition and competitors; on activities within the business community as an aid to the credit department; and on plans being formulated for future business activities and promotions as an aid to the station's program department. He will be calling on the same prospects as will be the time salesmen of the other radio stations serving the community. If he has developed the proper rapport with his customers, they will inform him about what the other radio time salesmen have told them. It might be anything from a change in personnel; a planned increase in the rate structure; plans to increase the station's power; future program plans such as the broadcasting of special programs and sporting events; etc. By his presence in the business community, the time salesman can observe, hear, and learn about business conditions and those accounts who are having financial difficulties or whose business activity is falling off. A conscientious time salesman will advise management of such reports and findings, giving his sources, etc. so management can decide how to proceed concerning credit or collection activity in regard to a particular account. One wide-awake time salesman, who heard about the possibility of a strike at a large plant in the community, quietly ascertained the effect such a strike would have on the retail stores in the station's broadcast area and reported this to management. The station's manager, together with his various department heads, were able to formulate plans regarding probable decreases in advertising revenue and sponsored programs,

extending credit, special programing, and news coverage should such a strike take place.

16. A licensed driver and with the use of an automobile, since very few accounts are within walking distance. Public transportation, even where it is available, is inadequate for the salesman.

IMPORTANCE OF AUDIENCE MAKEUP

An experienced and qualified local time salesman knows that all his radio station or any radio station can do for the advertiser is to deliver an audience—an assembly of listeners. But the act of delivering this audience or assembly of listeners requires special attention for each category of advertiser. Advertisers, especially local accounts, are no longer interested in reaching the broad mass of people because they have learned that the best results are obtained when their advertising message is heard by that very special segment of listeners who have a particular need or desire for their product or service.

Commercial announcements for hair-grooming products cannot produce results if the advertising message is broadcast during a period or time segment when only baldheaded men are listening. It would be useless to broadcast commercials for feminine hygiene products or other products or services used only by women in a program or time period when only men and boys are listening to your radio station. Likewise, a good time salesman knows that he cannot expect to deliver prospective buyers for new Cadillacs, Chrysler Imperials, or Lincoln Continentals if his audience, during the time segments that the commercials for these products are aired, is composed of listeners whose incomes do not exceed four to six thousand dollars per year. What a waste of dollars and effort it would be to broadcast advertisements for gas appliances or gas service if the only available utility in an area is electricity.

A full and complete knowledge of the "kind" and makeup of a radio station's audience, period by period, program by program, is most essential if a local time salesman is to properly advise his client and feel confident that he can deliver an audience made up of potential customers who have a need and desire for his client's product or service.

Audiences are people; and people fall into many categories. They come in different sizes, ages, and sexes.

Some are single, others married, divorced, or widowed. They differ in cultural and educational levels. They work at various and different occupations and professions. The amount of money they earn varies, as does the amount of money they spend and the different ways they spend it. They have different likes and dislikes and their own individual religious leanings. They have considerable differences in their awareness to the social and political needs and problems of their community.

It should be quite apparent how important it is for a local time salesman to not only know the demographics of the population in his radio station's broadcasting area but certainly the demographics of his radio station's audience—program by program and time period by time period. The average radio listener tunes in for one or more of the following reasons:

1. Personal enjoyment
2. Information
3. Music
4. Sports
5. News
6. Psychological and sociological interest
7. The creation of a mood

Different groups listen to radio broadcasts at different times of the day. The audience makeup of the average radio station is as follows:

Time	Audience
6 a.m. to 9 a.m.	Teenagers, adult men and women, and older adults
9 a.m. to 12 noon	Adult women, older adult men and women
12 noon to 2 p.m.	Young adult men and women, older adults
2 p.m. to 5 p.m.	Teenagers and young adults
Evening hours	Teenagers and male adults

No matter how imbued with selling a time salesman may be, and regardless of the confidence he has in his radio station to deliver an audience, the experienced and successful local

time salesman knows that it is impossible for any communications medium—especially radio—to satisfy the needs and desires of all the people all the time. Readers and listeners alike always seem to complain about overcommercialization. Newspapers are not regulated as to the amount of advertising they may print in any edition, but radio stations are regulated and may not have more than 18 minutes of commercial matter in any one hour nor more than 14 minutes per hour average for the full day's broadcast operation. In any case, it is of prime importance that all salesmen employed by the various advertising media, especially radio time salesmen, have a complete understanding and thorough conviction of the value of advertising and the important role it plays in creating profits, jobs, payrolls, and a higher standard of living.

Chapter 2

Selling the Newspaper-Oriented Advertiser

Although each passing year heralds the demise of another newspaper, and although the total number of newspapers being published is diminishing by an alarming extent, there are very few communities in the United States which are not served by the printed news media.

All radio time salesmen who operate in markets served by a daily newspaper soon learn that their prime competition for the local advertising dollar is the newspaper. The number of pages of advertising in the daily newspaper has been on the upgrade for the past several years. In a recent year, in the average issue of 104 morning newspapers, the number of pages devoted to advertising rose to 29.9—an increase over the previous year of 0.6 page; during the same period there was only a 0.4 page increase in editorial and news pages. The same was also true in the general magazine field. In 1969, magazines as a whole sold 7 percent more pages and had 25 percent more gross advertising revenue than five years earlier. During recent years, however, some of the best known publications have faded from existence.

Of the five to six billion dollars of advertising revenue received by the newspaper industry, 80 percent comes from the local advertiser, whereas radio stations report 86.5 percent of their time sales revenue comes from this same group. Notwithstanding the fact that there are fewer newspapers published today and that there are close to 250 million radio sets in use in the United States, newspapers receive more than five times the dollar amount of local advertising than do radio stations.

To overcome this apparent reliance on the newspaper, and to change the traditional reluctance on the part of local advertisers to use radio as part of their advertising program, the time salesman must know and be able to competently present the differences between the two media. Here are a few

examples that can be used by the local time salesman in his quest to obtain his fair share of the local advertising dollar from the newspaper-oriented client.

NATURE OF NEWSPAPERS

Newspaper advertising is created for the eye. A person must be able to read and have a fairly good grasp of the language in order to understand and get the full purport of the advertisement. On the other hand, radio commercials are created for the ear. This means that a person does not need vision, nor literacy, nor a full grasp of the language to be able to get the full meaning and impact of the radio announcement. The time salesman should never hesitate to quote the statistics concerning the number of people in the newspaper's circulation area who are sightless or illiterate.

Newspapers must be borrowed or purchased on a daily or regular basis. This means that, in most instances, a person has to leave his house or place of employment in order to get the newspaper. Because newspapers are now generally sold via vending machines, a person must have the exact change with him. This is not true when it comes to a radio receiver. Once the set is purchased, it serves the listener for years and years. And with the advent of the portable transistor radio, its cost is quite small and it can be carried by anyone with comfort and ease.

Newspapers are generally purchased on the basis of one to a family and only one person in that family can read a particular part of the paper at a given time. Radio, on the other hand, can be enjoyed by all the members of the family at the same time. One radio set playing in the home, office, or store can be heard by everyone within hearing distance. Never fail to mention that there are over 250 million radio sets in the United States—more than one set for every single person regardless of age.

If the local advertiser is using a special location in the newspaper, the chances are that he is paying a premium. With radio he usually—at no extra cost—has his choice of the station's personalities.

The full-page advertiser usually claims that the size of his advertisement gives him a decided advantage over the small-space advertiser. This may be true; however, if he is a full-page user or if his advertisement is part of a full page of ads,

you can point out to him that the only readers who will look at his ad are those who are interested in the article or merchandise he is offering, or those whose attention is attracted by a very unusual ad. Emphasis should be placed on the fact that there is no news content on a full-page ad and very little news of interest on a three-quarter ad page.

In radio, the large newspaper advertiser can also gain a similar advantage over the small advertiser by increasing the frequency of his commercials. It is the rare exception when a radio station cannot surpass the newspaper in drawing power if the advertiser spends—during the same period—the same amount of dollars on radio as he does on a newspaper ad. Another selling point is that every advertisement on radio is either part of or surrounded by programs designed to entertain or inform the listener. A newspaper reader may skip over all the pages in the paper that have no appeal to him, but the average radio listener today stays tuned to the station of his choice and rarely turns the dial.

Radio has a decided advantage over a newspaper for the small-space advertiser. A one-minute commercial message is 60 seconds for everyone, regardless of how large or small the advertiser's store or business may be. His commercial is there all by itself—not lost or dominated by the other ads on the page. Radio guarantees him at least five minutes (if not more) spread between his ad and his competitor's commercial. It is not the practice for newspapers to give "exclusives," especially for the small-space user.

The preparation of newspaper advertising material is more or less supervised by the advertising department. The newspaper advertising department has practically no control over the editorial policy of the paper; therefore, the editorial content of a newspaper page can have very little in common with the advertisements appearing on that particular page. Radio commercials, on the other hand, can receive special and individual consideration—the use of attention "grabbers," musical introductions, sound effects, and musical backgrounds, etc.

Any error in a newspaper ad cannot be corrected until at least the next day, whereas any mistakes or errors in a radio commercial can be corrected the same day and, in many instances, within the same hour.

CIRCULATION vs AUDIENCE

Many times, newspapers claim an advantage over radio by quoting audited circulation figures for a particular period. This point can be overcome by the intelligent interpretation of radio audience surveys which, if properly prepared, can present better audience demographics than the audited circulation newspaper figures. Another thing to remember concerning circulation is that newspaper figures remain fairly constant on a day-to-day basis, while the radio audience improves daily with proper programing, promotion, special events, broadcasts, and contests. Newspaper circulation rarely if ever shows any dramatic rise when something special occurs in the news. Radio experiences an instant and dramatic rise in listenership when anything of importance happens.

Everyone recalls that long weekend that began in the early afternoon of that fateful Friday when the President of the United States, John F. Kennedy, was assassinated. Within minutes of the firing of the fatal bullets, every radio station in the nation—in fact, in the world—began broadcasting full and vivid descriptions of what was occurring. Throughout the world, billions of people had their ears and minds tuned into the nearest available radio set. That day's total circulation of all the newspapers in the world could never match or even come close to the vast number of people who were listening to radio broadcasters reporting stories related to the murder. There was no dramatic rise in the circulation figure released by the newspapers, but radio had an instant, sustained, dramatic rise in listenership.

Other examples of such dramatic rises in listenership occur practically every day. Never a day passes that some community doesn't become the victim of a tragedy such as flood, fire, tornado, banditry, etc. When unfortunate incidents occur, it is the local radio station that first reports the news and it is to the local radio station that the citizenry turns for information concerning the disaster. The local radio station's listenership rises most dramatically, but there is only a slight increase, if any, in the local paper's circulation. When such events occur, some alert merchants immediately contact their local radio stations and seek to "cash in" by sponsoring newscasts or obtaining adjacencies to newscasts for their spot commercials.

Never for an instant be afraid to compare circulation figures with listening figures, especially when it comes to comparing the cost of a newspaper ad per reader to the cost of a one-minute commercial per listener.

COMPARISON OF IMPACT

There are many other comparisons a radio time salesman can make; for example, it is a proven fact that each reader of a newspaper advertisement places his own individual interpretation on the matter he has read, whereas the radio announcer or personality helps to create the interpretation the advertiser desires. The newspaper reader must become his own salesman and motivator, but the radio "voice" is the salesman and motivator. Newspapers seldom if ever can offer intimacy, while radio, by its very nature of being a medium whereby one person is speaking to and with another person, can and does offer a great deal of intimacy.

Very often, the newspaper-oriented merchant, in refusing to place his advertising on a radio station, states that a newspaper ad can be clipped out of the paper and can be referred to long after its publication, but once a radio commercial is broadcast, it is gone forever. The experienced radio time salesman combats this charge by using the results of psychological reports concerning radio's motivating force and its impact on the subconscious mind, which later prompts the listener to purchase a particular product or service from a particular source. He should also tell the advertiser that when an ad is placed in a newspaper, it is put there with a specific purpose and time in mind. If the advertiser wants the same time coverage on radio, he can achieve this by increasing the frequency of the same commercial announcement over a longer period of time.

One successful radio time salesman, annoyed by the repetition of the statement made by newspaper-oriented merchants that a person generally reads every page and word in the paper but only listens to radio for a short period of time during the day, took a newspaper and cut it into ordinary book page sizes. He then bound these pages together so that they looked like a regular book. Then, when confronted with the above statement, he would ask the merchant how long it would take him to read a book of this size. Needless to say, the most often response was two to three days. He would then proudly report that this was yesterday's newspaper. Mission accomplished! He generally got the order.

There are many who do not agree with the adage that "the pen is mightier than the sword"; however, very few of the advertising fraternity will disagree with the statement that "the ear is better than the eye." Every psychologist who has researched the fields of motivation and memory retention agrees that the method of auditory presentation far surpasses the method of visual presentation. They report that people do remember better and longer the things they hear than the things they see.

It should also be remembered that people spend much more time in talking and listening than to reading and writing. Test yourself, or any one of your acquaintances, and you will soon discover that what the psychologists and researchers have reported is true. The average person actually spends about 80 percent of his time talking and listening. One prominent researcher reported that people actually spend 100 percent of their time listening, because they are always alert to sound regardless of what they may be doing.

These psychologists and researchers are in complete agreement that a well constructed radio commercial, delivered in a friendly, sincere, and persuasive manner, can produce better results for the advertiser than any message in print, whether it be newspaper, magazine, billboard, or poster.

Some of the reasons given by professionals in the field of motivation are:

1. Messages can be more interesting and better understood when heard than when read.
2. "Recall" or remembrance of products or services offered is better when advertised over the radio than in print.
3. Material presented over the radio has a greater power of suggestion than printed matter.

One psychologist, in explaining this phenomenon, calls attention to the fact that we all learn to hear before we learn to read. All the instructions received during childhood are oral, and we fall into the behavior pattern of more rapidly obeying oral instructions than written communications.

Since one of the most important functions of all advertising is the creation of "desire" and inasmuch as 85 percent of all purchases are the result of emotional appeal, it naturally follows that radio plays the major role in creating these sales. No other advertising medium has the power that radio has in making people conjure up pictures in relation to

the oral message. These pictures invariably have the personal imprint that is predicated on the individual's desire for a particular product.

Newspapers are not flexible as to their publication schedule. Once the paper has been "put to bed" and the presses have stopped rolling, this medium is closed to the advertiser for that particular day. Radio, on the other hand, is unique in its ability to be flexible and to control its programing throughout the entire broadcast day.

A case in point is the policy adopted by many of the major airlines. When buying radio and TV programs or spot announcements, many airlines usually include in their contracts a provision that should a major air catastrophe occur, the radio and television stations must immediately cancel all the airlines' scheduled commercials for a period of 48 to 72 hours. They do, however, permit the radio and television stations the right to "make good" those commercial announcements or programs when the advertising schedule is resumed. Because of its uniqueness, flexibility, and ability to control its programing throughout the entire broadcast day, the radio and television stations are in a position to comply with this provision. The newspaper, on the other hand, does not possess this ability. Once the paper has "gone to bed" or is on the street, it is impossible to recall it.

Another thing to remember is that should an "extra" edition be published by the newspaper, the only thing or items that are changed are the front-page stories. The rest of the paper, including all the advertising, remains unchanged, with the exception of perhaps a story or two. In addition, one should bear in mind that those who purchase the "extra" do so for the main purpose of reading about the "story." Their interest lies in the editorial content of the "extra" and seldom, if ever, do they read any of the ads in that particular edition.

Radio stations, because of their flexibility and control of programing, can spot any happening or commercial exactly when and where it is desired. Local advertisers can be accommodated at almost a moment's notice and commercials can be changed or replaced at will.

COMPARATIVE COSTS

Another convincing statement to be made to the newspaper-oriented advertiser regarding the cost of radio

commercials is that, in a one-minute radio spot, there are between 125 and 150 words all directed at the listener and all pertaining to his products and services, whereas the average number of words in a full-page newspaper ad is less than 500.

Local time salesmen must be convinced, and be able to convince others, that radio advertising is the most effective and economical of all the advertising media. It delivers more selling impacts for every dollar spent. There is no other advertising medium that has a greater impact on the mind and lives of the people in any community. It is certainly more human, more personal, more flexible, more informative, more entertaining, more effective, more penetrating, more believable, more timely, more selective, and more popular than any advertising medium now in existence.

Chapter 3

Tools of the Trade

Foremost among the "tools" a radio time salesman should have is a complete program schedule and a listing of all availabilities. It is academic that a salesman should not approach any prospective advertiser unless he thoroughly knows the program schedule of his own radio station and the schedules of the competing stations. Unless he also knows what time periods are available for sale, he does not have any commodity to sell. It is a distinct advantage to also know what time periods are open on competing stations.

PROGRAM SCHEDULE AND AVAILABILITIES

No person can sell any product—especially radio time—unless he knows what he is selling. It is axiomatic that you cannot sell the same period of time to more than one customer. In addition, the practice of guaranteeing a "time spread" between competing commercials points up the necessity of not only knowing the program schedule and availabilities but also what product is presently being advertised on the station.

The advantage of knowing the programs and availabilities of competing stations often results in the closing of a sale which otherwise might be lost. For instance, if all the newscasts on a competing station are sold, your prospects for selling a newscast on your station is greatly enhanced. This holds true for spots before or after newscasts that may be available on your station but not for sale on the other stations.

COVERAGE MAPS

Invariably, most local merchants will desire to know three basic things about your station:

- (a) How strong is your station?
- (b) How far does your station reach?
- (c) How many people do you cover with your signal?

The best "tools" with which to answer these questions are the radio station's coverage map and audience survey reports.

The most effective coverage maps indicate as many communities as possible within the area served, which clearly designate the extent of the radio station's signal and its ability to reach the prospects' customers who reside in the suburbs or outlying districts and areas which comprise the retail sales area of a particular business community. Danbury, Conn. is located in the southwestern section of the state, more or less isolated from other major or larger cities. Its retail establishments serve the populations of ten smaller Connecticut communities, in addition to five communities in New York State. This radio station's coverage map clearly indicates each and every one of these communities and how well the radio station can be received by all who reside in those communities.

In addition to the signal coverage, there should be, in easily understood language, a summary of the demographics of the area: total retail sales (by category if possible), population (by age groups and sex if possible), the earning power (average per capita income and payrolls), and the purchasing power.

SURVEYS

Inasmuch as cost is a major factor considered by all advertisers and since radio should be able to deliver the lowest cost per thousand, all time salesmen should make full use of all materials that indicate the number of listeners his radio station can deliver. Surveys made by recognized and reliable research organizations should always be used—but used with the utmost discretion. “Ratings,” the trade name used by the broadcast industry for these surveys, generally indicate the listening audience for a specific period of time. Because these surveys usually take from two to four weeks to plan, a minimum of one to two weeks to perform, at least four to six weeks to compile, compute, and be issued, many changes may take place between the time that a survey begins and the time it reaches the station and is made available to the salesman. Such changes can, in some instances, negate the entire report. Radical program changes either by your station or the other stations in the listening area are a deciding factor. For example, the broadcast of special events, such as the world series or professional football games, can cause a sudden and drastic change in listening habits. Therefore, surveys made

before and during the period of such broadcasts can differ radically.

If an audience survey indicates that your station rates number one in the area, you have a decided advantage over your competition, for it then becomes incumbent upon them to prove that changes have taken place that could negate the report. If your station is not rated "tops," the survey could still have a great deal of merit if you can indicate that, although you are not number one, your station can still deliver more listeners per dollar cost than does the number-one rated station. In most instances, the top-rated station has the highest per-minute rate, which may mean the highest cost per home reached. If your station's rate is lower, you may be able to offer more homes reached per dollar. For example, assume that a survey indicates that the number of homes using radio for a given period of time is 100, that the number-one station has a rating of 23, and that your station's rating is 18. If the top-rated station is charging \$10 per minute, they are delivering 2.3 homes per dollar. If your station's per-minute rate is \$7, you can offer 2.6 homes per dollar. Therefore, on a cost-per-listener basis, your station is a better buy than the number-one rated station.

The demographics of the audience during the rated period is also a factor to be considered. For example, if the demographics of the number-one station for a particular period indicate that the audience is composed of teenagers while your audience is composed of adults, your station may still be a better buy even if the number-one rated station can deliver more homes per dollar. This is especially true if the client does not cater to teenagers but only to adults.

It is academic that in order to apply the survey's results more effectively, the time salesman who uses an audience survey in his sales presentation must know exactly what the survey is reporting, the technique employed by the researcher, and the methods used in determining the final figures.

A word of caution: In the past few years, the FCC and other governmental agencies have set forth guidelines concerning the use of audience surveys. All time salesmen should thoroughly familiarize themselves with these regulations in order to avoid legal problems for themselves and the radio station they represent.

Where audience surveys are not available, a salesman must use his ingenuity. If your station is programing a contest

or is broadcasting a commercial that requires mail to be forwarded to the station, a picture of the mass of mail received, plus a certification as to the amount received, is considered an excellent substitute. If such a technique is used, be sure to indicate the localities from which the mail was received. The latter is a good indication of the area that your station covers.

If your station is programing a contest that requires the listener to telephone the station, you will invariably find that there are many complaints from listeners that all they get is a busy signal. This complaint can be turned into an excellent selling tool for the salesman. All the station has to do is ask the local telephone company to monitor and measure the calls and busy signals. A letter from the telephone company indicating the number of phone calls received by the station in reply to a telephone quiz program can be a most helpful sales aid. However, be careful how you use this particular tool because the telephone company's report covers all the calls placed—completed and busy signals—but does not indicate the number of calls that may be made by a single individual before he was able to get through to the station.

ELECTRONIC SALES TOOLS

Electronic advances have made available one of the finest tools for radio time salesmen. I am referring to the small, compact, easy-to-carry battery-operated cartridge tape recorder. This item of equipment should be with the salesman at all times. When properly used, it enables the salesman to demonstrate a sample of his station's programing and the ability and technique of each of the station's air personalities. This also makes it possible for the salesman to demonstrate to the potential sponsor the differences between the various types of commercials available and how the station prepares them. Also a carefully prepared commercial that can be used by the prospect should always be demonstrated.

Many radio time salesmen carry with them a small transistorized radio receiver and use this for some of the above demonstrations. Although this is a good item to have, it cannot do all of the functions described above. In addition, the "sound" quality of these small sets may be quite poor, especially if the merchant is located in a building constructed of steel with a great amount of fluorescent lighting.

RATE CARDS

Another important item in the salesman's tool kit is the station's rate card. Always carry a good supply with you. Never hesitate for a moment to produce the rate card and to leave it with the prospect. After all obstacles to using your radio station as an advertising medium have been overcome, the one stumbling block that may remain is the cost. Be prepared to justify your station's rate. Because rates are not regulated, the charges for advertising vary with each individual station and are set entirely by the will and whims of each owner. Regardless of the cost of operations, which vary with each station, all the advertiser is really interested in is the "cost per thousand listeners" and if the expected results will justify the expenditure.

If your station offers "frequency discounts" or other savings, they should be clearly stated on the rate card. Be sure to emphasize these savings. In most instances, they act as an inducement for long-term contractual agreements and increased frequency use, which allows the station to produce better results for the advertiser.

Successful local time salesmen always have in their possession the rate cards of their competitors, especially that of the newspaper. Comparison of cost factors is an essential part of good salesmanship. When the rate is in your favor, keep emphasizing the low cost. If your rate is higher, be sure to be in a position to justify it. Stress the point that "you get what you pay for." The cost of any particular product or service varies with the degree of excellence and performance. One automobile battery costs more than another because it performs to a greater degree of excellence and outlasts the other.

There are certain facts that time salesmen must know concerning rates. With the exception of specifying the methods by which charges may be made for political programs and announcements, the FCC is prohibited by law from setting rates that a station may charge for advertising or the use of its facilities. Cost factors vary in each station, and the amount of profit a station desires to make also varies with the individual operator. The law of supply and demand certainly plays a major role in arriving at a rate. The cost per thousand listeners is also a main factor, not only in determining a rate but also in terms of benefit to the advertiser.

Just as there is no set formula in establishing a rate, there is no set formula in producing a rate card. There are as many different rates and rate cards as there are radio stations. Some operate with as many as three rate cards: local, regional, and national. Some stations sell on the basis of special time categories such as AAA, AA, A, B, C, D, etc. The "prime times" are those periods during which the station has the largest number of listeners, or the largest demand for its time. This, however, should not indicate that you can only produce results for your client during prime times. An intelligent time salesman sells his prospective customer on a cost-per-thousand basis. The demographics of the audience during a particular period of the program day can be more important to the client than the total number of listeners in that same period. Let us examine a hypothetical cost per thousand for a client who is selling a hair preparation. Suppose that at a specific time you indicate 60,000 listeners. At a \$3 rate, the cost is 20,000 listeners per dollar. Suppose that 80 percent of the 60,000 listeners are bald. The cost to your sponsor rises sharply to 4,000 possible customers per dollar. On the other hand, if you have a period of time which only indicates 30,000 listeners but only 20 percent of them are bald, your client's cost per prospective customer will be 8,000 per dollar. This case should clearly indicate the necessity to know the demographics and makeup of your audience at all times.

Several typical rate structures appear in Figs. 3-1 through 3-7. Classified times are shown in Fig. 3-1 for 60-second and 20- to 30-second announcements. For class AA times, the rate is \$2 higher than class A in both categories. However, the per-

PER WEEK	CLASS AA		CLASS A	
	1 MINUTE	20 / 30 SECOND	1 MINUTE	20 / 30 SECOND
1-6 x (times)	12.00	10.00	10.00	8.00
6 x	11.00	9.00	9.00	7.50
12 x	10.50	8.50	8.50	7.00
18 x	10.00	8.00	8.00	6.50
24 x	9.50	7.50	7.50	6.00
30 x	9.00	7.00	7.00	5.50
DISCOUNTS 26 weeks 5 percent 52 weeks 10 percent Discounts apply to announcement packages only				

Fig. 3-1. Typical weekly announcement rate card, showing frequency discounts and classified times.

TIME RATES

SPOT ANNOUNCEMENTS	1 MINUTE	30 SECONDS	15 SECONDS
1 x	10.00	7.50	5.00
13 x	9.35	6.85	4.60
26 x	8.75	6.25	4.20
52 x	8.10	5.75	3.95
104 x	7.50	5.25	3.75
156 x	6.85	4.80	3.55
208 x	6.25	4.40	3.35
260 x	5.75	4.15	3.15
312 x	5.50	3.95	2.95
364 x	5.25	3.75	2.75
520 x	5.00	3.55	2.55

Fig. 3-2. Typical yearly rate card with frequency discounts but no classified times.

announcement cost drops \$3 in each category (AA and A) as the number of announcements used increased from 1 to 30 times. In addition, the station offers a 5-percent discount for schedules running 26 weeks and a 10-percent discount for a 52-week schedule. The rates shown, of course, are based on one-week schedules. The rate card in Fig. 3-2 makes no time period distinction. The rates are based on the number of announcements purchased during a 52-week period, regardless of the time they are used. Quite often, stations that use a yearly card (Fig. 3-2) also offer weekly package plans (Fig. 3-3) for the benefit of advertisers who want saturation. These packages are designed for the seasonal advertiser who wants to reach a maximum audience in a short period of time and who does not want to sign a 52-week contract. Most programs, ranging from a quarter-hour to two minutes in length, are sold on yearly rates, as shown in Fig. 3-4. The rates in Fig. 3-4 are not based on any specific time of the broadcast day. The rate card in Fig. 3-5 offers frequency discounts and classified time categories for announcements only and run-of-schedule rates for programs. It does offer frequency discounts for programs in consecutive week periods and special news rates. Some rate

PACKAGE PLANS PER WEEK	1 MINUTE	30 SECONDS	15 SECONDS
10 x	7.50	5.25	3.75
15 x	6.85	4.80	3.55
20 x	6.25	4.40	3.35
25 x	5.75	4.15	3.15
30 x	5.50	3.95	2.95
40 x	5.25	3.75	2.75
50 x	5.10	3.65	2.65
70 x	5.00	3.55	2.55

Fig. 3-3. Typical weekly announcement package plan rate card with no classified times.

PROGRAM TIME RATES	¼ HOUR	10 MINUTES	5 MINUTES	2 MINUTES
1 x	40.00	27.50	17.50	22.50
13 x	37.00	25.50	16.25	11.25
26 x	34.00	23.75	15.00	10.45
52 x	32.00	22.00	13.85	9.70
104 x	30.00	20.25	12.75	9.00
156 x	28.00	18.50	11.65	8.35
208 x	26.00	17.00	10.65	7.75
260 x	24.00	16.00	10.00	7.30
312 x	22.00	15.00	9.45	6.90
364 x	21.00	14.25	9.00	6.50
520 x	20.00	13.50	8.55	6.10

Fig. 3-4. Typical yearly rate card for programs, showing frequency discounts but no classified times.

cards list classified time categories for both announcements and news; (see Figs. 3-6 and 3-7). The announcement and news rates are based on one-week schedules. Program rates are not shown. The rate card in Fig. 3-7 shows rates that are 15 percent higher than those in Fig. 3-6. The higher rates are submitted to agencies who normally work on a 15-percent discount.

CONTRACTS

Once a sale is made, don't hesitate for a moment to get the customer's signature on a contract. Contracts are an essential part of doing business, especially a service business like radio broadcasting. It is a permanent record of the agreement and a wonderful source for future referrals. Never make any verbal agreements. Put it into writing on a contract. It negates any confusion or claims for nonperformance. The sponsor has a written record of what he ordered and when he ordered the service; and the radio station has a written record of what was ordered, the specific period of time, and the terms of the order. The possibilities of misunderstandings are eliminated and the salesman is not required to remember what was said or what was promised. It insures against any claims for implied services. Don't "offer the moon" unless you are willing to put it into writing.

It is amazing as to the amount of advertising that is broadcast for local sponsors without the station being in possession of a written contract. Many "orders" are accepted by a "shake of the hands," a verbal okay in person or over the telephone, or by the exchange of a letter. It is even more amazing that the percentage of people who refuse to pay for advertising, on the grounds that they did not order it, is so

RATES					
SPOT ANNOUNCEMENTS					
CLASS AA			CLASS A		
PER WEEK:					
Less than	6 x	\$15.00	Less than	6 x	\$13.00
	6 x	13.00		6 x	11.00
	12 x	12.00		12 x	10.00
	18 x	11.00		18 x	9.00
	24 x	10.00		24 x	8.00
5 minutes 150 percent of applicable 1-minute rate					
20—30 seconds 75 percent of applicable 1-minute rate					
1Ds 50 percent of applicable 1-minute rate					
CONSECUTIVE WEEK DISCOUNTS					
13 weeks 5 percent					
26 weeks 10 percent					
52 weeks 15 percent					
(Discounts apply to announcements or program packages but may not be combined for frequency discount purposes)					
PROGRAMS					
HOUR \$100.00					
1/2 Hour 60.00					
1/4 Hour 40.00					
SPECIAL NEWS RATES (3 to 5 Minutes Length)					
6 Newcasts weekly \$15.00 each					
12 Newcasts weekly 13.00 each					
18 Newcasts weekly 11.00 each					

Fig. 3-5. Typical rate card for announcements and programs.

infinitesimal as to be virtually nonexistent. On the other hand, every radio station that does business without contracts has experienced the trials, tribulations, and woes caused by sponsors and agencies who claim that time salesmen have promised them such “extras” as free spots, fancy frequency discounts, extra merchandising efforts, etc.

In mentioning contracts, one must always remember that the FCC demands that all political programs and announcements be purchased by contract and that every such contract must be available for public scrutiny and inspection. As in the case of rate cards, there is no specific form of contract required by the FCC. Each individual station is free to establish its own form of agreement. Many advertising agencies have their own individual contracts. Most stations and advertising agencies use the type of contract developed by the A.A.A.A. (Advertising Association).

RETAIL RATE CARD
EFFECTIVE FEBRUARY 1, 1973
 (These are net rates & are not commissionable)

WEEKLY ANNOUNCEMENT RATES

CLASS A: 6-9 AM & 3:30-7 PM, MONDAY through SATURDAY

	MINUTES	30 SECONDS
Less than 6 weekly	\$10.00	\$7.50
6 weekly	9.00 = 54.00	6.75 = 40.50
12 weekly	8.50 = 102.00	6.40 = 76.80
18 weekly	8.00 = 144.00	6.00 = 108.00
24 weekly	7.50 = 180.00	5.60 = 134.40
30 weekly	7.00 = 210.00	5.20 = 156.00
36 weekly	6.50 = 234.00	4.80 = 172.80

CLASS B: ALL OTHER TIMES

	MINUTES	30 SECONDS
Less than 6 weekly	8.50	\$6.50
6 weekly	8.00 = 48.00	6.00 = 36.00
12 weekly	7.50 = 90.00	5.60 = 67.20
18 weekly	7.00 = 126.00	5.20 = 93.60
24 weekly	6.50 = 156.00	4.80 = 115.20
30 weekly	6.00 = 180.00	4.40 = 132.00
36 weekly	5.50 = 198.00	4.00 = 144.00

10 second announcements: 50 percent of applicable one-minute rate. Minutes, 30's, and 10's may be combined for maximum frequency.

NEWS

CLASS A. 6-9 AM & 3:30-7PM, MONDAY through SATURDAY

15 MINUTES (8 AM & 6PM) 5 MINUTES

Less than 6 weekly	\$40.00	\$20.00
6 weekly	35.00 = 210.00	17.50 = 105.00
12 weekly	30.00 = 360.00	15.00 = 180.00

CLASS B: ALL OTHER TIMES

Less than 6 weekly	\$35.00	\$17.50
6 weekly	30.00 = 180.00	15.00 = 90.00
12 weekly	25.00 = 300.00	12.50 = 150.00

PROGRAMS

Special 1 hour, 1/2 hour, 1/4 hour, and 5-minute rates are available upon request.

GENERAL INFORMATION

Rates include use of ASCAP, BMI & SESAC music. All other music and copyright material must be cleared and paid at source. All announcements and programs subject to acceptance of station management. Programs and announcements not combinable for frequency. All rates subject to change without notice.

Fig. 3-6. Typical retail rate card with noncommissionable rates.

RETAIL RATE CARD
EFFECTIVE FEBRUARY 1, 1973
 (These rates are subject to 15 percent commission to recognized agencies)

WEEKLY ANNOUNCEMENT RATES

CLASS A: 6-9 AM & 3:30-7 PM, MONDAY through SATURDAY

	MINUTES	30 SECONDS
Less than 6 weekly	\$11.77	\$8.82
6 weekly	10.59 = 63.54	7.94 = 47.64
12 weekly	10.00 = 120.00	7.53 = 90.36
18 weekly	9.41 = 169.38	7.06 = 127.08
24 weekly	8.82 = 211.68	6.59 = 158.16
30 weekly	8.24 = 247.20	6.12 = 183.60
36 weekly	7.65 = 275.40	5.65 = 203.40

CLASS B: ALL OTHER TIMES

	MINUTES	30 SECONDS
Less than 6 weekly	\$10.00	\$7.65
6 weekly	9.41 = 56.46	7.06 = 42.36
12 weekly	8.82 = 105.84	6.59 = 79.08
18 weekly	8.24 = 148.32	6.12 = 110.16
24 weekly	7.65 = 183.60	5.65 = 135.60
30 weekly	7.06 = 211.80	5.18 = 155.40
36 weekly	6.47 = 232.92	4.71 = 169.56

10 second announcements: 50 percent of applicable one minute rate. Minutes, 30's, and 10's may be combined for maximum frequency.

NEWS

CLASS A: 6-9 AM & 3:30-7PM, MONDAY through SATURDAY

15 MINUTES (8 AM & 6PM) 5 MINUTES

Less than 6 weekly	\$47.06	\$23.53
6 weekly	41.18 = 247.08	20.59 = 123.54
12 weekly	35.30 = 423.60	17.65 = 211.80

CLASS B: ALL OTHER TIMES

Less than 6 weekly	\$41.18	\$20.59
6 weekly	35.30 = 211.80	17.65 = 105.90
12 weekly	29.41 = 352.92	14.71 = 176.52

PROGRAMS

Special 1 hour, 1/2 hour, 1/4 hour, and 5-minute rates are available upon request.

GENERAL INFORMATION

Rates include use of ASCAP, BMI & SESAC music. All other music and copyright material must be cleared and paid at source. All announcements and programs subject to acceptance of station management. Programs and announcements not combinable for frequency. All rates subject to change without notice.

Fig. 3-7. Typical retail rate card with commissionable rates.

PROMOTIONAL MATERIAL

Promotional materials and efforts are essential tools for all time salesmen and should be used solely for the purpose of developing and building the sale of commercial time. It should never be confused with promoting listenership or the sale of a sponsor's product or service. Every detail concerning the use of this "tool" must have but one goal and that is to sell the station as the best advertising medium.

All activity in this area must be geared to interest the prospective advertiser and to stimulate the prospect's desire to advertise on your station. All material and stationery must prominently display the station's call letters, telephone number, and address; if possible, it should call attention to its frequency, power, and coverage. The following are effective ways to call the prospective advertiser's attention to your station:

1. Giveaways such as pens, pencils, calendars, etc.
2. Advertising in trade journals and magazines or other print media subscribed to by users and purchasers of radio advertising.
3. The creation and distribution of a colorful and descriptive brochure containing the station's rate card, coverage map, pertinent statistics concerning population, retail sales, audience surveys, demographics, family and per capita income, etc.
4. Keep your call letters before your prospect at all times. This can be done economically by presenting them with memo pads that feature your call letters, phone number, address, and name of the salesman.
5. Wear a lapel button with your station's call letters. Some salesmen wear tie bars and cuff links emblazoned with the station's call letters.
6. Automobile plates inscribed with the station's call letters.
7. Bumper stickers with some eye-catching slogan such as "Your ad is heard by more people when you advertise on (call letters)."
8. Have an ample supply of distinctive engraved business cards.
9. Entertain your prospects in the amusement of their interest such as golf matches, tickets for ballgames, dinner at a nightclub, theatre tickets, etc.

In the use of all or any of the above, good taste is important. The sole purpose of promotion is to permanently establish the station's call letters and facilities in the mind of the client or prospect. The efforts expended should aim to create a preference for your station as an advertising medium and to establish and maintain goodwill.

MERCHANDISING

Today, more and more radio stations are assisting their sponsors, especially national accounts, with a tool commonly referred to as "merchandising." Before signing a contract, many sponsors and advertisers demand to know what the radio station will do for them over and beyond what they are paying for the advertising. Newspapers do this for their advertisers by use of the "BOM"—Business Office Must. It generally takes the form of a picture accompanied by a story.

Many stations offer assistance to their advertisers by on-the-air promotions. Many offer services beyond this free time. There is quite a difference between station or program promotion and merchandising. The former is used mainly to increase the station's audience and to build its image or prestige. The sole purpose of merchandising, on the other hand, is to help the advertiser increase the sales of his products or services. Merchandising services are performed, generally without charge, in addition to the regular advertising schedule for which the sponsor is paying.

Mainly, the difference between the two can be summed up as follows. Merchandising is the placement of displays, window posters, billboards, bumper stickers, etc. which emphasize the product. Announcements or other forms of advertising that call attention to a particular program fall under the heading of station promotion.

About 25 percent of the commercial radio stations now are offering merchandising to their advertisers. If your station is among this 25 percent, it is necessary that you not only have a list of all the merchandising services you can offer the advertiser but a full understanding with the station's management as to how far you can go and what you may offer each individual advertiser.

Some forms of merchandising now being offered by radio stations are:

1. Letters to the trade. This requires that the radio station, on its own stationery carrying the signature of the station manager or a personality, send a letter or "jumbo" postcard

to the advertised product's wholesalers or retailers in the area, notifying them that the manufacturer or distributor has contracted to purchase an advertising schedule.

2. Courtesy announcements, or commercials that are broadcast without remuneration. They call attention to specific product, service, or manufacturer. They take the form of additional commercials such as "bonus spots," or announcements calling attention to the fact that a particular product or merchant is or soon will be sponsoring a particular program. Remember that the FCC specifies that all announcements which mention a product, service, merchant, or manufacturer are to be logged as commercial matter whether or not the station is paid for the announcement.

3. Newspaper advertising. Advertisements are placed in the newspaper not only to call attention to a specific program but to mention the sponsor's name and product or service.

4. Publicity releases, publicizing the sponsor, his product and service as part of the station's newscasts. In addition, such editorial content is placed in newspapers, magazines, periodicals, and "house organs."

5. Displays. Radio stations, through some commercial or other arrangement, obtain space in retail establishments and then use this space for the display of the sponsor's product. Some stations use their influence to obtain preferential treatment for a sponsor's product on the store's shelves. Other display devices include the printing and placing of signs such as "As Advertised Over (call letters)," the printing and distribution of such things as counter cards, window posters, streamers, bus cards and auto bumper stickers that carry the name of the sponsor or his product also fall into this category.

6. Trade calls. Some sponsors will request that the station conduct surveys concerning the movement of a product on the retailer's shelves or the use of the product by the homemaker.

7. Free samples. At no cost to the advertiser, the radio station is expected to offer free samples of the advertiser's product to the station's audience and then deliver the free samples.

8. Telephone service. Some advertisers want listeners to phone the radio station and place their order for the sponsor's product. The radio station normally pays the full cost of telephone staff and the cost of forwarding the requests to the advertiser.

These are but a few of the merchandising services being requested from and furnished by some stations. The decision regarding merchandising is up to each station operator. If such a decision is made, the time salesman should know the set figure or percentage of revenue he is permitted to offer his client as an added incentive to obtain advertising for the station. Most radio station operators use a fixed percentage not exceeding 5 percent of the net dollar amount of the advertising schedule placed with the station.

Chapter 4

Techniques

Every salesman has his own individual character, personality, and traits, and each salesman uses his personal and particular techniques in selling his specific product or service. Because every industry and trade has its individual peculiarities, it is impossible to even attempt to fully describe all the methods and techniques necessary to become a successful salesman. However, there are some proven methods and techniques that are universal, especially within the radio broadcasting industry.

PREPLANNING

Successful radio time salesmen always preplan their visit to a prospect. They never call on a merchant without a prearranged plan. They know that to do otherwise often—if not always—results in a negative response. The easiest thing for a merchant to say is “no” when he is approached by a time salesman who comes into his establishment and asks, “Do you want to advertise or buy time on the radio?” The best answer such a query can get is, “What have you got?”

A much used cliché states that “flattery will get you everything.” Merchants are no exception. They like to be flattered. Merchants expect salesmen to have a particular interest in them and their establishment. The salesman who indicates that he has made some special effort in behalf of his prospective client is the one who can easily win the confidence of his customer. He is generally the time salesman who has a planned sales message and a tailor-made advertising program for that particular prospect.

He accomplishes this by researching his prospect and learning everything about the individual: his likes and dislikes, his business, the type of service he is offering or the type of merchandise he carries in his store, his customers, the amount of dollars he is presently spending on advertising,

where he is spending it, the amount he should be spending, and how much of this should be for radio advertising.

He expands this analysis to include his radio station's programing so as to determine what particular program and time segments are geared to the particular sponsor's customers and exactly which of these are available. Success is easier to achieve by preselecting the audience, the program, and the prospect.

Once this has been done, a careful and complete presentation is prepared. Even if this does not meet with success the first time, the salesman is in a favorable position. He has indicated to his prospect his desire to be of personal service to him, thereby flattering him by showing an interest in the client and his establishment. When a prospect refuses to buy, he usually does so for specific reasons, which gives the time salesman new material with which to work. The door has now become permanently opened to him for further presentations. If enough effort is made and enough good advertising ideas are presented to a prospect, he will sooner or later become a customer.

The maxim that "planning is the key to success" is just as important to the local time salesman as it is to every manufacturing and business establishment. Every retailer plans months ahead for his special sales periods. Successful radio time salesmen also plan in advance for all special occasions. Some merchants only advertise during special sales periods, and usually use the newspaper as their exclusive advertising medium. By knowing about these special events, such as anniversary sales, clearances, warehouse sales, pre- and post-holiday sales, and by planning in advance for them, a radio time salesman can tremendously increase his local sales volume.

But planning is only one part of the technique. The presentation must also be made sufficiently ahead of the event. It is much too late to try and sell radio time for Christmas on December 1st or to sell January clearance advertising during the last week in December. Contacts should be made at least one month prior to the beginning of the advertising campaign and firm commitments made at least two weeks before the first commercial is to be broadcast. Know your calendar; know your special sales periods; know your prospect; and then plan accordingly.

In every calendar month, there are several special events or holidays with a potential commercial tie-in. Each such occasion presents an opportunity for the time salesman to increase not only his sales revenue but to perhaps entice new sponsors. Time salesmen must always remember that merchants firm up their advertising plans far in advance of all sales events, and if the salesman is to get his fair share of the advertising schedule, he must plan his visit and sales presentation accordingly. Here are some scheduled programs and sales events that usually occur during specific months:

January

1. "The Year In Review." A special program, prepared by the station's news department, presenting the highlights of the news events of the past year, with special emphasis on local happenings. This program is always scheduled for broadcast in the early afternoon of New Year's Day. It is almost always a full hour in length, but never less than a half hour. Excellent prospects are banks, insurance companies, and public utilities. Time salesmen should make contacts with prospects prior to December 20th.

2. The "first-baby-of-the-year" contest. This very popular program is a feature of most small-town radio stations and newspapers. Immediately following Christmas Day, the radio station begins, with a series of announcements, to inform its listening audience that it will award a series of gifts to the first baby born at a preselected hospital on January 1st or during the New Year. Arrangements are made with the hospital so mentioned to furnish the radio station with this information. Local merchants, banks, photographers, service organizations such as diaper services, etc. are contacted to cosponsor the event. Each cosponsor is required to furnish a service or gift for the newborn infant or its parents, in addition to being charged a fee for the cosponsorship of the promotion. The cost to each cosponsor depends on the amount of commercial time the radio station devotes to the event and how often the cosponsor's name and gift is mentioned. Time salesmen should begin to contact prospective cosponsors on December 15th. Most merchants will be enjoying the highest sales period of the year and will be willing to participate. They will already have placed all their Christmas advertising and will be willing to listen to presentations for special events that

have some degree of prestige and public service attached to them.

3. January clearance sales. Practically every retailer in the nation holds such an event in order to reduce his inventory and to rid his shelves of leftover Christmas merchandise. Time salesmen should contact their prospects around December 15th and offer to reserve specific times for the sponsor.

4. January white sales. Immediately after the first of the year, every retailer and department store who sells pillow cases, bed sheets, towels, etc. runs a special sale for these items. This has become an annual institution both for the merchant and the consumer. Time salesmen should contact their prospects no later than December 15th. This should not interfere with Christmas business, since these stores look forward to this particular sales event each year and generally have made their purchases and have the stock on hand.

5. Robert E. Lee's Birthday is celebrated on January 19th and is a legal holiday in 12 states. Special radio programs, prepared by your station's program department or purchased from syndicated program sources, can easily be sold to area manufacturing concerns that seldom if ever advertise over the local radio station. They will sponsor this program on a goodwill or public service basis.

February

1. Lincoln's Birthday. This is an easily sold program idea and a good source for income. Time salesmen should make their contacts prior to February 1st.

2. St. Valentine's Day. This observance takes place on the 14th of the month. Excellent sales prospects are jewelry stores, candy shops, cosmetic and toiletries outlets, and ladies' apparel shops. Prospects should be contacted beginning February 1st.

3. Washington's Birthday. Similar in scope and sales potential as the Robert E. Lee and Abraham Lincoln programs. Contacts should be made by February 10th. In addition, most retail communities run a one-day retail sales event of large proportions. Merchants induce their customers to shop early by offering several products at practically no cost. In cities like Washington D.C., this sales event receives national publicity. Retailers should be contacted beginning

February 1st and all business should be firmed up no later than the 15th.

4. February fur sale. For the past 50 years, every retail furrier has been featuring a special sale throughout this month. These merchants should be contacted about January 15th.

5. February furniture sales. Similar to the February fur sales. Contacts should begin on January 15th.

March and April

1. Easter. At least three weeks prior to Easter Sunday, time salesmen should begin contacting retail establishments. All clothing and footwear stores are excellent prospects. In addition, special programs should be scheduled for Good Friday and Easter Sunday. These broadcasts are easy sellers. Time salesmen should contact large mercantile establishments, banks, and industrial concerns who generally are good to excellent sponsors for these types of programs on a public service or goodwill basis.

2. Fur storage. Although most women do not store their furs until the first hot spell in May, the fur storage activity lasts until July 4th. Experience has proven that those furriers who begin to advertise this service during the last week in April receive the largest amount of garments for storage. Contacts should be made prior to April 10th. In making your presentation, be sure to include fur cleaning, repairs, and remodeling in all commercials you prepare for your prospect. That is where the money is and that is what the furrier really wants stressed.

May

1. Mother's Day. This event is observed on the second Sunday in May. In addition to ladies' shops, jewelry stores, department stores, all of whom are excellent prospects, the time salesman should not overlook the restaurants in the area. All of these feature special Mother's Day dinners at special prices. All advertise heavily for this period. Another prospect, often overlooked, is the travel agency, many of whom feature special Mother's Day cruises. Some radio stations program a mother-of-the-year contest similar to the first-baby-of-the-year contest (see January). The winner or winners may be chosen from letters of nomination or on a popular-vote basis.

Contacts for all these categories should be made about three weeks before the scheduled programing.

2. Memorial Day. Most communities observe this holiday by scheduling a special parade. Many radio stations broadcast a description of the parade. Industrial concerns, insurance companies and their agencies, banks, and public utility companies usually sponsor such broadcasts on a goodwill or public service basis. Prospects should be contacted early in the month, and all plans should be fully formulated and completed no later than ten days prior to the broadcasts.

June

1. Jefferson Davis' Birthday. Occurs on June 3rd and is celebrated in nine states. Special programs should be planned in those states where this is a legal holiday. Banks, insurance companies, public utility companies, and industrial concerns are all good prospects. For some unknown reason, automobile dealers in these nine states run big sales on that day. All prospects should be approached by May 20th.

2. Flag Day. Celebrated on June 14th. Some radio stations run contests in which American Flags are presented as prizes. Banks and insurance companies are very good prospects for this type of promotion, which is usually scheduled to begin on June 1st.

3. Father's Day. Celebrated on the third Sunday of the month. Excellent prospects are sporting goods stores and men's apparel shops. Contacts should be completed no later than the first Sunday in June.

4. Father of the year. This is similar to the mother-of-the-year program (see May).

July

1. Independence Day. Celebrated on July 4th. Can be treated the same as Memorial Day (see May).

2. Shoe store sales. Practically every shoe store runs a July clearance sale especially for their summer shoe stock. These sales take place immediately after July 4th and it is suggested that contacts be made no later than June 15th.

August

1. Furniture clearance sales. All furniture stores schedule sales for this month. Contacts should be firmed up by July 21st.

2. August fur sales. This is the big month for retail furriers who all schedule sales during the entire month. As for the furniture establishments contacts with the furriers should be firmed up by July 21st.

September

1. Labor Day. Celebrated on the first Monday of September. Special parade events should be handled the same as suggested for Memorial Day (see May). The radio station may schedule special programs for this day. Excellent prospects for such programing are labor unions or industrial concerns. Contacts should be completed by August 15th.

October

1. Columbus Day. Excellent prospects for special programs are the local and regional Knights of Columbus and Italian-American Societies.

November

1. Election day. Properly planned, radio stations are able to speedily report on the local, regional, state, and national elections. Programs featuring the election returns and results are readily sponsored by a large variety of establishments and institutions. Many radio stations have this program sold a year in advance of the broadcast.

2. Thanksgiving Day. The last Thursday of the month, a holiday traditionally associated with food and eating. Naturally, it follows that the best sponsors to contact are food stores and restaurants. Most restaurants start to advertise about two weeks prior to the holiday. During this same two-week period, don't overlook those merchants who feature table linen, crystalware, and china. Many jewelry stores begin to advertise sales on silver, china, and crystal as a prelude to their Christmas advertising program.

December

1. This is the busiest month of the year for every retailer and radio station. Contacts for preholiday advertising should be completed in November. Do not overlook the period between Christmas and New Year's Day. Many retailers report brisk sales on the days immediately following the Christmas holiday. Do not forget that many people give as well as receive

money as gifts, and this money is usually spent within the next few days after it is received.

In addition, there are the usual sports events during the year, such as little league baseball, high school baseball, basketball, football, etc. Play-by-play broadcasts of these events seldom, if ever, lack sponsorship. Many service and manufacturing organizations that ordinarily would never use local radio as an advertising medium readily become sponsors for these types of broadcasts. Very often, their commercial is of a public service nature in behalf of such organizations as the Red Cross, Community Chest, YMCA, Boy Scouts, etc.

MAKING THE CONTACT

An essential element in the time salesman's plan is the importance of making his pitch to the right person. The "right" person is that individual who has the authority to buy or place advertising. The impact of the sales effort is generally lost when it is described to a third party. Too often, a time salesman will make a presentation to a store operator who, though impressed, will say, "Let me talk it over with my partner, or boss, or manager, etc." In these cases, the choice of prospect was indeed a poor one and evidenced poor planning; actually, the presentation should have been made to the partner, boss, manager, etc.

In selecting the "right" person, the salesman should know something about the individual, in addition to knowing the establishment, what it has to offer, who are its customers, etc. The time salesman should know the kind of person the merchant is and then make a determination as to whether to use a serious, friendly, comedy, soft-sell, or hard-sell approach. He should determine, before his visit, the prospect's attitude toward advertising, especially radio advertising. He should determine how much he is spending on advertising; how much he should be spending on advertising; if he is interested in cost per thousand or only in results per dollar spent; if he measures his advertising expense by what it will cost instead of how much he should spend to get results; etc.

A knowledge of the values of advertising is one of the prerequisites for all time salesmen. They must be able to impart this knowledge in such a manner as to overcome the lethargy of many merchants who think that their location or the years that they have been in business is all that is necessary for a successful operation. These businessmen must

be convinced that "if a business isn't worth advertising—then advertise it for sale."

REASONS TO ADVERTISE

Advertising is one of the most important elements of doing business. Anyone who may, in the slightest way, doubt this should be challenged to name a single successful enterprise that doesn't use advertising in all the existing advertising media. Business concerns who are the most consistent users of advertising are usually the most successful in their particular field of endeavor.

Frank E. Pillegrin, a pioneer in broadcast advertising, back in 1941, listed seven reasons why business must advertise in order to exist. What was true then is equally true today. The seven reasons are:

1. Most consumers prefer to buy advertised brands and to patronize those stores which make the best impression with their advertising.

2. Advertising provides a quicker and more economical method of distributing goods, thereby saving time and money. It is a low-cost form of selling, an important point for consumers as well as for businessmen. (Try to imagine the astronomical amount of time and untold millions of dollars it would cost to employ sales personnel to call upon the consumer in order to achieve the same results.)

3. The result of advertising is greater production, more employment, higher wages, and a higher standard of living for all. (Compare the tremendous rise in the economy of the United States to that of other countries.)

4. Advertising is the most effective and almost the only economical way to introduce new products, improvements in old products, and new uses for existing articles. (Remember that advertising creates interest, thereby it becomes the prime motivator in getting consumers to try that which is new. It would be financially impossible for a manufacturer to contact each and every former customer or purchaser of his product and explain any improvements he has made or to what new uses his product may be applied.)

5. Advertising is especially helpful in establishing trademarks, which enables customers to know whose brand of merchandise they are buying and consequently what quality to expect. (The successes reported by the Brand Names

Foundation are a witness to the degree of confidence the consumer has in purchasing a particular brand name article.)

6. Advertising promotes competition—the kind of competition that builds business, makes businesses try harder to anticipate customers' wants, and to give them more for their money. (A prime example is the automobile industry, which year after year adds new improvements and offers new styles, colors, and safety devices in order to meet the competition of both domestic and foreign manufacturers.)

7. Business must advertise to maintain volume, payroll, dividends, and profits; to protect its market for the future; to safeguard its routes of distribution; to build and hold goodwill. (The most successful concerns in any particular field of endeavor are those who are the most constant users of advertising.)

Advertising is as profitable to the consumer as it is essential to business. By selling the masses, it creates the volume so necessary for low prices.

Just as advertising is an important element of business, radio advertising has become an integral part and important element of the American economy. Due to its quality and diversification, radio advertising can create a degree of prestige for a product that will make its brand name a household byword.

One of the reasons for this is the fact that radio advertising keeps the product or service before the prospective buyer in a dignified and entertaining manner. The commercial message is surrounded by music, information, and entertainment that attracts buyers and customers. Some of the other reasons are:

1. The right time or program has been selected for each product and sponsor.

2. The audience has been "fitted" to the product and the product has been "fitted" to the audience.

3. There is a full spirit of cooperation between the sponsor and the radio station.

4. Radio station program directors and copywriters, by necessity, are creative.

5. Every radio program that is broadcast today has a fair share of the listening audience, and these programs run the full gamut from newscasts, sports, music, and drama to religion.

6. Radio advertising is the most effective way to reach prospective customers at the smallest cost to the advertiser.

7. Radio broadcasting is the most widely used medium of mass communications.

8. Radio can deliver the commercial message much more effectively than any other advertising medium.

PROGRAM vs SPOT ANNOUNCEMENTS

All radio time salesmen must decide when to suggest a spot campaign and when to suggest the sponsorship of a program. To fully develop this technique, the salesman must know the pros and cons of both methods of radio advertising. Here are some of the basic advantages each method has over the other.

1. Radio programs are scheduled and broadcast at a specific time period; thus, listeners know when to expect the program. Spot announcements, generally, are never preadvertising to call the listener's attention to the time they are broadcast.

2. Programs attract a more consistent audience. When the program has been geared to a special segment of the station's audience, it will have a consistent and loyal group of listeners. Spot announcements, on the other hand, can be placed adjacent to certain programs to gain the same audience.

3. Programs tend to build an identification of the product with the sponsor and the program. This type of identification does not exist with spot announcements.

4. Programs build goodwill for the advertiser and his product or service. Everyone likes to get something for nothing, and when an advertiser gives them a good, enjoyable, and entertaining program, the listeners are happy and show their gratitude to the sponsor by purchasing the advertised product or service. Radio audiences seldom, if ever, associate a spot announcement with any particular program, no matter how popular the program may be or how often the spot is heard within that program.

5. Programs produce a much higher level of dignity and prestige for the advertiser than do "spot" announcements.

Spot announcements have two advantages over programs:

1. There is more flexibility in scheduling spots, since they can be placed throughout the program day according to the listening habits and demographics of the audience. Programs must be scheduled at a specific time within the broadcast day.

2. A spot schedule provides more frequent exposure of the commercial message. A comparison of the number of commercials and their cost within a 5-minute, 15-minute, or 30-minute program will quickly indicate how many more commercials the advertiser can get for the same expenditure.

Both methods, spot or program, can produce good results for the advertiser if they are intelligently scheduled. Some experienced and successful time salesmen suggest a combination of both spots and programs. They know that all advertising has but one purpose—to move a mind.

INFLUENCE OF ADVERTISING

A trip to any supermarket should still the objections of any detractor of advertising's importance to the business and commercial community. In one single section of any supermarket, he will find from 65 to 85 different brands of soaps and detergents. What makes a woman reach for one brand in preference to another? After all, every one of these products was manufactured to do the same thing, and practically every one of these soaps and detergents performs to the same degree. Packaging and position on the shelf may have some bearing on the customer's choice. Experience in the use of the particular brand and recommendations from other users of the particular product may also have some bearing on the purchase. But, mainly and surely, advertising is the real motivator that rings a bell in the subconscious mind.

It is generally accepted that the American housewife controls 75 percent of the purchasing power in the country. That is why 75 percent of all consumer advertising budgets is spent to appeal to housewives—the women who have the time to shop. It does not require a sixth sense nor the ability to read a crystal ball to understand the financial collapse our economy would suffer if the housewife market began to fall off. It is impossible to describe the chaos that would occur if these shoppers ceased to buy.

One of the truly great and recognized leaders in the field of motivation is Dr. Ernest Dichter who is the director of the Institute for Motivational Research located in Croton-On-Hudson, New York. Since the early 1940s, this expert in "hidden persuasion" has been advising leading industrialists and merchandisers on the correct use of advertising and advertising copy to "move minds." It was Dr. Dichter who, by his research on the attitudes of women toward electrical

appliances and their reluctance to accept new devices, discovered that women were becoming more and more aware of the necessity to have outside interests and were becoming more alert to wider intellectual influences. It was he who advised the appliance manufacturers of the necessity to conjure up the proper commercials to convince women, through advertising, that it is possible to enjoy these outside interests and at the same time be a good homemaker. These commercial messages stressed such phrases as time saver, added comfort, eliminate dirt and disorder.

The same problem was also apparent when it came to selling cake, cookie, and biscuit mixes. The researchers advised the advertisers that their commercial messages should stress such things as creativity in order to eliminate drudgery, while at the same time stressing the feeling that using the baking mix is real baking. Phrases they were advised to use were, be both a good wife and mother by baking and still have more time to spend with your family; home-baked foods are in every way preferable to bakery shop food; experience the stimulating effort of baking; become a happier woman; don't waste your skills; don't limit yourself. These phrases were used to overcome some of the objections to the use of a mix. Women told researchers: "I'm too busy to bake"; "why bake when there are so many good products on the shelves that just need to be heated up"; "I like to bake from scratch like my mother did."

The tremendous increase in the sale of such products as instant coffee, frozen foods, precooked foods, and many labor-saving products is due to the fact that the motivation researchers advised the advertisers to stress the fact that the woman is freeing herself to accomplish other important tasks required of a modern mother and wife by using the product or food advertised. The important thing was to convince the woman that she can overcome the drudgery of housework by being creative. The researchers discovered that every woman had a tremendous yearning for creative opportunities. That is why canned food advertisers always stress the need to "doctor up" their product, thus allowing the woman to prove her personal participation in the creation of the final product.

Housewives—the major consumer and buyer of commodities—must be told that the manufacturer is giving them lessons in living and is adding more zest and enjoyment to their lives. They have to be convinced that housecleaning is

fun and that they are professionals making individual decisions on which tool or cleaning product is best for any specific job. This so-called feeling of expertise accounts for the popularity of different waxes, floor polishers, floor polish, mops, and cleaning implements. That is why the average housewife uses one product for washing clothes, another for dishes, still another for walls, another for floors, etc., rather than one all-purpose cleaner. She has been sold on the fact that she should be an expert and do her housework in her own individual way. Good advertising copy can make the consumer feel like an expert, a professional, a creator—certainly not a menial worker.

The researchers further discovered that all housekeepers, even those who thoroughly detested housework, found escape by "throwing themselves into it." Therefore copywriters were told to stress the joys of completing each separate task, because the housekeeper looks upon the moment of completion of a task as a moment of pleasure. Manufacturers were advised to identify their product with the physical and spiritual rewards the housekeeper derives from the feeling of basic security provided by her home. They were advised to constantly stress the light, happy, peaceful feeling—the deep sense of achievement, and were warned above all else, to keep the message simple, warm, and sincere.

The researchers also discovered that the housewife's need for achievement can be primarily filled by a bargain. The preoccupation with prices is not so much a financial as a psychological need for most women. Obtaining a bargain, to many women, is an indication of doing a good job as a housewife. That is why department stores are urged to stress in their advertisements the fact that the store can help the woman fulfill her cherished role in life—she'll be more attractive, a better housewife, a superior mother, etc.

No one is ever free from the influences of advertising. From the very moment we awake until the moment we fall asleep, we are constantly bombarded with advertising messages and slogans. When we awake, we look at the clock, and there on the face of the clock is either the name of the manufacturer or his brand name. The cake of soap we wash with is also imprinted. We turn on the radio and are greeted with commercials. The can of coffee is covered with advertising. The oven has a name emblazoned on it, and even the

coffeemaker is similarly stamped. The bread wrapper, the jar of jam, etc. all have advertising messages or identification.

When we get into our car, the manufacturer's name greets us. The automobile radio blares out commercials. Tires also carry advertising. As we drive to the railroad station or our place of employment, we pass billboards and see an ocean of advertising on and in every shop window. If we commute, the front, back, and top of the train is plastered with billboard ads. You cannot get into a taxicab today without some advertising message staring you in the face.

At the office, the pens and pencils we use all bear advertising of one kind or another. At lunch, the menu, the bottles, and practically everything about you bears some form of advertising. And so it goes, until, exhausted, you finally fall asleep.

If there is one thing that all researchers in the fields of motivation and marketing agree upon, it is the necessity of an adequate and sound advertising program.

AUDIENCE LISTENING HABITS

To assist the advertiser, time salesmen must know the listening habits of radio audiences. They are then in the favorable position of being able to advise the customer as to what programs the various groups prefer and to select the best time and program for the maximum exposure of the client's product or service.

Many surveys have been taken concerning the listening habits and preferences of the radio audience. All recognized researchers agree with the indications of the surveys concerning group preferences by type of program and the order of preference.

Adults (male and female): This group is more selective in choosing its programs. The members of this group are "dial twisters." Their order of preference is:

1. News
2. Music
3. Discussion of public issues
4. Quiz programs
5. Religious programs

Men: Psychologists report that men operate by rationalizations and are most influenced by facts. Their order of program preference is:

1. News
2. Sports
3. Familiar music
4. Discussions of public issues

Women: Because the greater proportion of women who listen to radio are housewives with few opportunities for outside diversion or amusement, psychologists state that they get a mental release from radio that combats loneliness, anxiety, and worry. Their order of preference is:

1. Serials (soap operas)
2. News and talk programs
3. Audience participation shows
4. Popular music
5. Homemaker programs (household hints, recipes, decorating, etc.)

Children (up to age 14): The television and radio sets are their most popular mediums for entertainment. Psychologists report that both TV and radio have a tremendous emotional impact on this age group. Their order of preference is:

1. Adventure drama
2. Music
3. Comedy and variety shows
4. Some sports

Teenagers: This group spends more time listening to radio than they do with any other form of entertainment including television. They are constant listeners. Once they decide on a radio station, they will keep their dial set to that station and play the radio loud enough for everyone within hearing distance to hear it. Their order of preference is:

1. Music featuring "hit" singers of the day
2. Sports
3. Adventure stories
4. Emotional romantic programs
5. News about abilities and careers

The researchers also agree with the findings of the survey takers as to the listening habits of the radio audience in the 6 a.m. to 6 p.m. time period. They are:

6-7 a.m.: Very good weekday listening, fair on Saturdays, very poor on Sundays. Two thirds (66 percent) of the audience listening during this period are in the lower income bracket.

7-9 a.m.: This is a peak listening time, very good on weekdays and Saturdays, fair on Sundays. More than 50 percent of the listeners are in the middle and upper income bracket.

9-12 noon.: Excellent for the housewife group and older adults.

12 noon-1 p.m.: Another peak listening period.

1-3 p.m.: Excellent period for the housewife and older adult groups.

3-6 p.m.: School children and workers—a return to the peak period.

Table 4-1 is an hour-by-hour statistical report indicating the composition of the radio audience in the nation's largest metropolitan areas. For nonmetropolitan areas, there might be some slight variations, but the differences should not be substantial.

Variety, one of the most read and popular trade newspapers in the entertainment field, in April 1970 reported on the latest surveys concerning "radio listening by time period" and "favorite radio program types by geographic area." Tables 4-2 and 4-3 list these figures. Using TVQ as their source for the report of the comprehensive study conducted by the Home Testing Institute, they further stated that news is

Table 4-1. Radio Audience Composition (in Percent)

Hour	Women	Men	Teenagers	Children
6-7 a.m.	46	47	4	3
7-8 a.m.	44	44	9	3
8-9 a.m.	50	39	8	3
9-10 a.m.	64	26	5	5
10-11 a.m.	67	23	5	5
11 a.m.-12 noon	67	24	4	5
12 noon-1 p.m.	65	25	5	5
1-2 p.m.	67	23	5	5
2-3 p.m.	63	26	7	4
3-4 p.m.	60	24	12	4
4-5 p.m.	45	42	10	3
5-6 p.m.	48	38	11	3
6-7 p.m.	42	45	11	2
7-8 p.m.	43	45	10	2
8-9 p.m.	44	45	9	2
9-10 p.m.	44	45	9	2
10-11 p.m.	45	47	7	1
11-12 midnight	46	49	5	

Table 4-2. Radio Listening by Time Period (in Percent)

Monday thru Friday	6-8 a.m.	8-10 a.m.	10a.m.-12N	12N-4 p.m.	4-7 p.m.	after 7 p.m.
At home	48	20	16	16	29	31
In the automobile	20	12	7	12	21	10
Other	3	6	7	7	4	4
Saturday and Sunday						
At home	30	31	27	28	22	24
In the automobile	7	8	10	15	12	10
Other	2	2	3	4	3	3

the single commodity most favored by the radio audience, with weather information a close second. Popular music does well among all groups, and particularly among women. Rock radio's audience is decidedly the favorite of the young. News programs do best among older listeners.

The survey confirmed the near saturation reach of radio in the United States, finding that 39 percent listen regularly, 51 percent occasionally, and only 10 percent never. In the demographic breakdown, it was indicated that among those who listened regularly, the 12-17 age group led with 54 percent. Listening by other age groups is as follows: 18-34, 46 percent; 35-49, 43 percent; 50 and over, 35 percent; and 6-11, 11 percent. In a summary of the adult group, they report 41 percent listen regularly. For those who listen occasionally, the 50-plus group led with 55 percent. Among other age groups, occasional listening was reported as follows: 6-11, 54 percent; 35-49, 51 percent; 18-34, 50 percent; and 12-17, 39 percent.

Table 4-3. Favorite Radio Program Type by Geographic Area (in Percent)

Category	Total	East	North Central	South	Far West
Popular music	31	33	33	28	30
Rock and roll music	21	22	21	20	22
Country and western music	23	15	20	33	19
Classical music	11	13	11	11	11
News	38	38	40	37	35
News commentator	23	24	24	21	21
Sports program	16	17	17	15	13
Weather	36	37	39	35	30
General discussion	8	9	7	7	8
Serials, drama	2	3	2	3	1
General variety	6	6	6	6	5
Variety, music	14	15	15	12	14

Chapter 5

Importance of Radio Advertising Copy

Radio time salesmen can never hope for success unless they themselves are excellent copywriters or have the assistance of such an individual. Radio advertising copy is the created vehicle that reaches out to that special segment of the broad, mass audience—the potential customer who has a particular need or desire for a particular product or service not necessarily desired by others.

Researchers have proven time and time again that when a radio commercial is used skillfully, it can be the most powerful sales weapon. It can sell goods or services at the lowest cost to the advertiser. It possesses the power to move people to buy specific products and services. These same researchers also report that good radio commercials influence more purchases of a specific article or service than any of the other advertising media.

Nevertheless, from the advertiser's point of view, the real value of the radio station may be measured in terms of the number of people in the audience who are in the market for the sponsor's product. In order to obtain maximum results, every attempt must be made to reach those potential customers with different interests in terms of those different interests. Therefore, it is necessary for any good copywriter to be fully informed as to the demographics of the audience that is listening to any particular program.

For example, women who need girdles are interested in a product with strong figure control. Radio commercials for such a product must not only be in or adjacent to a program predominantly aimed at women but in a woman's program whose listeners are made up of a majority of women with a weight problem.

COPYWRITING GUIDELINES

Volumes have been written by the most competent authorities on the subject of how to write a successful radio

commercial. Each of these authorities agrees that a good commercial should be written with the following guidelines in mind:

1. A commercial should always be honest and truthful.
2. The writer must know the sponsor, his product or service, and the potential customers for the product or service.
3. The commercial message must be meaningful.
4. It must make sense.
5. It must be believable.
6. It must be interesting.
7. The commercial message must be thought-provoking and stimulate the mind to visualize the sensory pleasures associated with the product or service as well as the benefits of the product.
8. The commercial message must be written in a manner that makes it very easy for the listener to identify the product.
9. It must contain phrases that coincide with the ideas, feelings, and images already created in the minds of the listeners in regard to well known products.
10. It should dwell on items that are easy to describe and devote less time to those that may be difficult to describe.
11. The commercial message must, at all times, be written with a specific audience in mind.
12. The commercial message must be appealing.
13. It must be forceful.
14. It must strive for effectiveness.
15. It must be as brief as possible.
16. It must always be in good taste.
17. It must be informative, informal, friendly, and honest.
18. Where possible, an effort should be made to create an "institutional" theme for the advertiser.
19. The writer should try to create a slogan for the sponsor.
20. Attention "grabbers," jingles, echo chambers, multiple-voice commercials, etc. should be used when appropriate.
21. Because radio is an entertainment medium, the commercial copy should encourage the announcer to use his showmanship.
22. Fit the commercial message into the style or spirit of the program in which it is to be broadcast.
23. Always have the commercial message speak to the audience in terms of "you" and "yours."

24. A commercial should be specific.

25. The commercial message should impel action, and to do this it must tell the listener "what," "when," "whose," and "where" to buy.

26. The commercial message must be written so that it is tailor-made for the announcer who will read it on the air.

27. Avoid using such phrases as 40-percent savings, 15-percent off, etc. Instead, use the actual dollar figure such as "formerly \$50, now only \$40—a \$10 saving," etc.

28. Commercial messages must be written as to be intensely liked—never disliked.

29. Use repetition and the "law of association."

30. Keep the number of different items in any one commercial message to a minimum. Where more than one item is being offered, divide the message into distinct parts by using two voices.

31. Use a style of rhythmic language.

32. Be sure to repeat points not easily understood.

33. Put the best idea at the end of the commercial message.

Authorities are in complete agreement that the following are some of the "don'ts" to avoid if you are striving to create a good radio commercial:

1. Don't play games with the listener. Be sure that the product or service being advertised is easily identified in the commercial message.

2. Don't be flippant.

3. Don't overemphasize minor details.

4. Don't confuse the listener.

5. Don't use exaggerated or hard-to-believe claims.

6. Don't make statements that may sound unreal, absurd, or phony to the listener.

7. Don't bore the listener with excessive repetition.

8. Don't place the listener in a position where he has to assume the role of a critic.

PLANNING A COMMERCIAL

Radio commercials, just like programs, should follow a basic format. A commercial should consist of three parts, namely:

1. The headline or head, which states the items being offered, or which directs attention to the major selling features of the items.

2. The specific selling features of the items being offered.

3. A repeat and summary of the item or items.

The head, or headline, may be just a few words or a complete sentence. It should get the listener's attention and tell him what is being offered. At all times, try to avoid the use of a general introduction or a long-winded introduction to gain the listener's attention.

The following are some important facts that the local time salesman or the copywriter needs before planning a commercial for a store's product:

1. A description of the item.

2. The name brand of the item.

3. The price of the item.

4. Whether the store is running a special sale on the item, whether it is being made available because of a special purchase, or whether it is a regular-priced item.

5. The sizes available (when this is a factor).

6. The colors available (when this is a factor).

7. The single most important selling point for this item.

8. Other selling points in order of importance.

9. The prospective buyers for the item.

When writing a radio commercial message, you must always remember that it is being written for the ear and not for the eye. Because the commercial is to be heard and not seen and studied, difficult wording and rambling sentences should be avoided. To do otherwise may give the listener the wrong meaning of the message and the advertisement will fail in its attempt to sell the product or service.

A few more "dos" and "don'ts" are:

1. Always repeat the price of an article. If the price is \$14.95, repeat it within the message so as to be sure that the listener knows that the price is \$14.95.

2. Be sure to adequately space any two items that are priced differently.

3. Avoid the use of flowery or extravagant language. In striving for originality of phrasing and description, write in a straightforward manner the reasons why the listener should buy the item or service and why he should do it now. Don't maunder in leading up to the hard facts of the commercial, and avoid timidity about making urgent statements when the facts justify the urgency.

Never use the same commercial for the same item or service that is to be broadcast at different times of the day by different announcers. Always remember that each announcer reads differently and at different rates of speed. Whenever possible, such a radio commercial should be written with a specific announcer in mind, and that announcer should tape record the advertisement for broadcast throughout the day.

ELEMENTS OF A COMMERCIAL

The four basic elements in a radio commercial that generally make it effective and produce good results are these:

1. There must be significant content in the message. The listener must feel that he has received some meaningful information. The information does not have to be something that is brand new or earth-shattering. It may only corroborate a thought or idea he already possesses. However, the statement must be honest, accurate, and believable.

2. The contents of the commercial must be thought-provoking. The message must arouse the listener's thoughts and feelings concerning the product or service being offered. In other words, it should change the listener's thinking from playing golf to buying that sport shirt.

3. The advertisement must be written in such a manner that it allows the listener to identify himself with the product. The commercial is actually a group of words that surreptitiously imposes itself upon the listener's mind a picture that his imagination completes. The woman must be able to imagine how slim she will look in the new girdle. The man must be able to imagine how well groomed he will appear when he uses a certain hair tonic.

4. The commercial must meet the preconceived standards, feelings, and ideas the listener may have concerning the product or service offered. Some preconceived notions are: banks charge the lowest interest rates on loans; a certain detergent gets clothes whiter; snow-tread tires are best for winter driving; etc. In other words, the message must make the listener feel that it actually represents his own personal feelings about the product or service.

The experts also completely agree that four basic irritants should be avoided:

1. **Never offend the listener.** Advertisements that cause frustration by the use of nonunderstandable dialects result in impossible-to-understand messages, and ridiculous

statements create animosity—both toward the radio station and the sponsor's product or service.

2. **Never exaggerate.** Commercials that are phony, unreal, absurd, or unbelievable cause the listener to have doubts about the items or services offered.

3. **Never confuse the listener.** Messages that are not clear or understandable tend to cause the listener to become distracted and confused. Never talk about one particular product while attempting to sell another product.

4. **Never use excessive repetition.** Commercials that are excessively repetitious in content are certain to be dull and boring and will annoy the listener who begins to feel that he is wasting his time by listening to the advertisement.

A guideline to the maximum number of words to use in a radio commercial during a specific period of time is:

1. 15 words for an 8- to 10-second commercial.
2. 40 words for a 15-second commercial.
3. 50 words for a 20-second commercial.
4. 75 words for a 30-second commercial.
5. 125 words for a 60-second commercial.

COMMERCIAL DELIVERY

Any sponsor who uses radio as an advertising medium without the use of creative commercial copy is wasting his money. But the best creative advertising copy can be ruined by poor announcers. Good advertising copy, delivered in the proper manner, is remembered to a high degree and generally produces excellent results. Radio time salesmen should insist that all the announcers who read commercials on the air must:

1. Never be flippant when reading a commercial.
2. Never shout or give the impression that they are bullying the listener. A hard-sell commercial can be direct, forceful, and broadcast without shouting or bullying.
3. Be read in a distinct manner. A garbled message only tends to confuse the listener and drive him to frustration. Unclear messages that cannot be understood will cause the listener to lose all interest in what is being broadcast.
4. Try to deliver the message in an intimate, relaxed, lively, and sociable style. Personal warmth and intimacy can be added to a commercial without interfering with or distracting from the message.

COMMERCIAL TYPES

The nine basic types of commercials now generally used by the radio industry are:

1. **The straight announcement:** A straightforward sales talk or advertising message delivered without the use of gimmicks, sound effects, or musical backgrounds.

2. **The dramatized announcement:** A commercial employing two or more voices presented in the form of a skit or play.

3. **The dialog announcement:** A discussion between two or more persons concerning the product or service that is not delivered in play form.

4. **The comedy announcement:** A commercial in which the sales message is written and presented in a humorous atmosphere.

5. **The "punch" announcement:** Also referred to as the hard-sell. The commercial is emphatic and urgent in its approach. This type of message requires a well controlled delivery on the part of the announcer.

6. **The soft-sell announcement:** A commercial that is easy going, one that creates an atmosphere of a face-to-face, relaxed conversation.

7. **The singing jingle announcement:** A commercial in which the message is presented entirely in music as part of a song.

8. **The musical announcement:** A spoken commercial which has some music with which to introduce or finish the message, or music playing softly in the background as the message is delivered orally.

9. **Special effects announcement:** Commonly referred to as attention grabbers and used to capture the listener's attention. Often, the echo chamber technique is used during the message, or at the opening or close of the message.

MISLEADING COMMERCIALS

A radio station must insist on total honesty and scrupulously avoid deception in the content of every commercial it broadcasts. Because of numerous complaints, several governmental agencies are carefully examining the entire spectrum of broadcast advertising with a view toward issuing sterner rules against deceptive advertising. The Federal Trade Commission (FTC), as well as the FCC, the

Department of Consumer Affairs, and several other agencies, are constantly monitoring the commercial messages broadcast by television and radio stations. Broadcasters are periodically asked to forward a copy of all commercial matter they have aired during a specific period for review and scrutiny by the FTC. This is requested whether or not any complaint has been received by that agency. Many advertising agency executives, in addition to the vast majority employed in the advertising field, feel that this is a "witch hunt" and that there is no need for sterner regulations against deceptive advertising. One of the main arguments that they espouse is that today's consumer is far too smart and intelligent to be hoodwinked or fooled by phony advertising copy or claims.

Seymour Lieberman, president of Lieberman Research, located in New York City, knocked the feet from under that argument. At a meeting of the American Marketing Association held early in 1973, Mr. Lieberman reported on a study his organization had made. It clearly indicated that deceitful ads can be far more persuasive than promotions that tell the simple truth. Using six fictitious products, Mr. Lieberman employed the services of the Kenyon and Eckhardt Advertising Agency (one of the top four in the world) to create one truthful and one deceptive television commercial for each of the products. He used two separate panels of middle-income consumers to view the commercials. One hundred viewed the truthful commercials and the other 100, of the same income and educational level, viewed the dishonest or deceptive commercials. The same cast of actors and the same language, except for the misleading bits, were used in both commercials.

More viewers were motivated to buy a fictitious "Pro Gro Plant Fertilizer" because the commercial stressed that it contained protein. It is a known and proven fact that protein is absolutely no help to plants. A mythical bunion remedy "D-Corn" drew more buyer response when the commercial stressed that the preparation contained four times as much methylglyoxal as any of its competitors. No evidence was offered to support the planted idea that increasing the amount of methylglyoxal was in the least beneficial. Another commercial pictured a fictitious brand of fruit "Light Bite Peaches" as being outweighed on a scale by a rival brand of peach. The panels of consumers received a deliberate

misleading impression that the mythical peach contained fewer calories. The commercial was overwhelmingly persuasive in motivating buyer response.

It was Mr. Lieberman's hope that advertising agencies would use his findings to help guide them in avoiding misleading ads, but as of the date of his report, very few had shown any signs of interest. This is most disturbing for many reasons. Such deceptive practices can only lead to tighter and sterner controls and regulations by governmental agencies; it can undermine the credibility that exists between the consumer and the broadcasting industry; it can destroy the very foundations upon which advertising has prospered. Every authority of note is in full agreement that the first requisite for any successful radio commercial is that it be honest and truthful.

Chapter 6

Local Revenue Sources

The availability of advertising dollars in any given area depends entirely on the number of retail and service outlets and the retail sales volume. Retailers generally allocate advertising dollars in proportion to sales revenue and usually without regard to the amount of profit. There is no set percentage figure for each and every retail and service outlet. The advertising allocation varies with each establishment. Food stores rarely exceed two percent of their sales revenue. Department stores do not spend more than four percent of their total sales. Credit jewelers and furniture stores may spend as much as 10 percent.

Because no one has been able to devise an exact means of measuring the return or sales potential of any advertising campaign, it becomes most difficult for any time salesman to advise any particular retailer as to how much he should spend on advertising. The type of establishment and the varying amount and degree of competition faced by the advertiser are important factors that must receive due consideration.

In addition to knowing all there is to know about radio broadcasting and advertising, the successful time salesman must know the exact number of retail and service outlets in each category in his station's broadcast area. He should also ascertain the exact dollar amount of retail sales per category and outlet. The following are the broad categories generally used by economists who are constantly surveying this subject.

Food stores and markets: Regardless of how high the reported dollar retail sales figure may be for this category, the potential advertising revenue from this group may be quite small if the station serves an area where there are few supermarkets and a proliferation of small independent neighborhood grocery stores and vegetable markets.

Eating and drinking establishments: If there are many neighborhood "bars and grills" in a station's coverage area,

the advertising dollar potential from this group is practically nil. The time salesman should not be discouraged about this, because when there is a large number of such outlets in an area, the dollar retail beer sales figures are impressive. This should make it easier for the time salesman to get the local beer distributor to spend advertising dollars on his station.

Department stores (including the five-and-dime stores): Department stores are usually very good advertisers, but the five-and-dime stores, although listed in this category, rarely spend much for advertising. They generally spend more for rent for the so-called "A-1" location and rely upon the location to attract their customers. When they do advertise, it is not on a steady or permanent basis. Such stores usually advertise for a specific period of time with emphasis on the big-dollar items.

Apparel stores: This category is broken down into four separate groups: (a) men; (b) women; (c) teenagers age 12 to 17; and (d) children. All four groups are excellent sources of advertising revenue. They are usually steady advertisers with additional expenditures for advertising during special periods like Easter, Christmas, Mother's Day, Father's Day, etc. The women's specialty shops are the biggest users of radio advertising in this group. Men's stores are only fair prospects. Children's shops are the poorest advertisers. But do not overlook the teenage group. The many studies concerning this segment of the population indicate that they are a vital force in our economy. The amount of money they have available and spend is unbelievable. Every department store today has created special teenage departments and are concentrating on this market.

Teenagers today comprise about 15 percent of our population and by 1985 close to 20 percent of our population will be in the 15 to 19 age group. According to recent statistics, 26 percent of American families have at least one teenager in the household. These youngsters exert an influence on how 10 percent of all consumer dollars are spent. Astounding as it may sound, government sources report the teenage income to be more than 12 billion dollars annually. Because of this potent economic force, enterprising advertisers concentrate on this market.

It may be a great surprise to many to learn that 20 percent of all automobiles are owned by teenagers. They are

responsible for 9 percent of all new car sales, 39 percent of all radio receiver sales, 43 percent of all record and recorded tape sales, and 23 percent of all cosmetic sales. Researchers and marketing experts are in total agreement that the teenager represents all that is new and different in our present complex society. They supply the impetus that influences changes in styles, preferences, and social behavior. Radio time salesmen should always bear in mind that teenagers are the most loyal of radio listeners and that when they listen to the radio, they play it loud—loud enough for everyone in the household to hear!

Furniture stores: A great source for advertising revenue. Those who specialize in installment buying spend up to 10 percent of sales revenue for advertising. While most retailers work on a 33 1/3-percent markup, the furniture trade does not have a set markup policy; however, most usually work on a 50-percent markup.

Household appliance stores: A prime source of advertising revenue. This group deals in high-dollar items and the retailer generally has access to cooperative advertising programs in which the manufacturer or the distributor reimburses the merchant at rates from 50 to 75 percent of the advertising cost.

Automobiles: This category is composed of two groups: new cars and used cars. Both categories are excellent sources of advertising revenue. Surveys indicate that 80 percent of new car buyers only buy new cars and that 90 percent of used car buyers always buy used cars. It is for this reason that most automobile dealers spend their advertising dollars to create a market for used cars. New car sales advertising programs are concentrated mainly during two periods of the year: when the new car is introduced and at the time immediately preceding the introduction of the new models. In both these time periods, the automobile dealer usually includes used cars in his advertisement. In most cases, a new car dealer rarely makes a profit on the sale of a car in which he has taken another car as a trade-in until the used car is sold. Therefore, the bulk of the advertising from automobile dealers is aimed at the used car market.

Automotive parts and accessories are included in this category when dollar retail sales are reported. Although the reports indicate a high-dollar volume of sales for tires, batteries, spark plugs, etc., very few dollars are spent at the local

level for advertising automotive parts. The exception, of course, is tires. Tire dealers are a good source of advertising revenue during the spring and late fall seasons. The latter part of the year is generally devoted to advertising snow tires.

Gas stations: This is one of the poorest sources of advertising revenue. Gas station operators spend very little, if any, money to advertise their particular station. They rely on the distributor to advertise the particular brand of gasoline, oil, and supplies they dispense.

Building trades: This category is broken down into three groups: (a) lumber; (b) hardware; and (c) masonry, including concrete. Very little can be expected in the form of advertising revenue from the masonry group. What little they do spend is usually devoted to institutional advertising and in the paving and repairing of driveways. Lumber dealers have been finding it advantageous and profitable to advertise, especially since it has become fashionable to "do-it-yourself." Hardware stores have also become better users of advertising, not only for the same reason, but because they have expanded the scope of their operations to include many household appliances, kitchenware, china, and glassware.

Drug: This category is broken down into two groups: pharmacies or drug stores, and cosmetic stores. As a general rule, ethical pharmacies and drug stores spend very little to advertise their establishments. Cosmetic stores and cut-rate drug stores do advertise frequently, especially during the periods prior to holidays such as St. Valentine's Day, Mother's Day, Christmas, etc.

Mail order concerns: This category usually specializes in selling brand name or nationally advertised products. If their local sales are high, they are an excellent source of advertising revenues.

Several categories of businesses are not included in the dollar retail sales reports compiled by economists. Practically all of them are in what is generally referred to as the "service group" and all are great prospects. They deal in billions of dollars each year and spend considerable amounts to advertise in every medium to promote their services. Some of these categories are:

Banking institutions: Commercial banks, savings banks, and savings and loan associations are spending more money for advertising than ever before. Today, this industry, which began with essentially one type of service, is greatly

segmented and offers a myriad of services. Today's banker finds that advertising is his lifeline for increased deposits, which enable him to offer the many services that result in increased profit. Investment bankers and stock brokerage houses are also spending large sums to advertise their services.

Small loan or household loan companies have always been a good source of advertising revenue, and with the new truth-in-lending laws, many of them are now on a comparable basis with banking institutions as to the rate of interest they charge. Today, everyone is borrowing from someone and very little stigma is placed on a person who does his borrowing from a small loan concern. In fact, most of these companies have moved from secondary locations to prime locations on the main business streets of our communities in order to make themselves more accessible and available to their customers.

Entertainment field: In this broad grouping, one can find excellent sources of advertising revenues. Movie theatres are a prime source, because they change their features at least once a week, and the operators of these theatres have turned to radio to advertise their service and product. They find that radio offers the lowest dollar per thousand expenditure to advertise the current or upcoming movie attractions. Others in this category who are basically regular users of advertising are bowling alleys, billiard parlors, riding academies, and theatrical groups catering to the segment of the public that desires drama and musical offerings. Good prospects in this category are the various schools offering classes and instructions in singing, dancing, art, and musical instruments. Art galleries and antique dealers often use radio effectively as part of their advertising program.

Repairs and renovations: This entire service category, which includes practically everything from A to Z, lends itself to the use of radio as an advertising medium and is an excellent source of advertising revenue. Practically everyone in a station's listening area is a potential customer for many of these services, which touch almost every phase of modern living. Among these services are air conditioning and heating servicemen; radio, hi-fi, and TV repairmen; shoe repair and hat remodeling establishments; auto repair, body shops, towing, wreckers, etc.; furniture repair and upholsterers; chimney cleaners and repairmen; painters and decorators;

landscape gardeners and lawnmowing services; piano tuners and repairmen; plumbers; electricians; roof repairers; window cleaners; exterminators; snow and garbage removal services; silversmiths; etc.

Travel agencies: America is really a nation of people on the move. Despite the brief but occasional setbacks caused by fuel shortages and the like, travel is one of the fastest growing industries in the world, with nations spending large sums to advertise tourism. The competition that has sprung up in this field has resulted in more and more dollars being spent to advertise travel agencies. Other excellent prospects in this category are: aviation services offering air freight, charter flights, flying instructions, and aerial photography; marinas and other related services to the boating fraternity; transportation facilities such as bus lines, railroad companies, taxi and limousine services; auto and truck rental agencies; etc.

Beauty salons: Although men's barber shops rarely if ever advertise their services, beauty salons and massage parlors are prime users of radio as an advertising medium.

Tailors: In this category, the list includes repairs and remodeling, dry cleaning, costume and formal rental shops, all of whom are frequent users of advertising.

Hotels and motels: Frequent users of advertising not only for guest rooms but for their banquet facilities, entertainment, and dining rooms.

Moving and storage services: The independent local moving and storage company is surely and quickly becoming a thing of the past. Practically everyone of these companies is now affiliated with an interstate or national group. Nevertheless, this group has proven to be an excellent source of advertising revenue for the enterprising local time salesman.

Real estate operators: Realtors, as a rule, are very poor prospects for radio advertising. Although they usually have more than one house for sale, they generally only list one house in their ads. Real estate developers, on the other hand, are excellent prospects and spend considerable sums on radio advertising.

Insurance agencies: An excellent source to be tapped for advertising revenue. Every phase and activity of this industry lends itself to radio advertising.

The above is but a smattering of the many categories in the service group. Others in this group who are spending dollars for advertising are: hearing aid firms, diaper services,

funeral homes, convalescent homes, ambulance services, day camps and day nurseries, kennels and other services connected with the boarding, grooming, and care of pets, opticians, photographers, second-hand stores, pawn brokers, carpet and rug cleaning, coin and stamp dealers, food freezer plans, employment agencies, printers and stationers, etc.

It should now be quite apparent that there is no shortage of prospects for the local radio time salesman to approach. With few exceptions, every category within the commercial community is a prospect and potential user of radio as an advertising medium.

Chapter 7

Selling the Local Advertiser

Radio time salesmen must realize that everyone is not a good prospect for their medium. Some businesses should only advertise in one particular medium and some should use all advertising media. To fully understand this, a time salesman must know the characteristics of the various advertising media. This is important, because the use businessmen make of the various advertising media differs from community to community. This is due to factors such as the age of the medium, the orientation of the advertiser, results obtained, available service, the ingenuity of the medium's sales staff, etc. Each medium serves a special purpose, depending on the advertiser's individual need.

Much too often, it becomes apparent that many advertisers are using the wrong medium for their advertising, in which case a knowledgeable radio time salesman can divert some of this unwise expenditure to his station.

ADVERTISING CATEGORIES

Institutional advertising is a term applied to that type of advertisement used to acquaint prospective customers with the product or service of the advertiser, along with his name, location, and availability of the product or service. It never quotes the price of the article or service if the price is subject to change. It does not explain in detail the product or service that is offered. It is never used or expected to create or increase immediate sales. Its prime objective is to gain recognition, prestige, and goodwill.

Merchandising advertising is exactly what its name implies. Merchandise is defined as things, goods, commodities, and wares that are bought and sold. In addition to being used to acquaint prospective customers with the product or service of the advertiser, his name, and location, it must quote prices and explain the product or service in detail. The

proper use of this type of advertising should not only create immediate and increased sales but can also create prestige, goodwill, and a reputation for the advertiser's establishment.

MEDIA CHARACTERISTICS

Depending on the population and size of the community, the prime media, not necessarily according to their use or importance, generally used by advertisers are:

Newspapers

Although we are in the age of the one-newspaper city, newspapers are being read. In New York City, surveys indicate that 87 percent of the population reads at least one newspaper each day. The newspapers of the nation are recipients of billions of dollars in advertising revenue. The Los Angeles Times boasts of publishing close to 45,000 full pages of advertising a year.

Radio time salesmen should know everything about the newspapers that are published in their sales area—such things as daily circulation, advertising lineage, rates, advertising revenue from local accounts, and how much of this could be diverted to radio. Time salesmen should be alerted to the fact that “newspapers” include weekly shopping guides who devote from 80 to 90 percent of their space to advertising, most of which is for local accounts.

Newspapers should be used for merchandising advertising only. To use a newspaper for institutional advertising is a very costly practice. Advertisers who do use the newspaper for institutional advertising could get better results and increased coverage at lower costs by using the other media designed for institutional advertising purposes. An advertiser who uses newspapers for institutional advertising is an excellent prospect for the local radio time salesman.

Radio

This medium lends itself to both institutional and merchandising advertising. Its oral method of presentation enables it to overcome any literacy problems. With every home having at least three to four or more radio receivers, this advertising medium can deliver the largest audience. In addition, there are millions of radio sets in automobiles and millions of battery-operated portable receivers that allow the

listener to tune-in no matter where he may be in the house, the street, the beach, a boat, an airplane, etc. Radio is listened to by people of all educational and cultural levels, as well as people of all ages, income, occupation, profession, regardless of any infirmities. Its cost per thousand impressions makes radio one of the least expensive of all the advertising media.

Television

This is by far the best and finest advertising medium. It combines the oral and visual aspects of advertising and lends itself to both institutional and merchandising advertising. The visual aspects of this medium can overcome any language or literacy problems. It can deliver very large audiences especially during the prime viewing time of 8 to 11 p.m. As an industry, it receives the largest amount of the available advertising dollar. Although the cost per thousand is relatively small, the cost per message is quite high due to the cost of talent and production expenses. This medium is generally used by the more affluent merchants in the area, but these advertisers seldom "put all their eggs in one basket" and usually use one or more of the other media as a backup.

Directories

The largest in this group is the telephone company directory commonly referred to as the Yellow Pages. Another large directory group is Price and Lee, whose directories for various cities and towns carry a great deal of advertising lineage. Directories, by their very nature, should only be used for institutional advertising purposes. A directory should never—under any circumstance—be used for merchandising purposes.

Billboards

Billboards, bus cards, and placards are designed for and should only be used for institutional advertising purposes. This group is generally referred to as "the point-of-sale" medium. Local radio time salesmen should be aware of the fact that all advertisers who use this medium are excellent prospects for merchandising advertising.

Direct Mail

This is one of the most misused and misunderstood forms of advertising. The cost per thousand prospects is very high.

In most instances, higher than any of the other media. Experts in the field of advertising who have devoted a lifetime to studying the media are in total agreement that no one should employ this advertising technique if there is a merchandising medium available. If this medium is to be used, it should only be employed with the following three thoughts in mind:

(a) To contact present active customers and acquaint them with the event that is to be held in the future and with the product or service that is to be offered at a saving or reduced price.

(b) To contact former customers who, for some reason, have not lately patronized the establishment. The special sale, with emphasis on prices and savings, is the tool used in an attempt to reestablish them as customers.

(c) To contact prospective customers who have never had any business dealings with the establishment, and to acquaint them with the store's location, products carried, and sale prices.

Many people regard direct mail advertising as "trash mail" and, therefore, discard it without opening or reading the advertisement. This is especially true if the recipient doesn't know the establishment, hasn't heard about it, or ever did any business with it. Those who are presently customers of the establishment will generally open and read the advertisement. Those who at one time were customers but are now in the store's dormant files will wonder why they are being contacted and will usually open and read the advertisement. Seldom will those who have had no contact with the establishment open a piece of direct mail.

There are some definite disadvantages involved in the use of this advertising medium. Because direct mail is used for a future sales event, it will most likely come to the attention of the store's competitors, thus allowing them to merchandise and offer the same products or services at lower prices. Of course, this will create the impression that the store using the piece of direct mail is a high-priced establishment. The result may be a loss of present customers and the failure to reestablish dormant accounts. Consequently, the sales effort will not produce results, and the time and money spent in developing and sending the mailing piece, in addition to the cost of printing and postage, will be lost.

Because of all of the above factors, plus the fact that there is the smallest return for the money spent, local radio time

salesmen should make every effort to contact the users of this advertising medium and make available to them an excellent merchandising medium—the radio station.

Periodicals

With rare exception, advertisers use this medium strictly for institutional advertising. The ads carried in this medium seldom quote prices. They try to acquaint prospective customers with a product and tell them where it can be obtained. The advertisements in this medium are used primarily to gain prestige and goodwill with the hope that over a period of time there will be an increase in sales. Very few (if any) local merchants and businessmen use this medium to attract local customers.

RADIO ADVERTISING PROSPECTS

Now, let's examine, alphabetically, practically every business and profession and consider the prospects of interesting them in radio as an advertising medium. For the more important categories, there is suggested advertising copy.

Abattoirs: These businesses generally never advertise unless they are situated in a rural area and serve local needs.

Abrasives: Such firms are generally manufacturers and seldom use local radio, except for employee recruitment. In preparing copy for the latter situation, stress the number of years that the company has been in business, security factors, work atmosphere, and salary.

Accountants: The ethics of this profession do not allow certified public accountants to advertise. However, public accountants can make good use of radio to advertise their services, especially prior to tax periods. The commercial copy should stress the number of years in practice, expertise in filing tax returns, savings to be obtained in using this service, and a willingness on the part of the advertiser to pay any penalties in case of an error in making the tax computation. A good example is H & R Block, which now has over 1000 syndicated offices in the United States. Radio and television advertising has made this company the largest concern operating in the field of income tax reporting. The success that this firm has given the impetus to many bookkeepers, auditors, and public accountants to open offices offering similar services in the preparation of state and

federal income tax reports. In addition, many small loan business establishments are now either offering this service or cooperating with private concerns who specialize in this field. The loan company advertisements offer instant loans against any tax refunds that may be due the client.

One enterprising radio station sales manager turned what seemed to be a disaster into financial success for his friends and by so doing increased the advertising revenue for his station. When one of the large factories in his town ceased operations, several of his friends, who were auditors for the company, were faced with severe economic hardship. Unemployment in the area had reached a high of 12 percent and work of any kind, let alone specialized professional employment, was nonexistent. The sales manager had a luncheon meeting with three of the auditors and briefed them about the success of the H & R Block operation. He emphasized the part that radio advertising had played in creating this success. He demonstrated, on his portable tape recorder, several samples of radio commercials in which each of the auditors' names were featured and stressed their local business background, years of experience, and low cost to prospective clients.

His enthusiasm aroused so much interest that the men decided to open an establishment prior to the April tax return period. A schedule of five one-minute spot announcements was broadcast on a daily basis for the period from February 1st to April 14th. The results were phenomenal. Not only did this group do a "land office" business with individuals but many operators of small business concerns, who had heard the radio commercials, employed them to compile their tax returns. In addition, several CPAs who were over their heads in work also availed themselves of the group's services.

The success of this group also added additional revenue to the radio station. The H & R Block operator in the community, who for years had refused to advertise on the local radio station on the premise that the company's national advertising campaign gave him sufficient exposure, contacted the radio station and placed a substantial commercial schedule with them. For the past three years, this station has reaped a windfall in new business during February, March, and April from a new source of advertisers.

Acoustical contractors: Good for institutional advertising. Can also be good prospects for merchandising advertising if

their copy is aimed at the house repair audience. The price and type of material to be used are essential factors to be included in the commercial.

Actuaries: Never use any of the local advertising media. They generally advertise only in trade papers and periodicals.

Adjusters: Seldom advertise, but they can be good prospects immediately following an area disaster. Commercial copy should stress the number of years the company has been in business and the savings afforded to any client.

Adoption agencies: These are generally state-operated agencies and only use radio for public service announcements. Some states do allow private agencies to advertise, but closely control what they may say. Special care should be taken to clear with the legal authorities all requests and contents of the advertisement.

Advertising agencies and related services: Never use radio to advertise their business. However, it is important for local time salesmen to know every agency and the local accounts they serve. This is a good source for business placed by local accounts through their advertising agency. Many manufacturers who use advertising agencies to prepare and place their ads in trade journals also use them for employee recruitment programs. The latter is generally placed in the newspaper. A great deal of this advertising can be diverted to local radio.

Employee recruitment advertising is "plus" revenue for radio stations. Except for the rare occasion of now and then sponsoring a public service program, very few factories employ the facilities of radio stations as an advertising medium. The vast bulk of their advertising expenditures are spent in trade magazines. For many years, they have relied solely on the help-wanted sections of the newspapers to recruit personnel. Although many of these firms employ the talents of local advertising agencies, it is the personnel director who has the final word as to how the recruitment program should proceed and what media are to be used. Enterprising radio time salesmen should avail themselves of every opportunity to become acquainted with these employment managers. Such an activity can result in large sums of money being funneled into the coffers of the radio station.

One of the largest industrial concerns in Bridgeport, Conn. is the Bridgeport Brass Company. This manufacturer,

which employs thousands of people in hundreds of different occupations, was plagued with two problems: the constant need of new and additional personnel and the problem of employees leaving to obtain jobs with other manufacturers at higher levels of pay and position. The firm was a constant and large advertiser in the local and area newspapers, spending hundreds of dollars a day to acquaint readers with job opportunities and available openings at its plant.

There were, at that time, three AM radio stations in the city. Two were full-time network stations. The other was an independent daytimer. The sales manager of the daytimer cultivated a relationship with the director of employee relations at Bridgeport Brass and discussed with him an idea on how to overcome these two problems. Their discussions resulted in one of the finest public and employee relations and recruitment programs ever broadcast on any radio station.

The Bridgeport Brass Company purchased a full hour, every day, seven days a week, from the radio station. Using the combined abilities and talents of the firm's public relations department, advertising agency, and director of employee relations, together with the radio station's program director and copywriter, they developed the following program.

The program was divided into four distinct sections. One portion dealt with news about the activities of various groups in the plant—news about the bowling, baseball, and basketball teams; departmental picnics and outings; engagements, marriages, and births; golf, photography, and other hobby clubs functioning in the plant; etc. A second period dealt with the community activities and the employees' and firm's involvement in social service programs such as the Red Cross Bloodmobile, Community Chest, etc. A third section was devoted to interviews with employees discussing their job activities. In most instances, veteran employees with long years of service spoke about their years of employment with the concern, the many advances and promotions, pay raises, and gave a brief description of the particular operation in which they were involved. The last portion of the program was devoted to job opportunities and openings at the plant; where, when, and to whom people should apply, etc.

Some of the purposes of the program were to instill in the employees' minds that the concern was interested in both their and the community's welfare; that there was a great deal of pride to being an employee of Bridgeport Brass; that security

and job longevity was the customary practice of the firm; that promotions and advancements as well as pay raises could be expected; and that Bridgeport Brass was a good employer for whom to work. All this was designed to keep employees from resigning to seek other opportunities.

Another purpose, of course, was employee recruitment. The program made known the immediate job openings not only to those who might be seeking employment but also to those who were presently employed elsewhere and were thinking of making a change. The radio station's sales manager was amazed to learn from the manufacturer's personnel department about the great number of new employees that were hired and that many had told the interviewers that they had learned about the job openings from friends or members of their family who were listening to the program.

The program was such a success in helping to solve some of the firm's employee relations and recruitment problems that the program remained on the air for two solid years. And all of this was accomplished at a fraction of the cost that the manufacturer was spending for newspaper advertising.

When this sales manager, in later years, opened a radio station in a smaller community, he used this experience to good advantage. There were no large manufacturing concerns in his broadcast area, but there were many manufacturers who did employ from 200 to 300 persons. Instead of trying to sell a single manufacturer this program concept, he instead programed a full hour every Sunday as a "Salute to Industry" and featured a different plant each Sunday. The program was not only an "audience builder" that won several citations but was fully sponsored for over a year.

Enterprising radio time salesmen should carefully read the help-wanted sections of the area's newspapers, paying full attention to personnel recruitment display ads. The manufacturers who run such ads are good prospects. In each case, the company's personnel director or advertising agency should be contacted.

Advertising directories: This category is a very good user of local radio. Telephone companies spend large sums on radio to promote their directory.

Air conditioning contractors: Today, with more and more homes equipped with central air conditioning, this category

should be an excellent prospect for local radio time sales. A good lead-in for such a commercial is, "Things go better for you when it's hot and you stay cool. Beat the heat with air conditioning installed by experts." For a good dramatic lead-in, use two voices: Woman: "Our guests are going to get a cool reception tonight." Man: "Cool reception?" Woman: "Yes, and they'll love it, with our wonderful air conditioning installed by (dealer)." This can be followed by the announcer stating, "Why don't you have (dealer) install air conditioning throughout your home. You'll be amazed at how little it costs. Beat the heat. For free estimates contact (dealer-address), air conditioning experts for (number of) years. Beat the heat. Call (dealer) today for a free estimate on air conditioning your house."

Air conditioning equipment: These are generally appliance dealers who carry a particular brand name of room air conditioners. Each manufacturer supplies his dealer with a complete advertising kit that includes radio commercials, jingles, etc. In the late spring and summer, this category is an excellent source for radio advertising revenue.

Air conditioning servicing: Most, if not all, dealers who sell room air conditioners and all air conditioning contractors always advertise that they have a service department available in case of trouble. There are some concerns which do not sell any equipment but specialize in servicing air conditioners. They can be good prospects during the hot summer months. A good lead-in or close for such a commercial is, "To keep cool, your air conditioner must work right. If it doesn't, you'll miss it during those hot days and nights. In case of trouble, call (service agency) and they'll soon be there with the best air conditioner service and repair."

Aircraft charter and rental service: If your area has a local airport and this service is available, this category can be an excellent source for local time sales. With energy-crisis scares abating, people are turning once again to air travel. If your area is quite a distance away from a major airport, this service can be advertised as a taxi service between your town and the major airport. The commercial should stress savings in time, savings in wear and tear on cars and persons, rates, accessibility, etc.

Do not overlook special charter flights. One enterprising radio time salesman created additional revenue for a local airline operator as well as for his radio station by suggesting

that the operator run short charter flights for special occasions. For example, during the autumn season, when the foliage is turning from green to the gaudy splended hues of the rainbow, many people take holidays in their automobiles or bus trips just to view this breathtaking panorama. As beautiful as it may seem from the roadside, it is far more exhilarating when viewed from the air. An airplane or helicopter can cover more territory in ten minutes than a bus or car can travel in an hour. Short charter flights for groups of six at reasonable rates can produce excellent revenues for the local airline operator. Radio, by its very nature, can bring the airline's advertisement to more people at less cost than any other media.

It didn't take much effort for the time salesman to persuade the local airline operator to accept his suggestion. It proved so successful that the airline operator capitalized on the idea and has been running charter flights to view the state fair, parades, and other local activities from the air. And for each of these occasions he uses the local radio station to advertise the service.

This was not a new idea. The Goodyear blimp has been making such charter flights in the Miami Beach and other areas for years. With the acceptance of the helicopter as a means of travel, operators of these aircraft move from site to site offering such charter flights. A group of three helicopter operators, with the use of radio advertising, successfully ran a 15-minute charter flight operation for vacationers in the Florida Keys to view the Keys from the air. There are hundreds of events for which short charter flights can be utilized. All it takes is the imagination to create this additional advertising business.

Aircraft flight instruction: This is another category that lends itself to radio advertising, especially in those programs that cater to the teenager. A successful commercial now on the air in a small area radio station reads: "Do you have a real yearning to fly? Then why not! It's easy to learn and great fun. It's America's fastest growing hobby. (State's) oldest and largest flight school is located right here in (city). It's the (name of school) at the municipal airport. Here at (name of school) you can take complete flight and ground school courses. Make plans to learn to fly soon. It's today's most exciting experience. Stop in at the (name of school, address)

and inquire about your flight instruction, approved for veteran's flight training."

Another commercial broadcast by this school states, "It's up, up, and away. It's one of the most thrilling experiences ever—learning to fly an airplane. It's easier than you think, so drive over to (name of school, address), one of the oldest and largest flight schools. Whether you are a veteran or a high school student, now is the time to satisfy that urge to fly. (Name of school) gives complete flight and ground school courses for the young and young at heart. Gals or guys, it's America's fastest growing hobby. For flight instruction information stop in at (name and address)—approved for veteran's flight training."

Air freight service: Most of this group's business comes from manufacturers and they generally aim their advertising toward that group in trade journals. With railway express services being curtailed and time factors now becoming more essential, many people are now using air freight services that have terminals at local airports. This category can be cultivated as radio advertisers. Rates and speed of delivery are the main advantages of the service.

Airline companies: This is seldom a local time buy. This category is discussed under travel agencies.

Airport transportation services: If your community is quite a distance from a major airport, this can be a good prospect for a local time buy. The depot is generally located at a motel or hotel. The contact has to be made at the company headquarters. The copy should stress ease of transportation, no worry about parking your car at the airport, frequency of trips to and from the airport, and economy.

Aluminum siding and windows: This group is an excellent prospect for a local buy, especially aluminum storm windows and doors. The profit is quite high and the percentage of advertising against anticipated sales revenues is also quite high. The points to stress: economy of upkeep; eliminates painting; conserves heat in winter; helps keep the house cool; free estimates. Since most of these installations are home improvements, financing can be obtained through banks. Therefore, the "no money down, years to pay" theme should also be part of this commercial. Here are some examples of short radio commercials that have proved successful:

(1) Homeowners, the thing that won't rust, won't peel, won't break, won't burn, won't rot, and doesn't need painting

is aluminum siding. It's money-saving, work-saving aluminum siding, expertly installed by (dealer). For heat-saving aluminum siding on your home, call (phone) and (dealer, address) will gladly give you a free estimate.

(2) Homeowners, it does make a difference where you select your aluminum siding. Call (dealer, address), a firm with a proven record for expert installation and satisfaction. For a free estimate for aluminum siding or porch enclosures, call (phone number). You buy better and wiser when you buy from (dealer).

(3) Homeowners, this is the time to have aluminum siding installed on your home. Save heat and money with quality siding expertly installed by (dealer). Call (phone number) for a cheerful, free estimate. Call (dealer-address) and enjoy a happier money-saving winter.

4. Homeowners! Forget the cost of having your house painted every three to four years. Install aluminum siding now. Aluminum siding never needs painting and won't rust, peel, rot, or burn. Call (phone number for a free estimate from (dealer-address), expert installers of quality siding.

(5) Homeowners! When buying siding for your home, the genuine value is to buy a quality product from a firm of the highest integrity. (Dealer) has earned an outstanding reputation for the caliber of its installation and service. Call now for a cheerful free estimate. Call (phone number) (dealer, address).

(6) Ninety tons of moisture hits the average house in one year. Protect your home and keep it new looking for years with aluminum siding from (dealer). Call (phone number) for a cheerful, free estimate and (dealer, address) will expertly install your aluminum siding before winter arrives. That's (dealer, address).

Antique dealers: This group seldom advertises, yet should be good prospects for local time sales. They should be approached with the view to advertise not only antiques for sale but that they purchase antiques. Some dealers even do repairing and restoring of antiques and should make this known to the general public. Commercial copy should stress the "come in and browse—no purchase necessary" theme. Authenticity and selection should also be prominent points in the copy. Here are some lead-ins for commercial copy:

(1) Jewelry, furniture, crystal, glassware—any type of antique your little old heart desires is at (dealer). (Dealer) is

open (date and time) so come in, browse around, and inspect these authentic antiques at prices that are unbelievably low.

(2) Be the first to see the great antique pieces that date back to (century). They are authentic collectors items and are available at prices you can afford. Authentic antiques at low prices are always available at (dealer). Come in and browse around.

(3) Looking for something old and unusual? You'll find it at (dealer) who enjoys the finest reputation for honesty and reliability. Every antique is authentic at (dealer).

Apartments: At one time, this category was considered as a very poor prospect. Although old apartments are still very poor prospects and are most successfully advertised in the newspaper's classified ad section, new apartment houses or developments are excellent prospects, especially during the development stage or just prior to the opening of the buildings. Radio time salesmen should be aware of the changes which have taken place in this field. Today, more and more apartments are no longer being offered as rentals. Those units, formerly offered as rentals, are today being offered for sale either as cooperatives or as condominiums.

Those who construct these developments are turning more and more to radio to advertise their buildings. Although they still spend considerable sums of money advertising their development in newspapers and by circulating brochures by direct mail, they have discovered that in order to attain maximum results from their advertising campaigns, they must use radio and television. Whether the development is in the low-priced, medium-priced, or luxury classification, the developers have discovered that they can reach and interest more people at the lowest cost through radio.

An examination of what has taken place in Dade County and Broward County, Florida, as well as in certain sections of New England and elsewhere, will convince the skeptical as to these facts. The enterprising radio time salesman should not only seek out local developers but should also contact any and all developers regardless of the distance the development may be from his broadcast area.

Developers in resort areas do not necessarily seek customers from those now living in these areas. They do advertise on radio and television stations in these areas, but for the main purpose of contacting and interesting prospects who

are vacationing there. News, and especially weather programs, and the adjacencies to these programs, are generally the prime purchase. Their main advertising thrust is applied in other sections of the state or nation, especially those areas from where the majority of vacationers come.

The same holds true for the developers of retirement villages. An example is the "Heritage Village" complex in Southbury, Conn., a development of several hundred condominiums for retirees. Although the developer does a little advertising in the area's local newspapers and radio stations, he spends tenfold the amount to advertise in the Long Island section of New York State, which is some 100 miles from his development. The fact that over 25 percent of his sales come from former residents of Long Island clearly indicates his wisdom and expertise in this matter.

The radio time salesman should also be aware of the fact that insurance companies, banks, and savings and loan associations, in many instances, are financing these developments and cooperatively share in the advertising expenditures.

Apparel (retail): Although this retail industry is discussed under separate categories, it is such a large category that we feel that it should receive special attention. Apparel stores are excellent prospects. They obtain far better results from radio advertising than they get from any of the other media. The following are some suggestions for one-liners and lead-ins for copy in the various categories:

Accessories

(1) The latest in cultured pearl earrings, necklaces, bracelets, and rings are at (dealer).

(2) Purses and handbags that "do their thing" are featured at (dealer).

(3) Swing through (season) with matching accessories from (dealer).

(4) Whether it's the real thing or an excellent imitation, you can get it at (dealer).

(5) For the modern young look in fashion accessories, see (dealer), featuring the largest selection in town.

(6) Treat yourself to a new pair of gloves in the latest style from (dealer).

(7) Bring last year's wardrobe up to date with accessories from (dealer).

(8) Accessories from (dealer) can make last year's wardrobe look like a brand new outfit.

(9) (Dealer) has the newest jewelry and latest fashions in accessories at the lowest prices.

(10) Coordinate your wardrobe with accessories from (dealer).

(11) For accessories that will assure colorful good looks, see (dealer).

Boys

(1) (Dealer) has a specialty shop just for boys.

(2) From playclothes to smart fashions, (dealer) has the boys' outfits to make him happy.

(3) Coats, slacks, jackets, shirts, suits, and shoes—everything the youngster desires is at (dealer), featuring the latest in boys' fashions.

(4) Boys' outdoor wear is really comfortable when you purchase it at (dealer).

(5) (Dealer) is featuring coats for the young sophisticates.

(6) Unlimited wearability is the password for boys' clothing bought at (dealer).

(7) (Dealer) caters to the young generation.

(8) Big bargains for small boys are always available at (dealer).

(9) For boys' jackets in a multitude of fabrics and colors, see (dealer).

(10) Blazers, long jackets, casuals, and sportswear are all featured at (dealer)'s boys' shop.

(11) Shopping for boys is made easy as pie when you visit (dealer)'s boys' department.

(12) (Dealer) has clothes especially for boys.

Girls

(1) Girls grow up with fashions from (dealer).

(2) Smart mothers outfit their girls at (dealer).

(3) For the most imaginative styles by the world's best designers of girls' clothing, be sure to visit (dealer).

(4) Catch that young girl's fancy with an outfit from (dealer).

(5) Every little girl should get her wardrobe from (dealer).

(6) Zipper jackets from (dealer) are just the thing for that little outdoor-type girl.

(7) Playtime dresses for the little girl are featured at (dealer).

(8) Little girls become sophisticates when they are outfitted at (dealer).

(9) Really feminine but made for fun are the little girl outfits at (dealer).

(10) Every little lady should have an outfit from (dealer).

(11) Make that little girl the star of the show with fashions from (dealer).

(12) Little Miss wardrobes that are as stylish as mother's.

(13) That little girl in your life can be irresistible in an outfit from (dealer).

(14) Dresses for the little miss in the latest of fashion are always available at (dealer).

(15) It's nice to give little girls things from (dealer).

(16) For the girl not yet in her teens, see the wide selection of coats, dresses, and clothes now being shown at (dealer).

Infants

(1) Cozy warm clothes fashioned for both the infant and your pocketbook are now at (dealer).

(2) (Dealer) has every style and material just for that little prince or princess of yours.

(3) For the best selection in toddler's clothes see (dealer).

(4) A snowsuit from (dealer) will keep your baby free from winter's freezing drafts.

(5) Toddlers fall fast asleep when they wear sleepers and pajamas from (dealer).

(6) The most outstanding infants' wear store is (dealer).

(7) For play and dress-up clothes for the tiny tots, see (dealer).

(8) Bundle up your baby in a sleeper from (dealer).

(9) (Dealer) makes the diaper set really dapper when the outfit comes from their infants' wear department.

(10) (Dealer) has the largest selection of new quality baby clothes from colorful casuals to dressy fripperies.

Men's

(1) For clothes that add dash to a man's appearance, see (dealer).

(2) For the latest in styles, designs, and colors, go where the fashionable men go. At (dealer) you can find etc.

(3) You're sure to make a good impression if your clothes come from (dealer).

(4) Men's shirts, good for sports, yet dressy enough for business, are now available in a variety of colors at (dealer).

(5) (Dealer) features all the fashions you want at prices you can afford.

(6) Tailoring, quality, fashion, color, and style are all available when you shop at (dealer).

(7) A man's happiness is a complete wardrobe from (dealer).

(8) More wear, more comfort, more for your money—that's what men get when they shop at (dealer).

(9) Want to be noticed? Inflate that ego of yours with an outfit from (dealer).

(10) The well dressed man always gets the beautiful girl. You can always be well dressed if you buy your outfits at (dealer).

(11) Men know that they can be sure of high fashion at low prices when they shop at (dealer).

(12) (Dealer) is the place that all modern, style-conscious men go for their clothes.

(13) Men prefer hand-tailored suits from (dealer).

Teens (boys)

(1) The teen fashion authority is (dealer).

(2) (Dealer)'s teenage male shop features clothes with smooth lines and dashing colors.

(3) For the "mod" look in teenage men's clothes, shop (dealer).

(4) Be a sport—sport a sporty coat from (dealer)'s teenage male department.

(5) (Dealer)'s teenage male department has the easy-to-wear styles which reflect the modern man's taste in clothing.

(6) (Dealer), outfitters for men's clothes.

(7) (Dealer) can fit huskies, chubbies, slims, and regulars in every desired item.

(8) Take your boys to (dealer). It's the one-stop place for everything they need.

Teens (girls)

(1) Get the fresh exuberance of spring with the latest styles and fashions now being shown at (dealer)'s teenage girls' department.

(2) See all the bouncy new styles at (dealer)'s teenage girls' department.

(3) You'll find the swinging, clinging slimpies at (dealer)'s teenage girls' department.

(4) The girl who wants instant flattery shops at (dealer)'s teenage girls' department.

(5) See the largest selection of textured fabrics in misses' and juniors' clothes at (dealer).

(6) Everything's there at (dealer)'s teenage girls' department for that total modern look.

(7) There's a galaxy of bright new fashions just for today's juniors and misses at (dealer).

(8) (Dealer) is the store where all the fresh ideas are born for today's teenage girls.

Women's

(1) (Dealer) has a coat to suit your individual taste, be it short or long, lean or full, fur or wool, plaid or plain, mini, midi, or maxi. See the latest styles and coat fashions at (dealer).

(2) For fashions with that feminine look, shop at (dealer).

(3) Happiness is at (dealer). It's a great place to shop.

(4) (Dealer)'s women's department is a complete shop within a shop.

(5) Women can choose the length to match any mood at (dealer).

(6) See the entirely new collection of stylish dresses now being featured at (dealer).

(7) You'll never go unnoticed if your wardrobe comes from (dealer).

(8) (Dealer) has a full line of fashions just for you. Everything from shorts to casuals—all in the latest materials and fashions.

(9) The perfect wardrobes for any occasion come from (dealer).

(10) For those evenings that call for special apparel, see (dealer).

(11) Eye appeal is the way to a man's heart. Be appealing with a complete wardrobe from (dealer).

(12) Whatever the style, you can't do better than at (dealer).

(13) No matter what direction fashion may take, (dealer) will have the largest and best selection to meet your needs.

(14) The newest things, the latest in designer fashion, are always featured at (dealer).

(15) If your wardrobe is in the doldrums and you're tired of your clothes, see (dealer) for the newest designer fashions.

(16) For that something special—office party, cookout, or evening affair—see (dealer), now featuring a complete line of women's clothes in the latest fashions, designs, and materials.

Appliances (major): Gas and electric appliance dealers are good prospects for local time sales. Practically every appliance dealer receives cooperative advertising assistance from either the manufacturer or distributor (or both). In addition, many gas and electric utility companies also offer dealers an advertising allowance. The allowance from the manufacturer and distributor are never less than 50 percent of the amount spent and sometimes run as high as 75 percent.

Most manufacturers and distributors of name brand or nationally advertised gas and electric appliances have complete advertising kits that are available to both the dealer and the radio station. The unfortunate part of using the scripts prepared by the manufacturer or distributor is that the dealer gets very little mention. When preparing your own copy for the appliance dealer, be sure to have him approve it before broadcast. This is very important if he expects to use this copy as a basis for return of cooperative advertising funds. Although some manufacturers and distributors insist that only their approved copy be broadcast, most manufacturers and distributors will go along with the dealer and allow him to create his own advertising and will reimburse him, providing their appliance is featured in the copy.

A very good example of the above is the advertising campaign of the Frigidaire company. Although this company was one of the pioneers in the major appliance field, they were soon overshadowed by many other manufacturers such as General Electric, Westinghouse, etc. For a period of time, the Frigidaire company sought to compete with the other major appliance manufacturers by advertising solely on television. A review of their advertising policy clearly indicated to them that they were not making the progress hoped for; so, beginning in 1968, they revised their advertising policy and practically withdrew from advertising on television. In its place, they instituted a massive cooperative radio advertising program. Since the new policy went into effect, their sales have more than quadrupled. Some radio stations have reported that the local Frigidaire distributor and appliance

store is their largest advertiser. If there is a Frigidaire distributor or dealer in your broadcast area who is not using your facility, contact the company's sales and promotion manager.

Every gas and electric utility company employs a manager whose sole duty is working with appliance distributors and dealers. The main scope of his activity is to assist dealers in selling more of their wares so as to increase the use of gas or electricity. These managers have a considerable budget allocated to them for this purpose and most of this money is spent in cooperative advertising programs. An example is the highly successful "waltz-through-washday" promotion, initiated by the utility companies who assist the local appliance dealers in planning, advertising, and promoting the sales of washers and dryers. Radio stations are always included in the planning stage and are urged to contact every appliance dealer in their area to participate in the promotion. The utility company usually offers at least 25 percent and as high as 50 percent in cooperative advertising allowances to participating merchants. When the appliance dealer adds his manufacturer's or distributor's cooperative advertising funds to that offered by the utility company, the cost to the dealer is minimal.

Volumes can be written concerning successful gas and electric appliance radio commercials. Westinghouse is still using, "You can be sure if it's Westinghouse." General Electric is still using, "Progress is our most important product." But the local dealer wants something new and unique for his establishment. Here are a few successful lead-ins for a local dealer's commercial:

(1) Make housework easier with a modern home appliance that will do your work with speed. For that modern home appliance you've been yearning for, go to (dealer and address).

(2) If you want the best appliances, and the best buy by far, for prices that are really low there's only one place to go, and that's (dealer and address).

(3) Here's good news. Really good news! (Dealer) is now having a sale on modern kitchen ranges at really low prices just for you.

(4) Every wife should be a queen in her home and not a slave in the kitchen. Make your wife a queen by getting her a dishwasher from (dealer and address).

(5) What a sale! What a sale! Yes, what a sale! For the greatest new refrigerator (or other appliance) sale ever held, rush to (dealer and address) and save, save, save, on refrigerators of every make and model.

(6) A (appliance) is a wonderful gift for the entire family and it will work for you for years to come when guaranteed by (dealer and address).

(7) For famous names in electrical appliances, quality built and sold with a guarantee, see (dealer and address).

(8) For the best in electrical appliances, be sure to see (dealer) who carries all the major brands.

(9) There's something special coming your way. There's something special for you today. (Dealer) is holding a big sale on all name brand appliances.

(10) Biggest discounts! Greatest values! You get both when you buy at (dealer and address).

(11) Quality, value, and service are the hallmarks of (dealer)—everybody's appliance store.

(12) This is the time to buy and save at the lowest prices in town. See (dealer) for the appliance you want.

(13) Why pay more? Get your appliance from (dealer), the store where values are high and prices are low.

(14) What (appliance) is rated best by every test? It's (product), best selling brand in all the land. See it today at (dealer).

(15) You can count on satisfaction when you count on (dealer), where satisfaction's always guaranteed.

(16) You can count on the best values when you count on (dealer), where prices are always the lowest in town.

(17) Don't wait! Don't hesitate! Now is the time to buy that (appliance) at (dealer)'s great clearance sale.

(18) If you want more for your money, you always get more at (dealer).

(19) For (appliance), your best buy is (make). Put your reliance in (make). Customer preference is a tradition at (dealer).

(20) You can pay more elsewhere, but you can't get better appliances nor better prices than you get when you shop at (dealer).

(21) (Dealer) always has the lowest prices. Why pay more! Shop at (dealer) for that (appliance).

(22) The big freeze is on at (dealer), where you'll find the biggest savings ever on (brand) freezers.

(23) No matter what model (appliance) you choose, when it comes from (dealer) you're assured it's the very best.

(24) The best (appliance) can be yours at the lowest prices, but only at (dealer).

(25) You'll have more than enough time for your favorite hobby when you own a modern (appliance) from (dealer). A (appliance) is appreciated by every member of the family and is so simple to operate—even the small-fry can run it. Put an end to drudgery once and for all. For a complete line of (appliance) see (dealer). Choose from (examples). Get that (appliance) today from (dealer).

(26) Take advantage of the "great escape" taking place at (dealer). Hundreds of homemakers are escaping from dirty household chores by taking advantage of (dealer)'s fabulous appliance sale.

(27) Rain is a real hangup on washdays. That's why (dealer) is having a shower of savings on all their automatic washers and dryers.

(28) See the greatest appliance show on earth at (dealer). At (dealer), you can view all the famous brand names of appliances, all noted for their quality, dependability, and performance.

(29) Remodel your kitchen the modern way. See (dealer) for the newest and latest appliances in town.

Appliances (minor): Another excellent source of radio advertising revenue. Some appliances are discussed under individual categories, but inasmuch as most major appliance dealers also carry a full line of smaller appliances, we suggest the use of the following lead-ins for some of their commercials geared for the minor appliance customer:

(1) Here are the newest work-saving ideas from (dealer)—time-saving appliances, all guaranteed to delight every homemaker.

(2) When breakfast is a hurried event, it's easy to save time when you use a (bacon cooker, automatic coffeemaker, electric toaster, etc.), now on special sale at (dealer).

(3) Good floor care begins with vacuums. At (dealer) you can get the best and latest brand name vacuums such as (brands) at the lowest prices.

(4) Discover the easy art of cooking with a (appliance) now on special sale at (dealer).

(5) Daughters dig dads who give them a (brand) dryer-hairsetter now on special sale at (dealer).

(6) Here's a wonderful kitchen appliance for dads—an electric carving knife. See the fabulous buys on (brands) carving knives now on sale at (dealer).

(7) Every family that wants to enjoy health and comfort should have a humidifier. See the large selection of humidifiers now on sale at (dealer).

(8) They're designed to take along wherever you go. It's the new cordless battery-powered (appliance) now on special sale at (dealer).

(9) Don't let a cup of bad coffee ruin your marriage. (Dealer) is now featuring the (brand) automatic coffeemaker at a special low price of (price).

Appraisers: Businesses in this category seldom advertise. These concerns are generally appointed by probate and surrogate courts and are often employed by insurance companies. Do not mistake this group for "adjusters" which was discussed previously.

Aquariums: This should be an excellent source for local time sales, especially when it comes to supplies. More and more homes today have aquariums and retail sales for the tank and supplies run rather high. More and more professional office waiting rooms are equipped with aquariums. The copy should stress the choice of many models, the decorative aspect, the instructional aspect as it refers to youngsters, price, and enjoyment.

Architects: Very poor prospects for radio time sales. When they do advertise, it is generally in the newspaper or trade journals. If you are in an area in which there is a "building explosion," architects can be excellent radio time prospects for the sponsorship of programs that deal exclusively with home building. Commercials should stress originality of design, guaranteed craftsmanship, and long-run economy when an architect's services are employed.

Army and navy goods: Excellent local time sales prospect. These retail stores generally carry a full line of trunks, sleeping bags, camping equipment, men's clothing and furnishings, and usually specialize in working-men's clothing of all kinds. The latter is generally stressed in their commercial copy. The advertising copy under any of the individual headings discussed in this chapter can be applied to these outlets. Price is a major factor in all copy.

Art galleries and dealers: Generally buy little radio advertising but can become prospective customers for local

radio programs if approached in a manner similar to that suggested for antique dealers or architects. If they do any restoring, they should be a good prospect for local time sales.

Art schools: Excellent prospects for local time sales. Appeal can be made to all age groups regardless of sex. Copy should stress the professional excellence of the staff and class hours.

Artificial flowers and plants: One of the fastest growing retail groups, they are excellent prospects for local radio sales. Copy should also include the availability of supplies such as Styrofoam, driftwood, foliage, wood fiber, etc. Don't overlook florist shops that carry, in addition to their regular stock, a complete line of artificial flowers and supplies.

Artists' materials and supplies: Excellent prospects for radio time sales. Copy should mention availability of oil and water paints, charcoal and pastels, artists' kits, brushes, books, canvas boards, stretchers, etc. Phrases such as, "headquarters for artists' materials for amateur, professional, or commercial artists" should be used. If the outlet also does picture framing, this should be part of the commercial. Some local paint stores also sell a complete line of artists' supplies and offer a picture framing service.

Asphalt products: Excellent local time sales prospects, especially during the spring and fall seasons. Copy for spring could say, "Now that winter has gone, it's time to think of repairing the frost-damaged driveway," etc. Copy for fall could remind, "Protect your driveway from winter's onslaught," etc. Here are examples of radio copy that proved successful for one asphalt concern:

(1) (Name of firm) is the number-one name in residential, commercial, and industrial asphalt paving. They are ready to tackle everything from a private driveway to acres of surfacing. (Name and address) manufacture all of their own asphalt products and are fully insured. For a free estimate, call (name of firm) at (phone number).

(2) There is nothing that beats experience and no one can beat the experience of (firm name) when it comes to asphalt surfacing. In this area, more homeowners and more commercial and industrial firms rely on (name and address). The firm of vast experience, established in (year), (name) has the product, the men, and the equipment to perform to your complete satisfaction. Whether it's a homeowner's driveway, a road, or a tremendous parking area, (name) is the firm that

can do the job perfectly and at the lowest cost. For a free estimate call (name and address) at (phone number); that's (phone number).

(3) In the field of asphalt paving, the number-one team is (name of firm). When you employ (name and address), you get the benefit of the finest product, latest equipment, and most experienced men in the asphalt field. No job is too small or too large for (name). For a free estimate, call (name and address) at (phone number)—that's (phone number). (Name), the firm of experience, serving this area since (year).

Attorneys: The canon of ethics of the legal profession prohibits attorneys from advertising. This category is listed as a means of calling attention to the possibility of creating a salable program. There are two types of programs that are successful audience builders for every media. They are those dealing with the law and those dealing with medicine. Syndicated programs such as "Point of Law" are excellent five-minute shows of 3½ minutes program content and 1¼ minutes commercial time. "Point of Law" is produced by the Signal Corporation of Hollywood, Calif. The program deals with basic facts of law, court cases, and legal problems which may confront any listener, or relative or friend of the listener. It is so programed that it allows for the inclusion of a full commercial message before the court's decision is revealed. Although individual lawyers in the community may be critical of the program content they listen avidly to the show. Practically every bar association in the country has endorsed the program.

The list of prospects for this type of program is endless. With little effort, it can be sold to any bank or financial institution. One small station in Connecticut ordered an audition tape of the program and contacted a local bank which had never advertised on the radio station. With very little selling effort, a once-a-day, Monday through Friday schedule was ordered by the bank, who also agreed to pay for the cost of the show in addition to the station's air time. The bank has continuously sponsored this program on the station for ten consecutive years. In addition, all audience surveys indicate that this program enjoys the largest listening audience in the station's area.

Should such a syndicated program not be available for your station, you can contact your local bar association and,

with the cooperation of its membership, create your own program. The program can consist of discussions between attorneys concerning certain aspects of the law affecting most people. They can talk about installment sales contracts, real estate transactions, home improvement and repair contracts, criminal cases, wills, divorces, and a myriad of problems that people face every day. Lawyers, who are ethically forbidden to advertise, will be most willing to appear on these programs when they realize the benefits to be derived from such exposure.

Auctioneers: With very few exceptions, everyone loves an auction and too often this category of advertiser is overlooked. When approached, most auctioneers will use radio advertising for the three days prior to a sale. Here are some examples of successful copy for this category:

(1) Get the bargains of your lifetime and join in the fun at the big auction to be held at (location) on (date). It would be impossible to enumerate all the items that will be offered for sale, but you will be sure to find everything and anything—something you desire. The price is always right, for the customer determines the price. Everything will go to the highest bidder. There's no better or cheaper way to get what you want at what you want to pay than at an auction. So bring your checkbook and attend the auction, which will last from (time) to (time). Listen to (auctioneer) sell the merchandise at your price. Remember, it's a once in a lifetime auction to be held at (location) on (date).

(2) Everybody loves a bargain, and for bargains galore don't miss the auction at (location) on (date). Every type of merchandise will be sold individually to the highest bidder. Name your own price. Make a bid, and save a bundle. Join the fun and enjoyment as (auctioneer) sells (list items) to the highest bidder. All sales are final and the terms are cash. So bring your checkbook to the auction to be held at (location) on (date).

(3) (Sound effect of auctioneer's chant.) Hear that chant? That's the sound all auction lovers like to hear. At (location) on (date) you'll find every type and kind of merchandise you could imagine. Stop in at the big auction to be held at (location) on (date) and enjoy bidding for one of the many great values.

(4) Go where the action is. Go to that big auction to be held at (location) on (date). If you're looking for a little action plus a lot of saving, go to the auction at (location) on (date).

Automobile body repairing: Excellent prospects for radio time sales. Copy should include, where appropriate, such features as service on foreign as well as domestic autos, the availability of loaner cars, free estimates, painting and frame straightening, fender repair, etc. The one thing to stress in the copy is insurance work.

Automobile dealer, new cars: Regardless of the amount of money spent by the national advertising agencies to promote the sale of new cars, every new car dealer is a prime radio advertiser. There are several things to remember about new car dealers and their advertising. Foremost is the fact that every new car dealer is also a used car dealer and will want to stress this in his advertising copy. No new car dealer is finished with a sale, nor does he make a profit on the sale of a new car, until after the third sale of the transaction. In 95 percent of all new car sales, a used car is traded in. When the used car is sold, the dealer generally takes another used car as part of the deal. It is only when he sells this used car, for which he generally gets cash, is he through with the transaction and able to figure his profit.

On a year-round basis, the bulk of his advertising dollar goes toward selling used cars. He concentrates on new car sales during two periods of the year—when the new car is introduced, and at the close of the model year in order to move his inventory prior to the introduction of the new models. But even during these periods of concentration, he will still want to include used car advertising in his commercial copy. Here are a few suggested lead-ins for new car copy:

(1) (Dealer) proudly announces the finest car ever offered—a car that will do what you want it to. With power and speed to fit your every need, (make) is the car for you.

(2) (Make) is the car that's making automotive news and (dealer) has the best selection of models from which you can choose. Come and see the newest (make) at (dealer).

(3) (Dealer) makes it easy for you to own the best car ever known. It's the new (make). For the best car value, be sure to see (dealer).

(4) It's so lovely! It's so comfortable! It's a real beauty! It's the brand new (make). Get the greatest possible deal at (dealer).

(5) Here's the new car. The really new car! The (make). For the most beautiful car of today, smart car buyers are going to (dealer).

(6) It's (make), the car with the great new styles and smoother ride. The (make) that you've been waiting for is now at (dealer).

(7) The folks at (dealer) do more than sell (model) cars. They insist on giving you dependable service after the sale. They go with you all the way. So if you're thinking of buying or trading for a new car, think of security that goes far beyond the sale. Think of (dealer).

(8) Dependable service is a car owner's best friend. Dependable service is the keyword to (dealer)'s excellent reputation. Buy with confidence when you buy that new car and you can be confident of dependable service when you buy your automobile from (dealer).

Automobile dealer, used cars: Used car dealers are excellent users of radio advertising. In this category, don't overlook the new car dealers. Chances are, they are the largest advertisers of used cars. Here are a few examples of lead-ins for used car commercials:

(1) See the used cars at (dealer). They are just like new! (Dealer) has a large selection of late models on easy terms.

(2) (Dealer)'s used cars are all in tip top condition and so clean they're like new. See (dealer) for the greatest selection of fine used cars.

(3) At (dealer) you receive highest value and quality in the finest selection of used cars. (Dealer) has for you...

(4) Get your used car at the friendly firm of (dealer). At (dealer), you get the late models at the easiest of terms. If you want a real buy, the place to go is (dealer).

(5) (Dealer) makes it easy for you to own the best car value ever known. The best used car values are at (dealer).

(6) For a used car that's like new and one that comes with a real guarantee, see (dealer).

(7) For used cars, fine used cars, all makes, all models, see (dealer).

(8) Guaranteed to satisfy! That's the used car you want to buy. At (dealer), you get used cars guaranteed to give great performance and at the lowest prices.

(9) At (dealer), they're proud of their big selection of guaranteed used cars. Whether you're a tire kicker a very particular picker, (dealer) has a car just for you.

(10) E stands for excellence, and that's the mark on all (dealer) used cars. Road test the dependable, quality models in (dealer)'s used car lot.

(11) You can always be sure of a safe deal at (dealer). All (dealer) used cars are road tested and reconditioned, and are priced for action (list selection and prices). (Dealer) has a special deal just for you.

(12) For used cars at "pipe dream" prices, see (dealer). Your dollars stretch further at (dealer). Every used car at (dealer) is a top performer. For the greatest selection at the lowest prices ever, stop in at (dealer)'s used car lot.

(13) Treat the family to a second car. At (dealer) you can get the finest used cars at the lowest prices. Take your pick from (dealer)'s wide selection of late model trade-ins. Shop around and you'll be convinced that at (dealer) you get the lowest prices anywhere.

Because each used car dealer usually features at least one real "beauty" or "bargain," a very successful advertising program was created by a radio station operating in a small market. The advertising copy was geared only to a particular used car, and when that car was sold, the copy was immediately changed to feature another special. The station records indicate that when a real bargain was being offered, it took less than an average of five announcements to move the car. A check with the used car dealer also indicated that good traffic resulted from these broadcasts and he was able to sell many other cars than the one offered in the commercial.

One enterprising radio time salesman, who was encountering great difficulty convincing the local Chevrolet dealer to use his station's facilities as an advertising medium, decided to place all his emphasis on used car sales. He ascertained that the dealer was paying his salesmen \$50 for every used car they sold. The time salesman pointed out the number of spot announcements \$50 would buy on his station and the vast number of people who would hear the commercials. He convinced the dealer to try a small schedule, \$50 worth, of spot announcements featuring just one used car in the commercial. To the amazement of the dealer, this car was sold before the fifth announcement was broadcast. The commercial was immediately changed to feature another special used car. Again success was achieved before the \$50 advertising schedule was completed. And so it went for over a period of weeks. The dealer was so convinced as to the merits of radio advertising that he became a constant advertiser not only for the sale of used cars but new cars as well. In addition, the dealer was influential in having a national schedule for Chevrolet placed on the station.

The above clearly indicates the flexibility of radio over newspaper advertising. The station was able to immediately change the copy once the used car was sold, whereas a newspaper ad can't be changed until the next edition.

An interview with the dealer revealed certain facts:

(1) The importance of selecting a good buy for the commercial.

(2) The importance of plugging just one car, and only one car, in the body of the commercial. A closing mention of "similar bargains available" can be used.

(3) The importance of the station's copywriter having the description of more than one car available in order to immediately change the commercial whenever the advertised special was sold.

(4) Several persons who came to see and inspect the advertised special purchased another car.

(5) Several prospective customers were "switched" from purchasing a used car to purchasing a new car.

(6) From customer contacts, the car salesmen developed a list of prospective buyers showing their desires and needs. Then, when such cars became available, they were able to contact the customers and finalize a sale.

(7) And most important of all, the radio station was able to prove its effectiveness as an advertising medium and overcome the apathy of a prospective sponsor.

The one-day "bonanza of sales" has always proven successful for used car dealers when the event is properly planned and programed. This is an event in which the used car dealer hourly marks down every car on his lot until all are sold. He makes a "circus" or "holiday festival" of the event. The used car lot is festooned with banners, balloons, etc.; a band or "combo" is employed to entertain during the entire sales period; free coffee, soft drinks, cider, and donuts are served; toys and other giveaways are made available for the children; and a well known personality is engaged to entertain and announce the new low prices over a public address system. The dealer purchases a saturation commercial schedule for a five-day period prior to the sale and also purchases the full day or afternoon schedule from the radio station in order to broadcast the festivities and sales activity.

Automobile renting and leasing: There are several national automobile renting agencies, such as Hertz, Avis, National, etc., who do a great deal of national advertising.

Some have local rental agencies and these are good prospects for a local radio time sale. In addition, many new car dealers have separate corporations through which they rent and lease cars and these are also excellent prospects for local time sales.

Many automobile renting agencies now offer, as an added inducement, the opportunity to rent a car on a one-way basis. This allows a person to rent a car at one location and leave it, at no additional cost, at another location. Do not overlook the fact that in many instances, especially when more than one person will be in the automobile, it is more economical to rent a car when traveling to and from airports. It most likely is less expensive than limousines or taxis or to drive one's car to the airport, pay the tolls, pay for the parking, and worry about the theft of the car or its contents while in the parking lot.

Automobile repairs: Every new car dealer has a service and repair department, but very few of them service any make automobile other than the brand they sell. The public has been convinced through excellent advertising that automobiles should only be serviced and repaired by an authorized dealer. However, the great proliferation of gasoline stations and repair shops bears mute evidence to the fact that the majority of car owners do have their automobiles serviced and repaired at places other than at an authorized dealer. Although gasoline stations are discussed separately, for obvious reasons we also include them under this heading.

Radio advertising can produce excellent results for auto repair firms. However, care should be taken that you do not oversell the merchant, for in most cases these are small establishments with very little financing available and are in the high risk credit group.

Another thing to remember concerning this category is the fact that the new car dealer who is generally the authorized service and repair agency for a particular model of automobile seldom if ever advertises this department of his establishment. Very few new car dealers claim that they make a profit or even break even on their service department. The greatest majority of them assert that they lose large sums on this operation.

Some automobile service and repair establishments specialize in a particular service such as ignition, electrical circuits, motor tuneup, motor rebuilding, painting, radiator repairs, transmission work, etc. Those that do specialize are

good prospects for local time sales. Here are some suggested commercial lead-ins for this entire category:

(1) Don't let neglect take your driving pleasure away. See (dealer) and give your car a checkup today.

(2) Get full enjoyment from your automobile. Your driving can be happy and carefree. Stop in at (dealer) and see how wonderful and economical real good service can be.

(3) For the sake of your car, let us suggest (dealer), whose service is the best. (Dealer)'s mechanics are thoroughly trained and they have the latest equipment just for your car.

(4) Care for your car with regular service. Play safe, don't wait. (Dealer) will check it over, fix it up, and keep it going great.

(5) Old man winter is coming our way. Let (dealer) winterize your car today. (Dealer) will get your car ready for the winter driving that's ahead.

(6) If your car's broken down and you need a tow, for quick service where the price is low remember (dealer).

(7) Just a few moments out of your day and your car can be serviced and on its way. Drop your car off at (dealer) for speedy, sure, expert, and guaranteed service.

(8) Your automobile can look like new. See (dealer) for body and fender repairs, and the best paint job at lowest prices.

(9) When your automobile needs help, (dealer) can give it. At (dealer), they'll repair your car with care, using the best of equipment.

(10) Prevent accidents! Be sure your car brakes are in good repair. For guaranteed brake service at the lowest prices, see (dealer).

(11) If you want your car to look like new, have (dealer) give it a new paint job. (Dealer) will paint it for you quickly and make that old car look just like new.

(12) Do you want to wear a smile as you drive each free and easy mile? Then service it regularly. (Dealer) is the place to go, for there you'll find economy with the finest service in town.

(13) (Dealer) is the place where you get super, super service with a smile.

(14) Ability! Reliability! Service! These are the hallmarks of (dealer), serving this area since (date).

(15) E-C-O-N-O-M-Y, that spells economy and economy is what you get when your car is serviced by (dealer).

(16) We have a reason to sing because it's spring again. Let your automobile also sing with a tuneup from (dealer).

(17) If you've got the itch to travel, don't let a sluggish car spoil your day. Take it to (dealer) where it can be serviced right away.

(18) Quality, value, and service is what you get when your car is serviced at (dealer).

(19) The ability to stop is probably your car's most important safety attribute. If the brakes on your car need attention, call (dealer) for fast, courteous, inexpensive service. (Dealer)'s prices are low but their service is the best.

(20) Give yourself a break—a complete brake job from (dealer). Don't gamble on brakes that pull, grab, squeal, or need pumping. See (dealer), (town)'s brake service specialist.

(21) A better car means a bigger dollar when it comes time to trade. And the biggest dollar is what you'll get if you have (dealer) keep yours fit. For service and repairs, see the specialists at (dealer).

Here are some slogans you might want to use along with dealers' names.

(1) Open 24 hours for emergency service.

(2) The greatest friend your car has ever had.

(3) Known for their fine service and outstanding skill.

(4) Ranked first for service in this area.

(5) The friendliest service shop in town.

(6) You can trust their competence.

Radio commercials for this category should emphasize the models that are available, the time periods (day, week, month, year) for which cars can be rented, the inexpensive rates, equipment provided such as air conditioning, the mileage charges, free gas if provided, insurance, maintenance, the "pick-it-up-here—leave-it-there" feature, and credit cards that are honored. Some lead-ins for commercial copy are:

(1) Be a carefree driver. Rent a car from (dealer). When you rent a car from (dealer), they pay the upkeep.

(2) The sensible (economical) thing to do is rent a car. Rent a car from (dealer) and enjoy carefree driving.

(3) You save money when you rent a car. It's a fact that lots of drivers are proving today. See (dealer) for a new shiny car, use it when you want it, and at (dealer)'s there's so very little to pay.

(4) Do you know who the smart drivers are? They're the ones who rent a car from (dealer).

(5) Don't wait for a ride, rent a car. It's so easy and convenient and economical too when you rent a car from (dealer).

(6) Go when you want to go. Rent a car from (dealer) where the cost is always low.

A successful radio commercial used by a new car dealer ran as follows: Another service is now available at your (make of car) dealer, (dealer and address). It's rent-a-car service. Yes, now you can lease a new car by the day, the week, the month, or on a long term basis. (Dealer) is offering the new (brand names of several cars), yours to lease at one low, low rental price. Forget the woes of taxes, maintenance, and insurance. You can avoid them by renting a car from (dealer), for (dealer) includes all of them in their low rental price. Be up to date all of the time with a new car. For your new car for a day, week, month, or longer, see (dealer) and learn about their low car rental rates. Drive in style and leave your worries behind. Rent a car. It's another service from (dealer), your (make of car) dealer at (address).

Automobile washing and polishing: This service was usually performed at gasoline stations or by new car dealers when a car was serviced. Today, there are few towns that do not have at least several car wash or car laundry establishments. Radio advertising has been very successful for them and they have become a good source for local time sales. If the car wash is not fully automatic and offers some special service, be sure to stress that in the commercial. Cost should be included, too. Here are a few samples of lead-ins for radio copy.

(1) Just a few moments out of your day and your car is washed and you're on your way when you go to (dealer).

(2) Let (dealer) give your automobile a wash. The people in (dealer)'s crew are quick and expert and will make your car look like new.

(3) (Dealer) washes your car so quickly for you, so clean, so spotless, just like new, and don't forget that at (dealer) they wax them, too.

(4) At (dealer), your car is washed automatically. Quick as a wink, your car is spotlessly clean and at (dealer) you can have it beautifully waxed and polished. They also shampoo your upholstery.

(5) (Dealer) can't guarantee the weather, but (dealer) does guarantee that if it rains on the day he washes your car, you get another car wash free.

The following radio commercial produced excellent results for a car laundry: "Here's a special announcement: (Dealer and address), serving (town) with distinctive car washing for the past (number) years, cuts prices to only (price) on any car, any day, any time. Yes, (dealer) cuts their price to only (price) on any car, any day, any time. (Dealer) only has one thing to sell and that's a quality car wash. You don't have to buy anything else to enjoy this low, low price of (price) on any car, any time, any day. That's at (dealer and address), open Monday through Saturday from 8 a.m. to 9 p.m. and Sundays from 8 a.m. to 4 p.m. That's right, (dealer) is open every night except Sunday till 9 p.m.

Awnings: This is a category that is often overlooked by the radio time salesman. With most homes today being equipped with air conditioning, more and more homeowners are using awnings for shade and decorative purposes. Many of these establishments also deal in window shades and venetian blinds. These merchants can be a good source of advertising revenue. The commercial copy should stress fabrics, prices, and free estimates, in addition to the quality of service and performance. The availability of decorator colors and designs should also be featured.

Babysitters: This category is often overlooked by radio time salesmen. Because of the demand for this service, a new industry was created. It is the babysitting service agency that supplies trained and reliable personnel. More and more babysitters are now registering for work with these agencies because of the higher rates they can earn and the number of job openings available. These agencies need two kinds of advertising: to recruit personnel and solicit clients. Each need should be individually stressed in radio commercials—never both in one commercial. Announcements to attract clients should be placed in or around programs aimed at young adult mothers. Commercials for personnel recruitment should be scheduled in or around programs aimed at high school juniors or seniors and older adult women.

In commercials offering this type of service, be sure to include such words as competent, bonded, etc. Because many young couples who desire this service enjoy staying out until the wee hours of the morning, the commercial should stress the price and availability of personnel to meet this need.

Earlier, we spoke about the importance of knowing every upcoming event in your area. An alert time salesman was able to convert his knowledge of community affairs into time sales offering babysitting services. The college in his city had scheduled a free evening lecture by one of the world's most famous pediatricians and child psychologists. Sufficient publicity had been given to this event to arouse considerable interest. The salesman lost no time in contacting every babysitting service in his area, and with clever commercials calling attention to the lecture and the availability of babysitters was able to sell several schedules advertising this service during the week preceding the lecture. Ingenuity combined with the awareness of opportunities always brings successful results.

Bakeries (retail): Due to the weight consciousness of so many people and the existence of a large number of diets, bakeries have become poor prospects. But, people still eat bread, rolls, cakes, cookies, and pies. However, product alone cannot sustain retail bakery stores. They must advertise, for without this aid, they may be headed for failure. Because of the present condition of this industry, ingenuity and creativeness are essential in commercial development. Here are some suggestions for lead-ins:

(1) For the very best energy-giving protein, eat the homebaked bread featured at (bakery).

(2) For bread that's high in vitamins, high in minerals, fully enriched with high nutrition, shop at (bakery).

(3) For bread that's full of milk and vitamins, for bread that stays freshest, for bread that tastes better, shop at (bakery).

(4) Everyone loves the fresh products from (bakery). At (bakery), you get the freshest assortment of birthday, party, and wedding cakes, bread and rolls, cookies and pies.

(5) The finest baked goods that money can buy are at (bakery).

(6) Visit (bakery) where you can see the greatest variety of baked goods in town. Everything is baked right on the premises, so you are always assured of freshness at (bakery).

(7) For the freshness, good taste, and aroma of bread like grandma used to bake, shop (bakery) where the bread is always baked at their premises.

(8) There's something for everyone's taste in the row after row of marvelous breads, pastries, cookies, and pies at (bakery).

(9) School kids really go for the mouthwatering flavor of fresh donuts from (bakery). They make ideal afterschool treats. In fact, (bakery)'s donuts are good any time—breakfast, lunch, or supper.

Here are a few general type commercials that have proven successful:

(1) It's hard to decide which is more important—the butcher, the baker, or the candlestick maker. But at (bakery store), baking is the most important. People enjoy eating, especially such treats as come from (bakery)—rich pastries, wonderful bread, light muffins and rolls, donuts, pies, and cakes. Why not stop in when you're in the neighborhood. (Bakery) is located at (location).

(2) When you walk down (name) street, you'll smell a tantalizing aroma in the air. It comes from the (bakery shop), home of luscious bakery products. Every day, (bakery) bakes delicious cakes, pies, donuts, breads, and rolls. They are always fresh and straight from the oven. (Bakery)'s products are a healthy treat for everyone.

(3) At (bakery store), there are two things which go into every bakery product—quality and flavor. These two factors make every one of (bakery)'s products a very special treat. Be it pastries, cakes, pies, or white or dark bread, (bakery) begins with quality and uses only the finest ingredients. With their own special recipes, they carefully blend the ingredients into a smooth, pure texture. The finished product is always light and tender. When you bite into a (bakery) product, you bite into the best. (Bakery) always gives you quality and wonderful, delicious flavor.

Some slogans that can be used along with the merchant's name are:

- (1) (Bakery)'s products taste fresher by far.
- (2) For the finest tasting pastry you can serve.
- (3) Always the finest quality—always a few cents less.
- (4) If it's from (bakery), it's special.
- (5) All you do is serve.
- (6) Good 'til the last delicious slice.
- (7) Treat yourself to bread at its best.
- (8) Your taste buds will tell you.

Bakeries (wholesale): Practically all the advertising for these clients is placed either regionally or nationally through

advertising agencies. However, if the bakery itself is located in your area and has good and wide distribution and acceptance, an enterprising time salesman can secure this account as a sponsor.

All bakery routemen and most bakery plant managers work on a percentage or commission basis. To obtain advertising from this account, the time salesman must work from the bottom up. He should first contact the routeman and sell him on the need for advertising because it will increase bread sales and the routeman will make more money. At the next sales meeting, the routeman should request additional sales help in the form of local radio advertising.

After the routeman makes his request, the time salesman should contact the bakery plant manager and inform him of the station's coverage in the area the bakery serves, the size of the station's audience, the audience demographics, and the available time periods that will produce results and additional bread sales. If the station has any merchandising plans that are available, they should be included in the presentation. If the time salesman can guarantee the bakery that it will get prime space in the supermarket or grocer's store, he can make another strong point. The time salesman should put his presentation in writing, because the plant manager, if interested, will generally request a letter with all these details in it, which he can forward to his supervisor with a request that the bakery's advertising manager be asked to have their advertising agency place a schedule with the station.

All this may sound farfetched, but it is an actual case history. The manager of a 250-watt daytime station in a city of less than 30,000 whose signal served a ten-town area with a total population of about 100,000, was anxious to sell a bread account. His first step was to contact every grocer and supermarket in the towns and ascertain which bread was the best seller in the area, the number of loaves sold daily and weekly, and the excess over each of the nearest competitors.

He discovered that Wonder Bread was by far the major choice in the area. Armed with this fact, he contacted the station's "national rep" and had an appointment scheduled with the account executive and merchandising director of Wonder Bread at Ted Bates Agency in New York City. As expected, he did not get an immediate order but left with the assurance that if the bakery would recommend a buy on the station, the agency would not oppose the suggestion.

The station manager then contacted the three routemen who serviced the area. At a dinner meeting, he told them about his survey and contact at the advertising agency and how, by using his radio station's facilities, they could produce increased sales and enjoy higher commissions. He enlisted their aid in selling the bakery's local manager on the station's excellent coverage and listener acceptability in the area.

His next step was to arrange a meeting with the bakery's local manager, at which time he gave him all of the pertinent facts concerning the radio station: its coverage, its ratings, its staff, and its programing. He also made available to the bakery's manager all of the information he had obtained during his survey of the many outlets in the station's signal area. At this meeting, he discussed cost, schedule, time availabilities, and merchandising efforts the station was willing to supply at no cost to the bakery. The bakery's manager, at the request of the station manager, then set up a meeting so both of them could meet the bakery's district sales manager and advertising director. At the same time, the station's national rep was also keeping in touch with the key personnel at the Ted Bates Agency.

After this meeting, the local bakery manager asked for a full presentation in writing. After agreement was reached between the two men, a copy of the final presentation was forwarded by the bakery's manager to his supervisor, the district sales manager and advertising director. Their approval was forwarded to their advertising agency in New York, who contacted the station's national rep. Subsequently, a contract calling for a 30-spot per week schedule for a full year was finalized. Each year, three months prior to the contract's expiration date, the same format has been initiated. The radio station has been able to retain this account for the past 12 years.

Banks: In this category, we include all the banking institutions—commercial, savings, and savings and loans—but omit the investment banker and loan companies which are discussed under separate categories.

Commercial, savings, and savings and loan associations today are spending more in advertising their services than anyone ever dreamed of in the days of the traditional staid banker. Just like every industry that began essentially with one type of product or service, the banking business has

progressed to the point of being greatly segmented. Banks were first created to safeguard gold, money, and other valuables. They progressed from this to include lending, then the various types of savings, then various types of loans, then the myriad of services they now provide. To a banker today, advertising is his lifeline for increased deposits, which enable him to offer the services that result in increased profits.

Banks are prime prospects for the sponsorship of newscasts, weather reports, and other programs that have a wide audience appeal. They are also strong users of spot campaigns and rarely advertise more than one particular service in any commercial. There are several times during the year when they increase their advertising and gear it for a specific service such as home improvement loans during the spring and Christmas Clubs during November and December.

In the past, banks have been strong users of institutional advertising. Today, most of their advertising can be classed as merchandising. In preparing advertising copy for a bank, the "soundness" or "security" factors are no longer prime essentials of the commercial. Practically every bank is a member of the Federal Reserve System or the Federal Deposit Insurance Corporation and all deposits up to a certain amount are insured and guaranteed by one of these two agencies. Banks that are members of the F.D.I.C. generally demand that such an announcement be included in the closing part of the commercial if the commercial is for new accounts or increased deposits. When preparing loan copy for banks, care must be taken to ensure full compliance with the federal truth-in-lending law. All advertisements that pertain to loans should be cleared with the bank before they are broadcast.

The number and types of commercials prepared and broadcast for banks would tax the capabilities of the largest computer. However, here are some suggestions for lead-ins that have proved successful.

(1) The bank for every banking need is (name).

(2) Be sure to bank where you get personal service—friendly, courteous, personal service with every facility for banking at (name), where you come first.

(3) Do all your banking in just one stop. You'll find all facilities and service that pleases when you bank at the one-stop bank, the (name).

(4) Do you want a friendly bank that's convenient? Then, bank at (name).

(5) Bank where it's nice to bank! Bank at the (name), the friendliest bank, where the staff does its best to please you.

(6) Your savings will really mount when you save at the (name). Your savings earn interest, compound day-to-day interest at the (name).

(7) Save at the bank that shows it's interested in you and gives you friendly service and day-to-day interest, too. That's the (name).

(8) Save your money where it grows faster. Save at the (name) where they pay the best interest in town.

(9) Let's be sensible! Money is indispensable. So save it at (name) where you get the most return.

(10) Money means security and you save with surety when you have your account in the (name), where they pay the highest interest your money can earn.

(11) Remember the adage, "A fool and his money are soon parted"? Don't be outsmarted! Save your money where it really grows. Open a savings account at (name), where they pay the highest interest in town.

(12) A penny saved is a penny earned. Here's how to earn plenty. Open a savings account with (name), where they pay day-to-day interest at the highest rate.

(13) Learn to save more and borrow less. Begin today. Open a savings account with (name).

(14) Your home will be a happy nest when you have that feeling of security that comes with a regular savings plan. Your nest egg for future goals will grow and grow when you make a habit of saving regularly at (bank). Begin saving today. It's a simple matter to open a savings account at (bank). It only takes a few minutes to begin a lifetime of security.

(15) Money can build a secure future. It can build a home. It can build a college future. Now is the time to establish sound savings habits. Your money will earn high interest at (bank).

(16) Take advantage of the automatic savings plan at (bank). It's completely automatic and a painless way to save money. Just tell the friendly folks at (bank) how much you want to save every month and they'll take that amount out of your checking account and transfer it to a savings account. Start saving next payday. You'll be amazed how fast your money will grow with regular deposits and (bank)'s interest.

(17) You always have peace of mind when all your financial worries are taken care of. Anticipate the day when

you can relax with the assurance that you have an important cash reserve to fall back on. So whether it's the down payment on a home, your children's education, or that long-wished-for trip, (bank) is the place to prepare for it. All your savings are available on demand and earn day-to-day interest at (bank).

(18) Your savings will really multiply with the high interest rates from (bank). Don't keep money idle. Put it to work making more money for you. So deposit your extra cash in the savings account at (bank).

(19) Want a boat? Or a new car? Or may be your own home. Start saving now. You'll be surprised how fast your money grows when you have a savings account at (bank).

(20) For friendly, efficient service on all regular and special checking accounts, bank at (name).

(21) For all banking services, especially checking accounts, both regular and special, you always get the friendliest and most efficient service at (name).

(22) Why knock yourself out by running from place to place in order to pay your bills. Be kind to yourself and open a regular or special checking account at (bank). Enjoy the convenience of sitting down leisurely in your own home and writing out checks for those bills. Stop in at (bank) soon and open your regular or special checking account.

(23) A regular or special checking account at (bank) helps keep your budget in line by providing you with a record of every dollar you spent, every bill you paid, and what money you have on hand. What's more, a (bank)'s regular or special account saves you time, steps, gas, and tires. Open your regular or special checking account today at (bank).

(24) When you have a million places to stop and very little time, your nerves can get on edge. A regular or special checking account at (bank) can be the great tranquilizer—in addition to being the smart way to do business. You never have to risk carrying a large sum of money on your person. Just carry your own individual checkbook from (bank). Pay your bills by check and let the postman do the walking.

(25) Married couples with checking accounts at (bank) never have any arguments about where the money went. They always have a record of all bills paid and canceled checks to serve as legal proof of payment. Some couples prefer joint checking accounts, others like to have separate checking accounts. For all types of checking accounts—regular,

special, individual, or joint—see the friendly folks at (bank) today.

(26) There's no need to put off improving your home or making the necessary repairs it needs. At (name), you can get a home improvement loan.

(27) Make living more fun for everyone in the family. See (name) for a home improvement loan today.

(28) If you'd like to repair, repaint, or remodel your home and need money, ask (bank) about a low-cost home improvement loan.

(29) See the friendly folks at (bank) and talk over your home improvement problems. They'll be glad to grant you a home improvement loan today.

(30) When you get around to improving your property, keep (bank) in mind. The friendly folks at (bank) lend a lot of money to people to repair, improve, and modernize their homes. (Bank) will lend you money for landscaping, painting, fencing, new furnaces, kitchen cabinets, and roofing. Why not stop in at (bank) and learn about their home improvement loans.

(31) If you need cash right away, see (name) where you'll get friendly, speedy service without delay.

(32) Need a loan? See (name), where they'll keep it confidential.

(33) If you want a loan, go to (name) where the service is prompt and the rates are low.

(34) (Name) is the bank to see if you need a loan for your car, business, or home. (Name) also makes loans for educational or medical needs. For every type of loan, see (name), the friendliest bank in town.

(35) Are you tired of looking at all those beautiful new cars and not owning one? Stop looking and see your friendly banker at (name), where they specialize in auto loans.

(36) Want to buy a car but don't have the money? An auto loan from (name) makes it easy to do.

(37) Need money for a new car—fastback, sports car, sedan, compact, or convertible? Choose the car you want and then check with (bank) for the best auto financing deal in town and away you go in your new automobile. That's (bank), specialist in auto loans.

(38) There are two ways to save money when you buy a car. One is to shop for the best deal and lowest price on the model you want. The other is to get a good interest rate on your auto loan. When it comes to auto loans, (bank) is a specialist.

Remember financing when you're car shopping and remember (bank) for your auto loan.

(39) Do you have the urge to get one of those beautiful new cars to replace your old one? (Bank) will be happy to personally assist you with a new car loan. If you really want a new car, see the friendly folks at (bank). Whether it's king size or compact, domestic or foreign, (bank) will oblige you with quick service and accurate costs. Let (bank) put you in the driver's seat of a new car.

(40) Drive-in banks are most convenient. At (bank)'s drive-in window, you can get every service in a friendly, easy, trouble-free way.

(41) It's easy to do your banking at (name) drive-in window. Just drive in. There's no delay. Do your business and you're on your way.

(42) If you cherish the easy way of life, then you're going to love (bank)'s conveniently located drive-in bank. At (bank)'s drive-in facilities, it will take only a minute to take care of your banking needs and you don't have to get out of your car. Banking is no longer a major undertaking. It's easy at (bank)'s drive-in facility.

(43) Save those most important papers and your other valuables, too. (Name) has a safety deposit box just for you.

(44) Peace of mind is the most precious thing in the world. You can attain peace of mind when your valuable jewelry, securities, and papers are in a safety deposit box at (bank). There is no safer place than a (bank) safety deposit box and it costs only pennies a day. Your valuables are safe against any hazard and you alone have access to them. The next time you're in (bank), make arrangements for your peace of mind—a (bank) safety deposit box.

(45) Did Christmas raise havoc with your banking account? (Bank) keeps trying to stress a good point. Start a Christmas Club account now. And next Christmas you'll be able to buy all the gifts you'd like to give. Start your Christmas Club account today at (bank).

(46) (Bank) has confidence that you as a prospective customer will be active and responsible. (Bank) extends a cordial invitation for you to feel free to use their many and varied services. (Bank) hopes you will take advantage of the checking and savings accounts, loan plans, safety deposit boxes, and all the other services they offer. They know you will like their bank as well as they will like doing business with you. Please feel free to stop in at (location) any time you have

questions concerning financial matters. It is (bank)'s privilege to do business with you as it is their honor to serve you. Stop in at your convenience. (Bank) is the answer to all your banking needs.

Here are some one-liners that can be used as lead-ins:

- (1) It never rains pennies from heaven.
- (2) Personal service is the password.
- (3) Prompt, courteous, and confidential service.
- (4) Large or small, (bank) lends to all.
- (5) Up to (amount) on just your signature.
- (6) Lowest interest rates.
- (7) Borrow a little happiness.
- (8) Be your own loan arranger.
- (9) For the money you need to help balance your budget.
- (10) Protect your children's education by saving today.
- (11) Retirement is easier when you've saved for it.
- (12) For a low cost personal loan, see (bank).
- (13) If you're planning to remodel, let (bank) help you.
- (14) Your savings are insured at no cost to you.
- (15) When you think of a new home, think of (bank).
- (16) At (bank), you're known as a person, not a number.
- (17) Let your money make more money for you.

Savings banks are ideal prospects for broadcasts of local high school events. Although these banks are interested in the large depositor who is generally in the older age group, they know that they must instill the savings habit among the younger generation. The sponsorship of broadcasts of high school events such as football, basketball, and baseball games is one of the surest methods to reach these potential customers. One very progressive savings bank tremendously increased its deposits and number of accounts by not only sponsoring the broadcasts of high school sporting events but also sponsored such programs as Little League, Pop Warner football, industrial league football, and Babe Ruth baseball play-by-play broadcasts.

When the junior achievement program was instituted and the local radio station was asked to sponsor and direct a J. A. company, the station manager saw the opportunity to train youngsters in the broadcasting field, develop a source for future personnel needs, increase his local listenership, and open a new avenue for revenue.

The J. A. broadcasting company consisted of 20 high school students who were in their junior and senior years. A

one-hour program was scheduled and developed. It consisted of music, high school news, and interviews. One group was responsible for the music portion of the program. They placed ballot boxes in the high school and the students voted for the selections they wanted to hear broadcast on the program. The ten selections receiving the highest votes were scheduled for broadcast. Another group was given the responsibility of obtaining, preparing, and broadcasting the high school news portion of the program. This consisted of news about past and upcoming events in which the high school students had or would be participating. This portion of the program included a full report of the athletic program and varsity games. A third group was responsible for the interview portion of the program. This required the selection of subjects to be discussed and the recruitment of the participants. School superintendents, principals, teachers, students, and lay people who possessed expertise in the particular subject were enlisted. The subjects ranged from curriculum, dating, dope addiction, present-day moral values, career counseling, to the politics of the day.

The station sales manager worked with the J. A. company's sales staff in preparing the sales presentation and appeared with them when they approached the board of directors of the local savings bank who readily contracted for the sponsorship of the full 15 weeks of the program.

This program far exceeded the expectations of all. It not only won six of the seven J. A. awards but was successful in increasing the station's audience and was directly responsible for an increase in the savings bank's business. In fact, the program was so successful that at the completion of the period during which J. A. was involved, the station continued the program until the end of the school year. In addition, the savings bank became one of the station's largest sponsors on a year-round basis.

It might be of interest to note that many of the youngsters who participated in the J. A. program joined the staffs of their college radio stations and were employed by commercial stations during their summer vacations. Several have made broadcasting and broadcasting journalism their life's profession.

Barbers: Barbers seldom, if ever, advertise. It is a personal service that relies upon customer approval. Best

prospects are men's hair stylists, who occasionally use radio.

Bath manufacturers and dealers: Bathroom and bath fixtures and equipment are generally sold by plumbers and plumbing contractors, which are covered in a separate category. But, there are some prospects among those concerns that specialize in a particular phase or item, such as sauna bath and the whirlpool equipment. For the sauna, the copy should stress health factors, various sizes, and free estimate. The following commercial was used successfully on a small-market radio station by a whirlpool bath distributor.

What is a whirlpool bath? It's a refreshing, effective water massage. The Jacuzzi whirlpool portable bath unit creates turbulent flowing water filled with millions of vibratory bubbles and sends it swirling over your entire body, producing an overall massaging effect while you relax in your own tub. The moving water of the whirlpool bath not only aids in easing away minor aches and pains, but it stimulates local circulation and helps you to relax. In short, it makes you feel better. Your family deserves the benefits of the Jacuzzi whirlpool bath, distributed in (area) by (dealer). See the Jacuzzi portable whirlpool bath at Jacuzzi headquarters, (address). Easy budget terms are available. A Jacuzzi-a-day helps soothe the pain away.

Batteries: There are some retailers like Sears who periodically, especially during the late fall and winter months, run special sales on automobile batteries. Some automotive parts distributors, on very rare occasions, advertise a particular brand of auto battery when they take on a new line and get a substantial advertising allowance from the manufacturer. The smaller battery, when advertised, is generally included as an afterthought in the retailers' advertising, or is advertised by brand name by the manufacturer on a regional or national basis through his advertising agency.

Bearings: Never a local radio prospect. This is a manufactured item that is generally advertised in trade journals. However, if there is a bearing manufacturer in your station's area, he is an excellent prospect for employee recruitment advertising and for sponsorship of special programs of a public service nature or broadcasts of high school football or basketball games.

The Barden Corp., manufacturers of high-grade precision bearings, was the largest employer in an area served by a

local radio station. The company and its employees were very community-minded and were involved in practically every community and social service endeavor. They always led the list in financial contributions to the Red Cross, Community Chest, hospital, and other philanthropic fund drives.

Whenever the station manager sought a sponsor for a public service program of local interest, he was always sure of a sympathetic response from the company's public relations director. At times when the company's PR budget did not allow for a full sponsorship, its partial support made it relatively easy for the station to interest other concerns in becoming cosponsors of the broadcast.

In 1953, this AM daytimer decided to add an FM facility. When the FCC granted the license, the Barden Corp. was the first to be approached by the radio station. They agreed to sponsor a one-hour weekly program of semiclassical music and have continued this sponsorship for 19 consecutive years. In all of the programs sponsored by this company, the commercial messages were devoted to the efforts of a public service or social service agency. All employee recruitment announcements were purchased separately and were charged to the company's personnel department's budget.

Beauty parlors and salons: Excellent prospects. Although, like the barber, these establishments rely on customer approval and the personal touch. Competition between existing establishments is always at a high pitch. Another fact is that most women go to the beauty parlor once a week and are very critical about their own and other women's appearances. If for any reason they feel that their hair is not being properly cut, tinted, or shaped, or that their girlfriend's hair is better coiffured, they don't hesitate to switch from one salon to another. Some women will also follow a favorite operator from one establishment to another.

Commercials accent such services as personalized hair shaping, styling, coloring, high fashion, frosting, permanent waving, cutting, wig care and sales, and such items as reservations, free parking, air conditioned premises, etc. Those establishments that have popular and accepted operators also feature the names of their personnel.

The following are some radio commercials that have proved to be highly successful:

(1) To obtain that special effect in coloring your hair, (salon) suggests that you pass these hints on to your hair-

dresser. Age, skin color, and eyes should all be considered in choosing a hair shade. Soften and lighten the hair color with the years. Remember, there is a big difference between tinting, rinsing, bleaching, toning, and drabbing. (Salon) can accomplish more splendor in your hairdo. The hairdressers at (salon) love to glamorize your hair. For new adventures in hair color, come to (salon) where your patronage is welcome.

(2) Nothing alters a girl's looks faster than her hairdo, so it's important to find the style that brings out the prettiest in you. (Salon) will discover the best hair style for you that will be flattering from all angles. Upswinging lines and down lines, curves and angles, fullness, flatness, height and width, all will be considered by the skillful operators at (salon), where you get the most for your looks and your money. Make an appointment today by calling (salon) at (phone number).

(3) Visit (salon) and try one of the new short, curly hair styles, a new hair color, or the highlight touches of frosting. (Salon)'s skilled staff will create a special look just for you. Finish with a relaxing facial, manicure, and pedicure. Also, leave your wig for expert service. (Salon)'s prices are also made for you: shampoo and set (price), haircuts (price), permanents (price) to (price). Make yourself the prettiest girl in town. Call (salon) at (phone number) for an appointment today.

(4) (Salon) is the elegant salon for fashion-conscious women. Each hairdresser at (salon) is an expert in individual styling. The colorists are specialists in high-fashion colors, and wigs, wiglets, and falls are serviced and creatively styled. At (salon) we give you a coiffure that makes you a beauty in your own right—by styling your hair to suit your face and your whole personality. Come to (salon) and become a Venus.

(5) If you are tired of having your daughter's hair improperly cut or styled by a hairdresser who doesn't specialize in children's styles, then bring her to (salon), the salon for tots and teens and in-betweens. (Salon) makes cutting children's hair a specialty and (salon)'s staff is thoroughly trained to make sure that your little girl leaves in a cute and youthful style. (Salon) can give your daughter a style to be proud of.

Here are some one-liners that can be used as openings for commercials:

- (1) Curls and swirls for big and little girls.
- (2) Be the smash of the party.
- (3) Envy will be yours.

- (4) Streak it, frost it, give it a whole new color.
- (5) The most sophisticated updos ever.
- (6) Look more like a woman.
- (7) Superb styling that lasts.
- (8) From the simple to the exotic.
- (9) Enhance your unique beauty.

Beauty schools: Excellent prospects which advertise two services. The first, of course, is the school's instructional facilities. Commercials emphasize the type of instruction available and are aimed at student recruitment. The other promotes the services offered at any beauty salon, especially hair cutting, washing, setting, and waving. In the latter case, commercials usually stress the price and the fact that no appointment is necessary.

Bedding: These businesses are discussed under "mattresses"; however, don't overlook the latest entry in the retail field, the "sleep shop," which specializes in furniture and furnishings for the bedroom. They are one of the best sources for local radio time sales. Their markup is high and their percentage of advertising expenditures to sales income is also quite high. Many of these establishments are also eligible for manufacturer's cooperative advertising funds.

Beer distributors: One of the best prospects for local radio time sales. Although most radio beer advertising is placed by national or regional advertising agencies, the local beer distributor is the individual that can exert the necessary pressure to get your radio station a share of this huge advertising expenditure. It is he who can tell the brewery's representative and sales manager that he wants local advertising and wants it on your station. If he urgently insists on it, he'll get it. In many cases, he can have the advertising switched from the local newspaper to the local radio station. However, it is the local radio time salesman who must lay the groundwork. He must cultivate the distributor, gain his confidence, show him where and how his sales will increase, and even write the letter for the distributor to the brewery's representative. In some cases, he must use his personal relationships and influence in opening up accounts for the distributor such as getting the country club to stock the particular brand of beer, or to have his favorite eating place stock it, etc. If enough pressure is applied by the distributor, the brewery will go along if only to please him, especially if he is doing a good job for them. In some cases, the brewery allows

the local distributor to place the advertising and pay for it. They, in turn, reimburse him in whole or in part. However, the commercials are furnished by the brewery's agency. In some cases, the local distributor's efforts will result in a national advertising buy. The main thing to remember is that in small and medium radio markets the local beer distributor is the key man if you desire to obtain any beer advertising money.

For a few years, a small radio station in Connecticut had a three-times-per-week 20-second spot schedule placed by the Schmidt's Beer agency. Then for several years, even this small advertising schedule was withdrawn. During this period, the station was broadcasting the New York Yankee baseball games which were sponsored by Ballantine Beer and the Atlantic Refining Company. When Ballantine Beer relinquished their sponsorship of the broadcasts, the network furnishing the broadcasts was unable to obtain another sponsor. So they made the unsold portion of the broadcasts available for local sales.

The radio station sales manager contacted the local Schmidt's Beer distributor and interested him in cosponsoring the broadcasts. At a conference between the distributor, sales manager, and general manager, the distributor asked them to prepare a letter for him on his firm's stationery, which was forwarded to the brewery. The letter emphasized the station's coverage and audience as well as the popularity of the baseball broadcasts. In addition, it cited the large number of beer outlets, package stores, grocery stores, and super-markets, the per capita consumption of beer in the area, and reports concerning the sales of the various brands carried by these outlets. This letter, together with a request favoring the use of the radio station, was forwarded to the brewery's district sales manager.

This resulted in a meeting between the station personnel, the distributor, and representatives of the brewery. Realizing that the baseball broadcasts would end after the first week in October, the station manager not only promoted the importance of the baseball broadcasts but the need of additional advertising to cover the balance of the year, especially October and November, two months in which there were indications of significant beer consumption. The station manager also knew that there would be many days in which no baseball games were scheduled and that the brewery should make provisions for commercial exposure on those particular

days and days when weather and rain caused cancellation of the broadcasts. The net result was a sale of not only the part sponsorship of the baseball broadcasts but, in addition, a schedule of six one-minute spots per day on those days when there wasn't a baseball game. The spot schedule was to continue after the baseball season through October and November. All of this business was billed to the local distributor and the brewery compensated the distributor on a prearranged plan. In this instance, the distributor received 100 percent reimbursement. This relationship (and sponsorship!) has continued through the past six years, even though the station no longer broadcasts the baseball games. Several factors contributed to the success of this sales effort:

(1) The ability of the station sales personnel to cultivate the friendship of the beer distributor and to gain his confidence.

(2) The ability to convince the distributor so that he could gain by this added advertising assistance.

(3) The station manager's cooperation with the distributor in preparing the letter that was forwarded to the brewery.

(4) A full and competent knowledge of the outlets and the retail sales for that particular item.

(5) A knowledge of the buying habits of the consumer so that the station could intelligently schedule the commercials where they would be most effective. This last point is most important. Many people fail to realize that women also drink beer. They also fail to realize that a supermarket sells more beer than any other outlet and that the vast majority of supermarket customers are women, and that women are the most constant listeners to radio.

Beer parlors: Saloons, cafes, or parlors, whichever you choose to call them, seldom if ever advertise. They rely on a more or less permanent clientele.

Beer, wine, and liquor package stores: Practically every radio station refuses any advertising for "hard liquor" or whiskey, but many stations do accept advertising for beer, wine, and cordials. These establishments can be a fair source of advertising revenue. It depends on their size, the community they serve, and the products they feature. Here are some lead-ins for package stores:

(1) There's no better way to soothe a parched throat than with a tall, cold glass of beer. Get your favorite brand at (store).

(2) No fishing trip is successful unless you take along a plentiful supply of beer. Imagine sitting by a quiet stream with a cooler of beer beside you. That's the good life! Go to (store) and prepare for that fishing trip with your favorite brand of beer.

(3) Beat the heat this summer with a tall, tangy, cool, refreshing glass of beer. Get your favorite brand of beer at (store).

(4) (Store) is just a few steps from where you are. Pick up a six pack of your favorite beer and quench that thirst.

(5) Get some zip and pep back after a hard day's work. (Store) carries a full line of all beers, wines, and cordials.

(6) Everyone enjoys the cool, clean, fresh taste of beer. Serve it with your warm weather meals. Get it from (store).

Some one-line lead-ins:

(1) (Store) can help make you the perfect host.

(2) Let (store) help you to mix great drinks for every occasion.

(3) Be prepared. Take an extra six pack home from (store).

(4) At (store), you can get pleasure you can count on.

(5) (Store) has those refrigerator musts for the warm days ahead.

(6) Bubblier bubbles come from (store)'s champagne.

(7) There's always a thirst time and there's always (store).

(8) When you need liquid refreshment, (store) is always there.

Beverages (soft drinks): As in the beer category, it is the local distributor or the local bottler that controls the advertising placed for this commodity. Most soft drink distributors and bottlers operate on a franchise that covers a specific territory. Though they may not be located in your immediate town or vicinity, a visit to the bottler or distributor with a well planned sales approach should prove fruitful. The main things that they will consider are distribution and any marketing help you can give them, especially with super-markets.

A merchandising effort helped a small radio station obtain a large year-round advertising schedule from the local bottler of 7-Up. This station featured during its Monday through Friday morning schedule a one-hour telephone quiz program. At the beginning of the program, the announcer posed a

question and offered prizes to the first six callers who correctly answered the question. No caller could win more than once during the week. The quizmaster took all the calls and, without revealing the correct answer, advised the caller whether or not he was correct. At the very end of the program, he gave the correct answer, together with the source, and broadcasted the names of the first six who responded correctly to the question and informed them of their prize and how to obtain it. Of course, throughout the program, the question was repeated and the prizes were described.

The station manager contacted the local bottler of 7-Up and offered him participation on the program at no cost if he would furnish 30 six packs of 7-Up as prizes. For this small cost, the bottler practically owned the entire hour, for everytime the quizmaster announced the question and prizes, the bottler's product was mentioned. (Of course, during the program, other commercials were broadcast). In addition, the bottler was getting his product into the hands of consumers who soon became regular customers for 7-Up.

During the first month of this arrangement, the station manager kept surveying the supermarkets in his area to determine the degree of increase in 7-Up sales. With this information available, he was then able to convince the local bottler to contract for a full advertising schedule in order to continue to receive the free merchandising effort of the quiz program. It was successful for both the bottler and the station. The bottler not only received the merchandising effort and the quiz program for a very small cost but the advertising program resulted in increased sales of his product and 7-Up became the best soft drink seller in the area. The station was able not only to obtain a new sponsor and increase revenue but no longer had to spend any money for prizes.

Bicycles: With more and more stress being placed upon physical fitness, growing numbers of adults are buying and pedaling bicycles. In addition to the sale of new and used bicycles, there is increased activity in the bicycle repair industry. Most people go to the bicycle dealer from whom they purchased the bike for any repair work they need. But more bikes are sold in department and sporting goods stores, and those establishments rarely if ever have or offer repair services. The main things to stress in a radio commercial for bicycle stores and repair shops is sales, service, parts, and repairs on all makes of bicycles.

Billiard equipment: Although more people now have billiard tables in their homes, this item is seldom advertised by itself on radio stations. It generally is part of a sporting goods advertisement placed by a department store or sporting goods outlet.

Billiard parlors: Very poor prospect for local time sales. Billiard parlors are usually very small establishments and are high credit risks. Advertising to promote this sport is usually part of a commercial for a sports center that features bowling, table tennis, etc.

Boarding Houses: Included in this group are the homes for the elderly and convalescent homes and hospitals. With more and more of the population living longer, many children find it necessary to make arrangements for aged and ill parents. Advertising copy for these institutions should be very carefully prepared and always presented in good taste. All institutions in this category are always short of help and are, therefore, very good prospects for employee recruitment advertising.

Boating: Included in this category are the boat builders, boat yards, marinas, boat equipment and supply stores, boat dealers, repairers, servicemen, and renters. Few people realize that the American public spends more money on boating than on any other field of entertainment. Advertisements generally feature the adequacy of facilities, makes and models, dockage, storage, service, quality of workmanship, and available supplies. If your radio station is located anywhere near a body of water, these businesses are excellent prospects. If your station is not near a body of water, it will pay you to ascertain how many people in your area are boat enthusiasts and to take this information to the nearest marina, boat supplier, etc. A single visit often results in a sale.

Here are some successful radio commercials by various categories:

Equipment:

(1) Smart skippers never leave port without a depth computer. If you demand the best in equipment, you'll want to see the depth computers at (dealer).

(2) If you are one of the four million motorboat enthusiasts then you know the value of a reliable vapor detector. For the best in reliable visual and audible warning systems, see (dealer). Detect the danger of combustible gas fumes by getting the latest and best vapor detector from (dealer).

(3) The best way to get your boat down to the water is with a boat trailer. (Dealer) has the largest and lowest price selection of boat trailers. The best protection you can give your boat on the road is a dependable trailer that supports it. See (dealer) for the biggest and best selection of boat trailers.

(4) No boat should leave port without a reliable self-inflating life raft. See the large selection of bright-colored self-inflating life rafts at (dealer). They come in compact carrying cases and are available in all sizes. See these self-inflating life rafts now at (dealer).

(5) Every boat should be equipped with a dependable compass. At (dealer) you can see all models of compasses for sailboats and powerboats. Unbreakable domes, nondarkening fluid, and lifetime cards are features which make dependable compasses accurate navigational aides. See the largest selection of compasses at (dealer).

Marinas:

(1) Forty-eight percent of all boating mishaps are due to engine breakdown or systems failure. How safe is your boat? Before you begin a season of boating fun, take your craft to (marina) and let them get it in shipshape condition for safe cruising. Let (marina) be your headquarters for every boating need from storage to supplies. That's (marina).

(2) Every sailor and yachtsman knows that boats and motors must complement each other. So if you're in the market for a motor or a boat or for both, stop in at (marina) and let them help you plan your boating buy. (Marina) is fully stocked with motors, boats, and every boating accessory necessary for boating fun.

(3) It's that time of the year when everyone wants to get on the water and that means that boats have to be painted, launched, and ready to go. When your boat is at (marina), you can be sure that it's getting the best and finest of care. (Marina) knows all about the proper care necessary for your type of boat. You can rely on (marina) for every boating need.

(4) (Marina) has a full line of fine and comfortable boats that can be rented for a week or a weekend, be it a dinghy, motorboat, or sailing craft (marina) has the one you'll like. When you want to rent, remember the reliable crafts available at (marina).

One-liners for lead-ins:

(1) The leader of the power revolution is (model or make).

- (2) Set sail on the high seas.
- (3) (Marina) is your experienced boat doctor.
- (4) (Make or model) is so smooth it tiptoes through the water.
- (5) Join the fun revolution of the 70s! Go boating.
- (6) Catch up with the sailing set.
- (7) Add excitement and stimulation to your boating world.
- (8) Climb aboard! You'll love it.
- (9) A world of fun is yours at (marina).
- (10) For pure pleasure on the water, shop at (marina).
- (11) Row, row, row your boat to (marina).
- (12) An exciting invitation to have fun is offered by (marina).

Safety hints: Most marinas, boat dealers, boat supply and repair establishments will advertise on radio if the station will broadcast programs aimed at the boating fraternity. Such programs with weather, wind conditions, fishing guides, tide conditions, etc. are very popular with the sailor, yachtsman, and fisherman and are usually sponsored by a marina, boat dealer, or other businessman in this category. They also will sponsor safety announcements directed to the boating fraternity. Hundreds of these safety hints are available from the Coast Guard and boat manufacturers. They are usually one-minute in length and can be reworded to fit the particular sponsor.

Book dealers: These merchants usually rely on the publicity provided by the book reviews published in the press and the advertising placed by the publishers. The word-of-mouth promotion that makes a bestseller is their best advertising medium. Some radio stations have been able to get the large book dealer in the community to advertise by creating special programs such as "The Book Reviewer," "The Book Reviewer of the Air," etc. Many book dealers sell other products such as greeting cards, records, and gift items. If they do carry a variety of items, they are potential radio advertisers, but their commercials should be scheduled in or around programs aimed at the homemaker.

Here are two examples of radio commercials that have proved successful:

(1) (Dealer) can advise what to choose from the many thousands of books that are published each year. (Dealer) has the broadest and widest selection of the topnotch books in

every category. They have the right book for your own particular interest, desires, and state of mind—and all of them are bestsellers. Choose your reading material from the largest book selection in town: fiction, nonfiction, instruction, and just plain good entertainment. Buy a book today and get it at (dealer).

(2) If you're looking for excitement, enjoyment, and imaginative storytelling, buy a book from (dealer) where you can have your choice of the largest selection in town. (Dealer) will help you make your choice of a book, fiction, nonfiction, instruction, or just plain good enjoyment, because they have the largest selection in every category, including the latest bestsellers. (Dealer) is trained to help you choose the book you want and the book that is suited for you. Buy a book today and get it at (dealer).

Some short lead-ins:

- (1) Enjoy this evening with a good book.
- (2) When you want to read something good.
- (3) Reading gives you the greatest gift—relaxation. Relax with a good book.
- (4) Books that relax, refresh, and offer serenity are available at (dealer).

Bowling: This sport, which at one time was in limbo and had mostly male participants, became a national sport in the late 50s, and early 60s, and has remained as one of the most popular family sports. A number of things added to the popularity of the sport: the invention of the automatic pin-setter; the erection of large, airy, clean, and well lit establishments; the exposure on national television; the relatively easy method of learning the sport; and the low cost, and in many instances no cost, for necessary equipment. In addition, to the bowling alleys, the equipment and accessory divisions of this field of entertainment have also flourished.

All three divisions of this sport—the bowling alley, the equipment seller, and the dealer in accessories—are all good radio advertising prospects. The bowling alley, of course, is the best prospect. Most of these establishments offer special discount rates during weekday morning and early afternoon hours. All bowling alleys encourage and foster the organization of leagues. The enterprising radio time salesman who comes up with an appealing promotion is sure to get the operator of the bowling alley as an advertiser.

One radio station in a small market came up with the idea of a free one-week vacation at a resort for anyone who bowls a perfect 300 game during a particular month. The amount of the advertising placed by the bowling alley covered the cost if there was a winner. The odds were all in the favor of the radio station. The prize, of course, can vary. It can be a bowling ball, a sports outfit, etc. One enterprising operator tied this promotion to the Cancer Fund drive by requiring that each person who entered the competition had to make a one dollar contribution to the charity.

One revenue-minded radio station converted the area's interest in bowling into profitable programing from both financial and audience-building viewpoints. This station, because of the great interest in bowling in its coverage area, always gave the league bowling results in its daily sports broadcasts. To capitalize on the interest in this sport and to continue its Sunday afternoon sports programing after the finish of the football season, the station planned and executed its own "bowling sweepstakes." Live broadcasts were scheduled every Sunday afternoon in January and February. Contestants paid an entry fee and weekly cash prizes were awarded, in addition to four major prizes at the conclusion of the sweepstakes. Selling sponsors, in addition to the bowling alley, was no problem. The sweepstakes program was so successful that it is now an annual event with several of the area's bowling alleys vying with each other to sponsor the contest and broadcasts.

Some one-liners or lead-ins:

- (1) Bowling is the alltime favorite pastime.
- (2) Any weather is bowling weather.
- (3) For fun and exercise, go bowling.
- (4) Who can match the thrill of a perfect 300 game.
- (5) More and more people are bowling.
- (6) Good equipment makes good bowlers. Get yours at (dealer).
- (7) There's no finer bowling equipment than at (dealer).
- (8) See the new beautiful translucent-colored bowling balls at (dealer).
- (9) The largest selection of bowling trophies is at (dealer).

Brake service: See automotive services.

Bricks: Bricks are usually sold at lumber yards, but if you have a brick factory in your area, don't overlook this prospect.

Bricks are used for more than just buildings and this account can get good results from radio advertising. The copy should be aimed at the do-it-yourself group and it should give samples of other uses for the product such as building outdoor grills and making bookshelves by using bricks on which to lay boards, etc.

Bridal shops: One of the better prospects for local radio. The advertising copy should include such terms as readymade, custom-made, complete line for the bride, attendants, and mother, accessories, individual fitting and attention, selection, etc. Some lead-ins and one-liners:

- (1) Bridal gowns need not be expensive.
- (2) (Dealer) is the headquarters for June brides.
- (3) Brides who want to look elegant.
- (4) When you think of that wedding day, think of (dealer).
- (5) If your future plans include a wedding.
- (6) Nickels and dimes mean a lot to a bride-to-be.
- (7) Young brides will appreciate the new styles at (dealer).

Brushes: This item by itself is rarely advertised. Rather, it is generally one of the features of an advertisement, since brushes are made for many purposes—painting, artists, clothing cleaning, household applications, etc. If there is a brush manufacturer in your area, he could be a prospect for employee recruitment advertising.

Builders: There are two types in this category. One is the contractor and the other the homebuilder. Custom homebuilders can be good prospects, and, when properly approached, will use radio as an advertising medium. Their commercials should mention the location of land sites, the various types of homes, and stress quality, price range, reliability, and guaranteed satisfaction. The contractor is also a very good prospect if he specializes in rebuilding or renovating. One important point to stress in his advertising copy is: “no money necessary, bank loans available,” or “home improvement work.”

Developers are excellent prospects. They always build at least one model home, and most times several model homes, on the tract of land they are developing. Most developers buy at least a full-page and sometimes a double-page spread in the local newspaper. Few of them realize the importance of radio to the success of their endeavor. Not aware of the wide and

distant coverage radio can give them, they rely solely upon the circulation of the newspaper. There are several pertinent facts the time salesman should point out to the developer :

(1) Regardless of the newspaper's circulation area, the radio station reaches the same readers as well as listeners beyond this area.

(2) Out-of-area workers employed by local industries seldom if ever read the local newspaper, but do listen to the local radio station in their automobiles on the way to and from their places of employment.

(3) The developers are interested in "lookers" as well as buyers, and radio by its very nature can reach the masses faster, and more often, at a lower cost.

(4) The developer can, with clarity, tell his message in a one-minute commercial.

(5) A well planned radio advertising campaign can deliver more prospects per dollar spent than can a full-page advertisement.

One radio station manager gambled his knowledge of these facts to the satisfaction of both the radio station and the developer. The local newspaper's rate for a full-page advertisement was \$400. The radio station's saturation rate for 50 or more one-minute commercials was \$5 per announcement. The station's manager was willing to wager that 60 one-minute announcements from Friday noon through Sunday at 1 p.m. would produce more "lookers" and prospects than a full-page newspaper advertisement had produced at another opening. The station's manager was so sure of this that he promised to waive all commercial fees should he be proven wrong. Needless to report, the manager won his wager.

However, there was a humorous note to the affair. The developer, who never dreamed of such a large turnout, failed to have a sufficient number of guides or salesmen on hand. He also did not adequately plan for suitable parking facilities. Cars by the hundreds parked hither and yon all over the development and the highways. Huge traffic jams occurred, and the police had to be summoned to control the automobile traffic and crowds. The developer's sales personnel found it difficult to properly take care of so many people. As a result, many left before the day was out. Needless to state, very little business was transacted that day. But the developer turned

this chaos into a success. He bought a series of announcements on the radio station to apologize for the discomfort of his prospects and two weeks later, when he again used the station to advertise the showing of his model homes, he was well prepared with adequate police, parking facilities, guides, and sales personnel. His success was so overwhelming that on three subsequent occasions he only used the local radio station to advertise the openings of his model homes and real estate developments.

Building materials: In the past few years, many established retail outlets have begun to specialize in items that fall into this category. The items that these outlets carry include all of the materials that go into the building of any home. They also feature complete kitchen and bathroom units and all the necessary individual items for these rooms such as sinks, cabinets, closets, toilets, bathtubs, showers, etc. In the past few years, especially in the New England area, several "cash-and-carry" outlets in this category have become established and account for a large portion of the reported retail sales. Former wholesale lumber yards such as Grossmans and Lloyds have successfully branched out into this type of operation, stressing cut-rate or discount prices. Although they rely heavily on direct-mail brochures picturing their offerings, when properly approached they will use the facilities of the local radio station to good advantage.

Some suggested lead-ins and one-liners for commercial copy are:

(1) The newest and superior material building products are now available at (dealer).

(2) (Dealer)'s knowledge of building and building materials can save you lots of headaches and lots of money.

(3) Consult (dealer). They have the building supplies and materials for any do-it-yourself project.

(4) Get the most for your money in building supplies and materials at (dealer).

(5) For the largest selection and best buys in lumber, etc.

(6) Enjoy the difference that a little paneling can make.

(7) Short-nap or long-nap, (dealer) has the right kind of roller for all paints or surfaces.

(8) One-stop shopping for building supplies and materials is yours at (dealer).

(9) This is the year for home improvements and now is the time to see (dealer) for all your building supplies and materials.

(10) Doors, doors, doors: solids, hollow cores, Spanish, Mediterranean, and many, many more are now specially priced at (dealer).

(11) For the newest products on the home improvement scene, see (dealer).

(12) Products designed for installation by homeowners.

(13) When it's time to replace your wornout hardware, be sure to visit (dealer).

(14) The finest doors and windows ever made are featured at (dealer).

(15) Include (dealer) in your remodeling plans.

Quality, guarantees, and especially prices are elements that should be stressed in all radio advertising copy. Such features as cash and carry and free home delivery should also be mentioned.

Burglar alarm systems: Due to the tremendous increase in the crime rate, burglar alarms are being purchased by both homeowners and apartment house dwellers. Firms that deal in this commodity are excellent prospects for radio advertising. The use of sound effects and dramatic type commercials can produce exceptional results for these dealers. Some of the points to stress in the commercial copy, in addition to low cost and free estimates, include the availability of underwriter approved solid-state burglar and fire systems and terms such as freedom from fear, complete protection, etc.

Bus lines: Rarely are these operators good prospects for local radio, since advertising for intercity and interstate bus lines is handled by agencies. However, local bus companies do use radio successfully to advertise charters and special sightseeing and vacation trips. In addition to a full description of the trip and price, features such as the size of the bus, picture windows, air conditioning, restroom facilities, etc. should also be mentioned in the commercial.

During the late fall and winter months, many bus companies offer ski weekends. In the early autumn, they plan "nature's wonderland of color" trips to view the changing foliage. In the summer, they feature special three- to four-day trips to either the seashore, mountain resort areas, or other sightseeing excursions. The commercial copy for such trips

should list the date, time, and place of departure and return, hotel accommodations, meals, and especially price.

One radio station was able to cash in on such a bus trip promotion. When a local girl won the state title and the right to participate in the annual Miss America pageant held in Atlantic City, N.J., the radio station manager contacted a local bus company and together they planned a charter trip to the event. Hotel rooms were reserved, tickets to the pageant were bought, and a one-price package deal was advertised on the station. Over 135 persons responded and everyone, including the bus company and the radio station, profited.

Business machines: Though most such businesses deal primarily with commercial enterprises they all carry several brands of typewriters. This is a good retail item and radio advertising can enhance the sale of both new machines and used, rebuilt, and reconditioned typewriters. The availability of parts, service, and repairs should always be mentioned in any commercial copy. Price and a description of deferred payment plans should also be included, in addition to a complete description of the machines.

Business schools: These are excellent prospects. Schools that use radio to advertise their services report excellent results. The copy must explain the types of programs offered, describe the competent and trained staff, list the days and hours of classes, the cost, the length of courses available, and tell of the job placement assistance provided for graduates.

Butchers (meat markets): Although the neighborhood butcher shop is fast disappearing from the scene, those that still exist find that radio advertising brings the best results. Quality, price, freshness, selection, individual attention, no prepackaging, home delivery, etc. are some of the features that should be included in a radio commercial.

Do not overlook the freezer supply butchers. With the high cost of meat and the fact that more and more homeowners now possess large freezers, these establishments are becoming more numerous. Radio advertising can produce results for them, especially if their commercials are broadcast adjacent to or in programs appealing to the female audience. Caution, however, is advised—past experiences show many such businesses are poor credit risks.

Cabinetmakers: Radio advertising will produce results for cabinetmakers if the commercial message is aimed at a

particular group such as hi-fi enthusiasts, those who are renovating their homes (built-in bookshelves and closets), etc.

Some lead-ins:

(1) Complex home improvements require professional help.

(2) Famous for reliability and quality of workmanship.

(3) Modernize your home.

(4) The best homes have built-in (closets) (bookshelves) by (advertiser).

(5) Every time of the year is ideal to modernize your home.

(6) If it's made of wood—we make it.

In addition to cabinets, the copy should also mention alterations, millwork, interior and exterior work, and furniture repair if these services are available.

Cameras (supplies): An excellent source of advertising revenue. Although most individual cameras are advertised by the manufacturer, many camera supply stores do get reciprocal allowances for advertising certain makes and brands. The same is true for photographic films. In addition, every outlet in this category should stress processing, developing, equipment, projectors, screens, and repairs.

Some lead-ins and one-liners:

(1) When you start on a trip, start with photographic equipment from (dealer).

(2) Your photos will be best if you use film from (dealer).

(3) Your photos will be best if you have them processed by (dealer).

(4) You can rely on (depend on) (dealer) for the best in camera accessories.

(5) (Dealer) has everything in cameras and camera supplies.

(6) (Dealer)'s trained personnel can help you with any photographic problems.

(7) Photograph that fun-filled moment with equipment from (dealer).

(8) For the best in cameras and accessories in every price range, see (dealer).

(9) (Dealer) can help you get the pictures you want.

(10) You get only the finest in quality and service at (dealer).

(11) To have picture memories you'll enjoy forever, get your camera supplies at (dealer).

(12) The number one hobby is photography—the number one camera store is (dealer).

(13) There is no better gift than a camera from (dealer).

(14) For that special gift for that special person, give a camera from (dealer).

(15) Snap your way right into the center of fun with a camera from (dealer).

(16) Party time is picture-taking time.

(17) Preserve fond memories of great times.

Camping equipment: During certain seasons of the year, businesses catering to campers are excellent advertisers. Many department stores, sporting goods shops, and army-and-navy stores have complete camping equipment departments. The copy should include descriptions and prices of tents, cots, sleeping bags, etc.

Camps: Camps advertise year-round in the print media. Operators of these facilities usually rely on repeat customers and personal recommendations. They also like to get reservations in early enough so as to be able to have a personal interview with the prospective camper's parents. There are many local camps catering to youngsters both on a day camp and overnight basis who use radio to advertise their facilities. The best time to contact these prospects is during the month of May. Their advertising should be scheduled between May 20th and June 30th. New camps should begin advertising in late March and certainly no later than the first week in April. Advertising copy must describe the facilities, the location, staff competence, transportation (if offered), activities, age groups accepted and whether or not coed facilities are provided, camping periods, and cost. The commercial should be broadcast in or around women's programs.

Candles: An often overlooked source of radio advertising revenue. There are many stores that specialize in this product and are usually found away from the main shopping areas. The commercial copy, of course, should describe the candles that are available, including all makes and sizes, and mention other items stocked, such as candlemaking supplies and unusual gifts for all occasions.

Candy: Due to the diet fads, the number of stores specializing in this one item has diminished. Those that are still operating also carry a full line of greeting cards and some

giftware items. However, drug stores and department stores all carry a line of candy, chocolates, and confectioneries. There are certain times of the year when candy is a leading gift item: St. Valentine's Day, anniversaries, birthdays, Easter, Mother's Day, and Christmas. Brand names and freshness are important and must be included in all commercials.

Some lead-ins:

(1) For delicious bonbons, refreshing mints, chewy caramels, crunchy nuts, luscious fruits, get a box of (brand) at (dealer).

(2) For an after-dinner refreshment, serve your guests a taste-tempting treat from a box of (brand) from (dealer).

(3) (Dealer) has a large selection of tempting treats from (brand).

(4) Every small piece of (brand) is a delight. Get a fresh box today from (dealer).

(5) The sweetest way to express your sentiments is a delicious box of (brand) candy fresh from (dealer).

(6) (Dealer) sells the sweetest things—candy by (brand).

(7) A gift fit for a queen is a box of (brand) from (dealer).

(8) Candy is the treat that pleases everyone. For every candy dish in your home see the fresh selection at (dealer).

Carpenters: Individual craftsmen seldom use radio advertising. When they do advertise, it is usually in the classified section of the newspaper.

Carpets: Very good users of all advertising media. The commercial copy should place emphasis on available brand names, quality, price, variety, large selection, and on the fact that free home estimates are offered. (Also see "rugs.")

Caterers: Are very often overlooked by radio time salesmen, but they do advertise on occasions. Commercial copy should describe the facilities, service on and off premises, the size of groups served, equipment available, and the free consultation provided. Copy can also detail specific occasions the firm caters: picnics, clambakes, weddings, anniversaries, receptions, conventions, business functions, banquets, social events, etc. Also helpful are ear-catching phrases like: the ultimate in catering services, over 50 years of experience. Here is a good lead-in: Relax! Enjoy the party. Let (caterer) do it for you. Delicious food beautifully served and so convenient, too.

Very often, when a caterer has a large banquet hall he will try to fill open dates with a dance or a show featuring name bands or theatrical talent. When these events are scheduled, they always advertise and radio stations are directly contacted by the personal managers or booking agents of well known name bands advising that the band has an open date. Too often, this mail is disregarded. It would pay the radio station to take the information to a local caterer who has a large banquet hall and ask if he has an open date coinciding with the band's. The radio station does not have to become involved with the booking, but because it was the initiator it can look forward to receiving the largest share of the advertising dollars spent to publicize the event.

Cheese shops: Such specialty food shops can be cultivated into steady sponsors. Commercials should be scheduled in or adjacent to a woman's program that features household hints and recipes. The varieties of cheese offered should be emphasized in the commercial.

Chimney cleaners: Excellent prospects during the very late summer and early fall season. Many of these firms also specialize in repainting and repair work, as well as fireplace renovating.

Chinaware: Department stores and jewelry shops all devote large areas in their establishments to the sale of these items. In addition, there are many gift shops and hardware stores which also feature chinaware. Also, many retail stores specialize in this product. It is one of the most advertised commodities and many dealers achieve maximum results from radio advertising. Many stores advertise that they are the exclusive area dealer for a particular brand or manufacturer. The term "open stock" should be used in the copy if it is applicable. Here are some suggested lead-ins:

(1) For the largest selection in china and glassware, see (dealer).

(2) Elegant china in individual designs is now being featured at (dealer).

(3) The many patterns of china featured at (dealer) will delight you and meet your individual taste.

(4) Every meal can be a special occasion if you use chinaware from (dealer).

(5) Sturdy enough for everyday, yet elegant enough for that special occasion, is the china featured at (dealer).

(6) Inexpensive yet elegant.

(7) For your own home or for impressive giving, select your china from (dealer).

(8) You can be sure of clarity, lustre, and clear color when you buy your glassware from (dealer).

(9) Quality and beauty are guaranteed in every piece of china sold by (dealer).

(10) For china that is durable and beautiful and that fits in with your style of living, see the large selection at (dealer).

(11) Add magic to every meal with fine china and crystal from (dealer).

(12) You always set an elegant table if your china and crystal come from (dealer)'s exclusive collection.

Chiropractic physicians: In many states, these practitioners are allowed to advertise their services. Those who do advertise find that they receive phenomenal results from the use of radio. Many sponsor 15-minute daily programs on health problems. The best results are achieved from programs and commercials that are broadcast between the hours of 9 a.m. and noon.

One such practitioner in Bridgeport, Conn. sponsored a daily Monday through Friday 15-minute program. He became so successful that he had to move to larger quarters and take a full floor of a large commercial building. Eventually, his practice grew to the point where he could afford to construct his own medical building.

When scheduling such programs, the station manager should be aware of the fact that they will arouse animosity among local medical doctors and medical associations, since they look with disfavor on this type of practice and frown upon anything that may promote an interest in it. They also feel that it is unethical for professional people to advertise, since their own code of ethics forbids advertising.

To overcome this animosity, a station can develop, as a public service, programs such as "You and Your Health," in which local medical personnel are invited to discuss diagnoses, treatment, prevention, and other aspects of health care. These programs should be produced with the assistance of the local medical association or hospital.

Churches: If your station accepts commercial religious programing, it can be the largest source of advertising revenue. Such programs vary in length from 15 minutes to a

full hour. The content of such programs vary from hymn and gospel singing to sermons, to a presentation of a full church service. Some of them are all talk. Some ask for nothing but the listener's attention, and others include a request for donations. In the latter case, be sure to check with management concerning station policy about such requests. If your station does not accept commercial religious programing, it nevertheless will accept commercial advertising for church suppers and other activities open to the public.

Many broadcasters find themselves in a constant quandary concerning religious programing. Too often, they find that when they schedule a religious program presented by one denomination, they are deluged with requests from every other sect and denomination for either free or paid program time. One station manager in a small community that had an over proliferation of churches solved his dilemma in the following manner.

He divided the religious community into the three major categories: Protestant, Roman Catholic, and Jewish. He then surveyed his listening area to determine the exact religious leanings of the population. His survey indicated that 60 percent of the people in the area followed the teachings of the Roman Catholic Church, 35 percent were of the Protestant leaning and 5 percent were Jewish. On a free-time public service basis, he offered the Roman Catholic churches a daily 15-minute program Monday through Saturday at the beginning of his broadcast day; the Protestant churches were offered a 10-minute devotional program Monday through Friday at the close of each broadcast day; the Jewish congregations were offered a once-a-week program on Friday evenings for the broadcast of a pretaped service. He then established a firm rule that all other religious programing would be broadcast on a commercial basis, first come first served, between 6 a.m. and 12 noon on Sundays. This not only served the religious needs of the community but made it possible for him to have a 100-percent commercial return on his Sunday morning programing.

When planning this type of religious programing, the station must not become too involved in the selection of the participants, especially those programs to be broadcast by the Protestant sects. In most communities, where there is a

proliferation of Protestant denominational churches, the ministers of the various churches are organized into councils or associations. If such a council or association exists, the station manager should allow this group to schedule the appearance of each clergyman. There should not be any problems in the Roman Catholic groups, since the bishop or monsignor will take care of the scheduling or suggest a syndicated prerecorded program such as "The Sacred Heart." If there is more than one Jewish synagogue or temple in the community and the rabbis can't agree on program participation, the station manager should select the temple or synagogue with the largest congregation.

Cigar, cigarette, and tobacco dealers: As of January 2, 1971, the Congress of the United States banned the advertising of cigarettes on radio and television stations. However, no such restriction has been placed on other tobacco products. But, unless an establishment specializes in pipes and tobacco products, these dealers rarely use radio to advertise their store. When they do advertise, it is for gift giving and generally before Father's Day and Christmas. There are occasions when a local cigar store can get the manufacturer's promotion or public relations man to spend some of his available funds to advertise on local radio. It is well to remember that all such commercials, in order to be effective, should be scheduled either in or adjacent to sports programs.

Cleaners and dyers: One of the best groups of advertisers. They are very competitive with one another and very often use radio rather steadily throughout the year. There are certain times of the year, especially the spring season, when many increase their advertising schedules to promote cleaning and storage services. The services usually offered are cleaning, laundering, and tailoring; home pickup and delivery service; shirt service; insurance against fire and theft for all garments; fast quality service; (number) hour service; all work done on premises; moderate prices; box and fur storage; etc.

Some lead-ins:

(1) (Cleaner) says, "Your appearance is our business."

(2) Have all your garments quality dry cleaned and pressed in the all-new modern plant of (cleaner).

(3) (Cleaner) are specialists in evening gowns and drapery cleaning.

(4) For fast, reliable, quality dry cleaning, patronize (cleaner), where you're sure of fine garment care.

(5) (Cleaners) is where you get modern services at old-fashioned prices.

There is also a group of establishments that cater to the self-service customer with coin-operated machines. These operators are also good radio advertising prospects. They feature price, convenience, and quick service in their commercial copy.

Clock repairing: A group of craftsmen that seldom if ever advertises. Generally, it is a service provided by jewelry stores or small appliance dealers. However, if there is a good specialist in antique clock or electric clock repairing in your area, he should be contacted, because he can get unusual results from radio advertising. Commercials should be broadcast in or adjacent to a women's program.

Coin dealers: Another group that rarely if ever advertises on radio, but they are good prospects if your station has a hobby program on its schedule.

Concrete products: Often overlooked, but they are good prospects. Cement, concrete and cinder blocks, patio blocks, stone and slate flagging, clay bricks, fireplace and barbecue materials, well and drain tile, fiber and galvanized pipe, and ready-mix are but a few of the products they deal in, which should give the local time salesman plenty to sell such prospects.

Do not overlook the local lumber yards. Every one of these establishments carries a full line of ready-mix concrete and cements. One lumber yard tremendously increased its business when they advertised ready-mix on local radio. Although the commercial message advertised only this product, the lumber yard operator informed the station that retail sales for his other products almost doubled due to the increase of traffic created by his radio advertising.

Contractors: Most contractors advertise home alterations or remodeling. Commercial copy should offer free estimates, available financing, complete remodeling, including construction of garages, driveways, repairing of roofs, room additions, recreation rooms, porches, and complete kitchens.

Convalescent hospitals: Often overlooked by the local time salesman, but they are good prospects in two areas. The first is employee recruitment and the second is their service. Early morning is the best time to broadcast their commercials. Copy should describe the facility and list the ser-

vices offered: private rooms, catering to the chronically ill and senile, post-operative and cardiac care, registered nursing service 24 hours a day, physical therapy, special diets, medicare accreditation, etc.

Corsets and brassieres: Generally ladies' specialty shops get excellent results from radio. In addition to corsets, girdles, and brassieres, they feature hosiery, lingerie, and housecoats. One main item often overlooked by the time salesman and copywriter is that most of these establishments are expert fitters and can supply surgical garments and corsets for post-operative support.

Cosmetics and perfumes: Once strictly the province of the drug store, these products are featured in separate departments in large department stores. In addition, there are now retail establishments that sell only these products. These merchants are excellent year-round prospects, but during certain periods of the year, they are very heavy users of radio advertising—Mother's Day, St. Valentine's Day, and Christmas. One alert and enterprising station manager created a program entitled "Your Guide to Beauty," a 10- to 15-minute weekly presentation featuring the operator of a cosmetic store who speaks on cosmetics and perfumes, giving advice on makeup, the application of these items, and other beauty hints. He also accepts letters of inquiry from listeners and answers them on the air. This not only proved to be a great audience builder for the station, but resulted in a tremendous increase in sales for the sponsor. Here are two lead-ins:

(1) Give the gift with the personal touch. Give cosmetics. It's the gift that means so much.

(2) See (store) for quality cosmetics and toiletries. They can make you more beautiful.

Costumes (masquerade-theatrical): Very rarely advertise, and when they do it is on a hit-or-miss basis. The advertising is usually of an institutional type which simply states that they have rentals of all kinds and types and cater to individuals, school productions, and plays.

Country clubs: Completely overlooked by most local time salesmen. If these are private membership owned-and-operated clubs, they can still be a source of advertising revenue for the alert and enterprising salesman. He can get the golf pro to schedule a "hole-in-one" or "nearest to the pin" contest and sell it to a local sporting goods store or hotel resort

or other retailer. One time salesman sold an advertising program to a car rental agency which advertised the free use of a car for a week to anyone getting a hole in one at any of several country club courses. Another sponsor offered a free weekend for two at a nearby resort. Where the club's facilities are open to the public, the country club can get excellent results from radio advertising.

One station manager's knowledge of the country clubs in his area and his acquaintanceship with the club pro enabled him to obtain a large advertising schedule from a brewery. For many years, he had endeavored, without success, to get the brewery to advertise on his facility. His survey of the country clubs indicated that none of them were serving or stocking this brand of beer. He approached each club pro and suggested a "nearest-to-the-pin" contest each Sunday for a period of 13 weeks. The prize offered would be a pewter beer mug suitably inscribed with the winner's name. When the golf pros agreed to the contest, the station manager contacted the club managers and explained the contest to them but told them that in order to schedule the event, they would have to stock a small supply of the particular beer. Each club manager readily agreed to purchase an initial order of two cases.

Armed with these commitments, the station manager approached the advertising and sales managers of the brewery and offered them the sponsorship of the golf contest and the new customers if they would buy a 13-week advertising schedule on the station and provide the pewter beer mugs for the prizes. Naturally, the brewery personnel readily agreed, for the cost of the beer mugs was insignificant compared to the exposure the beer would receive and the initial additional sales of the product made the cost of advertising worthwhile.

The only additional cost to the radio station was the preparation of suitable placards to promote the contest. They were displayed in the country clubs' pro shops. The club pros ran the tournament and each Monday contacted the radio station to supply the names of the winners. To add zest to the contests, the station sports director had the winners appear on one of his programs, at which time the pewter beer mugs were presented.

Credit cards: Although good national advertisers, they are, by themselves, very poor prospects for local time sales.

However, every commercial bank now offers one or another form of credit card and they do advertise this service. Local time salesmen can increase the advertising for this service if they suggest that all retailers who honor credit cards include mention of this at the end of their commercials. The more often a particular bank credit card is mentioned on the air, the easier it is for the time salesman to get the local bank to increase its advertising for this particular service.

Dairies: Although the major milk companies and ice cream manufacturers advertise extensively, most of their ads are placed through national advertising agencies. However, there are many communities with outlets that specialize in dairy products and ice cream, and there are many communities that have local dairy firms or in which the local distributor controls and places the advertising. It is these groups that can provide considerable advertising revenue for the local radio station. In this group should also be the dairy bar that serves milk shakes, ice cream sodas, malts, ice cream, etc.

Here are some lead-ins for this prospective advertiser:

- (1) You can't say enough about (store)'s dairy products.
- (2) There is no better way to insure that your family is getting the important and essential vitamins, minerals, and nutrition than by serving them dairy products from (store).
- (3) Make a dairy product a main feature of every meal and establish good nutritional habits in your home.
- (4) When you want delicious ice cream, you can be sure to get it at (store).
- (5) Ice cream in (number) delicious flavors is always fresh when it comes from (store).
- (6) The best ice cream is the ice cream that comes from (store).
- (7) Milk gives your children all the calcium, riboflavin, protein, and vitamins they need for a healthy life. Get (brand)'s milk at (store).
- (8) Set a good eating habit in your home by including milk from (store) in every meal.
- (9) No one is ever too young or too old to enjoy the healthful benefits of milk.
- (10) It's a good health habit to acquire—with meals or in-between, drink milk from (store).

Do not overlook home deliveries if the service is offered. Such phrases as "delivered right to your doorstep at its peak of goodness" should be used, as well as some of the following, to close the commercial:

- (1) Refreshing as a summer shower.
- (2) Quenches your thirst to sharpen your appetite.
- (3) Each glassful is an invitation to ask for more.
- (4) The tastiest treat your tongue has ever tried.
- (5) The meal balancer.
- (6) A combination of cooling pleasure and satisfying taste.
- (7) For that extra summer pep and energy.
- (8) Full of food and flavor value.

Dancing instructions: There are two types of schools in this field, and both are good prospects for local radio advertising. The first type serves the adult population and are year-round advertisers. The second is devoted to the younger age group and generally only advertises during the months of September and October prior to the opening of classes.

Day nurseries: Generally poor advertisers, since most are either operated by social service agencies or are community projects. However, those that are privately operated are prospective local radio advertisers. Commercials for this group should be in or adjacent to homemaker programs.

Delicatessens: Generally good local radio advertisers. Commercial copy should include such facts as hours of operation, including Sunday; party platters for all occasions; fresh meats and cold cuts; barbecued chickens; takeout buffets; picnic supplies; frozen food; bakery products; and such specialties as corned beef, pastrami, Italian home-styled sausage, imported cheeses such as ricotta, mozzarella; manicotti; etc. Do not overlook catering service if it is available.

Department stores: (Included in this group is the large discount store.) One of the best and prime users of all advertising media. The greatest portion of their advertising budget is spent in merchandising advertising. Only a small portion is spent in institutional advertising.

Although many competent studies made by qualified and responsible research organizations (including the Radio Advertising Bureau) indicate that local radio can produce equal or better results than the local newspaper, department

store advertising managers persist in spending the major share of their advertising dollar with the newspaper. Many spend from \$300 to \$500 for a full-page ad in the local newspaper and only \$50 with the local radio station. Yet, they expect the same results from both media. What they fail to realize is that a \$300 to \$500 one-day expenditure on local radio would give them tremendous saturation and exposure that they can't possibly get from a full-page ad. The R.A.B. has the facts, and the studies are available to department stores and radio management.

It would take a considerable number of volumes to adequately present the various types of commercials used for this category. However, we will suggest some lead-ins and closings that have proved to be successful.

- (1) Selections are unlimited at (store).
- (2) Shoppers with preferences shop at (store).
- (3) For fashion import and low prices, shop at (store).
- (4) The one-stop shopping center for all your needs.
- (5) Thousands of famous brand names throughout the store.
- (6) You buy what you want, when you want, with confidence at (store).
- (7) Every item is marked lower than anywhere in (city).
- (8) In planning your shopping trip, plan first to stop at (store).
- (9) Every shopping trip is a money-saving trip when you shop at (store).
- (10) The right look at the right price for every member of the family.
- (11) Visit the (number) different departments in (store) and compare prices and quality.
- (12) There's a good reason why more folks shop at (store).
- (13) (Store)'s marvelous selection will amaze you.
- (14) Where the price is always low.
- (15) You won't believe your eyes. They are real spectacular buys.
- (16) If what you want is quality and bargains galore, go to (store).
- (17) Shop where you can save and get the quality you crave.
- (18) Where every day is bargain day.

(19) Be a modern shopper. Shop the modern way. Shop at (store).

(20) Folks who are wise find the best buys at (store).

(21) Greatest values. Biggest discounts. Get them at (store).

(22) The best department store. The store that offers so much more is (store).

(23) Everything you need is under one roof at (store).

(24) (Store) is the shopper's friend. It's the store that has everything.

By using ingenuity, imagination, and creativity, one radio station was able to produce a radio program for a department store that resulted in an annual advertising expenditure of over \$50,000.

In 1947, a group of businessmen was planning to build a daytime station in Bridgeport, Conn. At that time, there were two full-time AM stations in that city. The largest department store in Bridgeport was Howlands, which had been serving the community for over half a century. This department store was a daily two- to four-page advertiser in the local newspaper and had programs and schedules on both of the city's radio stations.

While the daytime station was under construction, the station manager, sales manager, and program director set out to plan a radio program that would appeal to Howlands. They knew it had to be new, unique, and different from anything ever previously offered the store. It had to have tremendous audience appeal, create goodwill and store traffic, tie-in with the store's present advertising program, produce point-of-sale and future business, and maintain the prestige enjoyed by the department store.

The station personnel realized that no city of less than 200,000 ever had its own locally produced daily audience participation radio program, and that if such a program could be developed it certainly would be unique, new, and different from previous radio shows broadcast in the area. By its very nature, a good audience participation program creates a substantial and constant audience both for attendance and listening. To create store traffic, the show had to be broadcast directly from a place within the confines of the establishment. Prizes of a substantial nature, in addition to the entertainment value of the program, would create goodwill. The cost of the

broadcasts had to be held within the bounds of the store's advertising budget and have within its framework something that would weld together the store's newspaper and radio advertising so as to create immediate point-of-sale purchases as well as future business. The program could not be "slapstick"; it had to be of a standard acceptable to the department store. From these discussions evolved the famous "Lucky Lady" breakfast show, which, in its first year of broadcast, won for the station and the department store many major awards from the broadcasting industry and the National Dry Goods Association.

As did all the other retail establishments in the area, Howlands opened its doors for business at 9:30 a.m. To create immediate store traffic, it was apparent that the program had to be broadcast from an area within the store before the 9:30 opening time. In its basement, the store had a large cafeteria that was open from 9:30 a.m. to 2:30 p.m. Howlands agreed to open the cafeteria at 8 a.m. so the program could be broadcast from the location between the hours of 8:30 and 9:30 a.m. This insured that at the conclusion of each daily broadcast, a captive audience of hundreds of potential customers was on the premises when the store's doors opened to admit the general public. Of course, this meant additional expense for the department store, since the cafeteria personnel had to begin work hour earlier. To offset this added expense, it was suggested that a special broadcast breakfast, consisting of orange juice, two slices of toast, and coffee, be offered at the reasonable price of 25 cents. To further reduce costs to the department store, station personnel contacted the local distributor of a nationally advertised frozen orange juice, a large national concern with a bakery in the area, and a large coffee distributor, who all agreed to supply the ingredients for the broadcast breakfast in exchange for suitable mentions during the program and at no cost to Howlands. The 25 cents charged for the breakfast went to the department store to offset their additional expense.

To obtain prizes for major and minor awards, the store made available to the station the names of the merchandising and advertising directors of every concern from whom they were making purchases. With letters of introduction from the store, station personnel contacted each supplier and explained the program and the exposure that their product would receive when offered as a prize. Without exception, every

concern approached was willing to cooperate and furnish their product, at no cost to the station or the department store, as a prize. Major appliances such as refrigerators, freezers, dishwashers, washers and dryers, TV sets, hi-fi units, as well as furniture, carpeting, clothing, jewelry, cosmetics, perfumes, and a myriad of products carried in any large department store were readily accumulated and kept in the store's warehouse earmarked for use only on the radio program.

To keep the cost of the show and the radio broadcasts within budgetary limits, the station's on-the-air personnel agreed to emcee the program at regular wages, waiving all talent fees. The exposure they received more than compensated for the small talent fees paid in those days. (Wally Dunlap, a top executive with Westinghouse Broadcast Co., and Bob Crane, the star of "Hogan's Heroes," were just two of the many who gained by being emcee of the show.) The cost to the sponsor covered the program time, broadcast lines, and engineering expenses. A gimmick, called the "Looking Lady," was developed in order to insure that everyone attending the show would carefully scan the store's advertisements in the previous evening's newspaper.

In capsule form, here is an outline of the "Lucky Lady" program. There were four main elements to the show: (1) the "Lucky Lady"; (2) the "Looking Lady"; (3) the "Learned Lady"; and (4) to insure greater opportunities for the attending audience to win a prize, "The Lovely Lady."

As each person purchased her "broadcast breakfast," she was given a numbered ticket. The duplicate of the ticket was deposited by the person in a large drum. Before broadcast time, tickets were drawn and one person was selected as the "Lucky Lady," one as the "Looking Lady," and six to compete for the "Learned Lady." On display were two gaily decorated containers in which sealed envelopes were kept. In the envelopes in one container were pieces of paper on which were written various female names such as Rose, Anna, Jane, etc. In the other container were sealed envelopes with 5 x 8 cards. A question was written on one side of the card and the other side had the answer and source.

The "Lucky Lady," who was chosen by lot before the broadcast, selected an envelope from the question container at the very end of the program. If she could successfully answer the question, she was awarded the prizes in the "Lucky Lady" jackpot. If she failed to correctly answer the question, she

was presented with a consolation prize and another major prize was added to the jackpot for the next broadcast.

The "Looking Lady," also chosen by lot before the broadcast, was the first feature of the program. In the store's advertisements in the previous evening's newspaper, one advertised item had a cloverleaf symbol conspicuously displayed. It was the chore of the "Looking Lady," accompanied by a member of the store's advertising staff, to go to the particular department of the store, pick up the item marked by the cloverleaf symbol, and return with the item to the program's emcee within 30 minutes of the time she was dispatched. If she could accomplish this feat in the allotted time, she kept the item as her prize. Failure, which rarely occurred, earned a consolation prize. This feature had many purposes. First of all, it assured that every person who planned to attend or listen to the program would carefully scrutinize the store's newspaper advertisements to ascertain which item had the cloverleaf symbol displayed in the ad. When the "Looking Lady" returned with the item, the emcee described it to the audience, told where it was found, and mentioned the price of the article, thereby creating added exposure for the sale of this item. If the "Looking Lady" failed to find the item, the emcee described it, its location in the store, and the sale price of the article.

Those who were to compete for the "Learned Lady" were also chosen by lot before the broadcast. They were seated at a special table as guests of the store (their breakfast money was refunded). In rotation they were asked to answer questions selected from the question container until one of them emerged as the winner and became the "Learned Lady" for which she was awarded a major prize. The others received minor prizes as consolation awards. If this portion of the program was running overtime, a "tie" was declared and duplicate prizes were awarded.

Early in the broadcast, the "Lovely Lady" was selected, on the air, from among those who had traveled the farthest distance to attend the broadcast. Practically everyone in the area who had out-of-town visitors was sure to bring their guests to the show. The person from the most distant place was named the "Lovely Lady" and was presented with a corsage (donated by a local florist in exchange for on-the-air mention). She then selected a sealed envelope from the name container. This sealed envelope was conspicuously displayed

throughout the broadcast. During the program, the emcee interviewed many of the women in the audience. In the course of the interview, he would ask them their given name. Toward the end of the broadcast, the "Lovely Lady" would open the sealed envelope and if the first person interviewed whose given name matched the name in the envelope could answer a question she selected from the question container, she won a prize. If unsuccessful, she was awarded a consolation prize. The prizes she might have won were carried over to the next broadcast and each day a new article was added to these prizes, thereby creating another jackpot.

This successful radio program ran for more than five years. The audience never fell below 300 and, on certain occasions, especially when large jackpots were being offered, the doors had to close before all those who wished to attend could be admitted. It was amazing to witness the lines forming early in the morning even when inclement weather made walking and driving hazardous. Not only was the department store enthusiastic about the program but the downtown retail merchants banded together to present the station with a special award because the program produced early morning customer traffic for their stores. This program was solely responsible for the ready acceptance of the new radio station which, in a very short time, became the top-rated and most financially profitable facility in the area.

Diaper service: An often overlooked service that can use local radio advantageously. Commercials should always be in or adjacent to homemaker's programs.

Dog grooming: Another overlooked service that uses radio in a small way. Excellent results can be obtained for this type of client.

Doors: Although this item is sold by the lumber yards and is discussed under that category, there is one kind of door that is carried and installed by firms other than lumber yard dealers. It is the automatic overhead garage door. Dealers in this item seldom if ever use radio to advertise their product or service unless they are approached. The enterprising local radio time salesman who makes the effort will find it rewarding. Commercial copy should stress: automatic door controls to meet every need; opens your garage door, turns on the light, closes the garage door, locks up tight; radio remote control; repairs and conversions; service; parts; free estimates; etc.

Donuts: Although this is a bakery item and some copy suggestions are made under that heading, we list this category by itself because there are several local bakeries that only bake donuts and specialize in home deliveries. In addition, during the past 15 years, several large chains of specialty stores have developed. They serve coffee and donuts in addition to the retail sales of this bakery item. Most of these stores are individually owned by franchise dealers and, though they may get some national advertising help, they control the placing of the advertising in addition to spending their own funds locally. Items to be stressed in the radio commercial are location, variety, freshness, store hours, and price.

Draperies: Radio advertising can produce excellent results for these businesses. Commercial features include fabrics, readymade and custom-made, fixtures, free home service, designs, quality, and price. Some lead-ins are:

(1) For the special treatment of Spanish, Italian, French, and Colonial windows, consult (drapery shop).

(2) For the largest selection in drapery fabrics, metal drapery hardware, and wood drapery hardware in all colors, see (store).

(3) For draperies designed, measured, and perfectly installed, see (store), specialists in window treatments.

(4) (Store) has the drapes and curtains for you in the largest selection of colors and fabrics, too.

(5) Give your home new color. Give it a great new look with curtains and draperies from (store).

(6) Use the professional services of (store) for draperies and curtains. They are specialists in custom-made draperies and (store) can professionally restyle, repair, or clean your draperies and curtains.

Dressmakers: Seldom if ever advertise except to offer alteration services. This category usually uses the classified ad section of the newspaper. However, they can be induced to participate as a once-a-week advertiser on a radio homemaker's program featuring a woman commentator.

Drive-ins: Generally included in the restaurant category but they deserve individual classification because they are excellent prospects and good users of local radio. The commercial should emphasize the product and price, location, parking, no waiting, fast service, etc. A few lead-ins are:

(1) The friendliest place for drive-in service where you never have to leave your car is (name).

(2) Relax in comfort in your car and enjoy the delicious (food) at (name) drive-in.

(3) Drive right in and park. Stay right where you are. You'll enjoy the best without leaving the car at (name) drive-in.

(4) Get out! Enjoy life! Enjoy a satisfying meal without leaving your car.

Driving instructions: There are few states that will allow new drivers to apply for a license unless they have completed a course in driving given by an approved school. Many high schools today include a driver education course as part of the regular curriculum for juniors and seniors. Factors to stress: state licensed, fully insured, dual-controlled cars, trained instructors, use of auto for state examination, acceptance of adult, teenage, and foreign students, evening classes, length of course, and price.

Drug stores: In this category are the ethical pharmacies who specialize in prescription and over-the-counter drugs and the drug stores which, in addition to prescription service, also carry a full line of over-the-counter drugs, plus cosmetics and small gifts and appliances. All these establishments are good prospects.

The ethical pharmacy is usually a year-round advertiser and his commercials should mention licensed and registered pharmacists, competency, quality of drugs used, and mail and delivery service. Since the prescription price is generally higher at these establishments, prices should never be mentioned unless it is a cut-rate operation.

Commercials for the other type of drug store vary with what the store wishes to feature, due to the fact that they usually carry a large variety of merchandise such as elastic stockings, cameras, watches, luggage, cosmetics, shaving accessories, lighters, and even offer photo finishing. A good lead-in for this type of operation is, "(dealer) isn't just a drug store! It is a versatile shopping center of medical and cosmetic needs where you can find just about anything." Other suggested lead-ins are:

(1) Give the gift with the personal touch. Give cosmetics from (store).

(2) See (store) for quality cosmetics and toiletries.

(3) (Store) specializes in prescriptions because your good health is their one and only business.

Eggs: Although this food product is mainly sold in grocery stores and supermarkets, there is a large retail trade in "country fresh" or "farmer fresh" eggs. If there is a large poultry farm in your station's service area, such an establishment can become a very good radio advertiser. Elements to feature in such commercials are: freshness, fresh daily, location, and price.

Electrical contractors: Usually referred to as "electricians." Generally poor advertisers, and when they do advertise, they usually do so in the classified ad section of the newspaper. Those who do use radio as an advertising medium get excellent results. Terms to use in the commercial are: licensed, bonded, residential, free estimates, wiring and repairing of all types, flameless electric heating, etc.

Electric supplies: These establishments, if they sell or cater to the retail trade, can be good prospects. Most electric supply establishments carry a large selection of lighting fixtures and obtain good results from radio. Brand names, large selection of indoor and outdoor fixtures, as well as store hours are several factors to feature in the commercial.

Many of these concerns also carry a line of electric fans for both the commercial and residential consumer. During the late spring and early summer, every area is plagued with a heat wave. Enterprising time salesmen who keep their eyes on the extended weather reports during this period of the year will be able to generate added sales revenue by contacting these establishments before the heat wave arrives. With the exception of retail outlets, very few merchants in this category will advertise their fans during the heat wave. Experience has taught them that the demand from regular customers—the electrician and electrical contractor—will soon dispose of all their available stock.

Electronic equipment and supplies: Excellent prospects for radio advertising. With the hi-fi fad, home TV repair, hobby interests, and electronic musical instrument retail sales at an all time high, these establishments find that they get excellent results from radio. Copy should stress equipment, components, accessories, hours, etc.

Embroiderers: Seldom advertise but can be approached to advertise their service to the sports crowd for embroidery work on shirts and uniforms.

Employment agencies: With employment at an all time high, every one of these establishments is deluged with requests from employers in every field of endeavor. Some specialize only in part-time or temporary placements. These agencies are excellent advertisers and are one of the best prospects for local radio. All of their commercials should be aimed at worker recruitment and should list the following: types of openings, fee paid positions, assistance in resume preparation, career placement services, confidential representation, licensed and bonded, and immediate placement. Inasmuch as their revenue is derived only from placing personnel, every operator in this field must have a continuous large file of applicants on hand. These agencies will continue to advertise whether or not they have job openings for everyone, for they are most anxious to constantly build up their files. A good lead-in is, "(agency) has immediate and continuing openings for all skills. Come in for a friendly, confidential, and personalized interview. Best paying positions with excellent fringe benefits can be yours today if you see (agency)."

Engravers: Very poor advertisers but they can be cultivated into a small user of radio advertising for such services as photo engraving and trophy engraving.

Exterminators: If there are many privately owned homes in your area, exterminators should be contacted. Services offered include complete residential pest control, termite control, free estimates and inspection, mothproofing, fumigating—all by expert, trained personnel, and proven scientific methods. The best advertising periods are the late winter and early spring seasons, especially for the eradication of termites and carpenter ants. During the summertime, especially in suburban areas, their commercial messages should include the extermination of wasps, hornet, and yellow-jacket bee nests. Some lead-ins are:

(1) (Exterminator) hates bugs and annihilates them. Their economical services keep household pests away.

(2) (Exterminator) scientifically and permanently exterminate all household pests with speed. Their work is

guaranteed. If you have any pest problems call (telephone number).

(3) When you see any bugs crawling, the number you should be calling is (number). (Exterminator) guarantees to speedily rid your home of all household pests.

Fabric shops: Frequent advertisers who buy into or adjacent to women's programs. Commercials should list the cloth available such as wool, silk, synthetics, etc.; the type of yarns available; notions; art needle work; instructions; etc. Most of these establishments also do custom drapery and curtain work, and furniture slip covers. Some also carry readymade draperies and slipcovers.

Fans: This appliance is carried by electrical contractors, supply stores, department stores, discount houses, and appliance dealers. We list this item separately because it becomes very scarce during hot weather. Extra sales are possible during the period when the thermometer is soaring by contacting anyone who carries this item.

Farm equipment: For stations located in rural areas or where there are farms or very large privately owned estates, farm equipment dealers are excellent advertisers. Many of these dealers have access to cooperative advertising allowances from distributors and manufacturers. Most of them also feature garden machinery and supplies. Also, like the new automobile dealer, most deal in used equipment. Here are some lead-ins and one-liners:

(1) Build a beautifully green lawn with (item) from (dealer).

(2) Your complete garden center is (dealer).

(3) Let (dealer) show you how you can match travel speeds to field conditions by using the latest transmission system featured on the tractors, combines, and windrowers now available at (dealer).

(4) (Dealer) has the largest selection of safer farm machinery that is both comfortable and convenient to operate.

(5) For the lowest cost in operating efficiency, see the large selection of farm equipment at (dealer).

(6) You always get the best in farm equipment when you deal with (dealer).

(7) The finest and largest selection of used farm machinery and equipment is at (dealer).

(8) (Dealer)'s quality tested used farm machinery and equipment can help you to achieve better production.

(9) Each and every piece of used farm machinery and equipment at (dealer) has been reconditioned and tested to perform excellently.

(10) If you can't afford the price of new farm machinery or equipment, see (dealer) and the great buys he has in (items).

(11) Considering more equipment? See (dealer) and his large selection of reconditioned and tested used farm machinery and equipment now being offered at low, low bargain prices.

(12) You can depend on any used piece of farm machinery or equipment you get from (dealer) to give you years and years of efficient and dependable service.

Fences: An item usually carried only by lumber yards, although some hardware stores also stock fencing supplies. In addition, some concerns specialize in fencing and they can be good prospects. Types of fencing include stockade, rail, post, chain link, wire, screen, wood, etc. Some descriptive terms are: quality, free estimates, planning and consultation, expert installation, financing, and budget terms. The copywriter should make use of such phrases as: custom-built fences to serve your every need, erected anywhere for any purpose, fencing's first family. If there has been an increase in the crime rate in your area, you can mention the protection a fence offers.

Fireplace equipment: This merchandise is sold in hardware and furniture shops, in addition to those establishments that specialize in this commodity. The latter groups are fair prospects. The characteristics that are generally featured in a radio commercial, in addition to quality and price, are tempered glass enclosures, most beautiful and improved screens, decorator finishes, 100-percent safe screens, immediate delivery, etc.

The time salesman should not overlook the fact that this is a high markup item selling at three to four times its cost to the merchant, a situation that allows the merchant to spend up to 25 percent of his revenue for advertising purposes. The best exposure for the commercial message is in or adjacent to women's programs, especially those that may have home decorating as a feature.

Floor machines: An item usually advertised by the small appliance dealer. However, there are several merchants who,

in addition to selling this item, also do a very large business in renting out this equipment. Paint stores are good prospects to contact for the latter service.

Floor polishers and refinishers: An often overlooked group of merchants whose services are in great demand. The services they offer lend themselves to radio advertising from which excellent results can be obtained. Stress in the radio commercial: floor polishing, cleaning and waxing, floor sanding and refinishing, staining, old linoleum removal, modern up-to-date equipment, immediate service, fully insured, and free estimates.

Florists: Usually these businesses obtain very high returns from radio advertising. Most florists also specialize in artificial flowers and floral arrangements. They usually stress the following in their radio commercials: Long-distance delivery; floral arrangements for weddings, parties, and funerals; cut flowers; potted plants; seasonal plants; daily delivery; artistic designs.

One enterprising time salesman developed a sales program that resulted in increased revenue for his station, a local florist, and a charitable organization. He interested the local chapter of Hadassah in a fund-raising plan during Rosh Hashanah, the Jewish New Year. He contacted a local florist who agreed to deliver the roses and give the Hadassah chapter a percentage on the sales generated by them. The organization sent out a mailing to the husbands of each of their members, suggesting that he send his wife a dozen roses for the holiday. He could do this by either calling a member of the fund-raising committee or by returning an enclosed order blank. The time salesman also convinced the florist to advertise flowers for this occasion. He explained to the florist that not all of the Jewish population belonged to Hadassah and that many of the member's husbands who did not answer the organization's appeal would contact the florist directly when exposed to the added advertising. This has become an annual event in the community and very profitable for the florist, since he discovered that many non-Jewish people, who heard his advertisement, used his services to send flowers to their Jewish friends and business associates in commemoration of the holiday. Here are some suggested lead-ins:

(1) Make your home cheerful with flowers and greenery from (name).

(2) The best selection of flowers and greenery is always at (name).

(3) (Name) is the florist to see for the finest in (items).

(4) Flowers are the gift that's never forgotten. Get them at (name).

(5) On birthdays, anniversaries, and holidays, too, let beautiful flowers from (name) say hello for you.

(6) Send her your love with lovely flowers from (name).

(7) Flowers for all occasions are always beautifully arranged when they come from (name).

(8) Let (name) help you say it with flowers.

(9) (Store) has an array of lovely seasonal flowers that will thrill that special person.

(10) There's always room for flowers in the home. Let (store) brighten up your home.

Formal wear (rentals): Some men's stores that sell formal wear also have a rental department. Usually, there are two or more establishments that specialize only in rentals. They are very poor prospects, since they are generally small individually operated businesses that have very small advertising budgets. Most of their advertising is placed in school papers or magazines with a view toward garnering the prom business. Of course, they do cater to wedding parties, and if they do advertise on the radio, their commercial should be in or adjacent to sports shows. The commercial should state formal wear for all occasions, lightweight tuxedos in whites and pastels, full dress and cutaway suits, and personalized fitting.

Freezer food plans: These establishments use frequency to obtain very good results from radio advertising. Their commercials should offer processing for home freezers, liberal budget plan, delivery service, eat better and save, tailored plans for freezer owners, U.S. choice meats, etc. Some lead-ins are:

(1) Delicious meat so full of flavor, it's no wonder people favor the frozen foods from (dealer).

(2) The tastiest meat you can eat with quality that no one can beat comes packaged just for your freezer by (dealer).

(3) If you want the best price and best value, the place to shop is (dealer).

(4) To please your taste and your purse, use the (dealer) freezer plan.

(5) For frozen food specials that save you cold cash, inquire about (dealer)'s freezer plan.

(6) Frozen food with that just picked flavor and goodness is always available with (dealer)'s freezer plan.

(7) Keep your freezer fully stocked with the specials from (dealer).

(8) You don't have to be a cattle rancher to have fresh meat. Contact (dealer) and inquire about their freezer plan.

Fruit and produce: A very large revenue producer for supermarkets. Individual concerns that specialize in these food items are generally poor advertising prospects. However, during certain seasonal periods, the "farm stands," although they are not big advertisers, are fair prospects.

Funeral directors: In large population areas, these concerns do advertise but seldom on radio. In smaller areas, enterprising time salesmen have been able to get some funeral parlors to advertise either in or adjacent to religious programs. All of their advertising is usually of an institutional nature. Some funeral directors mention "as low as" in connection with price. A good lead-in for a commercial is, "Sincere sympathetic services to all faiths are available when needed at (funeral parlor)." Another is, "We understand the sorrow a family feels"; or "We understand the need to lessen the burden"; or "Lower funeral prices have always been traditional at (parlor)." A good close for this type of sponsor is, "The universal funeral chapel."

Furnaces: Dealers in this product are generally fuel oil dealers and plumbing and heating establishments, all of whom use radio to advertise the product and repair services. The fuel oil dealer advertises only oil furnaces, whereas heating contractors sell oil, gas, and electric furnaces. Some of the elements to be included in commercials are: brand name, type, quality, unsurpassed comfort, free estimates, backed by a written guarantee for (number) of years, winter weather-makers; etc.

Furniture (new and used): One of the best sources for a local radio time sale. This is usually high-priced merchandise with a relatively high markup, which allows the merchant to spend between six and eight percent of his gross revenue for advertising purposes. In addition to new and used furniture, this category also includes custom-made and unfinished or unpainted furniture! In addition to being year-round daily advertisers, these accounts increase their schedules during

certain seasons of the year. Time salesmen that sell and service these accounts should not overlook the fact that most of these merchants also carry a full line of carpets and rugs, as well as mattresses and other bedding merchandise, and major appliances such as refrigerators, washers and dryers, etc.

Some of the large furniture stores are exclusive area dealers for a particular furniture or major appliance manufacturer. These merchants are very excellent prospects, and because of the large amount of cooperative advertising funds available to them, they spend large sums for radio advertising.

One of the largest time sales ever made was finalized by an enterprising radio time salesman who was aware of the fact that a large furniture store in his city was the exclusive dealer for Admiral, one of the nation's largest manufacturers of major appliances, television, radio, and hi-fi equipment. He contacted the owner of the furniture store and explained to him how he could use the expertise developed by the soap manufacturers in buying radio time. By purchasing four continuous quarter hours, he could enjoy the full-hour rate yet use each separate quarter hour to advertise a different product. This would allow him three minutes of commercial matter in a quarter hour—a total of 12 announcements for the hour instead of the usual four commercial messages generally allowed in a one-hour program. Of course, the station retained for sales purposes the breaks before, after, and in-between the quarter-hours, but naturally could not advertise any competitive product.

At a meeting between the merchant and the manufacturer, the salesman explained all of the benefits of this type of advertising and stressed the point that a different product would be featured in each quarter-hour program; i.e., television sets in one program, refrigerators in another, stoves and ranges in a third, washers and dryers in another quarter hour, etc. Particular emphasis was placed on the great savings in advertising costs that this type of buy would generate, for with frequency discounts and the vast difference between the cost of four 15-minute programs and a one-hour program, his cost would be reduced by 50 percent. This sales approach resulted in a one-year, six-day-per-week contract.

Features to stress in commercials are: type (early American, French provincial, etc.) and brand names; com-

plete interior decorating service; credit terms; prices; etc. Here are some suggested lead-ins:

(1) (Store) is where home planning begins and where only the look is expensive.

(2) The finest of domestic and imported furniture can be seen at (store) where everything is displayed in a stimulating setting.

(3) For furniture to be appreciated, it must be seen. Visit (store).

(4) Everyone knows that (store) is (city or state)'s largest furniture, carpet, and bedding store.

(5) (Store) shows more furniture but always charges less money.

(6) For the finest and largest furniture imports from around the world, visit (store).

(7) Shop at (store) where you can select from the largest collection of domestic and imported furniture.

(8) You always find the right style and design to blend in with every decor when you shop at (store).

(9) Furniture for that bachelor pad or newlywed home will be greatly appreciated if it comes from (store).

(10) Surprise your mate with the furniture most desired.

(11) Give the newlyweds the best start possible with furniture from (store).

(12) Every homemaker appreciates furniture that comes from (store).

(13) All your friends will be asking you, "Where did you get it?" when your furniture comes from (store).

(14) For bedroom furnishings, smart and new, see (store). They have just the bargain that will appeal to you.

(15) (Store) has to reduce its stock to make room for new furniture, so they have reduced their prices to lower than rock bottom.

(16) Come to (store) for the lowest prices on high-quality furniture.

(17) A world of beauty is at (store). Fine furniture from every period or style in large, large selections at low, low prices.

(18) Everybody shops at (store), the home of furniture name brands.

(19) From living room to bedroom, from playpen to stroller, from kitchen to den, (store) has everything just for you.

(20) You can be sure to get what you want in furniture at the price you want to pay when you shop at (store).

Furriers: Furs are no longer considered just another luxury item. They have become a necessity in every woman's wardrobe. The accounts that can be cultivated into year-round everyday advertisers will increase their expenditure during such seasons as the January, February, or August fur sale. Do not overlook these accounts during the month of April when all furriers begin their fur storage advertising which lasts through the first week in July. In addition to the sale of readymade garments, furriers always advertise made-to-order furs. They will also insist on having cleaning, remodeling, and repair work included in their commercials. Some of the terms used in any furrier's copy are: certified cold storage, quality guaranteed, professional work, established since (date), latest fashions, your reliable furrier, and (city)'s leading furrier. If home pickup and delivery for fur storage is offered, it should be a prominent part of the commercial.

If your station is located in an area used by out-of-towners as a summer resort, the local furrier can increase his repair and remodeling activity, in addition to his fur storage business, by appealing to this group of seasonal residents through radio advertising. A salesman at a station located adjacent to Lake Candlewood, an area having over 10,000 summer homes, was able to convince the local furrier that these potential customers were constant listeners to his station; that they came to their summer homes on weekends beginning in April; that their summer stay extended into the fur-wearing season; that he could offer these customers the added advantage of being close by when their furs were being repaired; and that they would not have to trek back to the big city for fittings when their garments were being remodeled. Special commercials were prepared for these potential customers and spotted adjacent to the station's weather reports (surveys indicate that vacationers are ardent listeners to local weather reports). This advertising proved so successful that the furrier reported that a great portion of his new fur sales are made to summer residents who first became acquainted with him through his radio ads for fur storage, repairs, and remodeling. In fact, he reported that many summer residents are bringing their friends from the big city to him.

Here are a few examples of lead-ins:

- (1) If you care for your furs, let (store) take care of them.
- (2) Your furs will stay like new if (store) cleans and stores them in their certified cold storage vaults.
- (3) Those who dress smartly, buy smartly at (store).
- (4) There's no place like (store) for fabulous furs.
- (5) Put your furs in storage at (store), where they get the very best of care.
- (6) Beautiful furs, quality furs, in the finest of fashion are designed especially for you at (store).

Garages: Very poor prospects unless they advertise parking facilities in a shopping or theatrical area where other parking is not available. People who use garages patronize one that is close to where they live or work.

Garbage collection: Another group of poor prospects for the time salesman. When a new concern first begins operation, they usually advertise and radio can give them the largest exposure at the lowest cost.

Garden centers: Excellent prospects especially during the spring, summer, and fall seasons. Also good for Christmas tree and decoration advertising. Some items featured in their commercials are garden supplies, shrubs, fertilizer, evergreens, trees, annuals, bulbs, perennials, landscape design and planning, and nursery stock. Some of these merchants also carry a line of fencing and patio materials. Two common openings or closings are, "gateway to landscape beauty," and, "we study your home to plan your landscaping."

Gardeners and landscapers: Rapidly becoming one of the nation's large industries. In addition to supplying everything the garden center offers, they now are offering full year-round lawn maintenance as well as weekly cutting and trimming, pruning, and tree care. Here are some lead-ins:

- (1) Homemakers, attention! Here's a very important fact we want to mention! For your garden and lawn, get your supplies at (name).
- (2) You always get the best buys in gardening supplies at (name).
- (3) If your lawn needs work and there's gardening to do, (name) is the place for you. They have the very best of gardening supplies at the lowest prices.
- (4) You don't need a green thumb to make things grow. Just buy the finest products always available at (name).

(5) There's an art to gardening and landscaping, (name) designs, constructs, and maintains outdoor beauty.

Gas (bottled): Excellent prospects, especially in areas where there are homes located beyond existing gas mains. In addition to offering propane gas, they generally sell and service gas appliances such as stoves, ranges, space heaters, refrigerators, etc. The services to stress in their commercials are metered service and 24-hour service.

Gas Companies: These utility companies are excellent advertisers and, in addition to their own advertising, they provide cooperative funds to dealers who sell gas appliances.

Gasoline stations: As a general rule, these operators usually rely on a steady clientele and a few transients for their business. Those who are located on the main thoroughfares where there is considerable traffic rely heavily on the transient. With very few exceptions, all gasoline stations carry a particular brand of gasoline and products from the same refinery and rely solely on the major oil companies' national advertising to create the demand for a particular type of gasoline and oil. However, this does not mean that none of them advertise. They do use the yellow pages of the telephone directory, but not to promote the sale of gasoline. Directory advertisements feature such things as road service, towing, and all types of repair work. Some gasoline stations do advertise in other media and these are the ones that can receive the maximum returns from radio advertising. The brand of gasoline should not be the main feature of their commercial. Such things as hours of operation (including Sunday), tire and blowout repairs, tire sales, premiums and trading stamps, and especially location, are more important to the commercial.

Before gasoline became a "semiprecious" commodity, one sharp salesman built up quite a business with gasoline service stations by determining their business anniversary date and then helping the station operator plan a sale to celebrate the occasion. At one place, he arranged for the dealer to give away five-pound bags of potatoes with every purchase of eight or more gallons of gas; at another it was a set of six glasses; at others it was sporting goods items such as miniature footballs, fishing lures, etc. In fact, barely a week went by when some gasoline station wasn't advertising on the station and each always reported excellent increases in sales.

Even when gasoline and other fuels are "tight," the service station can be a natural candidate for an ad campaign. Cars must be cared for. Someone has to check the battery, add the oil, check the tires, lube the car, and perform these services. The smart service station owner can build clientele while depleting oil stocks hurt competitors. There's more to operating a service station than pumping gas!

Gift shops: Should be excellent prospects, since the variety of merchandise these stores carry is particularly adaptable to radio techniques. The oral message can do more for this type of advertiser than any black-and-white newspaper ad. The commercial should stress location and store hours, in addition to the items available such as glassware, lamps, ceramics, greeting cards, candles, crystal, tableware, stainless, jewelry, pewter, party goods, candy, china, antiques, handcrafts, paintings, etc. Here are some lead-ins for this advertiser:

(1) The largest selection of gift items for showers, weddings, anniversaries, and every occasion are at (store).

(2) For the unusual gift that will always be remembered, see (store).

(3) There is always something that says "very personally yours" at (name) Gift Shop.

(4) See the large selection of one-of-a-kind gifts at (store).

(5) For quality gifts that show that you care, shop at (store).

(6) For gifts always in good taste, visit (store).

(7) Treat yourself to special gifts from (country). (Store) always has the largest and finest selection of imported gifts.

(8) Select the finest from (store), (city)'s favorite gift center.

(9) Anything you want at reasonable prices is available at (store).

(10) Whatever the occasion, (store) has just the right gift.

(11) Whether it's the first or silver or 75th anniversary, (store) has the gift to make it a memorable occasion.

(12) If you are undecided what to give, let (store) help you.

If a bridal registry service is provided, it should be mentioned in the commercial.

Glass: Very often overlooked by local radio time salesmen, these merchants carry so many different varieties

of glass items that sales of each one can benefit from radio advertising. Among some of the products are windshields, plate and window glass, mirrors, furniture and desk tops, Plexiglas, Thermopane, storm windows, shower doors, etc. All of them do glazier and installation work and all are generally authorized by the major insurance companies as replacement centers.

Gloves: There are very few establishments that specialize only in this item. Gloves are sold in most men's shops, ladies' stores, discount stores, and department stores. However, there is one phase of this business, if there is one anywhere near your area, that can be a good prospect. Glove cleaning firms do a tremendous mail order business and advertise this service on a national basis, using such a medium as the magazine section of the New York Sunday Times.

Golf driving ranges: Golf driving ranges are generally privately owned and should use radio advertising. The important points in their commercial copy should be location, days and hours of operation, price, enjoyment, and instruction, if available. Commercials should be broadcast in or adjacent to sport shows for the maximum results; however, do not overlook the fact that more women are now playing golf than ever before and a clever commercial written for the female golfer can be very beneficial for the sponsor.

Every golf driving range features a contest in which the prize is a free bucket of balls to anyone hitting a designated target. One time salesman increased his billings and the driving range's income by suggesting the "hole-in-one" or "nearest-the-pin" contest previously discussed. The prize offered need not cost the station or the golf driving range any money, since it can usually be obtained free of charge in exchange for the exposure it will receive in the commercial message advertising the contest. If the prize is of considerable value, the contest should extend over a long period of time and the station's sports department might make mention of it during sports broadcasts. When the prize being offered is of nominal value, it is best to make the contest a one-shot or one-day event and repeat it several times during the season.

Gourmet shops: Good prospects for local time salesmen, but commercials should be unique and broadcast during prime times when the majority of the audience is women.

Phrases such as culinary, table delicacies, imported, and homemade should be used.

Greeting cards: Generally part of a gift shop operation. However, there are some establishments that specialize in this item and these are good prospects. They also usually carry a full line of decorative wrappings and gift boxes, and these items should be featured in the commercial.

Grocers: Excellent prospects and good advertisers. Product and price are always essential elements in their commercials. Delivery service and phone orders should be mentioned also, if this service is offered. Commercials can be broadcast throughout the day, with the heaviest concentration on Wednesdays, Thursdays, and Fridays.

Guns and gunsmiths: Most guns are sold in sporting goods shops, but those establishments that deal exclusively with guns are often overlooked. The commercial should include such terms as: guns bought and sold, appraisers, reloading, antique and modern arms, accessories, ammunition, optical sighting, restoration, exclusive (brand name) dealer or distributor.

should be used in the commercial.

Haberdashers: Different from the men's apparel group, since they do not carry a line of suits and overcoats. They generally specialize in such items as shirts, underwear, ties, handkerchiefs, socks, gloves, and accessories. Many of these shops are now also specializing in custom-made shirts. Some also carry a full line of slacks and other sports apparel. They are very good advertising prospects and obtain best results from radio if their commercials are in or adjacent to sports programs or early morning and evening newscasts. Brand names and prices should always be featured in the commercial copy.

Hair goods: A new group of establishments that frequently use radio. Commercials should stress: specialists in cutting, styling, and making hair goods; quality; price; 100 percent human hair; custom blending; expert service; home appointments; and store hours.

Hardware (retail): Excellent prospects, since these stores carry almost everything imaginable. Most also feature lawn and garden supplies. Some have departments for pet accessories and dog and cat food. Commercial copy should offer free delivery service; budget terms; paints, tools, housewares, toys; rentals if offered; and brand name items.

Some of these establishments carry a line of china, pots and pans, and other kitchen utensils. Some also have a complete home decorating department. One such establishment opened a full department for women only and employed a consultant (female) who was always available to advise and counsel those concerned with all aspects of home and interior decorating, as well as to demonstrate the use of all tools and appliances. The local radio station was able to convince the merchant that a 15-minute three-time-per-week program featuring the consultant would increase store traffic and business. A 13-week schedule was so effective that the program was expanded to a daily Monday-through-Friday feature.

Here are some suggested lead-ins:

(1) All the "must" items for the home workshop can be found at (store).

(2) For hardware that's new and different, be sure to shop at (store).

(3) Shop at (store) where you can find everything but the kitchen sink.

(4) Clean up! Paint up! Fix up! (Store) has everything you need.

(5) (Store) is the place where you're certain to find the best in hardware.

(6) From A to Z, everything you want in hardware is at (store).

(7) Household and appliance needs, in addition to pots and pans and garden seeds, in the largest selection in town, are all at (store), everybody's favorite hardware store.

(8) Hardware at prices you can't ignore are a feature of (store).

Health clubs: An often overlooked prospect that can obtain good results from radio advertising. These establishments cater to both sexes and feature such services as massaging, sauna baths, swimming pools, reducing apparatus, etc. Such phrases as, "be wise—slenderize," "stay young and healthy," and "be slim and trim" are appropriate for radio commercials. Hours of operation and the assistance of professional personnel should always be included in the commercial. One YMCA was able to almost double its membership by advertising the fact that they had installed special equipment and were establishing "health clubs" with

special hours for women, men, and professional and business people.

Hearing aids: Always good advertisers. Many of these establishments feature one particular manufacturer's product and are eligible for cooperative advertising allowances. Commercials should be written for the friend or relative of the hard-of-hearing person as well as for those with mild hearing problems. Copywriters should remember that totally deaf people cannot hear and, therefore, do not listen to radio. On the other hand, most people with a hearing problem use hearing aids and are avid listeners to radio. In addition to the sale of the product, these establishments specialize in repair work and do a large volume in battery sales.

Every one of these establishments offers free electronic analysis of hearing loss and free demonstrations. In addition, the following terms should be included in the commercials: in-the-ear or behind-the-ear equipment; hearing glasses; high-fidelity hearing; hearing with both ears; certified custom fitting; professional personnel; authorized dealer; factory guarantee; complete selection of all types. Here is a sample radio commercial that was quite successful: (Establishment), the exclusive authorized dealer of (brand name), offers a complete selection of quality ear level aids for persons with mild to severe hearing impairments, including nerve deafness. Every hearing aid is personally custom fitted to meet individual needs and desires. Stop in for a free electronic hearing analysis of your hearing loss and receive a free demonstration of the latest in hearing glasses, in-the-ear, or behind-the-ear hearing aids. All hearing aids at (name and location) are factory guaranteed for a full year. For free home demonstrations, call (name and address) at (phone number).

Hi-fi and stereo: Mostly sold in radio, TV, and major appliance stores. These establishments frequently use radio and all are eligible for manufacturer's or distributor's cooperative advertising allowances. Commercials should mention: audio components, recorders, kits, speaker systems, tape, compacts, cabinets, custom installation, brand names, huge selection, consoles, quality, and price. Such phrases as, hi-fi specialists, for the connoisseur of fine reproduction, (city's) hi-fi center, hi-fi stereo headquarters, and your home entertainment center, can also be used.

Hobby supplies: Fair prospects for the local time salesman. The commercial should center around the items

that are available such as tools, model railroad equipment, airplane models, ship models, supplies for architectural and other models, military miniatures, etc. Location and store hours are a must in every commercial. Some lead-in suggestions are:

- (1) Put fun in your life. Start a hobby.
- (2) For a hobby, try (store)—everybody's hobby shop.
- (3) There's so much to enjoy, for every girl or boy, at (store).
- (4) Everybody should have a hobby. For your particular hobby visit (store).

Hosiery: Seldom a separate or exclusive shop. This item is sold in practically every establishment that caters to women. Department stores, specialty shops, shoe stores, discount stores, and even the 5-and-10-cent stores all carry hosiery. Now and then, a manufacturer makes advertising funds available to a local merchant to promote a particular brand. Generally, name brand hosiery is advertised only on a national basis through advertising agencies.

Hotels and motels: These establishments are often overlooked, but they are excellent prospects. The salesman should point out the large number of automobile radios in use and the traveler's habit of tuning in the local radio station for weather and other news information. Commercials for this type of customer should be broadcast in the heavy traffic period. These establishments usually have more than just room accommodations to offer. They have dining facilities and banquet facilities for the use of local people and business firms. Excellent results from radio advertising can be obtained for these sponsors. Here are some lead-ins:

- (1) It's hard to believe all the many activities (hotel) can offer you.
- (2) (Hotel) offers elegant living and dining.
- (3) (Hotel) is always ready to accommodate you with the most modern facilities at modest prices.
- (4) Dine on the finest cuisine any cook can produce in the (spacious) (elegant) dining room at (hotel).
- (5) (Hotel)'s rates are modestly low and (hotel) is just a stone's throw from the movie houses.
- (6) For a restful night's sleep in excellent accommodations, stop at (hotel).
- (7) (Hotel) prides itself on their high standards of quality.

For those hotels that do not have a large Wednesday or Saturday night dinner clientele, suggest that they hold Wednesday night dances and provide entertainment and dancing for Saturday nights. The idea has been successful in many cases for hotel management and the radio station. There are booking agents whose entire endeavor is spent in behalf of talent just for this type of operation. Also, in every community there is always a local band or musical troupe anxious to obtain this type of booking. The entertainment and dancing should be offered as an incentive for Wednesday and Saturday night dining. The commercial message should describe the entertainment being offered, in addition to the price and type of menu available. One in-town motor inn with a large dining facility was able to double its dining room revenue with entertainment and adequate radio advertising. Part of their regular Wednesday night program featured the local station's disc jockeys playing recordings interspersed with the live dance music.

House cleaning: With the number of maids and cleaning women diminishing day by day, many housewives and homemakers are turning to the professional cleaners. Therefore, these establishments are good advertisers and obtain excellent results from radio advertising. Their commercials should offer free estimates; bonded employees; guaranteed performance; house, window, and furniture cleaning; floor polishing; full insurance; and low rates.

Ice: With the advent of the refrigerator, the demand for this commodity diminished. However, there are concerns that specialize in ice cubes and crushed ice, and there are firms that have ice cube machines that deliver a package of cubes for as little as 25 cents. These firms should be contacted, because radio can produce results for them. The home delivery firms should stress price and delivery hours in their commercials. For ice cube machines, commercial copy should stress location, easy-to-carry packaging, quantity, and price.

Ice cream: There are many drive-in ice cream establishments and every one is an excellent prospect. Many are franchised by nationally known and advertised firms, and they have cooperative advertising plans available. Many of them feature ice cream birthday cakes, take-home specialties, and frozen desserts. Location and store hours should be featured in the commercial.

Perhaps the greatest success story in this category involves the Carvel operation. By their intelligent use of radio—and radio only—this small concern has grown so tremendously that it not only now has franchise dealers in every section of the country but has branched out into the real estate field and is offering home lots adjacent to a championship golf course they operate. Carvel used radio not only to sell its soft ice cream products but to advertise for franchise dealers. Many of their commercial messages featured the actual voices of satisfied franchise dealers.

When a new franchise is opened, the Carvel Company assists in the opening phase of the operation by purchasing a substantial schedule on the local radio station. Thereafter, each local franchise operator buys and pays for his own advertising. Inasmuch as many of these merchants have never before been in business, the time salesman must work with the prospect and, in many instances, act as his advertising consultant. Time taken to cultivate these accounts will be time well spent.

Insurance: An excellent source of radio advertising revenue. Similar to other businesses that began by offering just one type of service, this industry has become greatly diversified. Every activity in which people engage from birth to death can be covered by insurance. Insurance companies can cover everyone whether they are active in business, retired, young, or adult. In every community, no matter how small, there are numerous insurance agencies, companies, and representatives. Some specialize only in life insurance, but today's insurance agencies provide every type of coverage. In addition to life insurance, there is insurance against multiple births; health, accident, and hospitalization; income and retirement; fire; theft; casualty; auto; home and mortgage; rain; education; and many, many more areas of coverage.

When writing commercial copy for an insurance account, don't make the mistake of trying to include all of the services in one commercial message. Institutional copy can refer to several allied services. Merchandising copy is hampered by the fact that prices cannot always be quoted, since costs and premiums vary with such things as location, age, hazards, etc.

The successful time salesman knows how to intelligently explain the situation to insurance accounts, and once he gets this account to accept the fact that he should concentrate on

one particular phase of his operation, in each of his commercials the better will be his results and the larger will be his expenditures for radio advertising.

Some of the points to stress in radio commercials are: dependability, area serviced, specialties, protection, 24-hour service, companies represented, hard-to-place risks, comprehensive family plans, and "floaters." Don't be afraid to use catchy phrases such as, low rates for safe drivers; insurance is our only business; insurance for every need and for every person; One man, one plan, one company; be safe and secure; and serving you around the clock. Some suggested lead-ins are:

(1) Don't gamble with your valuables. Insure them with a policy from (agency).

(2) Be secure wherever you drive with a policy from (agency).

(3) Don't take chances. (Agency) will see that you are properly insured at all times.

(4) The men at (agency) have an insurance plan just for you.

(5) It's never too late to plan for your future and (agency) has the plan tailor-made for you.

(6) You always have peace of mind when you are insured by (agency).

(7) (Agency) has the policy that guarantees family protection, retirement, and your other needs.

(8) Don't wait for trouble to happen. Protect yourself in every way with a policy from (agency).

(9) For insurance—any kind you need—see (agency) for friendly and prompt service.

(10) Look to the future. Protect your family and your valuables. Contact (agency) for complete insurance protection.

(11) For your home, your future, your valuables or your car, (agency) has the best policy and plan by far.

Interior decorators: Many home and house painters also refer to themselves as interior decorators. The specialists in this field also refer to themselves as interior designers. Inasmuch as those in this category feature furniture, accessories, fabric, wall covering, carpeting, custom draperies and slipcovers, and upholstery, a time salesman should not overlook this category.

Investment bankers: Commonly referred to as stock brokers or brokerage houses, those in this group are excellent prospects. Some of these concerns sponsor a 5- to 15-minute early evening program concerning stock prices and the day's activity of the major exchanges. Others who contract for announcements will want to feature the free mailing or availability of special booklets concerning stock investments. Most commercials for these accounts are institutional in nature.

In one community where there were four investment banking concerns, none of whom used radio to advertise, though they did use the local newspaper for institutional advertising, the local radio station was able to overcome their objections and succeed in making radio advertisers of three of these firms. As part of the 12 noon, 6 p.m. and 11 p.m. newscasts, the station included a stock market report. This was done because surveys had indicated widespread audience interest, for it seemed that every adult, male and female, was dabbling or dealing in the stock market. The station sales manager offered to use the information supplied by local investment bankers. A different stock brokerage house was used for each broadcast, and included in the report was the daily Dow Jones averages, volume, prices, and changes of several stocks, including those of local industries whose stocks were available to the public.

During the first month of these newscasts (which included the stock market reports) station personnel made an on-the-spot survey of the investment bankers' customers, who visited his place to watch the stock ticker tape or came in for information, to ascertain whether they had listened to the stock market report on any of the newscasts. With the preponderous amount of evidence that the brokers' customers were listening to the radio station, it was very easy for the station sales staff to divert a large portion of the concerns' newspaper advertising dollars into radio advertising.

Iron work: In this category are those who specialize in ornamental iron work, and they are good prospects. Commercial copy should mention free estimates, prices, portable welding, railings, trellises, and exterior and interior iron work.

Jewelry: In this category are the appraisers, repairers, and retailers, which make up one of the best groups of

prospects and advertisers. They sell high markup merchandise, and if they offer credit or installment buying, they can spend as high as 10 percent of their revenue for advertising purposes. They specialize in gifts of all kinds, small appliances, radios, rings, jewelry of all kinds, in addition to diamonds, china, sterling, crystal, watches, etc. Many jewelry stores are exclusive area dealers for a particular manufacturer like sterling by Gorham, Towle, International, or china by Lenox, Royal Doulton, or watches by Longines, Omega, etc., and will want this fact featured in their commercials. Store hours are also important to the copy. Some suggested lead-ins are:

(1) You don't have to go to Alaska to find gold because the most beautiful things in gold are at (store).

(2) For the jewelry at prices you'll adore, there's no better place to shop than at (store).

(3) For the gift most sublime that you can buy on time, see (store).

(4) The lasting remembrance in gifts is jewelry from (store).

(5) Diamonds, rubies, watches, gold and silver chains, necklaces, rings, and bracelets for her arms are all yours at low, low prices at (store).

(6) For the gift that lasts forever and a day, buy your jewelry at (store) and take your time to pay.

(7) The name that means quality and value, too, is (store).

(8) For costume jewelry with style and flair, go to (store).

(9) (Store) is the place for values beyond compare.

(10) Here are some pearls of wisdom that are 24 karat true, (store) is in business just for you.

(11) For rings on your fingers or watches on your wrist, see (store) for the best selection in town.

(12) (Store) is a gem of a jeweler and gems are their business.

(13) Baubles and bangles and every gift that says you care are always available at (store).

(14) There's nothing like the beauty, the sparkle, or the brilliance of a diamond from (store).

(15) For graduation, wedding, or birthday gifts, shop at (store), where there's a great selection.

(16) Wish the bride years of happiness with a gift from (store).

(17) (Store) is the headquarters for all your gift giving.

(18) Honor the graduates. Make them happy with a gift from (store).

(19) You can't please the whole world, but she'll be pleased if her gift comes from (store).

(20) (Store) caters to those with limited budgets.

One of the best radio commercials ever developed by a local radio station for a jeweler was the two-voice commercial, a sample of which follows. It is important that the voices used be of different ranges:

1st voice: For watches with guaranteed accuracy!

2nd voice: It's (jeweler)!

1st voice: For diamonds of the finest quality!

2nd voice: It's (jeweler)!

1st voice: For exquisite china from Lenox, Royal Doulton, etc.!

2nd voice: It's (jeweler)!

1st voice: For sterling by Gorham, Towles, International, etc.!

2nd voice: It's (jeweler)!

1st voice: Yes! For the largest selection of jewelry, watches, diamonds, sterling, and china, remember it's (jeweler)!

2nd voice: And for the lowest prices and best credit terms in town, it's (jeweler)!

Be sure that the closing phrases include location and store hours. The impact of the constant reference to the jeweler's name and the many products that can be featured is immeasurable. Such a commercial message can be pretaped for presentation to a prospective sponsor or to induce an active jewelry store to increase his advertising schedule. When properly prepared and presented, it has never failed to obtain its objectives.

Judo instructions: Also jujitsu and karate. These schools are good prospects for local time sales. They are not large advertisers but do use radio. Commercials should mention the type of instruction, male or female classes, class hours, and cost.

Junk dealers: At one time, these businesses were fairly good advertisers. Now, they rarely use radio, but they do use the classified ad section of the newspaper. When there is a shortage of a particular type of metal or paper, they usually

expand their advertising and this is when radio can bring excellent results.

Kennels: An often overlooked group of rather good prospects. Many people who go on extended vacations, or those who take a 3- to 5-day trip, look for someone to care for their pets. In addition to offering board, shelter, and care, many of these establishments sell puppies and dogs and offer grooming, bathing, clipping, and training services. Such features as individual runs, central heating and air conditioning, exercise paddocks, cleanliness, modern facilities, 24-hour attention, personal care, and specific breeds that are available should be mentioned in the radio commercial.

Kitchens: (See home improvements and renovation.) Included in this category is the kitchen cabinet dealer. Phrases like custom-built cabinets in wood and Formica, laminated interiors and exteriors, direct sales, visit our showroom, prices for every budget, kitchen designers, and custom designing should be incorporated in the radio commercial.

Knitting supplies: (See fabric stores.) Excellent prospects as sponsors in or adjacent to women's programs.

Labor organizations: Very often overlooked by the local radio time salesman, but they are excellent prospects as institutional sponsors of special programs, especially those "specials" broadcast on Labor Day, Memorial Day, and July 4th. In addition, some unions use radio to advertise special events and meetings of their locals.

If your station broadcasts the play-by-play of sports events featuring teams from manufacturing concerns whose employees belong to a union, the labor organization is an excellent prospect to sponsor such programs. Most communities in industrial areas have baseball, softball, and basketball leagues whose teams represent the employees of the various manufacturing concerns. Most often they call themselves the industrial league. If your station does not broadcast their sports activities, it would pay the station management to look into the possibility. The events generally take place in the early evening hours, a period of time when few stations are sold out. The labor organizations should be prime prospects as sponsors, along with sporting goods establishments, men's clothing stores, and restaurants with bars.

Lamps: Included in this category are lamp shades and lamp repairs. These specialty shops get excellent returns from radio advertising, especially if placed in or adjacent to women's programs. The commercial copy should mention types, styles, materials, repairing, mounting, and custom designing. A good lead-in is, for proper fitting, bring your lamp to (store), the shop with thousands of lamp shades.

Laundries: Although washing machine sales have continued to grow, this group still serves a large segment of the population. In addition, there are the 24-hour seven-day-a-week laundromats in operation in practically every community. These groups are both very good advertisers and should not be overlooked by the radio time salesman. For the laundromats, the commercial should stress the location, hours of operation, and low cost. Laundry commercials should mention free delivery service, pickup and delivery, cash and carry, wet wash, fluff dried, shirt service, etc. Some lead-ins are:

(1) The family laundry to serve your every need is (laundry).

(2) For good work, for good service, for complete laundry service, call (laundry).

(3) For reliable laundry service, wet wash or fluff dried, it will pay you to patronize (laundry).

(4) (Laundry) will wash the cat's pajamas or launder a flannel gown.

(5) (Laundry) specializes in quality handwork all done in their modern facilities.

Lawnmowers: A product that is extensively advertised. In addition, the local time salesman should seek out those concerns that specialize in repairs and mower sharpening. During the late fall and early spring seasons, many in the latter group are excellent prospects.

Linen shops: Good advertisers who always run a January white sale immediately following the New Year holiday. Some lead-ins are:

(1) Linens from (store) will help relieve that plain white boredom.

(2) Your bathroom will never be drab if your bathroom accessories come from (store).

(3) Dress your dinner table with linens from (store).

(4) (Store) has the largest selection of loveliness in both linens and lace.

(5) The hope chest headquarters in (city) is (store).

Liquor (retail): Although very few, if any, radio stations advertise whiskey, most do accept advertising for wines and beers. Package stores, as they are referred to, are good prospects for radio advertising and their copy usually refers to a complete line of quality imported and domestic wine, liqueurs, and beer. Free delivery service should also be featured if it is offered. Here are some suggestions for lead-ins:

(1) The largest assortment and choice selection of quality wines, liqueurs, and beer is yours at (store).

(2) For free delivery service of your favorite wine, liqueur, or beer call (store).

(3) Having a picnic or a lawn party? (Store) will deliver from a quarter to a full barrel of beer.

(4) The store with the most spirit is (store), where you'll always find the best in wines, liqueurs, and beer.

(5) Whatever your choice may be in wines, liqueurs, or beer, you'll find it at (store).

(6) Fine wine and spirits, with particular accent on the more sophisticated offerings of the European vintners, are a specialty at (store).

(7) (Store)'s selection of spirits and brewed beverages never fails to suit the palate or the pocketbook.

(8) It is (store)'s pleasure to deliver, gift wrap, assist with party arrangements, and to share with their patrons their many lauded recipes for punches and other potables.

Locksmiths: An often overlooked prospect. With the increase in the crime rate and the number of home burglaries, this has become a much needed and demanded service. More and more of these concerns are now using radio as an advertising medium to offer new locks, devices, and services. A good lead-in for a radio commercial is, "Let (name) insure your safety." Another is, "(Name) will fix any lock at home or office anytime of the day."

Luggage: Included in this group should be leather goods. These shops are excellent prospects. In addition to luggage, they usually carry complete lines of unique gifts and novelties, including knives, umbrellas, bar accessories, desk accessories, etc. They also specialize in repair work. The radio commercial should mention brand names and prices. Some lead-ins are:

(1) (Store) features handbags that are perfect traveling companions.

(2) For the finest quality in expertly crafted leather goods, see (store).

(3) Suitcases, handbags, wallets, cosmetic kits, and jewelry cases are but a few of the items you'll see when you shop at (store).

(4) For unique multifashion designs in leather goods and luggage, shop at (store).

(5) When you think of an attache case, think of (store).

(6) (Store) has the ideal "one suiter" that holds everything.

(7) Luxury luggage from the world's leading manufacturers are always a feature at (store).

(8) (Store) has the smart new travel kits to meet the needs of the traveler.

(9) You can't get a better buy in luggage than at (store).

(10) Leather luggage styled so new in vinyl, plastic, and aluminum, too, are all featured at (store).

(11) The best buys in luggage await you at (store).

(12) If you need luggage, go and see (store), where quality is high and prices are low.

(13) The first thing people see is your luggage. For smart, durable, best quality luggage, see (store).

(14) Planning a trip? Be sure to equip yourself with good quality luggage from (store).

Lumber: In addition to wood and wood products, today's lumber yards carry everything from nails to aluminum combination doors and windows. Therefore, these concerns are excellent prospects. They obtain excellent results from radio advertising. The do-it-yourself fad has made it necessary for the lumber yard to advertise in order to attract the retail trade. Many of them offer expert advice and a complete selection of materials for the do-it-yourselfer in their advertisements. Cash and carry as well as home delivery service are other points to be stressed in commercials. Hours of operation are a must in any copy also. Some lead-ins are:

(1) (Name) is more than just a lumber yard.

(2) Visit (name)'s home planning center.

(3) You always get a friendly answer to all your building problems at (name).

(4) For the very best and newest in building materials, see (name).

(5) (Name) is the right place for prompt delivery, quality service, and the lowest price.

(6) For all your needs in lumber, hardware, and tools see (name).

(7) Softwood, hardwood, plywood, redwood, paneling—everything in lumber is available at (name).

(8) For lumber cut to size to meet individual specifications, see (name).

(9) (Name) only sells the best quality of supplies.

(10) Building specialties and lumber in every style and size are always available at (name).

(11) (Name) is the exciting building center with the popular cash-and-carry-and-save policy.

(12) Products for the better life at home are a specialty of (name).

Magazines (dealers and distributors): Practically all magazines are advertised nationally. However, if there is a magazine distributor in your area, he can be a source of some advertising revenue, especially if there is some article of a local nature in a particular issue. In such cases, the distributor will not only spend his own money for radio advertising, but will also have some advertising money provided by the publisher.

Mail order houses: Very poor prospects unless the firm, like Sears or Montgomery Ward, has a retail outlet in your area. If such retail outlets exist, they are excellent prospects to contact. However, their advertising will not emphasize or even mention the mail order end of their business. Instead, the commercial copy will feature certain items that are immediately available at the outlet.

Marinas: (See boating.) In addition to the storage, repair, care, and sale of marine craft, all marinas sell marine supplies such as outboard motors, sails, boat trailers, etc. Some suggested lead-ins are:

(1) Enjoy your boat more with an outboard motor from (marina).

(2) Travel on the water with speed and ease with the latest in outboard motors from (marina).

(3) Fish or joyride, whatever you please with the finest in outboard motors from (marina).

(4) Add zest to your life. Go boating with a motorboat from (marina).

(5) If you like to take your boat along with you when traveling, see (marina) for the latest in boat trailers.

(6) (Marina) has the supplies for your boat and they can service it, too.

(7) The best docking facilities are available at (marina).

(8) Come down and see (marina). They can store your boat safely and sound until the boating season rolls around.

Massage parlors: Excellent prospects to contact. The commercial message should feature types of service, personnel, and hours. Commercials should be in or adjacent to women's programs or, if aimed at men, they should be in or around sport shows or newscasts.

Maternity apparel: A specialty shop that is a very good prospect. Commercials should stress style, fabric, and price. Best times are in or adjacent to women's programs or those geared for the young married group.

Meat markets: (See grocery.) If there are any markets that specialize only in meat and meat products, they should certainly be contacted. Freshness, price, and delivery service, if offered, should be stressed in the advertising copy.

Millinery: There are very few shops today that specialize in millinery. However, in every community, there are establishments that specialize in custom-made millinery and these are excellent prospects. Individual styling, fabrics, price, location, and hours should all be featured in the commercial, which should be broadcast only in or adjacent to women's programs.

Mobile home dealers: Excellent prospects. In addition to the sale of mobile homes, these establishments generally offer equipment and parts, repairing, and transporting services. Some also offer leasing and renting, as well as buying and selling used mobile homes. Many also offer camping equipment. All feature nationally advertised brands. Some lead-ins are:

(1) For the largest selection of mobile homes at the lowest prices and easy terms, see (dealer).

(2) (Dealer) is known as the (area)'s largest recreational vehicle dealer.

(3) Mobile home living is the greatest. See (dealer) and really begin to live.

(4) For the ultimate in beauty and utilization of space, see the mobile homes at (dealer).

(5) All vacation dreams can come true with a mobile home from (dealer).

(6) Rediscover America with a home on wheels. See the latest in mobile homes at (dealer).

(7) Live first class at economy prices in a mobile home from (dealer).

(8) For mobile homes planned and designed for your every convenience, see (dealer).

Monuments: An often overlooked but good prospect. Commercials should stress integrity, quality, and service. Some lead-ins are:

(1) For monuments that are enduring, see (dealer).

(2) (Dealer)'s showroom features the finest memorials.

(3) For your mark of devotion carved in ageless granite, see (dealer).

(4) (Dealer) invites you to make comparisons of quality, price, and workmanship. Their service and reputation is the best.

(5) The folks at (dealer) are most understanding and will help you choose the right memorial to reflect your devotion.

(6) To personally memorialize your loved one with feeling and dignity, see (dealer).

(7) Whatever your faith, whatever your circumstances, (dealer) is always ready to serve you.

Mortgages: In addition to banks, there are establishments that specialize in mortgage loans, especially second and third mortgages. These establishments are often overlooked by the radio time salesman. Their commercials can be broadcast almost anywhere in the program schedule. Best results are obtained when broadcast in the 6 to 9 a.m. period and in or adjacent to news programs. Copywriters must be sure that all statements are in compliance with local, state, and federal truth-in-lending laws.

Motorcycles: Excellent prospects. Similar to the practice of automobile dealers, they specialize in both new and used cycles and offer similar services. They all feature one or more particular brand name cycles and scooters, especially the imported brands. A catchall copy phrase is, street, trail, and racing motorcycles from 90 cc to 650 cc.

Movie theatres: Normally newspaper-oriented advertisers who are beginning to learn that they can get better results per dollar from radio advertising. A good mer-

chandising tie-in is to offer movie passes, made available by the theatre, as giveaways or prizes on quiz programs. Most commercials are furnished by the sponsor, but many times the station copy department will be asked to write the commercial from material made available to the theatre manager.

Many radio stations in small markets have found it beneficial to create a special rate for movie theatres in exchange for the preparation and showing of a "trailer" immediately before or after the feature presentation. When such arrangements are made, the station management should compile in dollars the advertising value of such screen advertising, since it must be reported on the annual FCC financial report and may have a bearing on the charges the station makes for political advertising.

Some suggested lead-ins are:

- (1) For real entertainment, go and see (movie).
- (2) Movies are the best entertainment and (theatre) always brings you the best movies.
- (3) Get out and enjoy life. See a movie tonight.
- (4) The real big show is at (theatre).
- (5) Fun for the whole family is the movie at (theatre).

During a heatwave or hot weather period, be sure that the copy stresses air conditioned comfort.

Moving and storage: With the exception of national companies, very few of these establishments use local radio to advertise their services. The alert salesman can, by use of the proper technique, persuade the local moving and storage company to use radio.

Most moving and storage companies advertise heavily in the yellow pages of the telephone directory. They tell radio salesmen that 90 to 95 percent of the time the homeowner, when asked how their particular firm was chosen, says, "I got you out of the yellow pages." This undoubtedly is true.

When confronted with this reasoning, the salesman should open the telephone directory to the prospect's advertisement. Point out to the client the vast number of competitors who are likewise listed on the same or adjoining pages. Ask him why his customer chose his ad from among the many. Explain that if his survey has any merit, then first and foremost in the survey should be the fact that the people came to him on the recommendation of a satisfied customer. People planning to move generally seek the advice of those who have recently

moved or they know that a particular firm moved a friend. If this isn't the number one response to this query, then the moving firm isn't doing a good job. No mover will ever admit to a bad performance. In fact, he will readily agree that you are right. Then you can explain the reason for the "yellow pages" response to his query.

The homeowner in question, at one time or another, certainly saw vans with the company name emblazoned on both sides. If they haven't, it was a waste of time and money to paint the van. The homeowner also at one time or another saw his or his affiliate's ad in the newspaper or heard it over the radio, or saw it on TV. The yellow pages ad simply refreshed their memory and furnished the telephone number. Very few people move constantly. No one saves moving company ads or writes down the telephone numbers of moving concerns. When they are ready to move, they go to the telephone directory and one particular ad attracts their attention—the name they heard or saw previously. Therefore, the only real thing the telephone directory ad does is to provide the telephone number.

Because of price control regulations, costs for this particular service are seldom mentioned in commercials. The advertising, by the very nature of the service offered, must be of the institutional variety. Many of these concerns are affiliated with a national group and will want this fact featured in the copy. Other points that should be mentioned in the commercial, in addition to, call for free estimate, are: local and long-distance moving; packing and crating; individual storage vaults; part-load service; location of storage facilities; sanitary vans; punctual service; standard rates; experienced, courteous employees; and such specialties as piano and appliance moving. Some suggested lead-ins:

(1) When moving, you always get accurate estimates from the experienced people at (mover).

(2) For moving with care, everywhere, call (mover).

(3) Extreme care at no extra cost is yours when (name) moves you.

(4) When moving, call in the professionals at (mover).

(5) Moving people expertly has made (mover) (city)'s favorite mover.

(6) It costs no more to move when you use (mover).

(7) For the smartest move when moving, call (mover).

(8) When moving, there will be no fuss and no muss if you use (mover).

(9) About to move? Don't fret! Just call (mover).

(10) Moving, hauling, anywhere with extra special care is the trademark of (mover).

(11) (Mover) will pack your things so carefully. Their moving they always guarantee.

(12) For moving that is safer, easier, and at the lowest rate, (mover) can show you why they are so great.

Mufflers: There are some concerns, like Midas Mufflers, who specialize in this automotive item. They should definitely be contacted, since they are excellent prospects.

Music dealers: In this category are all those shops that sell records, sheet music, and musical instruments. All of them are excellent prospects. Price is always a big factor and should be a feature of every commercial. Some suggested lead-ins are:

(1) (Store) has thousands of albums and singles you can choose from—folk, hard rock, classical, blues, country and western—and a host of other great sounds.

(2) Records make a hit with people of all ages and tastes. Records from (store) always make a great hit.

(3) Easy listening for those leisure evenings can always be yours with an album from (store).

(4) Old songs, new songs, popular hit tunes, and classical favorites—all are available at (store).

(5) Bring the top entertainers from every corner of the world right into your home with albums from (store).

(6) The best music in the world is yours to enjoy through records from (store).

(7) Music in the home means happiness and congeniality. For the finest instruments, sheet music, and records, visit (store).

(8) Youth and good music go hand in hand. Get your youngster his musical instrument from (store).

(9) The boy who blows a horn will never blow a safe. For the latest in brass musical instruments, see (store).

Music instruction: Most stores that sell musical instruments usually offer a course of instruction. Practically every establishment that offers music instruction also sells musical instruments. They are all good radio advertising prospects. Types of courses and classes, hours of instruction,

professional instructions, cost, rental and loan of instruments, are all important points to remember in commercial writing.

Most establishments that offer music instruction generally hold a year-end concert and invite the parents and friends of the students to attend. One radio station enhanced its revenue by broadcasting these recitals under the sponsorship of the teaching establishment. As a sideline apart from the broadcast, the station taped the program and sold either the full recording or particular segments of the program transcribed on cassettes to the students or their parents. This station, which still had disc-cutting equipment, also offered records of the concert at 33 $\frac{1}{3}$ or 78 rpm.

Night clubs: Good prospects, especially for weekend advertising. The entertainment being offered should be the main feature of the commercial; menu and price are also important factors in the advertisement.

Nursery schools: Often overlooked but worthwhile prospects. Commercials should stress age groups, class hours, courses, meals served, transportation, and facilities.

Nurseries: Excellent prospects who derive better than average results from radio advertising. During the period before Christmas, most of these establishments increase their advertising for such items as Christmas trees and wreaths. The early spring and fall seasons are the best advertising periods for this group. Some suggested lead-ins are:

(1) Make your home as beautiful as can be with shrubbery, trees, plants, and beautiful greenery from (nursery).

(2) Make a showplace of your home with beautiful shrubs and greenery from (nursery).

(3) For shrubs, trees, plants, and greeneries, see the reliable people at (nursery).

Office equipment and supplies: Excellent prospects. In addition to office furniture and business machines, these establishments sell a full line of stationery products, greeting cards, and portable typewriters. They also advertise repair services, used machines, and rentals.

Oil burner service: Generally advertised by fuel oil dealers, who are frequent users of radio advertising. Also, many establishments, which do not sell fuel oil, specialize in this service and are good prospects. Points to stress in commercials include: service and repair on all makes and types, vacuum cleaning of furnaces, 24-hour service, etc.

Oil, fuel: A major user of radio. In addition to oil, their advertisements stress premium quality, clean burning, high quality installation, service and repair, hot water heaters, 24-hour service, metered service, radio-dispatched trucks, furnaces, etc. Many fuel dealers are exclusive distributors for a particular brand of oil such as Gulf, Atlantic, Exxon, Mobile, etc.

Opticians: This group is very print oriented, and they generally do not mention prices. Their advertising stresses: prescriptions filled, prescription sunglasses, lenses duplicated, large selection of fashionable frames, free eye examination, contact lenses, repairs, same-day service, safety lenses, location and operating hours, etc. Some suggested lead-ins are:

- (1) (Optician) sells everything in sight.
- (2) For complete fast optical service see (optician).
- (3) For quality, style, integrity, and economy, get your eye glasses at (optician).
- (4) Don't take chances. Have your eyes examined by an expert. See (optician) for the finest optical services.

Orchestras and bands: Seldom good prospects unless your station features live music. One station obtained good results from this group by scheduling a one-hour weekly segment featuring the music of different local groups who in turn sponsored the program. The commercial copy called attention to availabilities and whom to contact.

Organs: Very good prospects. Since the advent of electronic organs, practically every piano dealer carries a full line of organs. Price, make, availability of new and used models, easy terms, and variety of choice are points to stress in the commercial copy. One station located in an area where there was a large piano and organ retail outlet discovered that the dealer could have outstanding artists, employed by the manufacturer as public relations specialists, visit him and demonstrate the quality of the products. The station manager contacted the dealer and suggested to him that he take advantage of these offers by having the artist give an evening recital in the store. The plan included mailing invitations to a select group of prospective customers and to some of his clientele. Of course, the station would be used to advertise the event and to invite the general public. The proposal also included live broadcast of the recitals. It was also learned that

the manufacturer, in some cases, offered cooperative advertising funds to the merchant for such a promotion. The suggestion was accepted and has become a regular monthly feature.

Outing facilities: In certain areas, there are some establishments that specialize in catering to large groups for picnics and outings. Some of these places also make their facilities available to the general public. They seldom advertise on the radio, but should be contacted especially during the spring, summer, and early fall seasons. If the facilities are large enough, the station should contact the operators and suggest that they schedule a "rock festival." These events are always successful, both financially and in drawing large crowds. The radio station can benefit from the advertising used to promote the event.

Paint (retail): Paint stores usually realize excellent results from radio advertising. In addition to particular name brands, they generally include wallpaper in their copy. Many also feature picture framing as part of their services. All offer free home decorating advice and rentals. Don't overlook the fact that many of these outlets have complete art departments. Intelligent use of radio to promote this facet of the operation can play an important part in the financial success of the establishment.

Some suggested lead-ins are:

(1) In paints, (store) offers nothing but the best for much less.

(2) For paints, varnish, and enamels guaranteed for years of beauty, see (store).

(3) The best choice in paints, varnish, and enamel is at (store).

(4) Paints, especially for people who hate hard work, are a feature of (store).

(5) Custom paint mixing and over 500 patterns of wallpaper are a specialty of (store).

(6) See (store), (area)'s leading supplier of paint, wallpaper, and decorating supplies.

(7) Clean up! Fix up! Paint up! Get your home decorating supplies from (store).

(8) (Store) features the highest quality of paints guaranteed for beauty and longer wear.

(9) Now's the time to paint it with quality paints from (store).

(10) For a host of lovely patterns and colors for every room, see (store).

(11) Be original with decorative wallpaper from (store).

(12) Amateurs get professional results when they use the paint and wallpaper from (store).

(13) Bring fresh, new charm into your home. See the exciting new collection of wallpaper at (store).

(14) Old rooms become beautiful with paints and wallpaper from (store).

Painters: Very poor prospects. All their advertising is done in the classified ad section of the newspaper.

Paperhangers: These craftsmen usually use the classified ad section of the newspaper.

Pawnbrokers: Often overlooked but very good prospects. The loan service feature of their business is seldom advertised. Rather, they emphasize the purchase and sale of diamonds, jewelry, and musical instruments. One pawnbroker in a medium-sized community became the largest diamond dealer in the area by using the local radio station to advertise the fact that he sold diamonds. He bought a series of six announcements per day seven days a week and the only thing that he said in his commercial message was, "For the finest diamonds at the lowest prices, see (name and address)." Within six months time the constant and repetitive use of these ten-second commercials, spotted adjacent to newscasts, made him the largest buyer and seller of diamonds. It also increased all other facets of his business.

Pet shops: Radio advertising works well for pet shops. In addition to birds, animals, and other pets, they also sell aquariums, various supplies, and pet foods.

Photographers: Excellent prospects. They offer many services such as individual and group portraits, baby and children portraits, wedding and bridal albums, commercial and industrial photography, and passport photos. Some also provide aerial work and photography in the home. Some leads are:

(1) Let (photographer) capture the highlights and delights of the most important day of your life.

(2) (Photographer) can be the "second best man" at your wedding.

(3) Photographer) specializes in natural color or black-and-white portraits of quality at low expense.

(4) Quality need not be expensive when you get your portrait from (photographer).

(5) Getting married? See (photographer), a specialist in candid weddings.

(6) For photographs of quality in color or black and white, see (photographer).

(7) (Photographer) specializes in children's portraits in the privacy of your home or at their studio.

(8) The memory of the wedding will always be there with vivid photographs if taken by (photographer).

(9) (Photographer) knows how to capture the most precious moments of your life.

Very few who are in this profession sell photographic supplies, equipment, or offer repair services. For those who do, the radio time salesman should make sure that the two or more services are never advertised in the same commercial message. Each individual service should be treated as a separate entity.

Picture framing: Several establishments have separate departments for this service and are good prospects for the local radio time salesman. Such places as glass stores, paint stores, and photographers, should be seen as prospective advertisers for this service.

Pizza pies: Generally considered part of the restaurant trade but due to their particular specialty, they are good prospects through small advertisers. "Eat in" or "take home" or "to go," plus quality, kinds, and price are points to be featured in the commercial copy.

Plumbing (contractors): This type of business seldom advertises on radio. Most prefer the classified ad section of the newspaper. They should not be overlooked, though, because those who do use radio obtain very good results. In addition to offering various products, they advertise remodeling, repairs, renovations, air conditioning and heating services. Some suggested lead-ins are:

(1) No matter what type of heating or air conditioning system you use, it will pay you to contact (firm).

(2) (Firm)'s personnel are professionally trained to survey your home and determine its heating or cooling requirements.

(3) Let (firm) give you a free estimate on how little it will cost to air condition your home.

(4) For every plumbing need, no matter what hour or day, call (firm).

(5) When you need a plumber, call (firm). They guarantee speedy service.

(6) For any plumbing installation or emergency, call (firm).

(7) If your faucet drips or needs repair, call (firm) and they'll be there.

(8) For quick plumbing, heating, or air conditioning repairs, get in touch with (firm).

Some firms offer 24-hour emergency service, fully insured work, estimates cheerfully given, bathrooms modernized, no job too large or too small, sewer cleaning and water pump installation.

Plumbing supplies (retail): These rather good prospects generally aim their ads at the do-it-yourselfer. Commercial copy should mention the following: "the finest in quality plumbing products with a complete line including fixtures, fittings, toilet seats, sinks, food waste disposers"; "available in white and many other colors"; or "fixtures in cast iron, formed steel, and vitreous china"; and, "brass fittings for every plumbing need."

Potato chips: This is generally a nationally advertised product. However, in some communities, there are distributors who make home deliveries through route men. The latter are poor prospects because of limited financial resources. If there is a large distributor, he should be contacted.

Poultry: This group falls into three categories:

(1) Farms who sell fresh-killed poultry and fresh eggs.

(2) Retail stores that sell either whole or sectioned poultry.

(3) Retail stores that sell ready-cooked or fried poultry.

All of these are excellent advertisers and should be contacted. Price and quality are big features of any commercial.

Printers: This group seldom uses radio because many local time salesmen overlook them. Radio can produce excellent results for such businesses, especially if they advertise social, engagement, and wedding announcements. Quality, quick service, and free estimates are essential points to mention in commercials. Some lead-ins are:

- (1) You'll like the expert printing done by (firm).
- (2) (Firm) prints cards and invitations, too, in any number or size for you.
- (3) See the large selection of wedding announcements available at (firm).
- (4) No printing job is ever too small or too large for (firm).
- (5) Individuality, quality, and service are the hallmark of (firm).

Public Utilities: Very often overlooked by local radio time salesmen who feel that any advertising from this group is placed by an agency or the firm's headquarters. A local time salesman can obtain this account by contacting the local manager or supervisor. The electric company, the gas company, the telephone company, the bus company, etc., all use radio as an advertising medium both for merchandising and for public relations. Many of them place their advertising through the local outlet even though the commercial copy comes from an agency or out-of-town headquarters.

Racetracks: Although there may not be a racetrack in your immediate area, many local people may frequent a nearby racetrack. A visit to the "PR" man at racetracks within driving distance can prove very profitable. As a "mechan-dising" plan, you can offer additional publicity on your station's sports programs in an effort to promote upcoming special events or races.

Radio dealers and repairs: Although most appliance dealers also feature and sell this product and service, there are many establishments that deal exclusively in radios. Many of these merchants have cooperative advertising allowances available to them. Brand name, type, quality, fidelity, and price are essential elements in the commercial. Here are some suggested lead-ins:

- (1) Pick up a portable radio during (dealer)'s summer saving special.
- (2) All (model year) radios are now sale priced at (dealer).
- (3) Add a little music to your outings. Get a portable radio now sale priced at (dealer).
- (4) When you purchase a radio from (dealer), you always get the best buy for your money.
- (5) If your radio is not operating up to par, call (dealer). They are the experts that can correct all radio problems.

(6) You get more when you buy a radio from (dealer), who also offers competent and prompt service on all makes and models.

(7) (Dealer) always services the radios they sell.

(8) From tiny portables to room-filling stereo sets, be sure to see (dealer).

Railroads: At one time, every railroad did some advertising to attract passengers. Today most railroads have or are seeking to discontinue their passenger service. However, some railroads are still running special trains to events such as flower shows, racetracks, ballparks, etc. and will use radio to advertise these special trains and attract passengers.

Real estate: Do not be misled as to the amount of advertising that can be obtained from this group unless they are development operators. The real estate operator, or realtor as he prefers to be called, usually has more than one house for sale. The person in the market for a house is only interested in buying one house. An effective real estate ad concentrates on only one house, stressing all of the features of that particular house. People do not listen that closely to radio commercials as to be able to absorb all this information. House buyers have also become "shoppers" and want to see several homes before they make a decision. It is much simpler and easier for them to turn to the classified ad section of the newspaper and compare the various offerings of real estate concerns before contacting the realtor for an appointment. It is impossible for a radio station to give this kind of service. The commercial messages would have to be announced very slowly and the repetition of one offering after another would only tend to confuse listeners. In addition, all those listeners who are not interested in purchasing a house would soon switch from your station to another or turn the radio set off.

Audiences will listen to a one-minute commercial in which they are not interested, but 15 minutes or more of such commercials bunched together would be an eternity of boredom to them. The radio station would not only lose its audience for this segment of the program day but perhaps for the rest of the day. Radio time salesmen should always remember that they owe it to their advertisers and sponsors to deliver as large a listening audience as is possible.

I am not in any way suggesting that this group should not be contacted. They are certainly an excellent source for ad-

vertising revenue. Their commercials should feature a request for "listings."

With the real estate developer, the picture changes radically. The realtor or builder who is opening up a new development will find that radio advertising is the best media to use and that it will produce the greatest returns for the dollars spent. He has more than one house in the area to sell. He is interested in a mass audience. He is interested not only in buyers but also in "lookers." He can get his message across in a one-minute commercial. A series of 20 one-minute announcements in one day will bring him a greater response than a full page ad in the newspaper.

Radio also reaches the out-of-town prospect who doesn't read the local paper. Through the medium of the automobile radio it reaches the worker who commutes to his job and would like to locate near his place of employment. He generally does not read the local paper but does listen to the local radio station while traveling to and from work. He does this for many reasons. He wants to know the weather reports and local happenings so as to be able to converse with fellow employees when they discuss local events. He is an excellent prime target for the developer and can best be reached by radio at the lowest cost to the realtor.

Some suggested lead-ins are:

(1) When you think of selling your house, think of (agency).

(2) In (city), you can rely on (agency) for professional advice.

(3) (Agency) is the area's largest and most complete real estate organization.

(4) Discriminating buyers select the homes they wish to inspect from the large selection at (agency).

(5) For the widest selection in new and used homes, see (agency).

(6) Whether buying or selling, give (agency) a try and join their family of friends.

(7) (Agency) says "customers are our most precious product."

(8) (Agency) are specialists in antique colonials, farms, and acreage.

(9) (Agency) carefully chooses every house for their buyers.

(10) (Developer)'s model home is open today, so come out and see it without delay.

(11) For the house of your own that you've been dreaming of, see (developer)'s model home. It's a home you'll be sure to love.

(12) Buying a home? Selling a home? (Agency) will really do a job for you.

(13) (Agency) can always find you the home you're looking for.

(14) When it comes to real estate, don't use guess work—use the experts at (agency).

Recreation centers: See specific categories.

Some one line lead-ins are:

(1) For real enjoyment

(2) For fabulous fun

(3) A bundle of pleasure awaits you

(4) Ready for fun? Here's where to go!

(5) All of the above can be combined as follows: Ready for fun? For fabulous fun and real enjoyment, a bundle of pleasure awaits you, etc.

Reducing and weight control: With practically everyone weight conscious these days, many establishments cater to those who desire to lose weight. In addition to those establishments that feature diet control, there are the many figure control, massage, and sauna bath salons. All of these are good prospects and obtain excellent results from radio advertising. The points to be stressed are location, hours of operation, facilities, individual and group classes, and expertise of personnel.

Today more and more nationally franchised health spas and clubs are appearing on the scene. Such franchises as the "Lana Turner Health Clubs" or the "Vic Tanney Salons" are readily available and exist in or about every community. To compete with each other, these health clubs are offering many new and varied services to entice customers such as nursery classes, supervised child care, playrooms, etc. These added or plus features should be mentioned in the commercial message. Care should be taken in extending credit to these accounts, though, since past experience indicates that most of these franchisers are seldom financially capitalized to sustain the operation over too long a period unless the operation meets with immediate financial success.

Rental service: When most people think of rentals, they generally are referring to auto, truck, or trailer rentals. Quite often, radio time salesmen overlook those establishments that rent almost anything from tools, equipment, beds, baby equipment, party needs, hospital equipment, to contractor's equipment. Some lead-ins are:

- (1) Rent almost anything, anytime from (company).
- (2) For tools and equipment, whether for work or play, rent them from (company).
- (3) (Company) rents almost anything.
- (4) Need some special equipment for an hour, day, or week? Rent it from (company).

Rates are an important consideration in writing radio commercials and such phrases as "reasonable rates" and "don't buy when you can rent" should be used.

Restaurants: Most restaurants rely heavily on advertising. But care should be taken concerning credit, since they are poor credit risks and slow payers. Points that should be stressed in the radio commercial are location, menu, facilities, and entertainment if it is offered.

One radio station cooperated with a local restaurant in developing a weekly year-round sports contest. During the baseball, basketball, hockey, and football seasons, the restaurant ran a "pool." Anyone wishing to participate could pick up a "pool" ticket, free of charge, at the restaurant and check the team they thought would score the most runs, goals, points, etc., for the week. Next to the team of their choice, they entered the amount of runs or points the team would score (this was used as a tie breaker). Each week a \$25 U.S. Savings Bond was awarded to the winner. The award was made on one of the station's sports shows. The restaurant paid for the on-the-air commercials promoting the contest and for the Savings Bond. The station made available to the sponsor the "pool" tickets, collected the entries each day, and tabulated the scores to determine the winner. In this manner, it was able to determine the effectiveness of the advertising and the traffic it was creating for the restaurant. No person was allowed more than one entry per week. To offset the cost of printing the "pool" tickets, the station made available on one side of the ticket suitable advertising space for a sporting goods store, mens clothier, etc.

This contest was in no way a violation of the lottery laws because there was no consideration involved and skill replaced the area of "chance." However, stations desiring to use this type of contest with a restaurant that has a bar or serves liquor or beer should be sure to clear it with their state's alcohol control commission, because in some states this governing body will not allow such establishments to enter into any contest or offer reduced prices or any other inducements if the main purpose of the promotion is to create an increased consumption of alcoholic beverages. Another caution is to be sure to limit participation to those over the legal drinking age of the area.

In the case mentioned here, this promotion ran for a period of six consecutive years; but, when the returns leveled off, the restaurant dropped its sponsorship but continued as a sponsor to a lesser degree from the 15 per week spot campaign they were running for the contest. Some suggested lead-ins are:

- (1) The popular place to dine is (name).
- (2) For food that is delicious and service that's divine, dine at (name).
- (3) For real good food at reasonable prices, dine at (name).
- (4) For that tasty dish made exactly as you wish, dine at (name).
- (5) For wonderful, flavorful meals made the way you request, dine at (name) the place to go for the very best.
- (6) Give your family a wonderful treat. Take them to (name) where it's always good to eat.
- (7) Eat at (name) where the food is always the best and cooked exactly as you request.
- (8) Meet your friends where it's great to eat.
- (9) At (name), every taste is a wonderful treat.
- (10) The place where true gourmets dine is (name).
- (11) Only the finest and most unusual foods are served at (name).
- (12) The finest restaurant in town is (name) where only the best chefs are allowed to cook.
- (13) For an evening that is truly beautiful, dine at (name) and taste the food that's prepared to satisfy even a king's taste.
- (14) If you want to change an ordinary night into a remembered evening, dine at (name).

(15) Give your wife and family a change of pace. Take them to (name).

(16) Enjoy the atmosphere and delicious food served at (name).

(17) For an evening of quiet relaxation and food superbly prepared, dine at (name).

(18) If fine cuisine delights you, you'll be estatic when you dine amid the fascinating atmosphere at (name).

(19) When you want to impress that special guest, take him to dinner at (name).

(20) (Name)'s unexcelled service and superb food makes dining a pleasure.

Riding academies: An often overlooked category that can be a good prospect. But credit should be extended cautiously, since they are generally slow payers. Commercials should highlight such features as apparel, instructions, hunters and jumpers, jumping course, indoor riding arena, saddle repair and equipment, and horse boarding.

Roofing contractors: Good prospects who derive excellent results from radio advertising. Commercials should emphasize roofing types such as asphalt shingle, wind-resistant, self-sealing shingles, fire-safe shingles, built-up roofs, pitch, felt and gravel, slate, and tile. Other points to be stressed are fully insured, bonded, free estimates, experienced personnel, residential and commercial, and credit terms.

This is a high-profit-margin operation, and these concerns can spend a considerable amount on advertising. But there have been many "fly-by-night" roofing contractors who move into an area, sell many homeowners, and have them obtain bank home improvement loans payable to the contractor. Usually, their work is inferior and unsatisfactory and the prices are exhorbitant.

Rug and carpet cleaning: Good advertisers who generally use the classified ad section of the newspaper and the "yellow pages." But such businesses can obtain excellent results from radio advertising. Commercial copy should include such phrases as "prompt, efficient, and friendly service"; "specializing in wall-to-wall carpet shampooing"; "carpets cleaned in the home"; "wall-to-wall, or any size, in your home or at our plant." In addition, the copy should stress moth-proofing, repairs, and free estimates. Some lead-ins are:

(1) (Name) are specialists in cleaning rugs of every texture and size.

(2) Whether your rug is made of wool, nylon, cotton, or rayon—whatever the weave—(name) has the experience to properly clean them.

(3) For rug cleaning done with extra special care, call (name) and they'll be right there.

(4) (Name) specializes in getting your carpets and rugs clean and looking like new.

Rugs: In addition to those establishments that specialize only in floor coverings, some department stores and furniture stores have special rug and carpet departments. This is generally a high-priced item with a good markup that allows for large advertising expenditures. Terms to be featured in the radio commercial are price, store hours, brand names, texture, material, installation, free delivery, decorative services, estimates, home service, and credit terms. Commercial copy should also use such phrases as "no job is too small or too large"; "sold at far less than usual retail prices"; "we carry everything in the lines of (name brands)"; "a quality store with discount prices"; "only first quality, no seconds guaranteed." Some lead-ins for commercials are:

(1) (Name) specializes in rugs and carpets for any floor.

(2) For quality rugs and carpets at prices you will adore, see (store).

(3) Cover your floors with beauty that's made to last. See (name) for the best and latest in rugs and carpets.

(4) Your home can be made more lovely with a rug or carpeting from (name).

(5) The finest carpets and rugs come from (name).

Schools: Each of these establishments specialize in a particular field and are constantly seeking candidates for enrollment. There are day schools, which can become good advertisers, especially if the radio station is located in an area where factories employ large numbers of women. Business schools, language schools, and computer schools all obtain excellent results from radio advertising. Beauty and hair-dressing schools generally combine their teaching with actual operations and are good radio advertisers for both the school and services. Never overlook the art schools and schools that teach dancing and singing. Hours of operation, hours of instructions, free interview, facilities, and staff are the important points to mention in the copy.

Be wary of out-of-town correspondence and "mail order" schools. Most of these operators want to advertise on a "per

inquiry" basis. If your station accepts "per inquiry" business, be sure to carefully read the contract the school offers. One careless radio station operator, who failed to read the "small print," found that, after a considerable amount of advertising, he had failed to deliver enough inquiries and was not entitled to any remuneration from the sponsor. Another radio station operator was lax in checking on the reliability and legitimacy of a correspondence school and found himself deluged with law suits for refunds by defrauded listeners.

Scooters: In addition to advertising the sale of the product, these establishments also advertise their repair and service departments as well as their rental service.

Scrap metal: Commonly referred to as "junk yards," these businesses are seldom approached by radio time salesmen. Although most of these establishments like to do business with large industrial firms, many of them welcome the customer with smaller quantities. The latter group is most easily reached by radio and the cost per thousand is so very small that every scrap metal dealer or junk yard can be easily convinced to advertise on your radio station. Hours of operation, material wanted, and price offered are the important points to mention in the commercial.

Sea foods, retail: An excellent prospect, especially since sea food is included as part of every reducing diet. Those establishments that specialize in fresh varieties of fish and shellfish obtain very fine results when they use radio as an advertising medium. The type of fish, price, and store hours are the important commercial copy elements.

Second-hand stores: These establishments carry everything from clothing to antiques, and they obtain better than average results when they advertise on radio. The commercial copy should be of a general nature with one or two specially priced items mentioned.

Seeds and bulbs: Although these items are carried by gardening supply shops and landscapers, they are very often sold by hardware stores and pet food shops. The latter groups should be approached for fall and spring season advertising. The radio commercial can be the same as used for the landscaper or garden shop.

Septic tanks: These establishments are good prospects, especially for repair and cleaning services. Guaranteed service, free estimate, and 24-hour service are the points to stress in the commercial copy.

Sewing machines: Excellent prospects. In addition to offering the sale of the product, these establishments also feature repair and service. Name brands, quality, type, and price should always be mentioned in the commercial. Some dealers accept trade-ins as part of the sale. Such dealers should also have good used and renovated machines for sale. If there is a Singer sewing machine store in your area, be sure to contact them. Each store manager has a liberal advertising budget available to him and the parent organization approves of radio advertising. In connection with this concern, do not overlook the fact that Singer also manufactures and sells TV sets and other products. Some suggested lead-ins are:

- (1) (Store) has just the sewing machine for you.
- (2) The sewing machine you have always dreamed about is now available at (store).
- (3) For guaranteed service and repairs of every make of sewing machine, see (store).
- (4) Don't put off buying that sewing machine because of a shortage of money. (Store) has excellent used and completely renovated sewing machines at a price you can afford.
- (5) All used and renovated sewing machines at (store) are guaranteed to be in perfect operating condition.
- (6) Tired of that old sewing machine? Trade it in for a new (brand) at (store).

Sharpening services: An often overlooked category. These establishments specialize in sharpening tools and equipment as well as knives, scissors, shears, saws, and lawn mowers. Some offer this service as a sideline to their regular business and, though they might not advertise their main business endeavor, they will advertise their sharpening service.

Shirts (laundries): Most dry cleaning establishments offer shirt laundering services. Some offer one-hour, two-hour, three-hour, and four-hour shirt laundry service. They are excellent prospects.

Shirts, repairing: An often overlooked category. The establishments that feature collar and cuff repairing and replacement obtain excellent results from radio advertising. The commercial copy should mention the types of materials, all types of collars and cuffs, all colors, price, and fast service.

Shoes, repairing: A rapidly disappearing industry. Where such establishments are still operating, they are usually very small and the individual owner is the repairman. If the shoe repair shop does custom work, it can receive excellent ex-

posure through radio advertising. Two good lead-ins are: If you have holes in your shoes, (name) can resole those shoes. (Name) fixes heels and soles so that they will look like new.

Shoes, retail and cancellation: Excellent sources for advertising revenue, especially those establishments catering to the teenage population. Price, style, workmanship, quality, and comfort should always be featured in the commercial. By all means, do not overlook the cancellation shoe store because they obtain the best returns from radio advertising. Although these stores rely heavily on local customer acceptance, a large bulk of their business is derived from out-of-town clientele. That is one of the reasons why they are generally located on a main traffic artery. Since radio covers more area than most newspapers, prospective customers in the outer fringes of the store's business area are reached at a lower cost per thousand. Some suggested lead-ins are:

(1) School days are here and now is the time to shop at (store) for the greatest selection of shoes for boys and girls.

(2) There is one thing you can be sure about, and that is every boy and girl will want a new pair of shoes when they go back to school. For the greatest selection of shoes at the lowest prices, see (store).

(3) For the best in shoes for growing feet, see (store).

(4) For shoes with fashion appeal that wear like iron, see (store).

(5) Mom, dad, and the children all choose comfortable fitting shoes from (store) where the price and style are always right.

(6) (Store's) new styles do the talking with wonderful shoes designed for walking.

(7) Keep in step with the times. Step out with the latest style shoes from (store).

(9) For shoes of comfort, style, and quality, and priced just for you, see (store).

(10) Your feet always feel better and you're always in style with a pair of shoes from (store).

(11) Footwear is fancy and fun. For fit, style, quality, and price, visit (store) .

(12) For marvelously comfortable shoes that are flirty and zinging with style, see the big selection at (store).

(13) (Store's) shoes make feet so happy, they practically skip along.

(14) Light as a breeze, soft as new grass, (store's) shoes wear and wear and wear.

(15) The man who needs sturdy shoes shops at (store), where their shoes are as rugged as the whole outdoors.

Wherever it pertains, do not omit specialties such as orthopedic footwear, children's shoe specialists, and doctors' prescription work.

Siding (aluminum): Good prospects who obtain excellent results from radio advertising. These firms generally feature roofing, leaders and gutters, awnings, and storm windows along with siding. The copy should stress free estimates, fully insured work, guaranteed performance, and the availability of all styles and colors. Be sure to check on the legitimacy of any sponsor in this category. (Refer to roofing contractors.) Well established, legitimate local concerns, many of whom carry nationally advertised name brand products, should be your prime prospects.

Silversmiths: An often overlooked category by the local time salesman. If there is a silversmith in your coverage area, he most likely is doing all the repair and resilvering work for local jewelry stores. This category can obtain excellent results from radio advertising if his commercial message is "spotted" in a woman's program.

Skating rinks (ice and roller): An entertainment category that will use radio extensively, especially if their commercial is broadcast in a teenage or rock show. The commercial copy should emphasize days and hours of operation, availability for private parties, availability of equipment, and price.

Skiing: All ski slopes and resorts are excellent advertisers during the ski season. In addition, there are many local establishments and sporting goods shops that specialize in ski equipment and clothing. Many stations feature a ski show during the latter part of the week in which reports are given about conditions at various slopes. Ski shops are excellent prospects as sponsors for these reports. Also, do not overlook the local or area bus company which may run weekend chartered trips to ski resorts.

Snow removal: Not only do these establishments advertise their services but, in addition, most of them feature the sale and repair of equipment.

Snow vehicles: A new but fast growing industry catering to the winter sportsman. Though seasonal, these businessmen are excellent advertisers. Most dealers operate under a franchise and practically all of them receive cooperative advertising funds from the manufacturer or distributor. In

addition, most nationally advertised brand name companies are now marketing a full line of apparel and accessories for this sport.

Sporting goods: Excellent prospects and good advertisers. These establishments carry and service equipment for every type of sportsman and sport such as skiing, fishing, hunting, golf, baseball, bowling, tennis, etc. They also generally feature clothing, uniforms, and trophies. Some stores also issue fishing and hunting licenses. Some lead-ins are:

- (1) For the most complete line in (sport), see (store).
- (2) For the best in sports equipment, shop at (store).
- (3) (Store) is the headquarters for all sports.
- (4) There's a fishing fever sale now going on at (store).
- (5) For better casting, get a superior reel at (store).
- (6) (Store) is now featuring golf clubs that are great for the beginner and great for the regular golfer.
- (7) Happier sports time begins with a visit to (store).
- (8) There's more fun in (sport) when your equipment comes from (store).
- (9) (Store) guarantees the quality, durability, and performance of all their equipment.
- (10) A bowling ball from (store) is sure to improve your game.
- (11) Sports were invented for fun and pleasure and are very healthful, too. For the best in sports equipment, see (store).
- (12) Now's the time to get out in the sun and have some fun. Be it baseball, tennis, swimming, or golf, (store) has just what you need to enjoy the fun.
- (13) Now that the winter season is near, get set for a winter of fun. Be it skating, skiing, or bowling, (store) has everything you need.
- (14) (Store) has games and equipment for everyone to enjoy every sport.
- (15) The right equipment for the fish you want to catch is at (store).
- (16) Want fun in the snow? Here's where to go: (store).
- (17) The wise hunter buys his supplies from (store).
- (18) When you find yourself wishing for some hunting or fishing, stop at (store).

Stamp and coin shops: Usually very poor advertisers, although one station has been successful with a collectors' program sponsored by such an establishment.

Stationery (retail): In addition to a complete line of stationery items, most of these establishments carry books, greeting cards, gifts, and tobacco products. Many also carry office equipment for sale or rent. Some lead-ins are:

(1) The place to go for the best in school (stationery) supplies is (store).

(2) Be ready, be wise. Get your school (stationery) supplies now from (store).

(3) Stationery gifts are always a delight, especially when they come from (store).

(4) Writing paper and stationery supplies can be as individual as your own signature when they come from (store).

(5) Best seller. Nonfiction. Instructional. (Store) has a book for every taste and desire.

(6) It's fun to receive or send a greeting card. But it's more fun to select that special card from the thousands at (store).

(7) Open the doors of knowledge for your youngster with a preschool book from (store).

(8) Every letter you write is important. Convey that message with stationery from (store).

Surgical appliances: An often overlooked category. But an examination of the products they sell or rent can open a Pandora's box of ideas for the enterprising time salesman. There are abdominal belts, crutches, walkers, hospital beds, wheelchairs, surgical stockings, trusses, head halter tractions, lumbar-sacro supporters, respirators, orthopedic braces, therapy equipment of all kinds, etc.

Swimming pools (public): Seasonal prospects that are often overlooked. Also, do not forget private country clubs who make their pools available to the public on a fee or season rate basis. The commercial copy should emphasize the days and hours of operation, facilities, and cost.

Swimming pools (construction): A new and fast-growing enterprise that is an excellent prospect for radio advertising. The commercial copy should stress free estimates, time payments, types, in-ground and above ground and vinyl lined, poured concrete, or other construction. Many of these establishments will also want to mention repair and service as well as pool accessories. Some lead-ins are:

(1) (Name) are now featuring beautiful pools at beautiful prices.

(2) A pool from (name) is a guarantee of years of fun, pleasure, and health.

(3) Swimming is an ideal family sport. Get a pool from (name).

(4) (Name) has the pool in any size or shape to fit your particular area and priced to fit your pocketbook.

(5) Happiness is a heated pool from (name).

(6) Thinking of a swimming pool? Think no longer. Call (name) and see how easy it is to have your own beautiful pool in your own backyard.

(7) For prompt, efficient, and effective pool service, call the qualified technicians at (name).

(8) Life is really grand when you have a swimming pool from (name).

(9) Have healthy fun at home with a swimming pool of your own from (name).

Tailors: These are generally small operations that are individually owned, but they should not be overlooked. In addition to custom-made clothes, ladies and men's alterations, and formal wear rentals, many of these establishments specialize in cleaning, pressing, and dyeing. The commercial should stress store hours, expertise, free home pickup and delivery, and any "specials" if offered.

Taverns: Very poor prospects, but most important as a resource in determining retail beverage sales.

Tax and return preparation: In the past few years, a fast growing service and one that derives tremendous benefits from advertising. Although many that have specialized in this field use national advertising, they do combine this effort with local advertising. Do not overlook the public accountant (not the CPA whose ethics prohibit advertising and solicitation), since this group prepares thousands of personal federal income tax returns. Points to stress in the radio commercial are expertise, location, hours of operation, cost, and guarantees.

Taxicabs: Usually very poor prospects, but sometimes they do advertise on radio. Some stations enter into reciprocal advertising arrangements by exchanging commercial time for large signs mounted on the rear of the taxi which promote the station's call letters.

Telephone answering services: Very poor prospects unless it is a new establishment seeking customers. Some firms also offer secretarial work and automatic burglar alarm

services. These latter concerns can obtain good results through radio advertising. Commercial copy should stress the services offered, including wakeup service, 24-hour service, no mileage charge, and other special services such as vacation, hourly or message service, 24 hours or business day, radio, etc. Some lead-ins are:

(1) For a telephone answering service designed with you in mind.

(2) For a telephone answering service to fit your particular need.

(3) Your personalized answering service is (name).

Television dealers: Very good prospects. Many of these establishments receive cooperative advertising funds from distributors and manufacturers. In addition to TV sets, they generally also offer antennas, parts, service, and repairs. Practically every one of these firms also carry a full line of radio receivers, hi-fi and stereo equipment, and tape recording equipment and supplies. Practically all major appliance stores have a television department. The main points to mention in the commercial are price, makes, models, dependability, and reliability.

Tennis (clubs): Today tennis is one of the fastest growing sports. Although many country clubs offer tennis in addition to golf, more and more private clubs are catering only to this sport. When a new tennis club is in the process of being formed, the organization will spend considerable sums of money to advertise the formation of the club. At the present time, they seem to favor the sports section of the newspaper as their advertising medium. An intelligent approach and presentation should result in the funneling of some of these funds into radio advertising. Remember that this is a sport that can be played by all people of both sexes regardless of age. Commercial messages solicitating memberships can be broadcast throughout the station's program schedule and can be "spotted" exactly to reach the audience the sponsor may desire. As a merchandising inducement, the station can offer interviews on the station's sports programs or ladies' shows.

Tennis courts (construction): Tennis as a year-round sport is gaining in popularity every day, and many homeowners are now having tennis courts installed on their property. Those private courts that are available for public use are good prospects for the local time salesman. Also not to be ignored are contractors who build tennis courts. In addition

to construction, these firms also offer maintenance, service, rebuilding, tapes, nets, and other supplies.

Theatres and movie houses: Excellent prospects that should never be overlooked. In the legitimate theatre field, management is usually willing to cooperate with the broadcaster in making "stars" available for interview programs that can be easily sold to prospective sponsors. Another good program idea that is easy to sell is the live broadcast of the opening night festivities usually attended by many local and well known celebrities.

Thrift shops: Although many of these establishments are run by philanthropic organizations, there are many privately operated second-hand stores. They are excellent prospects. Points to stress in the commercial copy are store hours and merchandise that is available.

Tire dealers: Excellent prospects especially during the period preceding springtime and winter. The commercial copy should mention retreads and recapping, alignment, balancing, repairs, sizes and types such as wide treads, radials, slicks, and truck tires, vulcanizing, new and used tires, etc. Price is always an important item. All tire dealers who carry nationally advertised brand name tires have cooperative advertising funds at their disposal. Some of these dealers may be the area distributor for a special make of tire and these should be the prime prospects to contact. Some lead-ins are:

- (1) For the finest in tires and tire service, see (dealer).
- (2) At (dealer), they deal in tires, exclusively—that's their business.
- (3) If you want to drive your car in snow, (dealer)'s the place to go for the best buy in snow tires.
- (4) Get your snow tires from (dealer) and you'll really go in snow.
- (5) For safe dependable tires for your car and truck, see (dealer).
- (6) If your tires are getting slick, be sure to see (dealer).
- (7) If it's a tire that you require, (dealer) is the supplier that gives you the very best deal in town.

Toys: Always a very good prospect, not only during the Christmas shopping season but throughout the year. Some suggested lead-ins are:

- (1) From baseball to monopoly, (store) has every type of toy and game.

(2) At (store) you'll find hundreds of games for everyone, young or old.

(3) For the active youngster or adult, see the biggest selection of toys and games at (store).

(4) For durable toys that are easy to adjust as the child grows older, see (store).

(5) For many pleasurable hours to be fondly remembered, see (store) where they have hundreds of toys and games.

(6) Toys are personality builders, and the finest and largest selection of toys and games are at (store).

(7) (Store) always has a large selection of indoor, outdoor, active, or quiet toys.

(8) The greatest roundup of toys you've ever seen are at (store).

(9) Personality traits should be a factor in toy selection. Let the people at (store) suggest the right toy for your youngster.

(10) See (store) for toys that permit a child to use his imagination and creativity.

(11) At (store), all their prices are discounted but never merchandise standards.

Tractors: In this category are dealers who sell farm and industrial tractors as well as the riding and walking varieties, in addition to lawnmowers and snow blowers. Most of these dealers have cooperative advertising money available and should be aggressive advertisers. The commercial copy should emphasize sales, service, and parts. Price and brand name are also essentials that should be included. Such phrases as "authorized dealer" and "after we sell, we service" add to the effectiveness of any commercial. In any description, be sure to be explicit regarding the type, such as gas, LP, or diesel.

Trailers: Included in this category are dealers in mobile homes, campers, boat trailers, and other travel equipment. In addition, there are trailer or mobile home parks. Many of these dealers also offer rentals in their sales message. These are good prospects and all receive excellent response from radio advertising. In commercials for parks, the description and location, rates, and available utilities are essential points. In rental commercials, points such as "safe, easy towing," sizes, cargo insurance, and road service should be stressed, in addition to the rates. In the camping and travel category, the copywriter should make free use of such phrases as "travel tested over the highways and byways of the world." In the

latter category, most of the dealers also carry a full line of camping equipment. For the park, here is a suggested lead-in: "When traveling with your trailer, (park) is the place to stop. It's the finest trailer park and the facilities are the tops."

For the sale of trailers and mobile homes, here are some suggested lead-ins:

(1) Enjoy living (your retirement)! Get a trailer home from (dealer).

(2) (Dealer)'s trailer homes guarantee all the comforts of home no matter where you roam.

(3) For the finest lines and best designed trailer homes, see (dealer).

Travel bureaus: Often overlooked by the time salesman, but these agencies can become excellent prospects when properly approached. They also can become the source for obtaining national advertising from airlines. Some of these agencies have a tie-in with bus companies that feature scenic trips, weekend tours, and ski parties. Commercial copy should offer airline tickets, steamship tickets, packaged vacations, hotel reservations, tours, cruises, trips, and luggage, accident, and travel insurance. Some suggested lead-ins are:

(1) Planning a vacation? See (agent) for a special packaged vacation to any part of the world.

(2) Remember that if you're planning a vacation or a trip, (agent) is as near to you as your phone.

(3) Call (agent) for information on escorted or independent tours.

(4) (Agent) is the authorized agency for all main steamship and airlines.

(5) When you travel, let (agent) plan your itinerary.

(6) Travel is (agent)'s only business.

(7) Your pleasure is (agent)'s business.

(8) When it's travel time, call (agent).

(9) (Agent) features personalized services on a worldwide basis with agents in every principal city in the world.

(10) For travel service by land, sea, or air, call (agency).

(11) (Agent) is known for efficient, friendly, personalized services.

(12) Consult (agent) for travel information. They have actually been there.

Tree service: If your station caters to a suburban audience or is located in an area that abounds with private homes, these establishments are good prospects. Some of the

service included in a complete tree service are pruning, spraying, tree removal, feeding, cavity work, bracing, lightning protection, weed and brush control, cabling, topping, fertilizing, and land clearing. Commercial copy should include such phrases as "licensed tree experts"; "complete insurance coverage"; "free estimates cheerfully given"; and "licensed arborist"; "a sensible attitude toward cost." Some mention of years of experience such as "over 50 years of scientific tree care."

Truck dealers: Although discussed under the automotive listings, time salesmen should not overlook the fact that this is a separate category, especially truck rentals and leasing. Copywriters should use such phrases as "trucks to fit your business and your budget"; "24-hour complete truck service"; "from pickups to diesels"; "(brand) trucks cost less"; and "new and used trucks."

Typewriters: Excellent prospects. In addition to the sale of new and used machines, do not overlook the repair and service departments, and the rental phase of this business. The commercial copy should always mention available types such as portables, electric, standard, manual, and special purpose. Credit terms and rates should always be emphasized if they are available.

Several years ago, the Royal typewriter company proved how successful radio advertising could be when used for the sale of new machines of all sizes and models. The company agreed to allow their dealers to sell Royal typewriters on a no money down time-payment plan and to guarantee the payments or purchase the contracts from the dealer. Every alert Royal typewriter dealer began to advertise this deal. Radio stations throughout the country were swamped with "per inquiry" offers by Royal dealers. Local dealers all bought time on every radio station in their area. There were few, if any, radio stations that did not have a schedule of at least six one-minute spots per day running for a considerable period of time. The promotion ran for a period of six months and was discontinued only because the parent company had achieved its goal and did not wish to further extend its financial resources.

Uniforms: An often overlooked category, but firms who offer uniforms are good prospects who can get good results from radio advertising. Businesses in this category fall into three groups. Some rent all types of industrial uniforms and overalls, and there are those who generally specialize in either

uniforms for males or uniforms for females. In the male group, we have the mailman, firefighter, and policeman. In the female group are the nurses, dental assistants, dental hygienists, maids, etc. The latter group also offers hosiery and lingerie. Both groups feature smocks and laboratory coats as well as caps. Commercial should stress such points as summer and winter rentals; all fabrics, colors, and styles always in stock; types of fabrics such as "wash and wear," 65 percent polyester and 35 percent cotton; custom-tailored and stock uniforms; and brand names and price. Some suggested lead-ins are:

(1) If you wear a uniform, (store) has it.

(2) At (store), you can always find the right uniform you need at the right price.

(3) You'll look better, feel better, work better, if your uniform comes from (store) .

(4) (Store) features space-age uniforms for the space-age worker.

(5) (Store) always has the most complete stock of uniforms for men and women.

Upholsterers: This specialty service is often overlooked by the time salesman, but these firms can be cultivated into becoming excellent sponsors. Although most furniture stores advertise this service, very few of them do the work themselves. They usually contract the work to an independent upholsterer. In addition to upholstering, these specialists generally feature repairing and rebuilding as well as the restoration of antiques. Gimbel's, one of the nation's largest department stores, located in New York City, has become one of the largest and best known merchants in this category due to the extensive use of radio and television. They rarely advertise this service in the print media but rely solely upon the communications media for their upholstery business. The commercial copy should emphasize such points as free estimates; pickup and delivery service; free shop-at-home service; full line of materials; and years of experience. Some suggested lead-ins are:

(1) Your home is never bare when you have your furniture upholstered by (store). They guarantee to do the job in five days or less.

(2) At (store), all upholstery is done right on the premises.

(3) A phone call to (store) will guarantee the fastest possible service.

(4) The best workmanship in the area is yours at (store).

(5) If you'd like your sofa and chair reupholstered with care, see (store).

(4) The best workmanship in the area is yours at (store).

(5) If you'd like your sofa and chair reupholstered with care, see (store).

(6) For the fabrics of your dreams to meet your individual decorating schemes, see (store), the area's most experienced upholsterers.

(7) Reupholstering gives furniture a new look. See how inexpensive it is at (store).

(8) For upholstery that is beautiful yet easy on your pocketbook, contact (store).

Utility companies: Very good prospects. Every gas, electric, water, and telephone company spends large amounts in advertising and the local radio station can get its fair share of these budgets by contacting the local manager who can influence his advertising manager. Many electric and gas utility companies offer cooperative advertising allowances to appliance stores, too. Such promotions as "waltz through washdays" always bring 100 percent cooperation from the utility's advertising and promotion departments. The telephone company promotes such things as the "yellow pages," extension phones, and new types such as "princess phones" and special dial phones.

Vacuum cleaners: Generally an item that is advertised by department and appliance stores. If there is a distributor or dealer in a brand that is not carried in these stores, the time salesman can pick up a new sponsor by contacting these dealers. The credit risk is high, but a tight rein can overcome this. There is one group in this category whose credit risk is minimal and who should be contacted. It is the vacuum cleaner repair establishment who, in addition to featuring repair services, also sells new, used, and rebuilt machines. The commercial copy should include such phrases as "over 20 years experience"; "prompt expert repairs on all models"; "pickup and delivery"; "largest stock of parts always on hand"; "authorized (brand) repair station"; and "service and repairs are our only business."

Variety stores: In addition to the old "five and dimes" such as Woolworth's and Grant's, who are now in the department store or appliance store category, there still remains a good number of stores that carry every type of small- and

medium-size merchandise. Some of these still call themselves "five and dime" stores; others are referred to as "variety stores" and news shops. Many of these carry tobacco and associated products. Many carry a full line of candy, magazines, books, and newspapers. Some also offer patent medicines, groceries, stationery, and even have a small lunch counter. Some suggested lead-ins are:

(1) You can make your home shine with a minimum of work and time when you purchase your kitchen aids from (store).

(2) When it's cleaning time, for timesavers see the largest variety at (store).

(3) For all of your picnic needs, shop at (store).

(4) For sewing supplies and notions, it's (store) where you'll find the finest quality of supplies.

(5) "Button, button, whose got the button?" Why (store) of course.

(6) (Store) has the variety to make your sewing basket complete.

(7) Everything but the (Empire State building) (Rock of Gibraltar) (The Taj Mahal) is at (store).

(8) For your everyday household needs, shop at (store).

(9) (Store) has all those knick-knacks you need at the lowest prices ever.

(10) For the best variety in sewing equipment, see (store) the place to shop before you sew.

Venetian blinds: In addition to those establishments that manufacture or feature custom-made venetian blinds, there are those who sell readymade blinds. The time salesman should not overlook those who clean and repair venetian blinds. Commercial should mention free estimates, free pickup and delivery, immediate and courteous service, and the telephone number.

Veterinarians: Similar to the medical and dental professions, the ethical practices of this professional group generally forbid advertising. However, some veterinarians do have specialized services for the care and lodging of pets while the owners are away from home for either short or long periods. For this latter category, we suggest you refer to "kennels."

Vocational and career guidance: Very often overlooked by the time salesman. In this day and age of specialization, more and more people are taking advantage of this professional

service. Many parents are finding it almost impossible to obtain this service for their children and a local professional service can obtain better than excellent results from radio advertising. Many of these professional establishments also offer placement and "resume" services. Best results are obtained if the commercial message is in or adjacent to newscasts or a part of a woman's program where the message is aimed at mothers of high school students.

Wallpaper: Usually sold in paint and paint supply stores (see that category). This is a high-profit item and the commercial message should be aimed at a female audience.

Watch repairing: This is a fast disappearing local service. Jewelry stores that do have a watch repair department should be induced to feature this service as an individual and independent advertisement.

Water softening: With the emphasis now on ecology, these establishments are excellent prospects. If your station is located in an area where homes use private wells for their water supply, this category can be an excellent source for advertising revenue. Commercial copy should emphasize the following points: "fully automatic models"; sales and rentals; "filtration"; "purification"; "free water tests"; "neutralizers"; "chlorinators"; and "taste and odor removal." Some suggested lead-ins are:

(1) Soft water is better and cheaper for you. Contact (dealer) and find out what soft water can do for you.

(2) For comfort, for cooking and washing, there's nothing like soft water.

(3) Contact (dealer) and find out what soft water can do for you.

Waterproofing (houses): If your area has a considerable number of private homes, those in this service category are excellent prospects. The commercial should be developed around the following points: "24-hour service"; "free estimates"; type of waterproofing such as basements, basement walls, cement floors, and crawl spaces; "any problem solved"; "easy terms"; "no damage to shrubs, lawns, or driveways"; "scientific methods"; "experience and dependability."

Well contractors: Often overlooked by the time salesman but good prospects, especially if your area abounds with private homes. In addition to the digging of new wells, these contractors also offer repair and maintenance. All will want to

feature "the latest and most modern high-speed precision instruments" in addition to "artesian wells, pumps, and tanks." The commercial copy should also stress "free estimates," "24-hour service," and "credit terms."

Wigs, toupees, and hair goods: A new and now very popular business that benefits handsomely from radio advertising. Points to stress in the commercial are "100 percent human hair," "large selection," "individual styling," "private appointments," "custom fitting," "hand or machine tied," "first quality," "expert service," and "custom blending." Many beauty salons and cosmetic stores who seldom use radio can be persuaded to advertise this product.

Window cleaning: Another fast growing retail service now being made available to the housewife and homemaker. This category obtains maximum results from radio advertising. Many of these establishments also offer janitor service and floor waxing. Some points to stress in the commercial copy are "free estimates," "no job too big or too small," "reasonable prices," and "fully insured and bonded personnel."

Yard goods (see fabric shops): In addition to those already suggested lead-ins, here are a few more just for this category:

- (1) For the most unusual weaves and textures, see (store).
- (2) Planning to sew a new wardrobe? Head for (store).
- (3) Clever and imaginative homemakers select their decorator fabrics from (store).
- (4) (Store) always charges less for the finest quality yard goods.
- (5) Fabrics to match every pattern are yours at (store).
- (6) For the newest and gayest fabrics for the (summer, spring, fall, winter) season, see (store).
- (7) (Store) is famous for its quality fabrics.

Yarn: An often overlooked category, but one that will obtain excellent results if advertised in a "woman's" program. The commercial message should emphasize "instructions in all phases of knitting, crocheting, crewel, and needlepoint"; "blocking and finishing"; "complete line of accessories"; "quality"; "types of yarn"; store hours, and individual attention.

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