

# S Showmanship



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## IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

- Automobiles • Beverages • Cleaning - Laundry • Dairy Products • Department
- Stores • Finance • Fuel • Gasoline • Groceries • Home Furnishings
- Jewelry • Meat Products • Men's Wear • Restaurants • Women's Wear



HOW TO GET  
THE MOST OUT OF

## Radio Showmanship

**T**HIS is more than a magazine . . . it's a service; a valuable aid to businessmen who are using, or ever expect to use radio. For convenience in reading, RADIO SHOWMANSHIP has been divided into *two sections*.

¶ Section I is devoted to articles by leading retail merchants, advertising agency men, and well-known writers in the sales promotion field.

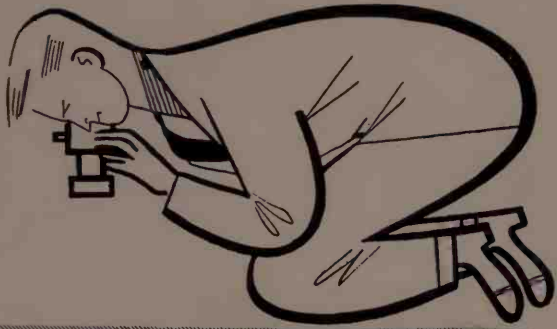
¶ Section II is made up of 11 departments devoted to radio programs and promotions. A *thorough* reader will find in SHOWMANSHIP many tested ideas that he can apply to advantage in his own business.

¶ However, recognizing the fact that some businessmen are unusually busy, too busy to do anything but skim through the contents of a magazine, we have introduced an alternative method of reading. Each article, each program idea, in every department of this magazine, is *classified by businesses*. These businesses, yours among them, are listed alphabetically in the YOUR BUSINESS AT A GLANCE index on the next page.

¶ Thus, by turning to YOUR BUSINESS AT A GLANCE, you can tell at a glance on what pages there are sales ideas adaptable to your particular field.

¶ To get the most out of RADIO SHOWMANSHIP, read it *thoroughly* at your *leisure*. To get the most out of it *fast*, see next page.

CIRCULATION THIS ISSUE: 10,000 COPIES



# YOUR BUSINESS AT A GLANCE

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

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*If you don't have the September issue on file, order it now!*

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# EDITORIAL

**H**AVE you ever met a business hermit?

He's the fellow who runs his business on the assumption that it's located on a deserted island. He shuts out other people's ideas as if they were bill collectors. He's self-sufficient; he's built such an impregnable wall around his store, even his customers don't know how to get in.

Today, thanks to radio, business hermits are fast becoming extinct. To buy radio, it's imperative you know exactly what other radio advertisers are doing. The programs preceding and following your show, the competitive programs on other stations are as important as the script itself. It's a lot easier to attract listeners when the other station is broadcasting a scientific treatise on endocrine glands instead of Jack Benny or Baby Snooks.

To buy radio, you must even have more than a layman's conception of political and economic events in the world about you. Radio, today, is so much a part of life itself, that the popularity of each individual radio program varies directly with the times. Comedy, for example, becomes exceedingly more valuable in periods of high international tension.

Furthermore, certain radio program ideas tie up best with certain business fields. It's wise, then, to know how other businessmen in *your own field* are using radio so you can profit from their experience.

Anyone can buy radio time, but only a businessman with a complete perspective of the entire range of radio's possibilities can buy *selling power*.

All this doesn't mean that the entire responsibility of selecting and managing a profitable radio show rests solely on the businessman's shoulders. You must have confidence in your advertising agency and your radio station staff. They are equipped to handle the actual work for you with great efficiency.

However, the more you know about radio, the *more you can get out of it!*

*The Editors*

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# Put

by ZENN  
That The Very Same

LAST year *The New Yorker* carried a story of a Long Island man who went to ABERCROMBIE & FITCH, the famous New York sporting goods store, to buy a barometer. It seems that he had always wanted a barometer and finally succumbed to a glamorous window display to the tune of a \$35 purchase. The barometer being large, his home being distant, he ordered it delivered. Unfortunately, when it was delivered, the indicator hand was jammed down hard at the left on the word "hurricane." He was furious at the indignity of receiving a broken barometer. He shook it and shook it but no amount of shaking would adjust it, whereupon he wrote the store a scorching letter of complaint. He drove into town to mail the letter, and when he came back, he found his house blown away—barometer and all.

There may be an object lesson in this for the businessman who constantly prays for some barometer of the buying public's interest—yet may be disregarding one of the handiest and most practical indexes of public interest—namely, that simple staple of American life ordinarily referred to as "the show business."

Big league radio entertainment, with its daily hold on the voluntary action of millions of people, provides a pattern of public thinking of indisputable accuracy. If, as Kenneth Goode says in *Showmanship in Business*, commercial success consists of

Find out what people like  
and do more of it—and—

Find out what people don't  
like and do less of it—

then radio showmanship is a barometer that provides an unflinching measure of public taste.

Radio, Stage, Screen, Sports—the big four

# On a Good Show

**KAUFMAN, Master Showman and Business Writer, who Explains Ingredients That Make a Successful Show Make a Successful Sale**

of professional showmanship extract millions daily from the spending public. If you were inclined to question whether *showmanship pays*, you need only contemplate the extent to which the *public pays*, gladly, for *showmanship*. The total runs to millions of dollars daily. And an important part of this gross is the million dollars a week (conservatively) that advertisers pay to radio stations for the privilege of taking a ride on this sure-shot center of public interest.

In every city there are advertisers who will tell you that they have tried radio and that it doesn't work. Of them, I would simply say that they probably tried to ride the radio bandwagon with about the same amount of cooperation and effort as the fat boy who complained that he had bought the book on reducing and had had it on the shelf for a week and still hadn't lost a pound. He said the book was "no good."

For a parallel consider the following: The BELL TELEPHONE system has many billions of dollars invested in wires, poles, switchboards and instruments. When you reach for your telephone either at home or in the office, all of these billions of dollars of investment are at your disposal. In any phone booth you are liable to see a sign that tells you that the instrument before you connects with seventeen million telephones. Yet when you drop your nickel into the slot, there is no guarantee that you get your money's worth unless you say the right thing. It all depends on what you say. Or in the case of a radio campaign, to put it more bluntly, it may depend on how good a show you put on in your merchandising as well as in your program.

By now I can hear some reader asking, "What is showmanship?"

It may seem silly for me to be unable to answer this question, but although I have written two books on showmanship, have spoken on it before a quarter of a million people, I still don't have a practical defini-

Zenn Kaufman is half man, half showmanship. To some million and half advertising clubs, Rotary clubs, sales managers, chamber of commerce members before whom he has appeared, Kaufman personifies modern



merchandising methods. His book, "Showmanship in Business," written in collaboration with Kenneth Goode, was a best seller; "How to Run Better Sales Contest," set a record, as did "Profitable Showmanship." Christened Xenophon, after the famed Athenian historian and general, Kaufman, by a method all his own, changed it to Zenn when he entered the advertising profession. Still in his thirties, slim, mustached, bespectacled Kaufman is single, lives in New York, takes his glasses off when posing for pictures.

tion. The word is not defined in the dictionary. Mr. Webster simply says, "Showmanship—A Noun." One of my radio friends facetiously defines it as the paper pantie on the lamb chop. We might be like the little girl who defines salt as "The thing that makes the potatoes taste so bad if you leave it out," and say that *showmanship* is the thing that makes business bad if you leave it out.

However, although we don't have a concise definition, we do have a pretty good idea of what showmanship does—and how it does it—and by analyzing the ingredients that make a successful show, we will soon find that those same ingredients make a successful sale—whether in a spot announcement, a

(Please turn to page 78)

MARTIN BROS.' executives, like any other group of experienced businessmen, believe in figures. We study graphs, charts, and other business trend indicators with the same interest as a sports fan does a box score. All of which means that we believe in theory. But, like any other group of businessmen, we believe *more* in active proof.

Some four months ago, three men, Tom Edminston, sales promotion manager of BLUHILL Products, Raymond Keane, our advertising agent, and Jim MacPherson, of KOA, gathered at my office for a meeting. The problem was (1) Should we or should we not go on the air? (2) If we did, what should we expect radio to do for MARTIN BROS.? (3) If we did, how could we attract a maximum listening audience?

Radio, as an advertising medium, had a list of very impressive figures to show us that day. And I admitted then, as I do now, that for a new industry it has done a most amazing and remarkable job for advertisers from coast to coast. But all we wanted to know that afternoon was *what could it do for us?* A much easier problem to put than to take.

MARTIN BROS. have been leading food manufacturers and distributors in Denver for 20 years. We are well-known as makers of BLUHILL Products, coffee, cheese, peanut butter, preserves, honey, and candy. The BLUHILL name is one of the best known in the Rocky Mountain sales area; its products are established as quality items.

In order to gain greater sales volume, it was necessary to create a demand which would offset through volume sales, the dealers' difference in pushing a higher profit item.

Figures were there aplenty, but there was only one way to prove to ourselves whether or not BLUHILL coffee could be sold through the air; that was a test campaign. The actual construction of the program was left in the capable hands of Mr. Keane, our advertising agent. We then decided to try three months of radio (13 weeks). Naturally, we had to set, in our own minds, a goal of some sort. The program, on which more later, was such that we felt that mail response would be one good indication, dealer response another, and, of course, actual sales, the final and most important indication. We set as a figure on

# Coffee Sales Thru the Air

## To Test The Power of Radio, He Organized a Radio Club

mail response, 5,000. We wanted 5,000 consumer names to show as a direct result of the program, with the thought in mind that if the program did bring such a response, both dealer and sales reaction would be on an equitable ratio.

With that objective in mind, Mr. Keane went to work. He created the BLUHILL *For Women Only* club, to be aired on Tuesday, Thursday and Saturday mornings at 9:15 to 9:30 over Denver station KOA.

*For Women Only* is a mixture of everything good in radio. Frankly, when it was first auditioned, I was a little doubtful of its pulling power; that doubt was caused primarily by the variety of the program. It sounded a bit complicated. But as the weeks went by and I had a chance to see how smoothly even variety could be made by efficient handling, that doubt vanished. As a matter of fact, to get ahead of our story a little, within the first five days of the program, we had added 5,000 new names to our mailing list and the dealers were as enthusiastic as our salesmen, so there was no longer any reason for doubt.

*For Women Only* is a club, with many advantages that ordinary women's clubs never have. The first job was to get members. Two weeks before the program was scheduled to start, we opened up with a batch of short an-







by R. J. WEAVER  
President, Martin Bros.  
Denver, Colorado

### For Women, Set 5000 Members As a Goal, Got 50,000 Instead

nouncements on KOA. This advance exploitation resulted in 1,500 letters and post cards, advance membership, that is, before the program was actually aired. (Keep in mind that it required *effort* for these women to write the station. They had to go to their grocers, obtain a card, fill it in, buy a stamp, and mail it!)

Meanwhile, the 22 BLUHILL salesmen prepared the way among dealers by leaving an ample supply of post cards with each, arranging for individual cooperation, seeing to it that the post cards were given prominent display. On these post cards depended the success of the program, for unless the patron mailed in a card, with all the required information, she could not become a member of the *For Women Only* club. In return for the post card and required information, we mailed out an official membership card. Each card carried a serial number. All awards made in the course of each program were to be made on the basis of this serial number.

This method necessitated a duplicate card file, which was kept at our office. We filed the cards numerically, and awards were made each week on the program, by removing cards at random from this file.

With each customer's membership card we sent out a friendly letter from "Bill Bluhill," requesting that she keep the card near her

telephone, as it would be necessary she have her serial number at hand when the program was on the air.

Mechanics of the program are simple. After the program is announced, there is a short commercial, explaining that some more members are going to receive those good BLUHILL Products—the famous "BLUHILL Triple-Treat" (a two-pound can of coffee, a package of cheese, and a jar of peanut butter). The emcee opens the household hint department. This is followed with a true or false quiz. The announcer offers a question. But instead of asking for an immediate answer, he says, "Let's see, we'll select the duplicate membership card from our file. It's . . . Mrs. Henry Blank of . . . address. I hope you're listening, for if you are it means a BLUHILL Triple-Treat coming your way!"

After consulting the card file, the announcer dials the customer's phone number. While the phone is ringing, he keeps up a running fire of witty comment, talking in asides to the listening audience. If the called person answers the telephone, the listeners hear the announcer's part of the conversation, "Mrs. Henry Blank? You have serial number . . .?" Then he repeats the true or false question, and whether the member answers right or wrong, she is awarded the certificate entitling her to the Triple-Treat at her grocer's. "Your grocer is John Doe of the Corner Market at 18th and Elm, is that right? Well, there's a couple of theatre tickets coming to him!" For variety, the awards are frequently varied by the addition of \$5.00 cash, and sometimes with a \$25.00 wrist watch.

In the event the member states she had no phone, or doesn't live in Denver, those cards are filed in an out-of-town file, and the procedure is varied by asking the true or false question via the air, and the member—if listening—must answer within 24 hours by post card saying she heard it read over the air. This allows every woman radio listener to participate. The award-winner is mailed a certificate calling for the items at her grocer's. The grocer in turn is reimbursed by BLUHILL's check for his full retail price on the items.

At the start of the program its popularity was tested by means of a questionnaire mailed to the grocers, or handed them by the BLUHILL representatives. We asked the



grocers' opinion of the show. Now, most grocers have seen premiums, prizes, two for one cent sales, and other forms of promotions, and are inclined to be apathetic. On these questionnaires we asked such questions as: Do you think it (the program) will sell more BLUHILL Products for you? Do you feel it will increase sale for you in other products, not ours? Do you think it will "switch" customers from other brands to BLUHILL? Do you like the program? Why?

The grocers were almost unanimous, and frank in their answers. Most of them believed the program would sell more BLUHILL and increase their sales on other items. Their answers indicated sufficient support to warrant going on with the program. Further proof of their enthusiastic support was indicated by the fact that a great many of the dealers cooperated by building special displays of BLUHILL Products; some devoted complete windows to the program.

Even in a group of stores where the com-

One of the many factors that played a part in the success of Martin Bros.' *For Women Only* program was the intense promotional activity constantly carried on behind the program. Every Bluhill truck, for example, carried this announcement on its hood.

The power of the Bluhill show was proved from its very start by the mail that poured in from all sides. Listeners were asked to call at their grocers, secure a Bluhill postal card, fill it out, apply their own stamp and mail to the company. Fifty thousand responded.

pany controlled brands are "pushed," the executives thought well enough of the program to cooperate to the fullest extent. They called on us for banners and other sales aids in order to tie-in with the program. A concession, incidentally, not previously given any other "outside" brand!

The program was comparatively inexpensive.  
*(Please turn to page 78)*



# It Can Be Different!

by NORMAN V. CARLISLE, R. S. Field Editor, Who Reports a Simple Twist Can Make an Old Idea Sound New

"It isn't just the *cooking*—it's the seasoning." That familiar phrase hits the culinary nail on the head.

"It isn't just the *program*—it's the showmanship," is just as true in radio.

That little dash of showmanship-seasoning is often found in a simple twist that makes an old program idea seem new. Your program may follow popular trends, or time tried appeals, but it doesn't have to be just like the next fellow's. It *can* be different!

Many times you can achieve that difference by the trick of combining two ideas. The SNO-WHITE CREAMERY of San Luis Obispo, California, has combined the man-on-the-street, the amateur program, and the studio party ideas. The result is a program for children that has a different slant. Once a week it broadcasts the *Sno-White Kids Party* on station KVEC. It works this way: During the week children register at the creamery. The names of a number are then chosen by lot. These children are interviewed in front of the creamery. Then each of them sings a song, imitates somebody, as on any amateur program. After he's put on his little act, each of the performers draws a card. The color of the card tells him what kind of ice cream he gets as a prize.

There's nothing new about the man-on-the-street idea, but the JOHNSON CHEVROLET COMPANY of Indianapolis has made the program *The Man On Ice*, thus giving it a different sound and slant. Over WIBC the "man on ice," a station announcer, mingles with the skaters at the Fairgrounds Coliseum Ice Rink, asking questions as he goes. Tickets for the next hockey games are the awards for correct answers.

Air-minded Walter Irvin, distributor of FORD CARS in Amarillo, Texas, carried his KFDA man-on-the-street broadcast into still a different locale. He has the station announcer conduct informal interviews with TWA passengers at the local airport.



Sports programs fall into a set pattern in the hands of most advertisers on most radio stations. FRANKENBERGER & COMPANY of Charleston, West Virginia, sponsors a program on WCHS which proves that sports programs don't have to be all alike. The program is on the air six times a week—but it's never the same.

One night a week is turned over to "Years Ago In Sports." Because the store is an old one, with a history extending back to Civil War days, there are many old employees. Each week the anniversary of one of these older employees is featured, by dramatizing the outstanding sports event of the year in which he entered the service of the store. Even the youngsters listen to this feature, for it rings in some of the grand old names of sports. And notice the neat way it ties in with a boost for the store.

Still another twist to the FRANKENBERGER program is its "Salute to the Cities." Nothing new about that, either—except the way it's done. And that's the important thing. Instead of saluting a community, they salute a *man*—some prominent coach, athlete, or sportsman in a nearby city. The feature always gets

plenty of advance publicity in the home town newspaper. Every sports personality interviewed is presented with a banner which he takes back and usually puts up in some important spot in the school or gymnasium. There it is seen by hundreds of young people. Good showmanship? Of course it is—but notice again that it's not expensive. You don't have to be a Barnum to re-vamp old ideas that have proven sound.

That the *Pot o' Gold* idea can have an inexpensive local application that ties into your business is proven by the program of the COURT CAFE in Albuquerque, New Mexico. On station KOB it sponsors a program called *Guest of the Week*. Each week a name is chosen from the city directory. That person is asked to call the station. To him goes a free dinner for two, a corsage for his lady (or boutonniere for the boy friend, if the winner is a woman), theater tickets, and even a taxi for the evening. Not very expensive—but it provides a grand evening for the winner—and a lot of publicity for the COURT CAFE. Yet the total cost is insignificant.

Certainly amateur programs are nothing new. Yet one advertiser made a startling success of a program presenting only amateur singers. KAY'S BEVERAGE COMPANY of Los Angeles, makers of fruit drinks, is the sponsor of the program called *Sing With Your Favorite Band* on station KMPC. The young amateur vocalists sing to the accompaniment of a recording of any big name band they select. The result: the program sounds better, listeners get an added kick out of listening to it, the advertiser has a made-to-order publicity approach.

Sometimes that different twist can be achieved by a touch of humor. The ZERWECK JEWELRY COMPANY has given the quiz program a novel angle in its *Crazy Auction* on WTMV, East St. Louis, Missouri. Conducted from the stage of the local Majestic Theatre, the emcee gets laughs by such antics as offering \$4 for anyone in the theater who can present his marriage license, or \$3 for anyone who can come forward with a can of tomatoes.

Another twist to the quiz program is the way it's handled on KBTM by the PRINCESS CAFE of Jonesboro, Arkansas. Diners at the restaurant at the time of the program are invited to draw questions from a big sugar

bowl. Because they must be diners, the result has been a big increase in the dinners served at the hour of the broadcast. Correct answers bring free meals.

Another way of making programs different is to get a title and an idea built around your product or firm name.

A program of household hints is commonplace enough. But on WGL, Fort Wayne, Indiana, as sponsored by SLICK'S FAMILY LAUNDRY, the idea seems different, and all because the program is built around the title "*Slick Ideas*."

Another perfect example is the program of BADGER SMALL HOMES, INC., in Milwaukee. They sponsor the *Honeymoon Cottage* program on WTMJ. Each week two announcers, one feminine, take their mike directly to the home of a newlywed couple and interview them. Of course, it's a direct plug for BADGER, but it makes an interesting program, too. Perhaps you can adapt an idea like this to your business by capitalizing on unsuspected drama that would make good listening.

If the newlyweds lived in Pittsburgh, they would probably be listening, a year or so later, to a special type of commentary program that's old and yet new. It's sponsored by the MENZIE DAIRY COMPANY over WWSW and it's been on the air since 1936, proof of its success. It's called *The Blessed Eventer* and features, as you've guessed, birth announcements, with such details as the weight of the babies.

Does your program need novelty? Look for that new slant, a new way of presenting an old idea. Then watch the results from this touch of showmanship!



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*On a continuous roving assignment, NORMAN V. CARLISLE meets all kinds of radio people, business men and advertising agents. He finds them most willing to share their knowledge and experience with him. That knowledge he passes on to you in these compact but complete month to month reports.*

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# TO HAVE AND TO HOLD

The Story Behind BETTY AND BOB, An Ex-General Mills Best-Seller, Now Available in a Transcribed Dramatic Serial For Local Businessmen to Sponsor



INTERESTING, always, to the great majority of local radio time buyers is the elaborate dramatic or variety show with all its fancy trimmings; the show that features a well-known band, comedians, actors, actresses with big names and bigger salaries. For years, such shows were out of the reach of the local businessman because of their high production cost. And then, along came *electrical transcriptions* (ET).

Set up on somewhat the same basis as a Hollywood motion picture company, a transcription company produces a show, complete with music, script, name stars, in fact all of the expensive elements no single local sponsor could afford. This show is recorded, with ample time left at the beginning, the middle, and the end, for the local businessman to insert his own commercial. It is then offered for sale on an exclusive basis in all markets. Because the cost of the production is divided among, say 50 sponsors, the selling price of transcriptions is within the reach of all. This mass production method results, naturally, in better shows for local airing. Such shows are *Pinocchio*, *Touchdown Tips*, *Little By Little House*, *Superman*, etc. Such a show also is *Betty and Bob*.

But behind the radio program, *Betty and Bob*, is an entirely different, and certainly unusual story.

From 1932-1940 *Betty and Bob* was a network dramatic serial, promoting sales for GENERAL MILLS, INC. Of the pro-

gram, S. C. Gale, director of advertising at GENERAL MILLS, said, "It has been the most consistently successful program that we have ever had. Most of the offers made on this program stimulated a response equal to or exceeding our expectations. It has been one of our leading producers of cash-plus-box-top returns—and that means a producer of traceable sales."

Yet, in March, 1940, GENERAL MILLS discontinued the show. Why? To quote Mr. Gale further: "We felt that a new vehicle might be more productive—for us. Our sales messages had been heard by the listeners of this show for nearly eight years, and we felt that a change would bring some new customers *into the tent*."

Opinion differs among keen-minded advertising experts on the question of whether or not an advertiser should give up a radio show that has served him successfully over a long period. The thought behind such a move is that the show has captured and sold all the available audience that it can and that a new, entirely different program will attract new, different buyers. The product itself is relied on to hold the old.

Is there a saturation point? Regardless of which side has the right answer, the outcome does not in any way affect the show itself, only the relationship of sponsor to show. The fact remains that a popular program with an established audience can easily be put to work for a new sponsor. Certainly the *old* sponsor, seeking a *new* show, faces a greater problem than the *old* show seeking a *new* sponsor.

Listen to  
**BETTY  
& BOB**  
*Radio's best-loved couple*  
NOW HEARD ON STATION  
**WXXX**  
MON. THROUGH FRI. 0:00 P. M.  
*Presented by*

Two important questions arise: (1) Do *Betty and Bob* have an audience? (2) Can they hold that audience for a new local sponsor?

According to Mr. Gale: "*Betty and Bob* has always had a good program rating, and just before it went off the networks, it reached the highest rating of its career."

The last box-top premium offer under GENERAL MILLS' sponsorship found the show coming through with flying colors. At that time, it had the highest rating of any GENERAL MILLS' women's daytime show.

Can it hold this audience? *Betty and Bob* has only been off the air for a few months, so its audience has hardly had time to forget the story or the stars.

The show, itself, remains exactly the same in transcription form, continuing right where the network show left off. It tells the story of a man and wife,

parents of a pair of twins and owners of a crusading newspaper in a typical American city. It's timely. Problems in politics always reach maximum interest during an election year.

Cast lineup includes captivating Arlene Francis (famous for her role in *What's My Name?*) as Betty and heart stirrer Carl Frank as Bob. Successful Broadway careers claim both of them. A galaxy of well-known Broadway players makes up the supporting cast. Narrator is renowned Milton Cross (*Information, please*).

Plenty of tested promotion stunts have been planned to whirlwind this show to greater air popularity. Appropriate for auditions and as a novel start for the series is a recorded personal introduction of the cast. Milton Cross takes the listener behind the scenes and introduces Betty, who then informally presents the other members. *Additional promotions*: A special record of Milton Cross announcements—15 dramatized 20-second spots to boost the program in advance of the series; special publicity releases for local newspapers; photographs of players and mats for newspaper publicity; and "spotlight" ads for newspaper radio pages—all provided to the sponsor without charge.

With the proper start, and that means planned promotions, there is no reason why *Betty and Bob* cannot carry on for a local sponsor right where GENERAL MILLS left off.



**AIR FAX:** Number of Episodes: Present *Betty and Bob* program series includes 130 quarter-hour episodes arranged for broadcast five days a week—26 weeks.

**Conditions of Sale:** Minimum contract: 65 programs, five-a-week for 13 weeks. Use of program is restricted to advertisers non-competitive with General Mills; cannot be used for broadcast on behalf of flour or breakfast cereal.

Illustrated on the preceding page is one in a series of "Spotlight" ads, especially designed for use in newspaper radio sections. Complete set of mats furnished.

**Availability:** For information regarding availability, audition records, rates, etc., write NBC Radio-Recording Division, RCA Bldg., Radio City, New York, N. Y.

Famous radio stars, Carl Frank, Arlene Francis (pictured at left) together with announcer Milton Cross head the stellar cast who bring you the adventures of "Betty and Bob."

# GOOD NEIGHBOR POLICY PAYS

Fargo's Gate City Building and Loan Association Capitalize on the Important Fact That Most People Are Interested In Their Own Next Door Neighbors

GOING into its eighteenth month on the air over Fargo station WDAY is a human, folksy-wolksy, weekly, radio show entitled simply: *Meet Your Neighbor*. Prepared and emceed by WDAY staffman Howard Nelson, *Meet Your Neighbor* illustrates this important factor in radio advertising: A small town program can compete, and many times surpass, network shows in listening audience popularity by merely being a *local* program, by trading on the use of well-known community names.

Using that principle as a base, Howard Nelson takes half an hour every Tuesday evening to interview the butcher, the baker, the candlestick maker—Fargo "names" that mean more to Fargo listeners than Jack Benny or Fred Allen.

Fitting like a well-made glove, the program is sponsored by the GATE CITY BUILDING & LOAN ASSOCIATION.

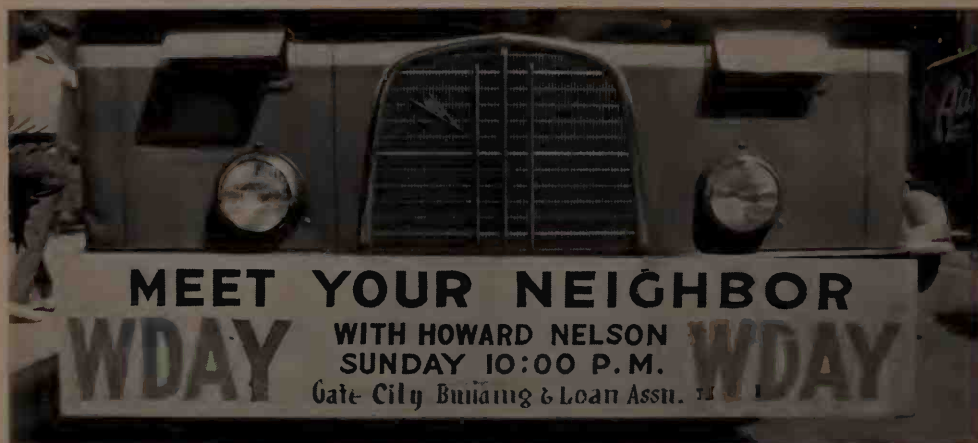
Seldom departing from the form he set up last January, Nelson still brings variety into his show. One of his prize broadcasts was an interview with a Fargo couple celebrating their 60th marriage year by taking an airplane ride for the first time!

On other programs, *Meet Your Neighbor* has visited the Fargo dog hospital, interviewed the veterinarian, had one dog bark "hello" into the microphone; gone calling at the North Dakota Agricultural college bee farm where instructor explained intricacies of bee-raising, and bees buzzed for sound effect; strolled through the Fargo waterworks; visited an x-ray laboratory.

Visiting "names" are seldom overlooked. *Meet Your Neighbor* has guest-starred Fargo-visitors Max Baer, escorted to the mike by the local fight promoter; Father Hubbard,

Celebrating their 60th wedding anniversary, this charming Fargo couple took a ride, for the first time in their lives, in a flying machine. At the microphone, Howard Nelson reports their reaction on the *Meet Your Neighbor* program.





Well aware that a radio program must have promotion to make it click, the *Gate Building & Loan Association* uses newspaper ads, window displays, spot announcements and this huge sign attached to the front of Fargo busses to keep the name of the program, the time of its airing before the public.

the Glacier Priest; and Dave Elman, who, too, has a radio program (*Hobby Lobby*).

Mainly, though, the show sticks to local and familiar places, personalities, names, especially Fargo-ites who do something worthwhile or to whom something worthwhile happens. Top example of the last was an interview with a Fargo man who won \$1,000 on the *Pot O'Gold* radio program. Especial interest is taken in civic events and projects.

Thus, *Meet Your Neighbor* appeals to all ages, all classes. Informal interview is ad-libbed, requires no script. Two or three such interviews plus transcribed music are used each broadcast.

Smart sponsor uses only *one* commercial, that at end of program, plus short educational talk delivered by H. A. Thompson of the GATE CITY BUILDING & LOAN ASSN.

Typical Thompson talk (Time: 3 min.): "Recently I ran across the following expression: 'No man can be conservative until he has something to lose.' I have been impressed by the force and meaning of that remark. Too many people are prone to consider a conservative as one who is old-fashioned, opposed to progress, or critical of any changes in social or economic endeavors. That is not so; and if you will analyze your feelings, you will realize that you are a conservative because you *have* something.

"That 'something' may be a home for which you are paying, it may be the savings to which you are adding a small amount each pay day, it may be what you have already accumulated, it may be the feeling that what you save, or what you possess, is your heritage, or your right to provide for your family, and to pass it on to your children. It does not mean that you do not believe in taking care of the unfortunate, or looking after the unemployed, or paying your rightful share of taxes to properly run our government.

"In spite of all the strife and turmoil in other parts of the world, I still have faith and confidence in our American way of living and doing things; and as an American citizen and manager

of a building and loan association, I am interested in keeping it that way. . . .

"The services of a savings and home financing institution can be compared somewhat to a bridge. An ordinary bridge is built of steel and concrete, and its foundations rest on solid bedrock; but the kind of a bridge that I am referring to is open to everyone. It spans the river of uncertainty and connects the thrifty present with the secure future.

"Instead of steel and concrete, it is made of foresight and resolve. Its foundation rests on systematic saving and planning for the future. The door of your building and loan association is the entrance to this bridge."

Announcer preludes his lone commercial with weekly safety hint and then a few punchy lines on the safety of accounts at GATE CITY BUILDING & LOAN.

*Meet Your Neighbor* is sold to public via bus cards, newspaper ads, window displays, an occasional spot announcement on afternoon before program.

When program started in January, 1939, Gate City was using 50% of ad appropriation in newspapers, rest in direct mail, miscellaneous. Today, with *Meet Your Neighbor* a proved success, radio is receiving 40% of total ad money; newspaper, 20%; direct mail, 10%; all other, 30%.

AIR FAX: *Broadcast Schedule*: Tuesday, 8:00-8:30 P.M.

*Preceded By*: Fibber McGeë & Molly (NBC).

*Followed By*: Uncle Walter's Dog House (NBC).

*Sponsor*: Gate City Building & Loan Assn.

*Station*: WDAY, Fargo, N. D., and Moorhead, Minn.

*Power*: 5,000 watts.

*Population*: Fargo, 37,000; Moorhead, 8,000.

*Time Cost*: \$37.50.

*Production Cost Average*: \$10.

COMMENT: There's nothing more interesting to people—than other people, especially if they're next door neighbors.



# If You Sponsor The News...

*To the radio program sponsor all of the elements that attract listeners are important. And although the sponsor usually has no hand in the preparation of the news to be used on his program, the material in this article, reprinted from THE NEW YORK TIMES, reports on an important factor in news broadcasting that may be overlooked in the rush of events.*

THE EDITORS

ARE radio news commentators talking over the heads of the public? Are they, in their earnest desire to relay accurate information, considering listeners with limited schooling who want to obtain first-hand reports on vital topics of the day? Is their choice of words within the vocabulary limits of the great majority?

In connection with a laboratory course conducted at the University of Pittsburgh, a series of experiments to determine newer and wider uses of radio in the English curriculum was conducted in a typical city high school. In one project, a radio was brought into several English classes in the high school and fifteen-minute news broadcasts were tuned in at 8:30, 9:30, and 12 noon.

Students were asked to listen not merely for the text, but to list any word which the announcer used which was unfamiliar or the meaning of which was not clear. Only words which appeared on more than two papers were placed on the general list, which totaled sixteen and nineteen words for the noon and 8:30 broadcasts respectively. The number of words in itself is not surprising, but a glance at the list brings the startling revelation that high school students admitted not knowing such oft-repeated expressions as: Trojan horse tactics, drubbing, strategic, allocated, summation, capitulated, proponents, reiterated, monitors, prelude and deter.

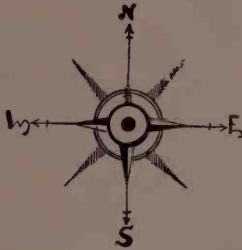
The fact that these experiments reveal the apparent weakness in vocabularies of students is not to be overlooked, but that is not the primary issue, according to the surveyists. Educators are constantly attempting to solve this problem with remedial reading and new methods of word study. The question is asked: If senior high school students admit ignor-

ance of what radio commentators use as common wordage, how much longer would such a word list be for the hundreds of thousands of adults who have had less education or experience in reading? How much can the naturalized citizen or alien from a foreign-speaking land grasp from a barrage of unfamiliar syllables in a speedy news flash?

It is pointed out that the punchy staccato delivery or series of euphonious polysyllables of sensational speakers may have better ear appeal, but the easy-going conversational manner of one person talking to another is more direct and is believed to gain better results in audience reaction in the long run. For example, when Mrs. Franklin D. Roosevelt spoke recently at a dinner for the Girl Scouts, she used simple language and spoke in a casual manner.

That radio commentators are aware of this condition and that certain women's programs are beginning to adopt this policy were well illustrated in the Pittsburgh school experiment with the 9:30 broadcast, "News for Women." The same caliber of students who listened to the previous programs found only five words they did not understand. Not only did the announcer speak slower and more distinctly, but he appeared to be substituting simpler expressions in as many instances as possible, such as the use of battering instead of drubbing or "agents working to overthrow the government" instead of subversive activities. The analysis indicated that the program may have lacked the vigor and speed of other news broadcasts, but it was much easier on the nerves and permitted the students to get a clearer picture of the situation.

According to Pittsburgh observers, simple diction is the surest method of reaching the masses.—A. L. LAUFE.



# MERCHANDISING REVIEW

Programs and promotion ideas gathered from all parts of the country, grouped into departments for your convenience. One or more may prove adaptable to your business.

Airing the New . . . . .	58	Showmanship in Action . . . . .	71
What the Program Did for Me . . . . .	64	Showmanviews . . . . .	73
Yours for the Asking . . . . .	65	Showmantips . . . . .	74
Showmanscoops . . . . .	66	Johnny on the Spot . . . . .	75
Proof O' the Pudding . . . . .	68	Trends . . . . .	76
Long Runs . . . . .	70	The Idea File . . . . .	77



## AIRING THE NEW

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

### Dairy Products

**GUERNSEY GOLD** A local edition of MILKY WAY's *Dr. I. Q.* is this popular quiz show aired from the stage of Loew's State Theater. Three contestants are picked from the theater audience; three are selected from those who have written in asking to be on the program. Contestant's wit is pitted against that of pilot Bill Rothrum in an unlimited gamut of questions on any subject. Musical tinkle of dollars is heard as they are rained into a jug in front of contestants, if they answer correctly.

**AIR FAX:** Broadcast Schedule: Monday, 9:00-9:30 P.M.

Preceded By: Washington Merry-Go-Round (NBC).  
Followed By: Police Question Box.

**Competition:** Forecast (CBS).

**Sponsor:** New York State Guernsey Breeders.

**Station:** WSYR, Syracuse, N. Y.

**Power:** 1,000 watts.

**Population:** 209,326.

### Department Stores

**IT'S A GIFT** Still another cash give-away program with a slightly different twist. Each day, three selector wheels are used to pick out an individual winner from the *city directory*. Award: \$25 cash gift sent immediately to the recipient's home. Recorded music fills out 15-minute show.

**AIR FAX:** Broadcast Schedule: Monday thru Friday, 11:45-12:00 P.M.

Preceded By: Today's Tunes.

Followed By: I'll Never Forget.

**Competition:** Our Gal Sunday (CBS dramatic serial);

Editor's Daughter (NBC dramatic serial).

**Sponsor:** Rosenblum's (dept. store).

**Station:** WCLE, Cleveland.

**Power:** 500 watts.

**Population:** 878,429.

**Agency:** Leroy Lusig Advertising Agency

### Groceries

**EMBARRASSING MOMENTS WITH NORMAN ROSS** At last some practical use has been found for those difficult moments. They've been converted, under the direction of able mickeman Norman Ross into an unusual five-minute program. McLAUGHLIN'S MANOR HOUSE coffee invites listeners to

send in letters about their most embarrassing situations. If they are read on the air, sender gets a pound of MANOR HOUSE coffee free.

**AIR FAX: Broadcast Schedule:** Monday thru Friday, 10:30-10:35 A.M.

*Preceded By:* Friendly Neighbors.

*Followed By:* Livestock Market.

*Competition:* Against the Storm (NBC dramatic serial); Bachelor's Children (MBS dramatic serial); Big Sister (CBS dramatic serial).

*Sponsor:* McLaughlin's Manor House coffee.

*Station:* WLS, Chicago, Ill.

*Power:* 50,000 watts.

*Population:* 3,384,556 (1940).

**COMMENT:** Another excellent entertainment idea for a five-minute program. Incidentally, emcee Norman Ross has left a long line of embarrassed people behind him; he is former Olympic swimming champ.

## Groceries

**WOMEN'S NEWS REEL OF THE AIR** An abracadabra of caviar and costumes, gossip and glamor, is this bright, five-minute interlude dedicated to the women. Commentator Kay Edmundson is apt to give news on any subject from the preservation of dahlias to Doug Fairbanks Jr.'s proposed trip to Washington in behalf of refugee children. Best news to sponsor AMERICAN FRUIT GROWERS is the neat way she turns a household hint into an advertising puff.

**AIR FAX: Broadcast Schedule:** Monday thru Friday, 10:25-10:30 A.M.

*Preceded By:* Morning Musicales.

*Followed By:* The Blessed Eventer.

*Competition:* Vic and Sade (NBC dramatic serial); Midstream (NBC dramatic serial); Myrt and Marge (CBS dramatic serial).

*Sponsor:* American Fruit Growers ("Blue Goose" brand fresh fruits and vegetables).

*Station:* WWSW, Pittsburgh, Pa.

*Power:* 250 watts.

*Population:* 665,384 (1940).

*Agency:* Walker & Downing.

**SAMPLE SCRIPT AVAILABLE.**

**COMMENT:** Miss Edmundson works in her daily teaser-incentives for more fruits and vegetables on the menu in the following way:

Miss Edmundson: "During these fine warm days, the men in the family often become experts at getting out of the little housekeeping jobs they're supposed to do. So here's how one famous Home Relations Expert advises you to handle them. Never give them a job they don't like; instead give them some job you know they enjoy. And then, gently combine the pleasant with the unpleasant; they'll soon have to trim the lawn to make the garden look nicer . . . no matter how much they'd rather go fishing. (LAUGH.) Well, that's one way to keep the men of the house happy, but I'll wager a quicker and surer way is to serve them plenty of the summer-fresh fruit treats

they like so well. And right now the favorite of these is sure to be fresh peach pie or shortcake, or any of the many other fresh peach dishes that are so delicious when made with juicy, sugar-sweet Blue Goose Elbertas. Order these tasty, red-ripe favorites from your grocer today. Insist upon genuine Blue Goose Elberta Peaches."

## Men's Wear

**HOT OFF THE GRIDIRON** For football enthusiasts comes a new program in the popular quiz form. Emcee Russ Lynch, who is the Milwaukee Journal sports editor, restricts all of his questions to grid lore. At the start of the program each contestant is provided with five silver dollars by sponsor LAWTON CLOTHING STORES. For each muff, he drops a dollar into the jackpot. What he has left at the end of the questioning belongs to him. Winner of the jackpot is determined at the end of the program by having each contestant answer one question in writing. If more than one contestant gets the right answer, the money is split equally.

**AIR FAX: Broadcast Schedule:** Sunday, 1:45-2:00 P.M.

*Preceded By:* Madrigal Singers.

*Followed By:* Green Bay Packers football game.

*Competition:* Lead-off Man, Dugout Dope.

*Sponsor:* Lawton Clothing Stores.

*Station:* WTMJ, Milwaukee, Wis.

*Power:* 5,000 watts.

*Population:* 578,249.

**COMMENT:** In addition to giving the popular quiz show formula a football theme, the sponsor has scheduled the program for airing just preceding the Green Bay Packers pro game on the same station, WTMJ, assuring himself a football-minded audience.

## Unions

**LABOR DAY PARADE** More evidence of the increasing use of radio by UNIONS is the special event broadcast of a Plattsburgh (N. Y.) Labor Day Parade by local members of the TRADES AND ASSEMBLY UNION. The program climaxed a full week of patriotic promotions on station WMFF, which included a broadcast from a local high school and special programs from the studio.

**Broadcast Schedule:** Monday, September 2.

*Sponsor:* Trades & Assembly Union.

*Station:* WMFF, Plattsburgh, N. Y.

*Power:* 250 watts.

*Population:* 13,349.

**COMMENT:** Last month RADIO SHOWMANSHIP reported a program series started by UNITED MINE WORKERS OF IOWA. (See RADIO SHOWMANSHIP, Sept., '40, p. 25.)

# WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. Here, the advertisers of the nation exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.

## Finance

**TONIGHT IN NASHVILLE** "We have been using radio advertising for the past three years and have found it very satisfactory, especially so in connection with *personal loans*. We are renewing our present radio contract, which should be evidence of what we think of radio advertising."

**H. C. Buquo**  
*Asst. Vice-President*  
*Nashville Trust Company*  
*Nashville, Tenn.*

**AIR FAX:** Program answers the average man's inquiry, "What am I going to do tonight?" Announcements describe all current movie features, wrestling matches, baseball games, lectures, road shows, club meetings, YMCA and YWCA meetings—in fact, any activity that might afford entertainment or diversion for listeners. Transcribed music of concert variety rounds out the time remaining.

**Broadcast Schedule:** Monday thru Saturday, 6:30-6:45 P.M.

**Sponsor:** Nashville Trust Co.  
**Station:** WSIX, Nashville, Tenn.  
**Power:** 250 watts.  
**Population:** 153,866.

**COMMENT:** The program gives the listeners the information they want *when* they want it. It would be a good idea to include the highlights of the evening radio schedule of the station itself.

## Shoes

**MAN ON THE STREET** "Our *Man on the Street* program is a rather new show with us, inasmuch as we've sponsored it for only five weeks. In that length of time, however, we've gained many favorable comments on the show itself and in the manner in which it is conducted.

"I practically used this program as a sole means of advertising a summer shoe sale during July, and it brought amazing results. Our store showed a 39% increase over the same month a year ago. This program seems to have quite an extensive rural listening audience, and it's from them that we get most of our direct results.

"July 31 through August 2, we tied in with

a carnival that happened to be in Winona. We had a 28-foot python, acrobatic monkeys, midgets, and other carnival entertainers in front of our store, where the program is conducted. We had a street audience of approximately 300 people, mostly children, and enjoyed a fine business every day.

"I contend that for a city the size of Winona (20,850), with a large, rural trading area, a man-on-the-street broadcast is the best local shot on the air and has many merits."

**B. W. Arenz**  
*Manager*  
*Arenz Shoe Co.*  
*Winona, Minn.*

**AIR FAX:** **Sponsor:** Arenz Shoe Co.  
**Station:** KWNO, Winona, Minn.  
**Power:** 250 watts.  
**Population:** 20,850.

**COMMENT:** From monkeys, midgets, and man-on-the-street to shoe selling may be a long stride, but sponsor B. W. Arenz has proved the effectiveness of putting on a good show to put the sales across.

## Gasoline

**WADHAMS' FOOTBALL BROADCAST** "Inasmuch as we have never had any merchandising efforts which directly necessitated the purchase of products, we, therefore, have no exact records of sales increases. However, in thousands of fan letters we repeatedly read the phrase, 'We buy at WADHAMS' stations because we appreciate the sports broadcasts.' Surveys made from time to time show as high as 82% of the sets tuned on in this territory, are tuned to WADHAMS' football broadcasts. (Green Bay Packer, "U" of Wisconsin games.) This is a higher percentage of listening than even the large network shows receive in this territory at other hours."

**M. Jay Stead**  
*Asst. Advertising Manager*  
*Wadhams Oil Co.*  
*Milwaukee, Wis.*

**AIR FAX:** (See *Long Runs*, page 70.)

## Men's Wear

**MUSIC OFF THE RECORD** "Once our program was on the air, every one of my salesmen was instructed to question every customer. The results were more than gratifying. We found that approximately 50% of all people coming into the store heard our program regularly. We also found that a good many of these people came in directly as a result of our program. Further, we found that we were reaching people with our program who were ordinarily considered outside the range of our advertising; people our newspaper ads didn't reach; people from as far as 50 or 60 miles from Hartford. I'm sold on radio."

William Ronnick  
Manager  
Bond Clothes  
Hartford, Conn.

**AIR FAX:** Expert ad libbing by chief announcer Ray Barrett (Station WDRC) creates the "friendly neighbor" atmosphere. Recordings are in the quieter mood, avoiding hot and heavy swing. Barrett is a former legitimate and vaudeville actor.

**Broadcast Schedule:** Monday thru Saturday, 7:40-7:55 A.M.

**Preceded By:** Studio Matinee.

**Followed By:** The Ad-Liner.

**Competition:** Club Matinee (NBC Blue); Music (MBS).

**Sponsor:** Bond Clothes.

**Station:** WDRC, Hartford, Conn.

**Power:** 5,000 day; 1,000 night.

**Population:** 221,940.

**Agency:** Neff-Rogow Agency.

**COMMENT:** Music is the staff of life—to most radio stations. Adding a clever announcer to brighten up the music is like painting the staff a pretty color. The paint job, according to Mr. Ronnick, pays.

## Optometry

**JOSHUA SPAULDING'S SCRAPBOOK** "Our radio program, *Joshua Spaulding's Scrapbook*, has been most successful. We first broadcast this program on a schedule of two ten-minute periods per week. The results were outstanding in two respects, namely: new business and secondly, the increase in traffic of old accounts that we had not seen for a long time. We have recently increased our radio appropriation so that we have three fifteen-minute periods weekly."

Wilbur H. Gilbert  
Advertising Manager  
Gilbert, the Optometrist  
Troy, N. Y.

**AIR FAX:** A bit about a smile, an anecdote concerning traffic in Troy (N. Y.), some friendly advice about country hiking—these are smatterings of the

homely philosophy that come from the pages of *Joshua Spaulding's Scrapbook*. Organ music sets a restful background.

**First Broadcast:** May 13, 1940.

**Broadcast Schedule:** M-W-F, 11:00-11:15 A.M.

**Preceded By:** News.

**Followed By:** Evelyn Johnson, pianist.

**Competition:** Short, Short Story (CBS); Dick Liebert, organist.

**Sponsor:** Gilbert, The Optometrist.

**Station:** WTRY, Troy, N. Y.

**Power:** 1,000 watts.

**Population:** 72,763.

**COMMENT:** Sponsor GILBERT's success illustrates an important point in radio buying: Don't "bite off too large a chunk" at the beginning. It's far better to start small with an idea—let it grow—and then grow along with it.

## YOURS for the asking

ADDRESS RADIO SHOWMANSHIP  
11th at Glenwood, Minneapolis, Minn.

### SAMPLE SCRIPTS AVAILABLE

**Automobiles**—Mr. Yes and No (see Sept. issue, p. 32).

**Beverages**—Gaslights and Bustles (see pp. 73, 74).

**Department Stores**—Hardytime (see Sept. issue, p. 35).

**Electric Appliances**—Prof-it. (Aired from the stage of Albany's RKO Palace Theater, this quiz show awarded cash and merchandise prizes, including \$25 credits on any HOTPOINT appliance. Three announcers carried the show—Tip Corning emceeding from the stage and a man in the orchestra and in the balcony, both with portable mikes. See Sept. issue, p. 28.)

**Flowers**—An Orchid to You (see Sept. issue, p. 35).

**Gasoline**—Home Town Editor (see pp. 73, 74).

**Groceries**—The Carnival of Fun (see Sept. issue, p. 27).

**Groceries**—Food Stamp Quiz (see Sept. issue, p. 33).

**Groceries (Wholesale)**—Market Melodies (see pp. 73, 74).

**Groceries (Wholesale)**—Women's News Reel of the Air (see p. 63).

**Men's Wear**—Juster's Styles for Men (Sept. issue, p. 8).

### SAMPLE TRANSCRIPTIONS

**Automobiles**—Ray Daughters Health Club (see Sept. issue, p. 35).

**Beverages**—Secret Agent K-7 (see Sept. issue, p. 35).

**Department Stores**—Pinocchio (see Sept. issue, p. 11).

**Sustaining**—Tonight's Best Story (see pp. 73, 74).



# SHOWMANSCOOPS

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

Right . . . In forum-cast, *Wake Up America*, sponsored on Cleveland station WHK by THE AMERICAN ECONOMIC FOUNDATION, the experts answer queries shot at them from the audience, as well as handling questions telephoned by radio listeners.



Left . . . When high ranking BUICK executives convened at the Paradise Inn, Mount Rainier, members of Tacoma KMO's special events department drove out for a special radio interview. Among the officials is Harlow H. Curtice, president and general manager of the BUICK division and newly elected vice-president of GENERAL MOTORS. (See page 75 for complete details.)

Right . . . JOSLIN'S DEPARTMENT STORE (Denver, Colo.) observed National Radio Festival Week by devoting an entire window to radio. Not only did they feature Wes Battersea, their *Inquiring Reporter* over station KOA, but also models of their finest radios.





Left . . . Add one more successful promotion to the record of MONEY-BACK SMITH men's wear store, who recently had a boys' announcer contest on its *Question Wheel* program. Show is broadcast in front of the store in downtown Oakland (Calif.) The three happy fellows before the mike surrounding emcee Bert Winn are the people's choice.

Below, Top . . . WAPI Model Kitchen entertains a different Birmingham (Ala.) women's club once a week. The club listens to the broadcast in the large, air-cooled auditorium and remains for an afternoon of bridge-playing. Card tables, playing cards are furnished by the *Model Kitchen* hostess. Refreshments, prepared in the kitchen, make the broadcast a special event.

Below, Bottom . . . Certain days are devoted to domestic cooks. Loud in their praises are Birmingham housewives, who willingly allow their cooks time off to attend. Cooks are required to attend five out of six classes, take a written exam before they receive *Model Kitchen's* official diploma.



Above . . . Working on the theory that a special broadcast is worthy of special promotion, sponsor OREGON CITY WOOLEN MILLS set up this window display in San Francisco department store. Jack Greyson emcees on the show, *Tailored Tune Times*.





## PROOF O' THE PUDDING

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

### Fuel (Others)

**TOP O' THE MORNING** Since the first commercial program went on the air, sponsors have sought new, novel means of checking radio's prowess. Of interest is Milwaukee station WTMJ's approach to the problem. Each morning, at some unspecified spot on his program, genial master of ceremonies Bill Evans announced one number as the "Gift Song" of the day. As soon as the theme song signified the end of his program, Evans donned his hat and coat, left the studio, and went questioning housewives in Milwaukee, in neighboring and rural communities. What he asked people at every house was, "Did you catch the name of the 'Gift Song' on the *Top O' The Morning* program this morning?" If the person could name the song, a midget radio was presented on the spot. During four weeks of this type of checking, 10 Milwaukee-ites got midget radios daily, and Bill Evans got these astonishing results: Exactly 40% of all radio sets in the Greater Milwaukee area were on between 6 and 8:45; of them, 84% were tuned to *Top O' The Morning!*

**AIR FAX:** The program gives the information that people usually want in the morning—the time, temperature, weather reports; and in addition, there are friendly reminders, anniversary requests made all the more pleasing because of the personality of nimble-witted Bill Evans. Recorded music rounds out the program.

**Broadcast Schedule:** Monday thru Saturday, 6:00-8:00 A.M.

**Followed By:** Man I Married (NBC dramatic serial).

**Competition:** Breakfast Club, (NBC) Gospel Singer. **Sponsor:** Fuel Merchants of Milwaukee. (Others: First Wisconsin National Bank, Fox-Wisconsin Theaters, Schuster's dept. stores.)

**Station:** WTMJ, Milwaukee, Wis.

**Power:** 5,000 watts.

**Population:** 578,249.

**COMMENT:** Long taboo in coincidental tele-

phone surveys are calls during the early hours of the morning. To date, most accurate checks of listening audience (6-9:00 A.M.) have come from other methods: premiums, mail response, etc. Station WTMJ's "Gift Song" survey, in spite of its high expense, is worth considering. What it may lack in scientific accuracy, it makes up for in showmanship.

### Groceries

**MEET THE MISSUS** Brightest of radio's current success stories is Chicago's locally-produced, *Meet the Missus*. (See TIME, July 1, 1940.) Recently, Crossley made a special survey of 66,000 telephone calls and reported a rating of 7.4 OVER the rating of a national serial drama aired at the same time. A click in its first few months, "The Missus" opened more than 10,000 new outlets for sponsor's AUTOMATIC soap flakes. Premiums are offered in the show 85% of the time. *Average life of one promotion:* six to ten weeks. Usual deal is ten cents and a label. *Average mail pull:* 500 a day. Premiums offered are such things as children's aprons, parlor games, Christmas cards, calling cards, etc.

**AIR FAX:** Program is staged at the Chicago Home Arts Guild, a luncheon club supported by national advertisers. It's the usual interview program between the very unusual Tommy Bartlett and women visitors. Often interviews are recorded and then broadcast the following morning. Thus, an audience of housewives, eager to hear their own radio voices, is assured.

**Broadcast Schedule:** Monday thru Friday, 8:45-9:00 A.M.

**Preceded By:** Gospel Singers (CBS).

**Followed By:** Pretty Kitty Kelly (CBS dramatic serial).

**Competition:** Alice Blair (dramatic serial); News. **Sponsor:** Fitzpatrick Bros., manufacturers of soaps and cleaners. (Kitchen Klenser, Automatic Soap Flakes, etc.)

**Station:** WBBM, Chicago.

**Power:** 50,000.

**Population:** 3,384,556 (1940).

**COMMENT:** Re-broadcast feature applicable to any interview program and adds tremendous listener interest. Success, however, is dependent on the ability of the announcer.

### Tobaccos (Others)

**THE SPORTS EDITION** Champ program on big Chicago station WIND is the *four-hour daily Sports Edition*. Since it teed off back in May, 1939, it has retained many of the sponsors who were among its first participants. (ANTON-FISHER TOBACCO COMPANY, makers of Twenty Grand cigarettes;



I. LEWIS MANUFACTURING COMPANY, makers of John Ruskin cigars; STUDEBAKER SALES COMPANY OF Chicago.) In a coincidental telephone survey conducted in February, 1940, it scored an average of 23% of all radio listeners at the time, an outstanding average for a program competing in one of the hotbeds of American radio. A letter-writing contest (limit, 100 words) was conducted on the subject, "My Greatest Thrill at a Race Track." Prizes were 100 pairs of passes to the tracks. Resulting mail count for a two-weeks period: Week of September 25, 5,833; week of October 2, 3,455. Sponsor popularity is augmented by the fact that length of program provides for excellent opportunity to broadcast his product at a different time each day, rotating between the hours of 1:45 and 5:45 P.M. For example, a sponsor who has the first period on Monday will have the sixth on Saturday, thus catching different listeners each day.

**AIR FAX:** This all-year sports program, the only afternoon show of its kind in the Chicago area, is a radio utopia for the all-around sports fan. Staying tuned to WIND for the entire four hours, he'll get up-to-the-minute results on all baseball, football, golf, tennis, race track, and other sporting events. In addition, a running description direct from the track of the feature race in the Chicago area will be reported. The day's best races from other tracks are relayed by ticker. Each afternoon, a sporting celebrity is interviewed. Rounding out the program is a complete news flash service on all national and international events and the latest popular musical transcriptions.

**Broadcast Schedule:** Monday thru Saturday, 1:45-5:45 P.M.

**Preceded By:** Italian Hour.

**Followed By:** Platter Chatter.

**Competition:** Dramatic serials, dance orchestras.

**Sponsor:** Axton-Fisher Tobacco Co., makers of Twenty Grand cigarettes. (Others: I. Lewis Manufacturing Co., makers of John Ruskin cigars; Studebaker Sales Co. of Chicago.)

**Station:** WIND, Chicago, Ill.

**Power:** 5,000 watts.

**Population:** 3,384,556 (1940).

**Cost:** Half hour daily—\$200 per week.

**COMMENT:** Few radio stations would have the daring to devote four straight hours to one specialized subject. That WIND has accomplished this feat is a tribute to their excellent production staff. A modern Lincoln would have observed, "You can't attract *all* of the people *all* of the time, so why not attract *some* of the people *all* of the time."

## Women's Wear

**FASHION WINDOW** Seriously, would you believe that a radio show that never mentions the sponsor's name could sell merchandise? It's happening every day on San Francisco station KPO's *Fashion Window*. It all began one Friday afternoon in June,

when Gagnier, mono-monickered ace stylist, aired for the first time the results of her daily shopping tour in San Francisco's leading stores. One of her recommended bargains was a \$9.50 dress at a small specialty shop (LIVINGSTON'S). Consistent with her policy, Gagnier did *not* mention the name of the shop; studio phones were flooded after the broadcast with listeners demanding that information. Thirty women were lined up outside the LIVINGSTON store at nine o'clock the next morning. The special had been advertised in *no other way*. Furthermore, sales of the item continued steadily for three days, according to store manager Mrs. Gertrude Scott.

Another example of the program's success is the business pick-up of the CITY OF PARIS DEPARTMENT STORE beauty salon. Manager Minerva Russ claims that her business tripled itself in less than three months as a result of mention on the program approximately every two weeks. Increase is doubly significant, because here again patrons obtain the name of the store only by phoning station, and because the increase is occurring in the traditional summer doldrums.

Total calls received after the broadcasts for the past month: 717. Average per day: 40 calls. In addition, 136 women from surrounding towns have written in asking for advice preceding a shopping trip to the city.

**AIR FAX:** **Broadcast Schedule:** M-T-Th-F, 3:00-3:15 P.M.

**Preceded By:** Guiding Light (NBC dramatic serial).

**Followed By:** News.

**Competition:** Editor's Daughter (transcribed serial), Fulton Lewis (MBS news), and Music.

**Sponsor:** Livingston's (women's specialty shop); also, City of Paris Dept. Store Beauty Salon.

**Station:** KPO, San Francisco.

**Power:** 50,000 watts.

**Population:** 629,553 (1940).

**COMMENT:** Commercial radio's primary function is to entertain—and somehow the public (and the F.C.C.) resents shows that start off with a 100-word commercial, end with a 100-word commercial, and fill in between with more commercials. When is an overly commercial show not commercial? Evidently stylist Gagnier has discovered the answer. Hundreds of radio shows duplicate *Fashion Window's* program pattern—but add the sponsor's name. Mix curiosity with confidence, and you have a powerful selling combination.

Will the public take the trouble to find out the sponsor's name? Yes—if they're interested enough in the item. After all, using the telephone to shop is nothing new to the average housewife.



# LONG RUNS

Time will tell! The stories  
of radio programs with a past.

## Gasoline

**WADHAMS' FOOTBALL BROADCASTS** "Sponsored by WADHAMS, as usual." This phrase tells the story of WADHAMS OIL COMPANY's twelve (12) years of football broadcasting. Since 1929, the Green Bay Packers and the University of Wisconsin gridiron games have been reported by WADHAMS; in 1936, Marquette contests were added to the list. Ace sports announcer Russ Winnie probably holds the U. S. record for consecutive seasons of football broadcasting under the same sponsorship.

Although no effort has been made to encourage mail, thousands of fans have written in expressing appreciation for the broadcasts. Extra promotions include an attractive football schedule produced each year, showing the dates of games played by the three teams and the stations which will carry the broadcasts. These schedules are distributed at all WADHAMS' stations throughout Wisconsin and Upper Michigan. *Other promotions:* A booklet showing pictures of Green Bay players with a short history about each offered on the broadcast without charge; from time to time a football used in a Packer game has been offered to the listener writing in from the farthest distance. A contest was staged revolving around the topic, "What I Look for in a Filling Station When I Am on the Highway and in Need of Gasoline."

**AIR FAX:** *Broadcast Schedule:* Saturday, Sunday, approximately, 2:00-4:30 P.M. and 1:00-3:30 P.M.

*Preceded By:* (Wisconsin game) Bulletin Board; (Packer game) Hot Off the Gridiron.

*Followed By:* (Wisconsin game) NBC show; (Packer game) Parade of the Years.

*Competition:* (Wisconsin game) Music of Masters, Club Sixty; (Packer game) Bethlehem Church, Music for Sunday.

*Sponsor:* Wadhams Oil Co.

*Station:* WTMJ, Milwaukee, Wis. (Basic station feeding five other outlets in Wisconsin and upper Michigan.)

*Power:* 5,000 watts.

*Population:* 578,249.

**COMMENT:** The success of WADHAMS on the air is by no means unique. Parallel ex-

amples can be found in every city, town, hamlet, in every possible place where football has captured the imagination of the American public. No other game can be so effectively dramatized on the air. Many sponsors like WADHAMS started football broadcasts in the twenties and have gained the benefit of cumulative results over the years. By now, whenever listeners in the Wisconsin area think of football, they also think of WADHAMS.

## Home Furnishings

**LES, THE YODELING BRONCBUSTER and COWBOY JAKE** After Les and Jake had familiarized themselves to St. Louis listeners through their yodeling in Roy Shaffer's WEW hillbilly gang, astute sponsor CARSON FURNITURE COMPANY stepped in to solo them on alternate Sunday mornings. The boys are self-sufficient on the programs, playing their own guitar accompaniment and announcing their own selections. Evidently their melodizing brings profitable returns, for Les' and Jake's solo programs have been on the air consistently for four (4) years. Sponsor began using station WEW in 1937 with three quarter-hours daily. Present schedule consists of two and one-quarter hours time plus eight spot announcements.

**AIR FAX:** *Broadcast Schedule:* Sunday, 8:00-8:15 A.M.

*Preceded By:* Ave Maria Hour.

*Followed By:* Popular recordings.

*Competition:* Church of the Air, Highlights of the Bible.

*Sponsor:* Carson Furniture Co.

*Station:* WEW, St. Louis, Mo.

*Power:* 1,000 watts.

*Population:* 821,960.

**COMMENT:** Psychologists have often pointed out that a friendly and well-liked personality on a radio program sets up a friendly reception for the sponsor's product. As the familiarity of that radio personality increases over a period of time, so proportionately increases his selling power on behalf of his sponsor.

## Beverages

**TEN PIN TIME** What could be more natural than a refreshing bottle of beer between rounds of bowling? And so sponsor HYDE PARK BREWERIES for the past three (3) years has sought to accomplish a double purpose: Sell the consumer on HYDE PARK beer and create good will with bowling alley proprietors. The method consists of two 20-minute programs every Sunday—one devoted to the bowling activities of the ladies, the other to the men. Result is threefold: (1) More peo-

ple ask for HYDE PARK beer. (2) Bowling alley proprietors benefit materially from the publicity given their establishments on the show. (3) HYDE PARK BREWERIES get bowling alleys to push their product as the result of the good will created by the broadcast.

**AIR FAX:** Recording equipment is sent out to the bowling alleys for transcriptions. Ad lib interviews concern team or individual records and boost bowling as a sport.

**Broadcast Schedule:** Sunday, 10:10-10:30 A.M. and 2:10-2:30 P.M.

**Preceded By:** College Church.

**Followed By:** Music.

**Competition:** Major Bowes (CBS); Hymns.

**Sponsor:** Hyde Park Breweries Assn., Inc.

**Station:** WEW, St. Louis, Mo.

**Power:** 1,000 watts.

**Population:** 821,960.

**Agency:** Ruthrauff & Ryan, Inc.

**COMMENT:** Many times, it is far better for a sponsor to use radio to do an intensive selling job with a small, highly selective group instead of just an average job with a large, random audience. Few media have the advantage of *selectivity* that radio boasts. In a newspaper, for example, the advertiser must take his readers as they come. In radio, he can make his own audience by creating entertainment that appeals to a particular-interest group. This segment of radio listeners, in the case of *Ten Pin Time*, has proved to be a very productive and responsive group of buyers.



## SHOWMANSHIP IN ACTION

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

### Bakeries

**THE FARMER'S ALMANAC** Off with a bang-up start was UNITED BAKING COMPANY'S (Albany, N. Y.) early-morning hour show, *The Farmer's Almanac*. Over 15,000 letters were sent to farmers in the Albany district informing them that this new program would be devoted to solving their particular farm problems. The farmers were urged to offer comments and criticism that would improve the show. Every R.F.D. box

was covered in this wide-sweeping, direct mail promotion.

In addition, farm Granges in the area were shown a new series of color films on broadcasting and television to build good will for the program.

**AIR FAX:** **Broadcast Schedule:** Monday thru Saturday, 6:00-6:30 A.M.; 6:45-6:50 A.M.

**Followed By:** News.

**Competition:** Jake & Carl; Rural Reporter.

**Sponsor:** United Baking Co.

**Station:** WOKO, Albany, N. Y.

**Power:** 1,000 watts.

**Population:** 127,412.

**COMMENT:** A radio show is like a snowball rolling down hill—the original *push* is all-important.

### Beverages

**SONS OF THE SOUTH** At fever-pitch is the battle for distribution between the great COCA-COLA BOTTLING COMPANY and its host of competitors. New good will builder in COCA-COLA'S Columbus, Ga., sales area is the musical variety program *Sons of the South*. COCA-COLA offers the use of commercial time to all independent grocers who display COCA-COLA cartons favorably. Merchants thus receive free announcements of their week end prices and any other special merchandise offers they choose to advertise.

**AIR FAX:** Between the series of announcements, the *Sons of the South* manage to present a group of above-average musical selections.

**Broadcast Schedule:** Saturday, 12:00-12:15 P.M.

**Sponsor:** Coca-Cola Bottling Co., Columbus, Georgia.

**Station:** WRBL, Columbus, Georgia.

**Power:** 250.

**Population:** 43,131.

**COMMENT:** Radio has always made a business of distributing premiums to stimulate buying. In this case, it has become a premium itself. A good one, too, judging by sponsor reports of increased good will among merchants.

### Groceries

**WEEI FOOD FAIR** Ask the average Boston housewife if she's going to the Fair, and chances are she'll start thinking of clever recipes, unusual menus, new delicacies. All of these provocative and sales-making thoughts are part of WEEI'S cooperative daily program *Food Fair*. Few programs can boast of so many "meaty" merchandising slants. **Example:** During the last week of every month, broadcasts are staged in the station's main studio amid a typical county fair atmosphere. Display booths are lavishly decorated (corn and all); public meets the cast of three and is served refreshments. Sponsor's KING

ARTHUR FLOUR is prominently high lighted and actually demonstrated by cast's marketing authority, pretty, dimpled Peggy Kiley. During the other three weeks in the month, the show resembles a regular traveling circus. A special portable *Food Fair* booth is erected in important Boston markets and stores. Miss Kiley again demonstrates the advertisers' products. *Outstanding promotion: The Food Fair News*, a multilithed weekly publication, mailed to all listeners sending requests. The *News* is edited by cast members and contains cooking, sewing hints, even plans for making a doll house for the kiddies. Also provides free advertising space to program's sponsors.

**AIR FAX:** The broadcast itself is a dramatization of the newspaper. Home economics expert Mother Parker gives cooking tips; Miss Kiley adds background facts about foods; Roberta Green offers suggestions on how to entertain at home.

**Broadcast Schedule:** Monday thru Friday, 9:30-9:45 A.M.

**Preceded By:** CBS News.

**Followed By:** Bachelor's Children (CBS dramatic serial).

**Competition:** The Breakfast Club (NBC) Alice Blair (NBC dramatic serial).

**Sponsor:** Sands, Taylor and Wood Co., distributor of King Arthur Flour (and other sponsors).

**Station:** WEEI, Boston, Mass.

**Power:** 5,000 watts, D., 1,000 watts, N.

**Population:** 769,520 (1940).

**COMMENT:** Too often businessmen who enter a cooperative program would be far better off with plain spot announcements. Many such programs lack theme and coherence. *Food Fair* has both—plus a definite merchandising policy designed to promote the show and the advertisers' products at the same time.

SAMPLE ARTICLES FROM *FOOD FAIR NEWS* AVAILABLE.

## Home Furnishings

**LUNCHEON WITH THE STARS** Soft clink of silver, chameleonic strum of string music, subdued chatter of many voices—it's luncheon time in the main dining room of New Haven's Hotel Taft, and in just a moment, *Luncheon With the Stars* is on the air. Interviewers Scott Buckley and Belle Parrish chat informally with stars currently appearing at the well-known Chapel Playhouse (summer theater, Guilford, Conn.). While the headlines lunch, the radio audiences eat up every word!

Promotion of the program has come through several media: posters and signs, designating time, place, station, and star to appear on the program have been extensively displayed; Guilford Playhouse, reciprocally, has advertised the broadcast in their bulletins

each week; radio editors have given favorable attention to the program in newspapers.

**AIR FAX:** While Miss Parrish delves into the likes of the male stars, Mr. Buckley probes the interests of the feminine stars. In past luncheons film beauty Lily Damita, stage star Ruth Chatterton, and strip-teaser Ann Corio have chatted on the program.

**Broadcast Schedule:** Tuesday, 1:15-1:30 P.M.

**Preceded By:** Wax Wise.

**Followed By:** Spins and Needles.

**Competition:** Ted Malone, Masters orchestra.

**Sponsor:** Kane's Furniture Co.

**Station:** WBRY, New Haven, Conn.

**Power:** 1,000 watts.

**Population:** 99,902.

**COMMENT:** Someone wrote a song once about "the time, the place, and the girl." He should have been buying radio, for so often one or the other is neglected, most often, the *place*. No matter how well a radio program is staged—in the void of a pitch black abyss, from the center of Radio City Music Hall—the audience must visualize the *place* by means of sound and words. Rather than create your own atmosphere of reality, the simplest solution for an advertiser is to stage the show, as the KANE FURNITURE COMPANY did, in a dramatic setting. The whispering background noises and sounds of the crowd will bring a better picture to the listener than words alone can ever do. In your town you can easily find at least one important gathering place around which to build an entire show.

## Meat Products

**MEAT OF THE MEAL** Reviving the old medieval art of meat-tasting has become a unique promotion feature for CLEVELAND PROVISION COMPANY, sponsors of the *Meat of the Meal* program. Once each month capacity crowds gather at Cleveland's downtown auditorium to hear home economics columnist Florence LaGanke broadcast, to receive new recipes for the use of sponsor's various meat products, and to taste and compare meat samples. The voting for favorite meat delicacy is duly recorded and winning meat is distributed free to every woman at conclusion of the meeting.

**AIR FAX:** Program features cooking chats by Miss LaGanke and well-planned series of premium offers. Mail pull heavy. Small recipe book brought in 1,500 requests in one day.

**Broadcast Schedule:** Monday thru Friday.

**Program Started:** October 10, 1938.

**Sponsor:** Cleveland Provision Company.

**Station:** WCLE, Cleveland.

**Power:** 500 watts.

**Population:** 878,429 (1940).

**COMMENT** Often an extra promotion such as an open house broadcast can convert an ordinary program into a top-flight favorite. Once the person behind the voice is seen, a much more distinct radio personality evolves.



# SHOWMAN VIEWS

Opinions of Current Radio Productions

*Backed With Showmantips on Next Page*

## Beverages

**GASLIGHTS AND BUSTLES** (*Music, comedy, live talent.*) The Gay Nineties must have been a dramatic period in history; showmen never grow tired of taking it out of the mothballs. In *Gaslights and Bustles* at the old-time Variety Hall, it's off with the new—and on with the old right from the start, and good old LEISY's beer is your host for the evening. The orchestra, aided by soprano star Mildred Kolar, revives some of the songs of yesterday and, incidentally makes perfect foils for the entrance of LEISY's "old-timer" commercials. People love it. Attendance averages 1,000 each week. Show is fast moving and features the not-so-old Musical Quiz Bee. People from the studio audience attempt to identify a familiar ballad from its first six notes and some easy word clues.

## Gasoline

**HOME TOWN EDITOR** (*State-wide news, salutes to cities.*) Sticking to the old, recognized fact that people are interested in their own activities, home town editor Ward Lang devotes the major part of his air time to South Texas affairs. Information is furnished him by 60 small town papers and Chambers of Commerce. Program salutes a different town each day. A "Trip of the Week" is featured on Friday's program, listing scenic points en route. Sponsor is MAGNOLIA gasoline, whose dealer surveys show favorable comment from all South Texas towns. Program starts with U. P. news of statewide scope and works in human interest bits about the individual towns. Show reaches its climax with a salute to one particular town. Gasoline commercials tie in naturally with entire show idea.

## Groceries

(Wholesale)

**MARKET MELODIES** Progressive merchandising is in the air—and on the air! Far-sighted PITTSBURGH PRODUCE WHOLESALERS are setting a precedent for fruit and vegetable wholesalers throughout the country with a brand new radio program, *Market Melodies*. More than 300 wholesalers and brokers have united for this concentrated radio advertising campaign. Program was designed to get rid of surplus commodities for wholesalers and to benefit all dealers in fresh fruits and vegetables. Appeal is to a feminine audience. Transcribed music is alternated with interesting and unusual facts about fruits and vegetables, tips on buying and preparation, and news of peak supplies and special prices. Gradually increasing sales of peak supply commodities indicate that the program is taking hold.

## Sustaining

**TONIGHT'S BEST STORY** (*Transcribed drama.*) High ranking favorite of network entertainment is drama. Witness the established success of *Lux Theater*, long run of *First Nighter* (Campana), and profusion of daytime dramatic serials. With rare exceptions, local plays lack the high calibre production, acting, and writing talent so essential to this most difficult and costly form of radio expression. Just such a rare exception is WHN's *Tonight's Best Story*, which is available for local sponsorship via transcription throughout the country. Each complete-in-one drama is adapted from stories which have appeared in brilliantly edited *Story Magazine*, penned by authors such as William Saroyan (1939 Pulitzer winner) and Richard Wright (author of *Native Son*); each program has a famous author as guest of honor.



# SHOWMANTIPS

## How You Can Use These Programs

*Backed With Showmanviews on Preceding Page*

### Gasoline

**HOME TOWN EDITOR** In these days of world-wide conflict, the appeal to civic pride can be employed to tremendous advantage in promoting a program. Local Chambers of Commerce readily supply information on their towns, are gladly furnishing historical and factual data. In return for this publicity they will, in most cases, lend a hand in exploiting the program in their town. A perfect tie-in is the mention of dealers' names in each community as it is saluted. Also newspaper ads and store displays in each town would greatly increase the program's listening audience.

**AIR FAX:** *Broadcast Schedule:* Monday thru Saturday, 6:45-7:00 A.M.

*Sponsor:* Magnolia Petroleum Co.

*Station:* KTSA, San Antonio, Texas.

*Power:* 5,000 watts.

*Population:* 231,542.

**SAMPLE SCRIPT AVAILABLE.**

### Beverages

**GASLIGHTS AND BUSTLES** The title gives you the promotion theme. The entire show—Variety Hall, tickets (et al), should have that old-tyme flavor. The cast must wear the latest from Paris, 1898, and the sponsor's beverage should be there in all its glory. Clever opening week stunt: A boy and girl up and down Main Street in Gay Ninety garb and carriage. Prizes for spelling bee . . . old-fashioned Silver Dollars (not crisp new bills).

**AIR FAX:** *Broadcast Schedule:* Monday, 9:30-10:00 P.M.

*Preceded By:* Guy Lombardo's Orchestra (CBS).

*Followed By:* Amos 'n Andy (CBS).

*Competition:* Historical Drama (NBC); Burns and Allen (NBC).

*Sponsor:* Leisy Brewing Company.

*Station:* WGAR, Cleveland, Ohio.

*Power:* 5,000, day; 1,000, night.

*Population:* 878,429 (1940).

**SCRIPT AVAILABLE.**

### Sustaining

**TONIGHT'S BEST STORY** Definitely built to compete with any network show, this program series should be given all the promotion at sponsor's command. Sunday radio sections should feature picture of author who is to be the guest of honor that week. Literary reviewers of local newspapers will be glad to cooperate with advance reviews. School authorities and other influential, educational organizations will endorse and publicize the program in their bulletins.

**AIR FAX:** *Broadcast Schedule:* Tuesday, 9:15-9:45 P.M.

*Preceded By:* Dance Orchestra.

*Followed By:* War News.

*Competition:* Fulton Lewis (MBS News).

*Station:* WHN, New York, N. Y.

*Power:* 5,000 watts.

*Population:* 7,346,272 (1940).

**AUDITION TRANSCRIPTION AVAILABLE.**

### Groceries (Wholesale)

**MARKET MELODIES** Retail stores, benefiting greatly from a show of this type, should be headquarters for posters and handbills publicizing it. Individual dealers' circulars should contain a boost for the program. To interest dealers, a "stunt audition" should be staged. On the opening day of the program, radios and loud speakers should be placed in warehouses, on loading platforms, and in auction rooms so that wholesalers and their customers can hear the opening show.

**AIR FAX:** *Broadcast Schedule:* Monday thru Saturday, 8:45-9:00 A.M.

*Sponsor:* Pittsburgh Produce Wholesalers.

*Station:* WWSW, Pittsburgh.

*Power:* 250 watts.

*Population:* 663,384 (1940).

**SAMPLE SCRIPT AVAILABLE.**









# JOHNNY ON THE SPOT

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

What others are buying may hold the answer to what you should buy. In the past month, of the new spot business reported to RADIO SHOWMANSHIP, one-minute spots still held top position though less strongly than the month before.

## This Month's Spot Business

A.		20 word announcements	15%
B.		50 word announcements	23%
C.		100-125 word announcements	41%
	1.	 live	23%
	2.	 transcribed	18%
D.		150 word participating spot	21%
		<b>Total</b>	<b>100%</b>

## GOOD WILL PAYS

When a special event is sponsored on a single-time basis, it is a special event. Such a rare occasion occurred when Paradise Inn at Mount Rainier was host to a group of top BUICK executives. Among them was Harlow H. Curtice, president and general manager of the BUICK Division and newly elected vice-president of GENERAL MOTORS. Members of KMO's special events department drove to Mount Rainier for an informal interview with the officials. Individual, local BUICK dealers took advantage of the unusual opportunity to start the sale of the new 1941 models by buying spots on each side of the quarter-hour interview. Thus, a good will gesture turned into a good business transaction. Going to the Inn at Mount Rainier, away from the studio, created the desired informality. Impressions of Northwest scenery and a preview of the new Buick "Fireball" for 1941 were discussed in the interviews. The spot announcements tied in perfectly.

## IN THE SPOTLIGHT

### Automobiles

When Philadelphia Dodge & Plymouth dealers, COLUMBIA MOTORS, turned to radio, they selected participating spots on WIBG's cooperatively-sponsored *People's Choice*. Usually averaging about 150 words, participating spots give the advertiser most of the advantages of a regular program, plus ample time to tell a complete sales story. Biggest difficulty is finding a cooperative program with enough interest to command an audience.

*People's Choice* makes its chief bid for audience by offering theatre tickets to listeners for answering puzzling questions during the course of the show. It differs from most musical request programs in that it features special interviews with musical or theatrical celebrities.

*Typical Columbia Motors announcement:* Columbia Motors—at 6-1-1-8—6118 North Fifth St., at Godfrey Ave., in Philadelphia—have a sales drive on! They want to sell 18 new Dodges and Plymouths in the next 10 days! For that reason you're sure of the best trade-in allowance on your old car! Drive in and see about it tonight! You're sure of a real deal, and a square deal! While there, you might inspect the completely equipped service department, staffed with factory-trained mechanics, who know how and why to properly service your car—and most reasonably! Then, too, it would be a good idea to ask for the free grease job card—which entitles you to have your car greased, without a charge, when it's filled in! Most important of all tho' . . . ask about these special trade-in deals! They're like the weather! *Hot right now!*—at Columbia Motors, Dodge and Plymouth dealers, established in 1924, at 6118 North 5th St., at Godfrey Ave., in Philadelphia!

## INTRODUCING

*New business fields to which radio is now extending its services . . .*

*Bleach . . .* Purex Co., South Gate, California. 150-word announcements on *International Kitchen*. Station KPO, San Francisco.

*Books . . .* Blue Ribbon Books. One-minute electrical transcriptions (5). Station KSFO, San Francisco.

*Coffee Tablets . . .* Chicorry Coffee Tablets. Station break announcements. Station WHN, New York City.

*Dollar Day . . .* Downtown Dollar Day Association of Los Angeles. 50-word announcements (14), 150-word announcements (6), Station KFI, Los Angeles; 50-word announcements (20), Station KECA, Los Angeles.

*Magazines . . .* Friday Magazine, Inc., New York City. One-minute evening announcements (8). Station KDKA, Pittsburgh, Pa.

*Nurseries . . .* Gardner Nurseries. One-minute electrical transcriptions. Station KSFO, San Francisco.

*Politics . . .* Buron Fitts Campaign. 50-word announcements, to be used eight days (23). Station KFI, Los Angeles (33), Station KECA, Los Angeles.

*Taxi Cabs . . .* Yellow Cab Company. Evening announcements (78). Station KPO, San Francisco.

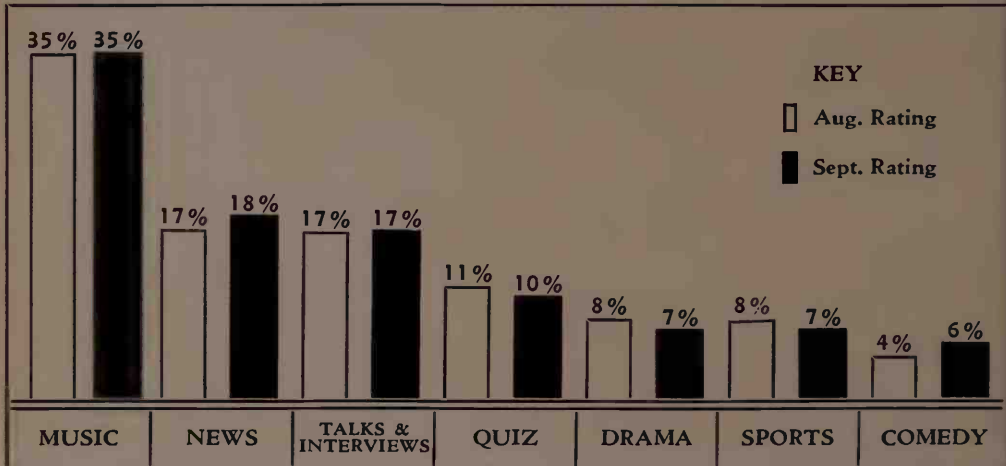
*Trotting Races . . .* Old Country Trotting Association. Announcements for trotting races on Old Roosevelt Raceway to last six weeks. Station WHN, New York City.

## HINTS TO SPOT BUYERS

No. 2—Don't be afraid to use a good announcement again and again. It will save you time and effort . . . and you'll be surprised at the cumulative effectiveness obtained through repetition.

# TRENDS

A rating of program patterns based on a special survey of outstanding, locally-sponsored radio programs throughout the country. Let the TREND of these ratings, month to month, be your guide to better buying.



GROUPS	Men	Women	Children
Music	32%	37%	37%
News	21%	17%	5%
Talks & Interviews	14%	21%	14%
Quiz	9%	11%	9%
Drama	6%	5%	20%
Sports	14%	3%	6%
Comedy	4%	6%	9%

## OBSERVATIONS

Ratings for two months are hardly conclusive enough to aid in the solution of any radio buying problems. As we proceed to rate program patterns from month to month, TRENDS will become increasingly important as a method of tracing the success or failure of basic radio ideas.

The programs used in this survey are sponsored by local businessmen only. For that reason, relative costs of the different types of program patterns play an important part in the net results. For example, *drama* which is undoubtedly recognized as one of the most important phases of network entertainment—and, at the same time, one of the most expensive, has a comparatively low ranking among locally sponsored shows.

In time, through the increase in the sale of syndicated *dramas* via transcriptions, local businessmen may make increasing use of this type of program. If this becomes true, it will be reflected in TRENDS.

Primarily, we are interested in the long-

time tendencies; but seasonal fluctuations, especially the interest shown in *sports* programs at different times of the year, will naturally enter into our figures.

## THIS MONTH

The most important and interesting rise in program ratings has been in *comedies*. It will be interesting to watch further developments especially in view of the world situation at the present time.

Broadcasting *news* and *comedies* result in exactly opposite reactions in periods of high stress. One enlarges upon, the other relieves the tension. This month, *news* and *comedies* were the only two program types to show advances.

*Remember:* Though each type of program is rated separately, you may have greater success combining two or more patterns.

It may be possible to conveniently classify your customers into age or sex groups. In that case, the ratings by groups (see above) will then be of special interest.

## LOOKING AHEAD

With King Football back in action, capturing public attention as no other game can, *sport* shows should definitely increase their rating in the next few months.

Watch *drama* rise as Christmas draws closer. More and more children programs are telling their Santa Claus stories via syndicated transcription-dramas.





# THE IDEA FILE

A directory of some of the outstanding locally-sponsored programs in all business fields. *Write for more information.*

## AUTOMOBILES

### SKY REPORTER

*Description:* Interviews.  
*Sponsor:* Walter Irvin, Inc.  
(Ford Dealer)  
*Station:* KFDA, Amarillo, Texas.  
*When Started:* Oct., 1939.

## BAKERIES

### MERRY and MAC

*Description:* Interviews, Quiz.  
*Sponsor:* Campbell Bakery.  
*Station:* KFAM, St. Cloud, Minn.  
*When Started:* July, 1939.

## BAKERIES

### TIME & TEMPERATURE REPORTS

*Description:* Spot Announcements.  
*Sponsor:* Molan's Bakery.  
*Station:* WHBL, Sheboygan, Wis.

## BEVERAGES

### ALPEN BRAU VARIETIES

*Description:* Music, Comedy.  
*Sponsor:* Columbia Brewing Co.  
*Station:* KMOX, St. Louis.  
*When Started:* 1939.

## BEVERAGES

### FORWARD FLORIDA

*Description:* Music, Quiz.  
*Sponsor:* Southern Brewing Co.  
*Station:* WFLA, Tampa, Fla.  
*When Started:* 1935.

## BEVERAGES

### ROYAL CROWN SIDEWALK QUIZ

*Description:* Quiz, Interviews.  
*Sponsor:* Nehi Bottling Co.  
*Station:* KRIC, Beaumont, Texas.  
*When Started:* March, 1940.

## DEPARTMENT STORES

### THE CAMPUS REPORTERS

*Description:* Interviews.  
*Sponsor:* Coopers Dept. Store.  
*Station:* KMJ, Fresno, Cal.  
*When Started:* Sept., 1939.

## DRUG PRODUCTS

### B. C. SPORTS REVIEW

*Description:* Sports.  
*Sponsor:* B. C. Remedy Co.  
*Station:* WBRC, Birmingham, Ala.  
*When Started:* 1929.

## FINANCE

### HOUSE OF PETER MacGREGOR

*Description:* Drama.  
*Sponsor:* Lynchburg Loan Society.  
*Station:* WLVA, Lynchburg, Va.  
*When Started:* 1939.

## FINANCE

### SAGE OF SAVANNAH

*Description:* Drama, Music.  
*Sponsor:* Liberty National Bank.  
*Station:* WSAV, Savannah.  
*When Started:* April, 1940.

## GASOLINE

### PARALAND PENNYFIELD PROGRAM

*Description:* Music.  
*Sponsor:* Paraland Pennyfield Oil & Gas Co.  
*Station:* WNAX, Yanktown, S. D.  
*When Started:* May, 1940.

## GASOLINE

### P. D. Q. QUIZ COURT

*Description:* Quiz.  
*Sponsor:* P. D. Q. Gasoline Co.  
*Station:* KFI, Los Angeles.  
*When Started:* Sept., 1930.

## HOME FURNISHINGS

### ROBBINS RUSTIC RHYTHM

*Description:* Music.  
*Sponsor:* Robbins Furniture Co.  
*Station:* WRGA, Rome, Ga.  
*When Started:* Feb., 1936.

## JEWELERS

### MORNING NEWS

*Description:* News.  
*Sponsor:* Rogers Jewelry.  
*Station:* WHK, Cleveland.  
*When Started:* 1937.

## JEWELERS

### ROYAL JEWELERS NEWSCAST

*Description:* News.  
*Sponsor:* Royal Jewelers.  
*Station:* WDAY, Fargo, N. D.  
*When Started:* 1935.

## WOMEN'S WEAR

### GRAYSON'S PRESENTS

*Description:* Music.  
*Sponsor:* Grayson Dress Shops.  
*Station:* KONO, San Antonio, Texas.  
*When Started:* 1934.

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# THE READERS WRITE

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Sirs:

I am in receipt of issue No. 1, volume No. 1 of your publication, *SHOWMANSHIP*.

Inasmuch as our organization is vitally affected in what's new in radio and inasmuch as our store has been a consistent user of radio advertising for more than ten years, I feel that *SHOWMANSHIP* offers a valuable service.

**Henry Rowen**  
*Advertising Manager*  
*Morris B. Sachs*  
*Chicago, Ill*

Sirs:

Firstly, may we extend our best wishes for the success of your new publication.

Secondly, since accuracy is necessarily one of the attributes of success, may we call your attention to a rather unfortunate inaccuracy, at least from our point of view.

Said error occurs on page 28, in the paragraph opposite *Cinderella*, and consists of an unreasonable facsimile of our corporate name.

**S. W. Durham**  
*K. Arakelian, Inc.*  
*New York, N. Y.*

To Mr. Durham and K. Arakelian, Inc., goes our *first* apology.—*Ed.*

Sirs:

Just received a sample copy of your volume 1 and want you to know that it clicked 100%!

You're definitely on the right road—just keep up the same standard of material and you will do a lot in many ways for the radio world.

Let me know if you intend to issue a cross index of technic and business classifications at the end of each year. If you have not planned on this I want to start making my own cross reference on your material.

**Spencer Huffman**  
*Spencer Huffman and Associates*  
*Advertising Agency*  
*Baltimore, Md.*

Note page 43 for a complete index by businesses of both the Sept. and Oct. issues. A year-end index will follow as per Mr. Huffman's suggestion.—*Ed.*

## COFFEE SALES THRU THE AIR

*(Continued from page 50)*

sive, with its one-man talent, plus prizes, the only additional expense to time costs.

At the end of the three-month test we had 50,000 names on file; that means, of course, 50,000 active *BLUHILL* Product users. This month we've begun a silverware premium campaign.

In a perspective view of all of the detailed elements that went into the making of this highly successful radio program, one factor stands out above all other: *at no time did we rely solely upon radio time to do a job for us.*

From its very start, *For Women Only* had a promotional background to sustain its every move. The radio program, in other words, was the culmination of each day's work, not its inception.

In our opinion, and especially in relation to a radio program of the type we sponsored, no other method but the continued activities of each individual salesman, each individual dealer, will make it pay sales dividends. We learned by experience, and in our case, a very profitable experience.

## PUT ON A GOOD SHOW

*(Continued from page 47)*

window display, or an over-the-counter sales story.

The use of showmanship in modern business is predicated on the simple fact that human nature is pretty nearly a constant, and that Mrs. Buyer is the same at 12:35 listening to the *Witch's Tale* as she is at 12:36 when the doorbell rings and the routeman of the Kleenup Laundry stands at the door to sell her a new process of dry cleaning. We believe that she is the same at 3:30 as she listens to her Chevrolet radio while she rides down the boulevard as she is at 3:32 when she pulls up to the curb and walks into *Blinx's Market*, and that therefore the same ingredients that make the big shows click (whether on screen, air, or ball diamond) will make the sales story click for a local merchant whether the commercial be delivered over the air or over the counter.

While we may not be able to get an academic definition of showmanship, we *are* able to put our finger on the ingredients common to all box-office successes. In subsequent issues we will deal with these ingredients and show how they can be used by any merchant or businessman who wants to apply the technique of *Barrymore*, *Belasco* and *Benny* to the more serious matter of building a business.



## NEXT MONTH

**CHRISTMAS PROMOTIONS** and program ideas collected from businessmen all over the country. It's **SHOWMANSHIP**'s way of helping you get the most out of radio in the peak retail buying months. You'll find successful merchandising stunts that were used last year; new show ideas that will be aired, for the first time, this year.

**ELMER WHEELER**, America's foremost exponent of tested selling sentences, returns with another fast-moving article that reveals his pet idea on better showmanship in radio. He suggests, "*Keep in Step With Your Prospects*," play up their interests and their happiness. It pays.

**NORMAN V. CARLISLE**, on a roving assignment, writes a dramatic story that should interest every man planning a new radio show. He calls it, "*Start 'Em With Stunts*." His facts are based on first-hand observations of leading radio shows as they are prepared for action!

**Plus More Than 50 Programs and Promotion Ideas You Can Use in Your Own Business!**



*THIS IS YOUR SECOND COPY OF*

**S**HOWMANSHIP. In it are articles concerning, and detailed descriptions of, 38 radio programs as used in 41 different types of business fields. One of these program presentations may prove adaptable in your business. The Editors of *RADIO SHOWMANSHIP & MERCHANDISING REVIEW* welcome and will promptly answer all correspondence. May you enjoy and profit from this work.