

S

Showmanship



JULY 1941

25¢

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Auto Supplies • Beverages • Dairy Products • Department

Stores • Finance • Gasoline • Groceries • Home

Furnishings • Jewelry • Laundries • Men's Wear • Real Estate

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

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

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LAUGHS!

39
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Not "just a radio show,"
 but a **COMPLETE** sales
 and merchandising cam-
 paign, available to only
ONE store in a city. For
 your most outstanding pro-
 motion, investigate this
 series!

LITTLE-BY-LITTLE HOUSE

Produced and Distributed Exclusively by
KASPER-GORDON Incorporated
 140 BOYLSTON STREET • BOSTON • MASSACHUSETTS
 One of the Country's Leading Program Producers and Distributors of Tested Syndicated
 Transcribed Radio Shows

Furniture Retailers!

Here's a thoroughly tested transcribed radio series ready for your Fall sales campaign. It is now selling more furniture for some of the country's leading home furnishings and furniture stores. It's a complete package, consisting of a new and splendid radio series plus an intelligent merchandising campaign that will sell furniture for YOU —at an amazingly low radio of advertising expenditure!

Audition Samples and Complete Manual—will be shipped at \$5.00 Deposit.



Your Store and Your Radio Audience will be...

"GETTING THE MOST OUT OF LIFE TODAY"

with DR. WILLIAM L. STIDGER

...the program that makes thousands of friends!

Here's a tailor-made series that finds a ready-made audience, wherever it goes on the air! To a world bewildered by events, conditions and attitudes unparalleled in history—a world eagerly *seeking* a common-sense answer—the sane, clear, forceful voice of Dr. William L. Stidger presents his friendly, helpful philosophy. He speaks to folks everywhere of *their* problems, *their* lives. No wonder "Getting the Most Out of Life Today" is piling up sensational listener loyalty!

That's showmanship—showmanship easily transformed into *salesmanship* for virtually any type of product. For Dr. Stidger knows how to keep his audiences *nodding in agreement* . . . the best possible build-up for your commercial!

Each program in this NBC Recorded Series lasts 5 minutes, including Dr. Stidger's talk, organ theme and maximum allowance for commercials. In many instances, special music and scripts are available to advertisers who wish to present Dr. Stidger as a 15-minute feature.

And, best of all, the 39 programs of the series—arranged for presentation 3 times weekly for 13 weeks—cost very little indeed. Even the advertiser with a limited budget can easily afford this high-calibre series, perfectly recorded NBC ORTHACOUSTIC.*

Put Dr. William L. Stidger to work for you—investigate *today*, before another advertiser in your market does!

*Reg. Trademark. NBC Orthacoustic gives live-sound quality to transcribed shows.

ASK YOUR LOCAL STATION FOR AN AUDITION
... or write direct.



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

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

EDITORIAL

A MAN came into our town not so long ago with a big radio program idea. He managed to get one of the local stations interested. Then, with the station's permission, he went out and sold his program to 20 or 30 local businessmen. (The exact number isn't important, it was much too much!)

He placed all of these accounts on the single program, using about eight different commercials for eight different sponsors within a 15-minute period.

It was mass murder! Twenty or 30 perfectly healthy radio accounts slaughtered by just one program idea!

We sometimes wonder what the outcome will be when any one of these businessmen is asked again to buy radio time. Will he blame *radio* itself? Certainly, *radio* should not be discarded completely just because it happened to be misused once.

The blame lies partly with the radio station, mostly with the businessman himself. He had spent his own valuable dollars on something which he did not take the trouble to understand.

Radio isn't difficult to buy nor difficult to use profitably. Just follow the program ideas and promotions of other businessmen in your field. Let their experience be your guide. Why not try it the next time you buy radio?

The Editors

Gasoline Sales Thru The Air

By Francis H. Casey, Advertising Manager of Wadhams Who Begin Their Thirteenth Consecutive Season of Sponsoring Football Broadcasts This Fall via WTMJ in Milwaukee, Wis.

WHEN the mighty Green Bay Packers, frequent champions and perennial title contenders in the National Professional Football League, line up to battle the New York Giants in an exhibition game on August 23, uncounted thousands of radio listeners will hear something like this:

"It's football time again! And again you 'get there with WADHAMS'! Yes, this afternoon we ring up the curtain on WADHAMS' *thirteenth consecutive season* of football broadcasting . . . as the Green Bay Packers and the New York Giants tangle on the gridiron. Russ Winnie is all set to describe this encounter for you, play-by-play, direct from our broadcasting booth high up on the fifty-yard line. So we take you now to the scene of action . . . as a radio guest of your nearby WADHAMS' dealer or station. Here we go! Okay, Russ Winnie!"

With some such introduction, Russ Winnie of WTMJ, Milwaukee, one of America's top-flight sports announcers, will again go on the air for WADHAMS this fall, reporting all Green Bay Packer and University of Wisconsin gridiron battles on behalf of the 2,700 MOBILGAS and MOBIL OIL dealers throughout Wisconsin, Upper Michigan, and parts of Iowa and Minnesota.

In addition, all Marquette University football games will be aired by WADHAMS over Milwaukee's CBS outlet, WISN. The

collegiate phase of our 1941 football broadcasting service will get under way with the traditional Marquette-Wisconsin battle at Madison, September 14.

With WTMJ as key outlet, most Packer and Badger games will also be broadcast over a special statewide hook-up comprising stations such as WIBA, Madison; WKBH, La Crosse, and probably four to eight others, as yet undetermined.

WADHAMS' thirteenth consecutive season of football "on the air" will continue an outstanding record of public service pioneered by this leading petroleum products sponsor 'way back in 1929.

Why do we continue this ambitious broadcasting schedule? How do we tie in with publicity, merchandising and special promotions? What results do we get?



Francis H. Casey, of the WADHAMS DIVISION SOCONY-VACUUM OIL CO. signs a contract for WADHAMS' 13th consecutive year of sports broadcasting over WTMJ. Looking over his shoulder, at left, is WTMJ sales manager W. F. Dittmann; at right, is ace sportscaster Russ Winnie, who has handled WADHAMS' broadcasts since their start.

What do our dealers think of this radio support? How do we handle commercials?

Without going into minute detail, the following paragraphs present high-spot answers to these and other pertinent questions.

1. *We keep on keeping on* year after year because we believe in the basic value of truly *consistent* advertising. And we keep on with football broadcasts particularly, because every gridiron season is a new adventure, a new "show" with an all-star talent and unmatched appeal to a big, responsive audience of alert, able-to-buy sport fans—prime prospects for our products and our services.

2. *We tie in to our football broadcasts* with seasonal publicity releases, timely newspaper ads, service station display signs, schedule giveaways and other incidentals. But frankly, play-by-play broadcasting of big-time football is such a "natural" that we make little effort to concoct special promotions, stunts, or merchandising tricks. Straightaway plugging seems to do a sound, effective job for us.

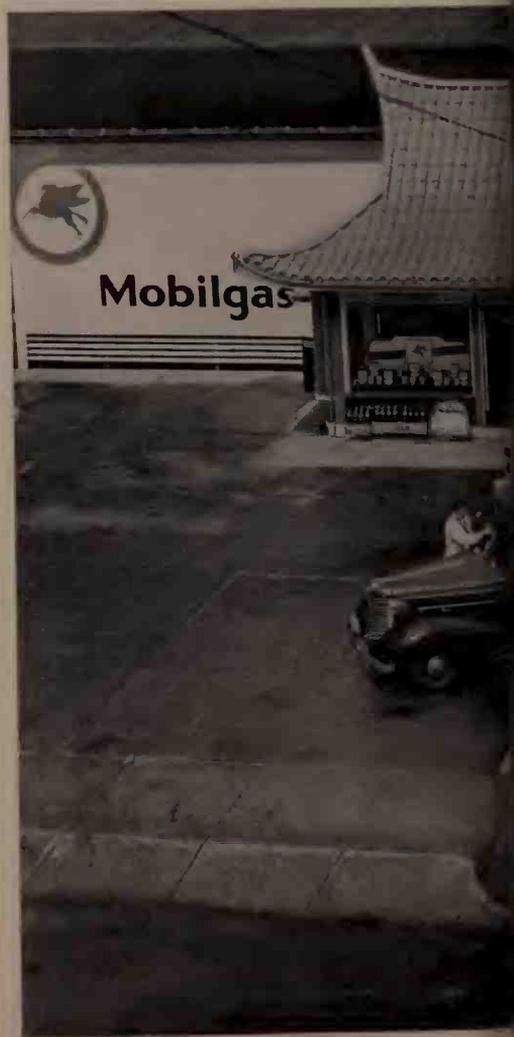
3. *What results do we get?* Because of the scope and broad coverage of WADHAMS' and SOCONY-VACUUM's advertising, not only on the air, but in national magazines, in newspapers, on 24-sheet posters and highway bulletins, plus dealer-sponsored direct mail and continuous point-of-sale merchandising, we don't attempt to trace sales results to radio alone. But we can say this: Accurate, on-the-spot sport broadcasting is a genuine public service to thousands of radio listeners, and we are convinced of its unique power as a potent good will builder. We know that our broadcasts do more than plug our products. They win loyal friends who make it a point to "get there with WADHAMS," with MOBILGAS and MOBILLOIL "on the road" as well as "on the air!"

4. *What do our dealers think?* Do they like this type of good will promotion? Here the answer is an emphatic "yes." At seasonal dealer meetings and through our salesmen, the men who actually "pump the gas" repeatedly re-affirm their faith in, and their continuing desire for, our persistent program of sports broadcasting. (And even the

general public, usually considered stubbornly apathetic, has "taken up arms" upon occasion when station schedule conflicts or special emergencies have made it impossible for WADHAMS to air some popular sport event.) So to quote an old bromide: "Where there's smoke, there must be fire."

5. *How do we handle commercials?* This question, one which plagues many a radio

Typical WADHAMS SERVICE STATION, featuring MOBILGAS and MOBILLOIL at the familiar sign of the Flying Red Horse. More than 2,700 similar dealers and stations in Wisconsin, Upper Michigan and parts



advertiser, can be answered in two simple sentences: a) We keep our commercials as brief, factual, and interesting as possible. b) We never permit commercial announcements to break into or otherwise interfere with the actual play-by-play description of the games we sponsor.

For example, our main commercial breaks during a football broadcast occur

of Iowa and Minnesota cash in on WADHAMS' consistent sponsorship of big-time football broadcasts and other sport reports.



between halves and between quarters, with an occasional brief announcement during a time-out period. Rarely does a WADHAMS commercial read longer than one minute. While we are on the air from two to two and a half hours for the average football game, our total commercial time during that period averages from about eight to 10 minutes. Maybe this is leaning over backward, but we have a pretty strong hunch that our listeners approve.

In this connection, we try never to insult the intelligence of our audience. Similarly, we try never to wear the listener down with too much repetition of one type of announcement or one set of catch phrases. Frequently, our commercials avoid direct, hard-hitting, selling talk entirely. Instead, we often use announcements for the sole purpose of thanking our many sport-fan customers for their loyalty. Just as they express *their* appreciation by buying MOBILGAS and MOBILOIL at the sign of the Flying Red Horse, we, in turn, express *our* appreciation for their friendship and patronage. It may not be far wrong to say that this spirit of mutuality is the real essence of our whole sport broadcasting philosophy.

I believe sport broadcasting ranks right at the top of the list in terms of effective radio showmanship and effective public relations through tangible public service. All of which adds up to a worth-while advertising investment.

AIR FAX: By way of statistical summary, here are a few quick facts and figures which may help to give a more vivid picture of WADHAMS' radio activity and the long-continued persistence of our broadcasting efforts:

- a. As already stated, this fall (1941) will mark WADHAMS' thirteenth consecutive season of football broadcasting.
- b. Since 1929, we have sponsored 325 play-by-play reports of Green Bay Packer, University of Wisconsin, and Marquette University football games.
- c. Counting baseball, basketball, golf, boxing and regular weekday sport news programs, as well as football, our total number of sport broadcasts now exceeds 8,400.
- d. These broadcasts account for a staggering total of more than 5,700 hours on the air, equivalent to 237 days of broadcasting, nearly 8 solid months, 24 hours a day!
- e. It is conservatively estimated that sports announcers have spoken approximately 67,900,000 words in the course of WADHAMS-sponsored broadcasts. That's enough wordage for 800 average full-length novels, equal to a hundred-foot shelf of books!
- f. Our commercials alone have accounted for a total of some 2,400,000 words. But even so, this commercial wordage amounts to only 3½ per cent of the total words broadcast. Translated into time, this is equivalent only to one minute in 14.

Variety Is the Spice of Sales

A Report on a Most Unusual Department Store Broadcast Schedule Plus a Result Analysis That Proves This Point: Programs with Specific Appeal Have Greater Pulling Power Than General Shows

SHOULD department stores use radio? Let our schedule be your answer!

For the past 100 weeks, our *Kiddies Revue* has been aired every Saturday morning. Recently, we renewed it with WNBC (Hartford) for another 52 weeks. Every morning we sponsor a *news* program; three times weekly, an afternoon organ program. A comparative newcomer is our three-month-old, but already popular, *Musical Grab Bag*.

Numerous spot announcements round out our radio schedule. In our recent 75th year anniversary promotion, one of our important publicity features was the purchase of *all* the spots available on all four local stations for a two-week period! That's one department store's use of radio—and how!

That's not all! Sometime ago, we decided that since radio results were so satisfactory, the smart thing to do would be to install our own studio right in the store! In the basement of BROWN-THOMSON'S, we constructed a little theater to accommodate both program performers and audience. We felt a visual audience contributed toward making our broadcasts more successful. Radio studio quality was simulated by draping and carpeting the walls and floor of a recess stage. In this way, the entire action of the performers takes place at the eye level of the seated audience. Piano, voices, and instruments are blended by the WNBC operator, always on hand, and studio applause is picked up by the microphones. This device makes for an interesting, fast-moving program for both air and store audiences. We are the only department

store in Hartford with a radio studio in constant use.

BROWN-THOMSON'S is one of Hartford's largest department stores, located in the heart of the shopping district. Each department shares in the radio publicity, from the luncheonette, ready-to-wear and furniture, down to the most minor service departments.

I would like to add here (and this is no "minor service") our telephone shopping service, which has grown to be quite a business in itself, receives a fair share of radio publicity. We find radio and telephone shopping particularly good partners on rainy or stormy days when Mrs. Customer would rather stay home than shop. Women in Connecticut have a great deal of confidence in our telephone shoppers. It is not unusual for a customer to call asking a shopper to select a wedding present for her. We have even sold a fur coat in this manner. This fur coat purchase was the direct result of a spot in our morning news. Hearing what an unusual value was being offered in a Persian Lamb Coat at \$285, the customer phoned us and asked to have one

When BROWN-THOMSON'S 100-week-old *Kiddie Revue* goes on the air over station WNBC each Saturday morning, capacity audiences jam the store studio. At extreme left, Morris Sechtman, who has indexed hundreds of names, qualities of juvenile performers. Seated next him, Ed Begley, comfortable, competent emcee for *Kiddie Revue* and *Musical Grab Bag*.

By George J. Stiener,
Advertising Manager, Brown-Thomson Department Store, Hartford, Conn.



sent out on approval. Our fur department manager was rather skeptical, but when this customer kept the coat, he changed his mind about radio. During our recent fur storage drive, radio was used daily for a period of five weeks, and our fur storage is 27 per cent ahead of last year.

Our most successful program, from the standpoint of store traffic and publicity is the half-hour-long *Kiddies Revue*. Inasmuch as BROWN-THOMSON'S uses the *Kiddies Revue* as an institutional vehicle, we have in no way tried to check actual results in sales. We're satisfied with the publicity value and good will that is being built up with the air audiences, parents, relatives, and friends of the child performers. On this program, we use very little advertising matter. The programs open and close with a musical commercial mentioning BROWN-THOMSON'S, and only one announcement of 100 or 150 words is used in the middle of each program. Following is the opening

Garbed in battered silk hat, shiny black coat, and a grab bag round his neck, emcee Ed Begley roves through the BROWN-THOMSON studio audience during *Musical Grab Bag*, invites members to grab titles of musical numbers out of his bag on the chance of winning a free luncheon and theater ticket.

musical announcement, sung to the tune of *So You're the One* by a score of young, lusty voices:

Hello, Hello, Well, how do you do
Hello, Hello, From the *Kiddies Revue*
We gathered here to greet you, Brown-
Thomson's now on the air
Each Saturday at half past ten, you will
find us always here.

Greatest difficulty with the *Kiddies Revue* is controlling the size of the visual audience. Chairs to accommodate a few hundred people have been found inadequate, and more are to be added. The *Kiddies Revue* is under the direction of Morris Sechtman, who has indexed hundreds of names, addresses, types, and qualities of juvenile performers. He has never had difficulty in obtaining talent for each broadcast. We usually feature from eight to 12 kiddies on each program. Singers predominate, with novelties, such as dancers and instrumentalists, interspersed about once every five weeks.

Auditions are held Saturdays after each program; rehearsals before each program. Naturally, while we desire the best available talent, neither we nor station WNBC care to rouse parental ire by setting up too high a standard.



Important to BROWN-THOMSON'S *Kiddies Revue* is the announcer, Ed Begley, known to hundreds of Hartford kids as "Uncle Ed." Mature in age as well as voice, "Uncle Ed" has the rare knack of making the performers feel at home in front of the microphone.

Newspapers, direct mail, and interior store displays are all used to keep our *Kiddies Revue* constantly in the public eye.

Our fledgeling program, *Musical Grab Bag*, just three months on the air, promises to give the *Kiddies Revue* a run for its money for top local popularity. "This program is a lot of fun," was the simple, but summarizing statement of a little old lady as she left our studio last week.

And she's right! Every Tuesday, Thursday, and Saturday, at broadcast time, Ed Begley garbs himself in a battered silk hat, a shiny black coat, and a grab bag round his neck. For the benefit of both his air and studio audience, he calls into play all the gags and tricks of his old vaudeville days.

Feature of the program is a song-guessing contest, produced with the aid of Morris Sechtman at the piano. Members of the studio audience grab musical numbers out of Begley's bag which correspond with numbers at the piano. After the song is concluded, the participant is asked to identify the title. If the correct answer is given, he gets a free luncheon at the BROWN-THOMSON LUNCHEONETTE plus a pass to the State Theater. If an incorrect answer is given, or none at all, participant contents himself with the theater pass. Everybody wins! When an incorrect answer is given, the general audience is invited to give the answer—an invitation that's accepted with enthusiasm.

Even our news program takes on a spark of individuality because it is broadcast from the store. We give Hartford 15 minutes of scoop events every morning at 10 o'clock. Following is a typical commercial used on the program:

"Ladies and gentlemen, I feel like the barker at some circus, with the biggest news on the runway! And this is news! Today BROWN-THOMSON'S starts one of the biggest coat and suit sales they've had in a year, yes, in years! They frankly admit they've bought too many spring and summer coats and suits. The weather was

In George J. Steiner, advertising manager of Hartford department store Brown-Thomson's, radio has a tried friend. Astute showman, Steiner is among the few department store



promotion directors who has grasped the value of using radio broadcasts from within the store, not only to sell on the air, but also to create traffic.

Born in Detroit, Mich., 34 years ago, Steiner struck out early in the direction of advertising, has seen experience behind the advertising desks of Crowley-Miller Co., Detroit; J. C. Penny Co., New York; Shepard Stores, Providence; since 1937, Brown-Thomson's, Hartford.

Steiner is married, has three daughters, two, six, and eight. His first recreational love in summer is golf; in winter, skiing; when weather keeps him indoors, entertaining his daughters or woodworking.

against them, so now the profit is yours! Why, you can buy a new spring coat or suit with as much of a saving as 50%!

And you have the pick of the lot, for the sale started only this morning. It's on BROWN-THOMSON'S Second Floor, and the sale prices of the coats and suits range from \$6.99 to \$24.99, so there are coats and suits at BROWN-THOMSON'S to meet any budget! Come in today for the best selection!"

Words often don't mean a thing, but contract renewals speak a language all of their own. We're speaking that language fluently now and in the future. Yes, we're sold on radio for department stores because radio is selling for us.

We've got a big story to tell over the air. Every department store has. There are so many products to sell, so many people to sell to that instead of crowding a hodgepodge of different items into one single program, we use different programs to sell single ideas. And, it pays!

And the Ladies Love It . . .

By Al J. Salzer of Cleveland's West End Laundry, Who Picked a Prize Program That Packs His Plant with Interested Customers

THIS is the time of the year when the laundry business usually takes a nose dive, and most of us in the industry catch up on our golf or start preparing for a fall comeback. Last July, I was consoling myself with thoughts that the following fall would find business swinging up again. The more I thought of it, the more determined I was to make certain our business would be the biggest in the quarter-century history of the WEST END LAUNDRY.

My first step was to call in a WHK salesman, Bill Brusman. On a hot July day, we sat down and pooled ideas to create a radio program that would cinch laundry customers!

When September rolled around, our campaign was blueprinted to the finest detail. And it *was* a campaign to chase the blues out of the laundry business! We sent out invitations to various Cleveland women's organizations inviting them to participate in a certain broadcast *direct from the laundry!* (To skip ahead of the story for a moment, I might add that we soon eliminated the invitations. We were *swamped* with requests from women's organizations for reservations, and before long were booked solidly into 1941.)

Our schedule for *Meet the Ladies* called for three programs weekly, Tuesday, Wednesday, and Thursday, from 2:15-2:30.

Everything was in readiness for the appearance of our first guest organization on the 24th of September. Wayne West, popular and bulbous WHK and Mutual Network singer, was the emcee and mainstay of the entire show. About the time the women were seated comfortably in the visitor's room of the laundry, we went on the air. Wayne opened the program with his theme song and then switched smooth-

ly into the hilarious part of the program, the quiz.

Wayne doesn't go in for stumper questions. His approach is a barrage of unabashed queries that lead to comic answers. The quiz makes good entertainment not

Upper . . . Jovial, 240-pound Wayne West, emcee of popular Meet the Ladies program, proudly poses beside one of WEST END LAUNDRY'S new delivery trucks.

Lower . . . Wayne West pinch hits for owner Al J. Salzer in taking a group of women on a tour through Ohio's largest laundry. Tour is a regular feature of afternoon the ladies spend at the plant.

only for those present but also for our large radio audience. Typical questions are, "When you were married, did your husband carry you across the threshold into your new home?" "Do you think a wife should get up well before her husband in the morning to prepare a nice, hot breakfast? *Do you?*" "How many children are there in the ideal family?" "What is your mental picture of the ideal man?"

Somewhere in those jampacked 15 minutes, Wayne manages to insert a group song.

After everyone of our guests has enjoyed the informal program and gets to feel right at home, I escort them through the laundry. The tour lasts for about an hour, for the WEST END LAUNDRY is the largest in Ohio. Words aren't necessary to convince the women of the advantages of sending their laundry to us. The effect of viewing with their own eyes the orderly and sanitary laundry processes, the busy rooms, the snowy piles, is all and more than any man-

ager could possibly want in the way of a selling message.

After the tour, we return to the visitor's room, where we serve light refreshments (ice cream and cake). The show is by no means over. Immediately after the program, a special messenger had been dispatched from the station with a transcription of the broadcast. By the time he has arrived at the laundry, the ladies are back from the tour, have lunched and are ready to hear the playback of the program they participated in just an hour ago. This phase of the routine is always one of the high lights of the afternoon. Few of the women have ever heard their recorded voices, and they get a tre-

mendous thrill out of it.

After the transcription has been played, Wayne presents it as a gift to the organization. To top it all off, he presents each woman with a personal gift of a fine, leather-bound, five-year diary, complete with lock and key. Later, on behalf of the



WEST END LAUNDRY, a check for an amount equalling 25 cents for each member of the group who attended the broadcast is sent the club's treasurer.

After their afternoon, the ladies, having had a "whale of an afternoon," are brimming over with gratitude. *The result:* WEST END LAUNDRY has had to put on a night shift, and now operates 13 hours a day. And here's one for Ripley: There have been times when even with a double shift, we have been unable to handle all the orders! Our business has improved in the entire metropolitan area. Formerly dominant only in Cleveland's West Side, we are now extending our activities greatly on the East Side, where our routes have shown increases of approximately 30% for this period. A usual day in the WEST END LAUNDRY means handling of some 2,000 bundles by 240 employees.

As every laundryman in the country well knows, it's a sure sign of a program's success, when a man in the business will keep his advertising going full speed throughout the supposedly slack season. Well, *Meet the Ladies* isn't taking a summer vacation. All through the summer of 1941, it's going to continue to pack 'em in—not only women's organizations but laundry bundles!

Sneak up on founder-manager-president Al J. Salzer of the West End Laundry, and you will probably find him, sleeves rolled up, grappling with a 20-foot rug, or up to his neck



in suds. For hard work has always been his credo. A native son of Cleveland, stalwart, black-tufted, 49-year-old Salzer first eyed the laundry business with interest, when at the age of 24 he watched laundry trucks driving through the streets stacked high with bundles. Thereupon, in 1916 he hung up a sign reading the "West End Wet Wash." In his first week of operation, he went out and solicited business, washed the clothing in two basement washers, returned the 18 bundles and collected, gave jobs to a few relatives. Today, West End Laundry handles 2,000 bundles a day, employs 240 people.

FILE AND REFER to each copy of Radio Showmanship Magazine. Thus, you may profit by the experience of others. The promotion plans carried in its pages are gathered from all over the country. You'll note by the "Your Business at a Glance" Index that this information is classified by businesses. Available now is a sturdy, leatherette binder in which 18 copies of Radio Showmanship Magazine can be conveniently filed for ready reference. It's a compact way of keeping your issues in permanent chronological order. Order one today. Price per binder, prepaid: One dollar.

RADIO SHOWMANSHIP

ELEVENTH AT GLENWOOD AVE., MINNEAPOLIS, MINN.

What Is This FM Business?

Here Are Some Facts About a New Method of Radio Broadcasting,
by Fred Dodge, Ward Wheelock Advertising Agency, Philadelphia

A YEAR ago, swastika-marked planes swooped over German tanks and mobile units that were racing through France, Belgium, and Holland at a rate amazing to military experts. The chief cause of the expert's astonishment was not the speed of the mobile units but their mysterious communications methods. Certainly, the advancing armies were not stringing telephone wires and no radio messages were intercepted by the listening allies; however, the Germans knew where their units were at all times, regardless of the speed of the penetration, and were able to communicate with the most advanced units.

Since the capitulation of France, it has been established that the German attacks were directed from airplanes by commanders who used static-free, non-fading Frequency Modulation radio, which could not be heard on ordinary radio receivers.

In America last year, the Federal Communications Commission, after exhaustive tests and hearings, took the Frequency Modulation method of broadcasting out of the experimental class and for the first time permitted radio stations to license themselves for commercial broadcasting.

There is a radical difference between the present method of radio broadcasting, known as Amplitude Modulation or AM, and the new method of Frequency Modulation or FM. No better explanation of FM for the layman can be offered than that printed in the booklet, *Radio's Better Mousetrap*, published by FM Broadcasters, Inc., from which we quote liberally.

FM is the next logical step in the evolution of radio. It has as its aims, better, clearer reception, freedom from an increas-

ing barrage of man-made static, a faithfulness of tone quality never before achieved and a capability to serve every corner of the nation with more stations, more intense coverage.

Aircraft, police calls, short wave broadcasts, the amateur operator down the street and your local radio station all depend on the Amplitude Method of Modulation, or AM. However, this method of broadcasting has definite limitations. For instance, there isn't much more room in this country for additional radio stations under the present scheme of things, and countless communities eager for radio stations cannot have them.

Furthermore, the noises from oil burners, elevators, dial phones, X-rays, diathermy machines, and a thousand other devices that contribute clicks, noises, buzzes, and roars to the program you are trying to hear are eliminated by FM. Static from electrical disturbances in summer time, crashing bursts that ruin reception do not happen with FM. Reception at all times is silvery smooth.

Last summer I listened to a CBS program in mid-Philadelphia emanating from a 50,000 watt station at a point 15 miles from the transmitter. A heavy thunderstorm was in progress. Ninety airline miles from me, Major Edwin H. Armstrong's transmitter (Major Armstrong is the inventor of FM) in Alpine, N. J., was broadcasting the same program with 30,000 watts. It was impossible to listen to the 50,000 watt station. I switched over to my FM receiver and heard the program clearly, without static, although I was on the extreme edge of the area the Alpine station



might be expected to cover.

Within the 500 to 1,600 kilocycle band on which amplitude modulation, the present method, is used, are crowded hundreds of stations, overlapping each other and sometimes causing interference. With FM, when one station predominates over another, you hear only one station, not both. So sharp is the distinction between two FM stations that you can drive your car from one town to another with the car's FM receiver operating at one definite location and you magically stop hearing a station, once you're out of its range, only to have it replaced by another without even re-tuning your receiver! This means that areas in the United States where interference between stations makes listening difficult will no longer exist. Territory for hundreds of new stations will be opened up.

A peculiar fact about the ultra short waves on which FM is broadcast is that they do not follow the curve of the earth but go straight out into space from the transmitter. Contrary to AM, the FM method therefore gets greater coverage by having its transmitter built at the highest point possible.

Now, where does the advertiser fit in?

The local advertiser can forget FM for a while. It is not a vital medium for his advertising campaign at present. The national advertisers who want to establish "firsts," perhaps a local advertiser who feels the publicity attending a "first" merits the investment, have already signed a few contracts for FM broadcasting. A gasoline company has bought news on a couple of New England FM stations which are linked together. The groundwork for a coast-to-coast FM network has been laid, but it is far from a reality at the moment. Commercially, until there are hundreds of thousands of FM sets in use, there will be little advantage to sponsor FM programs.

The FM audience is, naturally, going to depend upon the number of FM radio sets in use. Present day receivers of

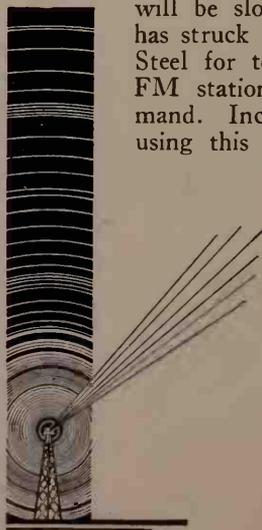
AM broadcasts cannot receive FM programs. Manufacturers have put adapters on the market. These can be attached to AM receivers. Many 1941 receivers are built with both AM and FM receiving units, and the listener may shift from AM to FM as he now shifts to a short-wave band for foreign stations.

According to FM Broadcasters, Inc., in March there were an estimated 20,000 FM sets in use. These included sets with adapters and combination AM-FM sets. Of this set total, an estimated 8,000 to 9,000 were located in New York's metropolitan area. The second largest group of FM receivers is thought to be in the New England states. As FM stations begin operations in other sections of the country, FM receivers will come into use.

FM Broadcasters, Inc., the trade association of the new broadcasting method, stated on FM receiving set production, "It is impossible to say how many receivers will be produced during the current year, since any prediction is largely dependent upon the number of FM transmitters to go into regular service and the communities in which they operate. Estimates for 1941 production run all the way from 50,000 to 5,000,000 sets. In any event it seems safe to say the number will exceed any previous production many times over."

From the prediction on sets to be manufactured, there obviously will be no overnight shift to FM listening. The change will be slow, particularly now that FM has struck a snag in the defense program. Steel for towers and metals that go into FM station equipment are in heavy demand. Incidentally, the government is using this static-free radio method in its communications system, and Major Armstrong has turned over to the government the free use of all his FM patents during the present emergency.

One condition of granting FM licenses by the Federal Communications Commission will be that they be granted power on a basis of land area to be covered and population to be served. That is, there will be a ceiling on



IN
PHILADELPHIA

WFIL SAYS IT WITH S

IN MERCHANDISING

WFIL says it with the first merchandising bureau established by a Philadelphia station. WFIL advertisers are strongly supported through advertising in:

5 daily newspapers

1,331 cards in trolleys, buses, subway and suburban trains

300 displays in radio dealers' windows

Generous pre-announcements

210 Transitads

25 strategically located billboards

Also trade letters — store posters — consumer surveys, etc.

WFIL extensive activities won Canada Dry's "Information Please" award for the second best merchandising plan executed by any station.

IN PROGRAMMING

WFIL says it with shows and specialties that are building ever-increasing audiences.

WFIL is now first choice with Philadelphia listeners 66 $\frac{1}{3}$ % both night as shown by Hooper co-incidence phone surveys.

If you have not seen "NIGHT AND DAY" survey of radio listeners in the Philadelphia area, write now for a copy.

SHOWMANSHIP

PROOF OF THE PUDDING?

38.4% more advertisers are now using WFIL's facilities compared to a year ago, proving that advertisers have found WFIL Showmanship a profitable investment.

Still another reason why this new army of advertisers is using WFIL is because WFIL's extensive promotion and merchandising services are definitely helping them to secure new business and increase sales to present customers.

PHILADELPHI

MOST

PROGRESSIVE

STATION

!!

!

NBC BLUE

WFIL

QUAKER

Ed. Petry and Co.—National Representatives



**MIGHTY MIKE
SAYS:**

Time Buyers count these WFIL points—

NBC Blue Prestige Programs

Aggressive Local Showmanship

Outstanding Merchandising Support

Community Service

Pre-eminent Metropolitan Signal

Lower Rates

Attractive Daytime Availabilities

WFIL 560 ON YOUR DIAL

Key Station of the Quaker Network

the power granted to stations in, let us say, a metropolitan area. There will not be a 50,000 watt and 1,000 watt stations there. All may have the same power. This fact will make a vast difference in listener preference. No longer will the powerful 50,000 watt station have more listeners because of power alone. *The program will be the thing.* Under FM, almost without exception, power drops out of the picture as a listener builder.

With each station as powerful as the other, only as a station offers better entertainment will it win and hold listeners.

To summarize then, FM is the next logical advance in radio broadcasting. Only 16 FM stations have been licensed commercially, 46 additional applications have been filed. On June 1st, only a handful of FM stations were in commercial operation. The local advertiser need not worry about FM until stations in his area have been broadcasting by this method for some time. Even then, the burden of proof of listening preference will be upon the radio station selling the time.

FM does not require any different treatment of radio program preparation than at present, though it will make the *program more important* than ever before.

AM will have the majority of listeners for many years, because of the millions of AM receiving sets that will continue in use. We may expect industrial areas to have FM receivers in quantities before other sections of the country. It is in these areas, for the most part, that FM sending stations first will be located.

The career of dimpled, broad shouldered, sincere Fred Dodge has been a rapid zigzag up the radio ladder. Now liaison man between the New York and Philly offices of



Ward Wheelock advertising agency, Dodge fled the family printing business, broke into advertising via N. W. Ayer & Son, Philadelphia. After three years he became associated with the former George Batten agency before it became BBD & O, also put in five years as ad manager for a department store.

In 1934, he caught up with the radio business at Binghampton as commercial writer at WNBK, stayed to learn the business inside out. In 1939, he joined WFIL, Philadelphia, soon became assistant general manager to head man Roger Clipp.

With his wife and two daughters, 12 and six, Dodge makes his home in Jenkintown, Pa. He is 36 years old, finds relaxation in reading, recreation in volleyball. During the past 12 years, he has played in all major Eastern tournaments and two national tourneys with the Philly Central Y. M. C. A. team.

**From \$900 to a Volume of Half a Million Dollars in Nine Years
Is Quite a Climb in the Food Business, or Any Other Business!**

GROCERYMAN BILL LOVELACE OF FORT WORTH

Tells You What Role Radio Played in That Sensational Growth

"You Have to Give Them a Reason for Coming In"

by W. R. Lovelace

IN THE AUGUST ISSUE OF RADIO SHOWMANSHIP MAGAZINE

Chorus of Sales

A Letter from Al J. Herr,
Barnes Advertising Agency,
of Milwaukee, Wisconsin

Regional distributor of oils, greases, gasolines, heating oils, etc., Pate Oil Co. processes a motor fuel known as Challenge—"Better Than Gasoline." These products are retailed through Pate to independently owned and operated Hello Neighbor service stations. During five consecutive seasons of radio usage, their program format has been choral music, presented by different guest choral groups, singing a cappella or with piano accompaniment. Coincidental survey showed Pate Civic Concert embracing 42% of the listening audience at the time.

"DEDICATED to the proposition that local motoring needs can best be met with a locally-blended, premium motor fuel, the PATE OIL CO. has pursued a program of advertising that has harmonized with local interests.

"PATE's Sunday *Civic Concerts*, now in their fifth season over WTMJ, are an outstanding example. These concerts, presented each Sunday evening from October through March, provide local choirs and choral groups the opportunity to give widespread expression to their accomplishments. Since choral music is among the foremost of a community's activities, *Pate Civic Concerts* not only afford untold enjoyment and satisfaction to thousands of participants, but also lend inspiration and pleasure to multiplied thousands of listeners.

"According to authoritative comments and year by year comparisons of the general tenor of the programs, these concerts have helped in great measure to raise the standard of choral groups in and around Milwaukee. Represented in the 26 groups appearing in each series of *Pate Civic Concerts* are church choirs, school singing clubs, and men's and women's choral groups."



In 1932, midstream the cowering depression, dubious but determined Old Colony Cooperative Bank (Providence, R. I.) slashed public apathy with bold advertising strokes. Since that date, they have sponsored a variety of programs, but clung steadfastly to the medium they found successful—radio.

On the following page are described four of the shows that brought results. In addition to these, sponsor has maintained persistent schedule of one-minute spot announcements throughout their nine years of broadcasting. Announcers have had to broadcast not only in English, but in French and Italian as well in order to reach all of the local population.

All around radio users, Old Colony Cooperative Bank has also used these transcriptions: Voices of Yesterday (15 minutes); Lives of the Great and Makers of History, both 15-minute dramatized historical series; Reporter of Odd Facts (five minutes); and Little Dramas from Real Life, five-minute savings and loan skits.

Not described on the following page is their current program Pursuit of Happiness. This fast-moving, sparkling, variety show introduces a timely patriotic note with a three and one-half minute transcribed historical skit.

Four Scores In A Row

A Summary of Four Highly Productive Bank Promotions by
Gordon Schonfarber, Providence, R. I. Ad Agency Executive

The Hi-And-Prep School Sports Round-Up:

OLD COLONY COOPERATIVE BANK has always directed a good deal of attention to the younger element of the population. One of their first programs has practically become a bank institution—their 15-minute weekly review in the fall of Rhode Island Interscholastic sports—football, baseball, hockey, tank, track, with an occasional sprint into the spring season for a run on baseball. A WEAN announcer and sports commentator present dramatic reenactments of the *Play of the Week*, offer *Prophesies of the Coming Week's Victories*, introduce stars, coaches, captains direct from the playing fields, and from time to time, school bands. Merchandising is given impetus with announcements on school bulletin boards, special letters to team members, and give-aways of football charts.

School Hobbies: OLD COLONY COOPERATIVE BANK earned new distinction with a weekly, half-hour program which brought to light talent in the Rhode Island high schools. These programs were always presented before a visual audience of fellow students and teachers. With the assistance of their own teachers, participants presented dramatic skits, debates, round table discussions, sings, philatelic work discussions, camera club work, music, etc. To each student who participated, a highly prized certificate, tied diploma fashion with silk ribbons of the school colors, was presented. They also got a copy of OLD COLONY's folder, *Three Ways to Make and Save Money*.



The following day, the teachers who had assisted got a form letter on OLD COLONY stationery thanking them for their cooperation. The same letter included selling points for the bank and an invitation to visit the institution. Further merchandising used were large posters in the WJAR studios, newspaper ads in the Providence Evening Bulletin the night of the broadcast, and similar ads in outlying papers when out-of-town schools participated.

Old Colony Fireside Melodists: Direct appeal to adults isn't overlooked. For three 13-week periods, OLD COLONY presented a half hour musical variety show of light operas and popular ballads each Sunday night. The impressive cast included a 12-piece orchestra, conductor, vocal trio, male and female vocalists, and the OLD COLONY Advocate, a character part, plus the announcer. At one point we decided to test program response. For two successive weeks, we offered to all requesting them jig saw puzzles. These were die-cut from an enlarged newspaper bank ad mounted on cardboard, printed in two colors, and packed in mailing boxes with seasonal labels. Listeners immediately asked for several thousand puzzles!

Care of Home Grounds and Gardens: For two consecutive years, OLD COLONY presented Ernest K. Thomas, secretary of the Rhode Island Horticultural Society, who schooled gardeners during the spring preplanting period and explained the care of gardens for winter seasons in the fall.



AIRING THE NEW

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

Dairy Products

KIDDIE QUIZ Stumbling block to many a kid talent show is the sad fact that the local town doesn't have an inexhaustible geyser of child prodigies. When Visalia (Calif.) station KTKC and sponsor PEACOCK DAIRIES first noted dubious dribbles of talent applicants, they put their heads together, tussled with their baffling problem. Likeliest change to whet show interest, they decided, was to revamp their kid talent show into a kid quiz!

Deciding upon this course last January, sponsor gave program a one-month rest for readjustment purposes, was all set for action the beginning of February.

Every Saturday afternoon at 1:30, Visalia lads and lasses squeeze into the Fox Theater, start the afternoon in true red-white-blue spirit by singing *My Country 'Tis of Thee*. On the stage stands a large American flag flanked by a Boy Scout on either side. After singing, the audience remains standing, recites the pledge of allegiance to the flag.

Following the PEACOCK DAIRIES commercial, an outstanding Kiddie is introduced to sing or entertain. Then the quiz starts with Augie Schultz introducing the children, and Charles P. Scott acting as question-hurler. Three boys and three girls, chosen in the half-hour preceding the show are subjected to five rounds of carefully culled questions. For eligibility, Kiddies may be anywhere up to or including the eighth grade.



Highest scorer gets three dollars; second highest, two dollars. In addition, all contestants get free tickets to the theater. Every seventh week, sponsor takes the six winners of the previous programs for a climactic competition with a goal of 10 dollars for first prize, five dollars for the runner-up. While Scott busies himself adding the scores, Schultz busies himself with a second PEACOCK commercial.

Further catering to the restless interests of his audience, sponsor follows the quiz with birthday tributes. Everyone who has had a birthday within the week is called to the stage and interviewed. A birthday song, written specially for the program, is then sung. Each kiddie honored is admitted free to the show with four guests. Prerequisite: Their birthdays must have been registered beforehand at the theater.

The little things that count: Every contestant is asked what school he attends. The blast of cheers from proud fellow schoolmates rents the air. Several times during the show, the audience is asked "how the old pep is." The kids holler their lungs out every time!

Nourishing program interest, the theater, in exchange for a plug on the program, supplies special *Kiddie Club* buttons to all those attending. PEACOCK DAIRIES spread large banners on their trucks and window cards in their dealers' stores throughout the territory.

Now five months after the switch, the show has a swelling attendance. PEACOCK DAIRIES, selling dairy products, BIRELEY'S BEVERAGES, and frozen foods, reports the program is doing a big job—not only getting direct sales but new dealer outlets.

AIR FAX: First Broadcast: February 8, 1941.

Broadcast Schedule: Saturday, 1:30-2:00 P.M.

Preceded By: Vocal Variety.

Followed By: News; Musical Interlude.

Sponsor: Peacock Dairies, Tulare, Calif.

Station: KTKC, Visalia, Calif.

Power: 1,000 watts.

Population: 10,560.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Many smaller U. S. cities, hamlets, successful with kid talent shows, have nonetheless quit the air for lack of fresh participants. Visalia points the way with a successful solution!

Men's Wear

BUNDLES FOR OUR BOYS When New Haven (Conn.) boys go to camp, they're not forgotten. A program, aired on **WELI**, keeps them supplied with the small luxuries that make the going easier.

Natural reaction to receiving gifts is sending thank you letters; each week they pile into sponsor **ENSON'S MEN'S SHOP**, where they are carefully assorted. Reading of these letters, which are rich in army color, humor, interest, compose the body of the broadcasts.

Crux of program is appeal to public for gifts for the boys — cigars, cigarettes, candy, smoking tobacco, razor blades, toilet articles, games, books, similar items. From the Connecticut branch of **PHILIP MORRIS** arrives weekly 40 humidior tins of cigarettes; from the **MARLIN FIREARMS Co.**, 100 packages of **MARLIN** razor blades; from the **CLARK CHEWING GUM Co.**, boxes of **TEABERRY GUM**.



Bundles go to a different camp every week, in care of some responsible boy, who parcels out the articles to his New Haven fellow campers. Each program the public is urged to stop in at **ENSON'S MEN'S SHOP** to get a printed list of items which can be sent and bring their gifts to the store. Bundles are shipped direct from the store, bearing the **ENSON'S MEN'S SHOP** labels.

At program's outset, letters were sent to clubs throughout New Haven. Now sponsor and station are busy receiving letters not only from the boys but from New Haven enthusiasts.

AIR FAX: First Broadcast: April 1, 1941.
Broadcast Schedule: Tuesday, 7:15-7:30.
Preceded By: Fulton Lewis, Jr. (MBS).
Followed By: Connecticut Universities Forum.
Competition: News; Lanny Ross (CBS).
Sponsor: Enson's Men's Shop.
Station: WELI, New Haven, Conn.
Power: 500 watts.
Population: 196,192.

COMMENT: Responsiveness of the public to worthy, timely causes is seen every Christmas in the tremendous supplies of

books that flood stations requesting them for institutions. Of equal, perhaps even greater, appeal is the need for luxuries for local, encamped boys.

Men's Wear

ANYTHING CAN HAPPEN Working on the theory that if anything can happen, it can happen in San Bernardino (Calif.), sponsor **FEDERAL OUTFITTING Co.** presents a narration of unusual local happenings. When the son of the local hardware man falls out of a car being driven 50 miles an hour, escapes with mere bruises, it's program material. So is the winning of the *Pot O' Gold* by a localite. Winding up each event is the identifying tag, "And doesn't that prove our contention that just anything can happen?"

Response: To **FEDERAL OUTFITTING Co.** go listeners to talk about the program, say, "Have you heard about . . . etc.?" Window cards and newspaper ads promote the program.

AIR FAX: Broadcast Schedule: 6:00 P.M.
Sponsor: Federal Outfitting Co.
Station: KFXM, San Bernardino, Calif.
Power: 250 watts.
Population: 37,481.

COMMENT: A natural for any town where everybody knows everybody else! By stimulating interest in local news, sponsor builds local prestige.

FILE

and refer . . .

You'll note by the *Your Business at a Glance* index that all merchandising plans and promotion ideas in *Radio Showmanship Magazine* are classified by businesses each month. Because so many readers have requested it, we have created a leatherette binder in which 18 copies of *Radio Showmanship* can be conveniently filed for ready reference. Here is a compact way of keeping your issues in permanent chronological order. The binder is available at only

\$1.00

**RADIO SHOWMANSHIP
MAGAZINE**

Eleventh at Glenwood • Minneapolis, Minn.



SPECIAL PROMOTION

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

Groceries

MILLER MONEY PROGRAM Lured by a MILLER CORN FLAKES carton, inhabitants of Sioux City swarmed the bank plaza of the Missouri River one May night, ate free hot dogs, saw flames leap from a pyre of cartons, listened to the mayor's eulogies.

This *Miller May Day Party* climaxed a KSCJ test period which netted sponsor MILLER CEREAL MILLS 100 percent distribution in the Sioux City market and car-load sales! Besides these obvious motives for presenting the program, sponsor had another, ulterior motive: To introduce a new product, MILLER'S MUFFIN MIX. Program pulling power was tested by plugging MILLER CORN FLAKES during an unheard of time for cold cereal selling: mid-winter.

On February 3, popular emcee Charles Sebastian started *Miller Money Program*. During the broadcasts he calls homes picked at random from telephone directories of Sioux City, surrounding towns. If the person called has one or more empty MILLER CEREAL boxes, Sebastian dispatches a Western Union boy who *pays a dollar for each empty carton!* If the person doesn't have a box, the Western Union boy delivers two free full MILLER boxes.

Results: Housewives scurried to the grocery store, bought several boxes of MILLER CORN FLAKES, waited for their phones to ring. If grocers weren't stocked, customers demanded they get them at once.

Said one large brokerage house: In a short space of time we have secured distribution in every class A and B store in the city . . . and every wholesale distributor is carrying the item."

Said one small grocer: "I operate a sub-

urban grocery store, and it has always been my policy to stock only those items which my customers demand. Previously, I did not find it necessary to handle MILLER'S products, but after the third day of your broadcast, repeated demands for MILLER'S CORN FLAKES made it necessary for me to stock them. That was only a few weeks ago, and since then I have sold several cases of MILLER'S CORN FLAKES, and MILLER'S WHEAT BRANDIES. At the present time, I have 31 different types of breakfast food in stock, and I am glad to report that MILLER'S outsells all the rest!"

Currently running on 29 stations, the program is rapidly being instituted in other U. S. cities!

Sponsor is now extending the same offer to MILLER'S WHEAT BRANDIES and other MILLER'S cereals.



MILLER CEREAL MILLS is not building a distribution that will plop flat the moment they drop their promotion. Each program presents excellent selling opportunities. Any housewife called who doesn't have the cartons is sent her two regular-sized boxes of corn flakes to acquaint her with their fine quality. The program type furnishes the chance to get on-the-spot testimonials—while they're hot! At each home where MILLER'S CORN FLAKES are found, a natural phone conversation is struck up by the announcer, wherein he brings out the housewife's reaction to the product, learns why she prefers MILLER'S to other brands, repeats her opinions verbatim.

Today the ready-to-mix luxury item, MILLER'S MUFFIN MIX, a prepared mixture needing only eggs and milk added for muffins or waffles, is at the mercy of the

Money Show promotion, which is creating a demand forcing 100 percent distribution.

Persistent promotion continues: publicity in the papers; daily spot announcements, including one in mid-afternoon at which time program winners of the day are repeated; screen trailers; calls on grocers; distribution of display material; window displays.

It was at the end of a 13-week period that emcee Sebastian broadcast an invitation to attend the *Miller May Day Party*. All those who brought an empty carton could exchange it for a free hot dog. (SWIFT & Co. supplied SWIFT'S PREMIUM DINNER-SIZE FRANKFURTERS.)

Piled high was the mass of empty MILLER CEREAL cartons which had been purchased, one dollar apiece, during the 13-week stint. At nine P.M., Mayor D. F. Loepp opened the ceremonies officially by brief comments which were broadcast over KSCJ, then applied a torch to the cartons. In the light of the flames, Sebastian interviewed attending officials, persons picked at random from the gathering, announced winners of prizes for those who had made the best May Baskets from empty MILLER cartons.

Officials of the MILLER CEREAL MILLS Co. came from Omaha for the affair, witnessed ceremonies along with local SWIFT Co. officials.

AIR FAX: First Broadcast: February 3, 1941.
Broadcast Schedule: Monday thru Saturday, 9:15-9:30 A.M.
Preceded By: Viennese Ensemble.
Followed By: Vagabonds.
Competition: Martha Webster (CBS dramatic serial); and Pepper Young (NBC dramatic serial).
Sponsor: Miller Cereal Mills Co., Omaha, Nebr.
Power: 5,000 watts.
Population: 83,110.
Agency: Allen & Reynolds, Omaha, Neb.

COMMENT: From empty cartons grow carload sales!

Showman-minded, the MILLER CEREAL people are not content with ordinary radio programs, their *money show* is unusual in itself; the *May Day Party* daring and different.

Here's a good rule to follow if you plan a similar promotion: *Do it right or don't do it at all!*



SHOWMANSHIP IN ACTION

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

Home Furnishings and Jewelers

MOVIE QUIZ Sober-sided citizens may lift eyebrows, frown on the rambunctious antics engaged in by the cast of *Movie Quiz*, but station WHMA, no novice to showmanship's hurlyburly, knows the way to wangle capacity audiences.

From the stage of the Noble Theater each Tuesday night originates this heavily promoted quiz show jointly sponsored by WARNOCK FURNITURE CO. and GUNTER'S JEWELRY STORE. *Unique setup:* Emcee Allen Brown's two assistants are local notables in their own right—Mr. "B" of the *WHMA Breakfast Club*, early morning platter and chatter; and "J. C." of the *WHMA All Request Hour* in the late afternoon. (Both are popular WHMA programs.)

Mr. "B" and "J. C." wander through the theater with portable mikes, ask various members of the audience their names; emcee Brown remains on the stage, asks the movie questions. Each contestant is asked one question, which, correctly answered, nets him 50 cents. If quizee doesn't get the coin, it clinks into the jackpot for the next contestant. Audience glee grows with the size of the jackpot, and the applause is tremendous.

As important to the success of the show as the above mechanics are the routine of comedy, gags, stunts, horseplay. Typical promotion introduced one night was the attempt to gauge whether more fans were present from the *Breakfast Club* or the *All Request Hour*. Loser "J. C." brought down the house in roars of laughter when he bravely underwent a vigorous paddling

Jewelers

on the stage. In the same promotion, repeated a few weeks later, the battle saw-sawed, ended in a spanking for Mr. "B."

Another time, a Spelling Bee was incorporated into the quiz show, and contestants were chosen in advance from listeners of the *Breakfast Club* and *All Request Hour*. When the *Breakfast Club* fans out-spelled the *All Request* fans, the losing side's leader, "J. C.," took the punishment.

The following Tuesday night before broadcast time, he stepped out of the station, snugly bedecked in baby gown and bonnet, fortified by a bottle of milk, other accessories. Gingerly sitting himself down in a wheel barrow, he relaxed while his drivers threaded through a gaping vanguard of some 3,000-strong fans, down four blocks of the main thoroughfare to the theater. At the outset of the wheel barrow ride, emcee Brown broadcast details of the proceedings to radio listeners. One thousand fans squeezed into the theater that night; the rest were turned away. It's a rare performance that doesn't play to "Standing Room Only."

Promotions aren't limited to antics. The Noble Theater runs continuous screen ads, features big displays on each side of the stage during the performance, several large displays in the lobby, a huge banner under the marquee.

Emcee Brown, conductor of a regular *Man on the Street* show, interviews Mr. "B" and "J. C." from time to time regarding the tricks they are going to play on each other. *Movie Quiz* gets its share of plugs on the street broadcast at the request of GUNTER'S JEWELRY STORE, who is also a sponsor. Both GUNTER'S and the WARNOCK FURNITURE Co. carry large displays in their show windows.

AIR FAX: *Broadcast Schedule:* Tuesday, 8:00-8:45 P.M.

Preceded By: Final Edition.

Followed By: Dancing Party.

Sponsor: Gunter's Jewelry Store, Warnock Furniture Co.

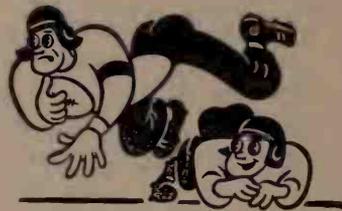
Station: WHMA, Anniston, Ala.

Power: 250 Watts.

Population: 30,000.

COMMENT: Interchange of program chatter, involving four distinct programs, results in a lot of promotion for a lot of sponsors.

TOUCHDOWN TIPS Every local sponsor would like to feature a Paul Sullivan on his news program. Only through transcriptions can local sponsors afford nationally known figures. In the sports field, Columbia, S. C. sponsor REYNER JEWELRY Co. bought transcribed *Touchdown Tips*, featuring outstanding sports and news commentator Sam Hayes. Football forecasting



system employed by Hayes has a record of 82% in picking winners. He discusses and analyzes some 30-odd games during each broadcast.

AIR FAX: *REYNER merchandising stunt:* Each commercial starts out with football information, slides into the direct information: "The Bowl choices are practically all made and have been announced. It's to be Stanford and Nebraska in the Rose Bowl in Pasadena; Tennessee and Boston College in the Sugar Bowl in New Orleans and other top-flight teams of the country in the various other New Year's Day football classics. But, speaking of choice, have you seen the choice of fine gift suggestions to be found at REYNER'S, 1610 Main Street? REYNER'S can help you, etc."

Broadcast Schedule: Friday, Sept. 20 to December 13.

Sponsor: Reyner's, Inc., Jewelers.

Station: WIS, Columbia, S. C.

Power: 5,000 watts.

Population: 71,704.

Availability: NBC Radio-Recording Division, RCA Bldg., New York, N. Y.

COMMENT: A football program is ideal for jewelers. Beginning in September, program continues, with ever-rising tempo, right through to the peak Christmas season.

Low cost transcribed shows bring authentic reports, top-notch announcers, lose nothing in timeliness since recordings are not made until very last minute, then air-mailed to sponsor.

WHAT THE PROGRAM DID FOR ME



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

Real Estate

TRADER FRED "The program is currently scheduled on radio station KROW at 12:30 to 12:35, daily except Sunday. It went on the air for the first time, March 14, 1941, and this is my first adventure in radio advertising. It is a five-minute program, in the form of a dialogue between *Trader Fred*, a homey, small town, hill-billy type acted by Lee McLendon of the KROW staff, and the announcer.

"During the five-minute script, *Trader Fred* brings out the many real estate trades being offered by L. B. FREDERICK, and urges the listener either to stop in, write, or phone if interested in these properties, and to list their properties with our organization.

"It has been a success from the very start. Immediately following the broadcast, we are almost sure of receiving from 15 to 20 or more telephone calls. Besides the many drop-in calls during the day, we also receive on an average of 20 to 30 letters a week, either from people requesting more information about the property advertised or from those desiring to list their holdings.

"You might be interested to learn that during my 16 years in the real estate business, I have always been a believer in advertising, and have spent better than \$500 per month in newspaper classified advertising in the past 12 years. Advertising is like any other form of investment; it is worth only what it brings you. And, of course, advertising is measured by results, and that brings me up to the dividends which I have actually received through my program, *Trader Fred*.

"First, the type of prospects I have received are mostly classified as excellent

leads, who are not only interested and anxious to do business, but financially capable. Second, deals actually closed show a profit of better than \$1,400 or an average of better than \$40 per day. Besides this, many deals are now pending, and we have obtained excellent property listings for future sales. And that isn't all. This program has given my business a new human interest appeal to the point that, wherever I go, people are beginning to call me *Trader Fred*, and naturally, it creates confidence and good will, which helps my sales force close deals with the least possible friction.

"Before I started this program, I was a little afraid that I would continually be appealing to the same audience every day, and my venture would blow up like a bubble; but I find this incorrect. I am now considering shifting my advertising budget in order to give radio more representation."

L. B. Frederick
L. B. Frederick Co., Inc.
Oakland, Calif.

AIR FAX: First Broadcast: March 14, 1941.

Broadcast Schedule: Monday thru Saturday, 12:30-12:35.

Preceded By: Man On Street.

Followed By: Dance.

Competition: Noonday Program.

Sponsor: L. B. Frederick Co., Inc.

Station: KROW, Oakland, Calif.

Power: 1,000.

Population: 284,063.

COMMENT: Sponsor Frederick's experience represents the *ideal* in radio advertising—sizeable, traceable sales from the start. Yet a word of caution: Many a sponsor has found that a program that started slow gradually swelled in sales returns; still others have found that though they can't trace direct sales, good will, prestige, and publicity value merit continued broadcasting.



SHOWMANSCOOPS

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



Left . . . After a four month \$55,000 remodeling job, Oakland (Calif.) credit jeweler MILENS staged a Hollywood opening replete with gigantic searchlights, loudspeakers, commentators, orchestras, public figures. KROW radio program opened with greetings from the Mayor, City Manager, and Chief of Police. Pleased as punch are (left to right) Ben Shane, co-owner; Theodore H. Segall, head of the Segall Advertising Agency, San Francisco; Frank Wright, emcee; and L. J. Milenbach, co-owner.

Right . . . When emcee Doug Arthur on *Shoppers' Jackpot* (see June issue, p. 188) announced that sponsor D. MANN'S APPLE JUICE was as delightful as a kiss from a beautiful girl, he had to prove it. Using a *Thrill-O-Meter*, WIBG (Glenside, Pa.) receptionist Marjorie (Angel) Cake performed the test during the program on guinea pig announcer Tom Moore. The apple juice rode the needle to the highest point on the dial. The kiss blew out the machine. Miss Cake admitted she had imbibed several glasses of D. MANN'S APPLE JUICE before the test.





Above . . . Big event for Allen County (Ind.) school children is MORRIS PLAN BANK'S Spelling Bee. Left to right, James Studer, sponsor's advertising manager and show's commercial announcer; Rosemary Stanger, Spelling Bee secretary; Elmo Snavelly, Erma Dochterman, and Father Leonard Cross, judges; Al Becker, who introduces the children; R. Nelson Snider, school principal and word pronouncer; Jeane Brown, organist. Sponsor used station —.



Right . . . Showmanship and merchandising burst into song on Cleveland station WHK, when the Singing Powers models, in town with a vaudeville unit, costumed in clothes from HALE BROTHERS DEPARTMENT STORE, put on their own style show and radio program in the studios.



Left . . . When Rhode Island's new station, WFCI, wanted to collar juvenile attention in particular, public interest in general for their kiddy program, *Buddy and His Gang*, they negotiated a tie-up with a Rodeo playing in town, offered to the youngster sending in the best 50-word letter on why he likes a Rodeo, a \$150 pony, saddle, and bridle. After the one-week offer, which netted 100% response, the award was made direct from the Rodeo. Seen in front of the WFCI studio is the winning youngster astride the pony; in center, Paul Oury, WFCI general manager, surrounded by four Rodeo members.



PROOF O' THE PUDDING

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

Auto Supplies

WHITE'S SCHOOL OF THE AIR Monday through Saturday, class meets every noon on Midland's (Tex.) Main Street, where passers-by tarry in the chance of picking up a lot of fun, a little change. So well do pupils learn their lessons that sponsor **WHITE'S STORES, INC.**, confine their advertising solely to radio!

KRLH emcee parcels out the questions in sets of four; contestants pluck a set at random. In the manner of network *Take It or Leave It*, they're paid progressively, i.e., 10 cents for the first correct answer; second correct answer hikes the price to 20 cents; third, to 40 cents; and fourth, to 80 cents; or down to nothing if a question is missed. Contestant has the privilege of stopping at any point.

Friday apéritif is a grand prize given away by means of a drawing held during the program. Listeners are always told to bring or send in their names and addresses on post cards, which are placed in a box for the drawing. The person whose name is drawn must call station KRLH within five minutes to be eligible for the gift, usually a table model radio, a set of dinner ware, an electric food mixer. In a six-week period, from starting date of grand prize, sponsor **WHITE** grossed some 1,500 cards.

AIR FAX: Emcee creates informal, humorous atmosphere.

Broadcast Schedule: Monday thru Saturday, 11:45-12:00 noon.

Preceded By: Helen Holden, Government Girl (MBS dramatic serial).

Followed By: News (TSN).

Sponsor: White's Stores, Inc. (Retail automobile parts and supplies, and home and electrical appliances.)

Station: KRLH, Midland, Texas.

Power: 250 watts.

Population: 5,484.

COMMENT: It's been proved time and again that it's not the cost of the entertainment, but the *idea* that brings success to a program!

Beverages

PIGSKIN PREVUE Fall U. S. radio perennial is the Friday night football "dope-show," fitting forerunner of the Saturday contests. Past six years, **DUQUESNE BREWING Co.** has sponsored *Pigskin Prevue*, featuring crack expertiser Les Biederman, who tackles the ticklish business of predictions, confounds Pittsburgh fans with his unerring scoops.

DUQUESNE had an added incentive for sponsoring *Pigskin Prevue*: They were capitalizing on a newspaper promotion, entirely independent of them, sponsored by three Pittsburgh newspapers. Each week the papers listed 20 football games to be played over the week end. To the one submitting the most correct list, a \$100 prize was awarded. Since deadline for turning in the weekly newspaper tallies was Saturday noon, station **WWSW** designed *Pigskin Prevue* for Friday night to lure the vast audience participating in the newspaper promotion.

Taking the lead in the program predictions are the three local colleges, Tech, Pitt, and Duquesne, but some 48 other nationally known schools get their due share of attention. Test of program's power: The three newspapers got close to 1,000 tally sheets each week.

Only broadcast requesting mail was the first program last fall. In just one announcement, sponsor offered to send anyone interested in sending his name to the **DUQUESNE BREWING Co.** a booklet titled *Know Your*



Presidents. Received: 237 requests.

AIR FAX: First Broadcast: 1936.

Broadcast Schedule: Friday, 8:00-8:30 P.M. (Program starts mid-September, continues for 10 weeks.)

Preceded By: Musicale.

Followed By: Duquesne University Football Games.

Sponsor: Duquesne Brewing Co.

Station: WWSW, Pittsburgh, Pa.

Power: 250 watts.

Population: 665,384 (1940).

Agency: Walker & Downing Advertising Agency.

SAMPLE SCRIPT AVAILABLE.

COMMENT: It's safe to say, that all other factors being favorable (station, time, staff) a football prediction program is sure fire. Suggestion: Keep your eyes open for extra promotions in your town that you can cash in on!

Dairy Products

MEADOW GOLD TITLE TUNES Lifted out of the ordinary by the weight of its weekly mail intake is this clever musical quiz show sponsored on WLOK (Lima, Ohio) by the BEATRICE CREAMERY Co. for MEADOW GOLD DAIRY products. In the original 26 weeks of the contest, telephone answers were accepted. But local telephone company, indignantly claiming their entire facilities were being tied up with busy signals, threatened to hamstring this successful radio program with an injunction proceedings. Sponsor switched to post card replies, soon was blizzarded by from 500 to 4,000 pieces per program.

AIR FAX: At the conclusion of each musical recording, nine names are announced; only one is correct. Contestant pens on a post card the number he thinks represents the title of the selection. After this procedure is repeated four times during the half hour, contestant has a number consisting of five digits, which is the *Title Tune* number for the broadcast.

If only one contestant sends in the correct number, he gets 50 dollars. If two send correct answers, each gets 25 dollars, with the pay-off decreasing on the pari-mutuel system—the more correct answers, the smaller the prizes. As minor prizes, sponsor awards ice cream, other dairy products.

Broadcast Schedule: Monday, 7:15-7:45 P.M.

Preceded By: High Speed Factfinder.

Followed By: 15 Minute Participating.

Sponsor: Beatrice Creamery Co., for Meadow Gold Dairy Products.

Station: WLOK, Lima, Ohio.

Power: 250 watts.

Population: 42,287.

COMMENT: Prime factors in *Meadow Gold Title Tunes'* success: 1) Simplicity. 2) Anyone can compete for the prizes. The entry fee is simply a penny post card.

YOURS for the asking

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

SAMPLE SCRIPTS AVAILABLE

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

Auto Supplies—Jack, the Tire Expert (see May issue, p. 135).

Bakeries—Musical Arithmetic (see Feb. issue, p. 72).

Beverages—Pigskin Prevue (see p. 222).

Building Materials—Homers at Home (see Feb. issue, p. 58).

Chiropractic—The Good Health Program (see March-April issue, pp. 110, 112).

Dairy Products—Junior Town (see Dec. issue, p. 136).

Dairy Products—Kiddie Quiz (see p. 214).

Dairy Products—Young America's Club (see Nov. issue, p. 110).

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

Department Stores—Woman's Hour (see June issue, p. 178).

Drug Stores—Five Years Ago Today (see Dec. issue, p. 146).

Finance—Saga of Savannah (see June issue, p. 187).

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

Fuel—Smoke Rings (see Dec. issue, p. 126).

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

Gasoline—PDQ Quiz Court (see Dec. issue, p. 134).

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

Groceries—Matrimonial Market Basket (see Dec. issue, p. 154).

Groceries—Mystree Tunes (see June issue, p. 162).

Groceries (Wholesale)—Hoxie Fruit Reporter (see Jan. issue, p. 34).

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

Groceries (Wholesale)—Women's Newsreel of the Air (see Oct. issue, p. 63).

Laundries—Rock-a-bye Lady (see Feb. issue, p. 47).

Men's Wear—Hats Off (see June issue, pp. 178, 183).

Optometry—Good Morning, Neighbors (see Jan. issue, p. 35).

Shoes—Mr. Fixer (see June issue, p. 148).

Sporting Goods—Alley Dust (see June issue, p. 177).

Women's Wear—Melodies and Fashions (see Nov. issue, p. 112).

SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct. issue, p. 53).
The Enemy Within (see Jan. issue, p. 18).

The Face of the War (see May issue, p. 125).

Little by Little House (see May issue, p. 128).

Pinocchio (see Sept. issue, p. 11).

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

Sonny Tabor (see May issue, p. 140).

Stella Unger (see Feb. issue, p. 56).

Streamlined Fairy Tales (see March-April issue, p. 90).

TRENDS

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

PROGRAM RATINGS, MAY, 1941

Type	Rating	Last Month	Change
MUSIC	32%	32%
NEWS	22%	21%	+1%
QUIZ	12%	11%	+1%
INTERVIEWS	8%	9%	-1%
TALKS	7%	8%	-1%
SPORTS	7%	7%
DRAMA	6%	6%
COMEDY	6%	6%



GROUPS	Men	Women	Children
Music	28%	36%	33%
News	27%	20%	10%
Talks	5%	11%	3%
Interviews	7%	9%	10%
Quiz	12%	12%	14%
Sports	13%	3%	4%
Drama	4%	4%	16%
Comedy	4%	5%	10%

INTRODUCTION

Do you want to use radio to sell tobacco to men, or perhaps, hosiery to women, or breakfast food to the kiddies? Maybe you'd rather reach all of the people all of the time. The choice is yours. There are some program patterns with general appeal, others, with greater effect upon one group than another.

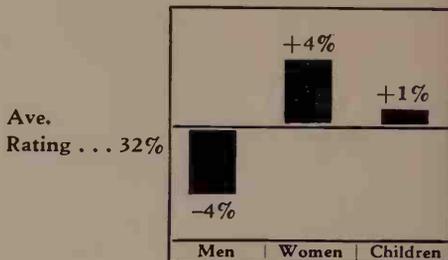
First, study your customers, decide whom you wish to reach, then, read the following analysis of our TREND figures.

PROCEDURE

For many months now, we have been separating our total ratings of program patterns into groups with the commercial appeal directed to 1) men 2) women 3) chil-

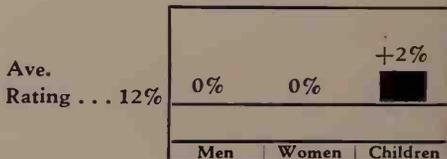
dren. As would be expected, the ratings for each group varies considerably from the average rating for the whole. The following graphs illustrate how small or great that deviation actually is from the general average. For example, in Graph I, average rating for *musical* programs is 32%; the rating for *musical* programs appealing to men is 4% less than average.

I. MUSIC



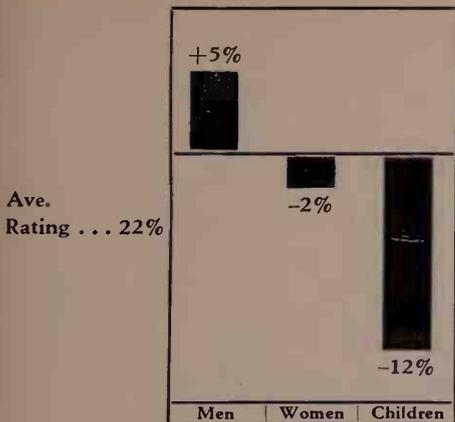
Most successful *musical* programs are heard during the daytime when the housewife is near the speaker and the husband deep in his business problems. This graph indicates why. If you're appealing to women, music can play a merry tune on your cash register.

II. QUIZ



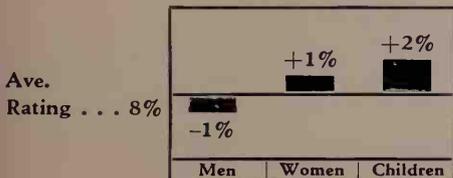
Interesting indeed is the fact that *quiz* shows have less variance from the general average than any other type of program pattern. Wide general appeal is an attribute many sponsors are looking for. The popularity of kiddie *quiz* shows is also indicated by these figures.

III. NEWS



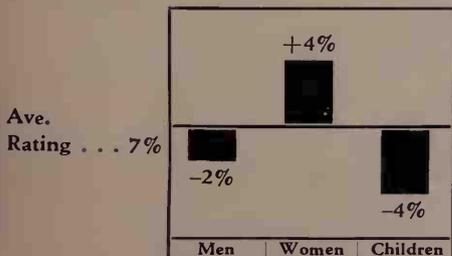
Certainly, in these times everybody is interested in *news*, but the wisest buyer of *news* broadcasts is the man with a product to sell to men. Probable reason for the low rating for *news* shows for children: It just isn't being done!

IV. INTERVIEWS



Informal *interview* programs (the man on the street, etc.) is another type of program with wide general appeal since ratings by groups vary little from average.

V. TALKS



*Direct Subway Entrance
To All Points of Interest*

New York's Popular HOTEL LINCOLN

44th TO 45th STS. AT 8th AVE.

1400 ROOMS

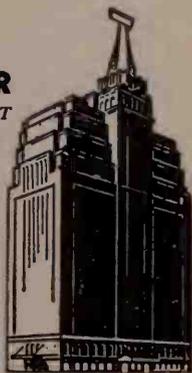
from \$3

Each with Bath, Servidor,
and Radio. Four fine res-
taurants acclaimed for
cuisine.

MARIA KRAMER
PRESIDENT

John L. Horgan
Gen. Mgr.

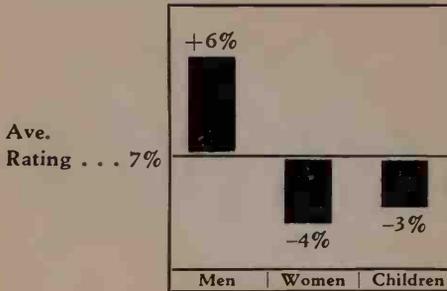
HOTEL EDISON
Same Ownership



IN THE CENTER OF
MID-TOWN NEW YORK

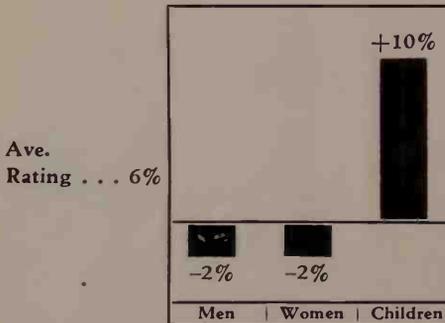
This rather wide classification (which includes household hints, recipe programs, fashions, lectures, etc.) is most successful when the commercial appeal is directed to women. Men don't seem to appreciate too much *talk*; and children, even less.

VI. SPORTS



There's nothing new about advising a sponsor with a product for men to use a *sports* broadcast. He knew it all the time. But if you've been hesitating about *sports* shows, compare these graphs. You'll find they still remain the men's favorite. Incidentally, actual figures indicate that *sports* shows have a wider general appeal than one might suppose.

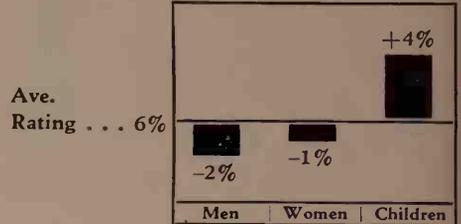
VII. DRAMA



Only locally-sponsored *drama* is computed in this graph. Here, we find that *dramatic* shows appealing to men or to women vary slightly from average, but *dramatic* programs for children show marked deviation. In fact, nowhere in this entire survey is such a decided preference

shown as the kiddies' love for *drama*. If you're thinking of reaching the parents through their children, you'll be wisest if you place your money on a syndicated, transcribed, *dramatic* show.

VIII. COMEDY



Everybody loves a good laugh! These figures prove that—no separate group deviates very much from average. However, the children seem to enjoy their laughs most, if these figures are any indication.

CONCLUSION

In order to simplify this survey, each program pattern is broad and holds within its boundaries hundreds of different program ideas. In some cases, it may even be better to mix patterns, rather than hold to one entirely. For example, music can find a place for itself in almost any program structure.

1. If you're seeking a program with the least variance among sex or age groupings, or (putting the same thing in a different way) the widest general appeal, try *quiz* or *interview* programs.

2. If you're seeking a women's audience, try *music* or *talks* about women and their problems, delivered by an outstanding woman personality.

3. If you're seeking a men's audience, try *news* or *sports* broadcasts.

4. If you're seeking a children's audience, try *drama* or *comedy*. As a suggestion, combine them both and thus avoid the wrath of parent-teacher groups that frown upon "blood and thunder" drama.



NEXT MONTH

SUPERMAN'S ALLEN DUCOVNY presents an interesting analysis of radio for children based on a recently completed national survey. You'll find all the facts and figures in *You Can't Fool the Kids*.

AD MAN S. JOHN SCHILE, of S & L DEPARTMENT STORE chain, lets down what's left of his hair to bring RADIO SHOWMANSHIP readers a few of his pet theories on writing better script for radio. He calls his article, *Sugar Coating Commercials*—and it makes “sweet” reading!

JOHNNY ON THE SPOT returns to SHOWMANSHIP's pages with more results on a national survey of radio spot announcements. If you want to know what to buy, and why, watch for *Johnny's* report.



THIS IS YOUR TENTH COPY OF

S

SHOWMANSHIP In a new article, interviewing, and detailed description of a radio program as used by 11 different types of business fields. One of these program presentations may prove adaptable to your business. The Editors of *Radio Newsweek*, a Massachusetts Business Institute and will promptly answer all correspondence. Map your copy and profit from this issue.