

S Showmanship



AUGUST 1942

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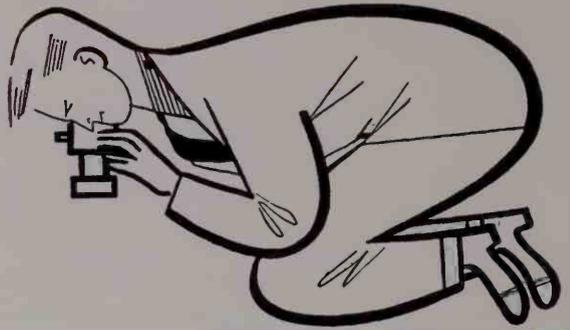
Dairymen's Co-Operative, Inc., Indianapolis, Ind.

Nutrena Mills, Inc., Kansas City, Kan. . . . Balentine

Packing Co., Greenville, S. C. . . . Plus 30 Others

FARM FEATURES

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

AUGUST

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Bakeries	274, 279	Groceries	260, 274, 275, 277, 280, 281
Dairies	268	Hatcheries	267, 281, 282
Dentists	273	Home Furnishings	275, 284
Department Stores	257, 258, 276, 278	Jewelers	272
Drug Stores	264	Livestock	282
Feeds	267, 276, 277, 279, 280	Manufacturers	277, 283
Finance	285	Meats	262
Fuel Dealers	276	Real Estate	278
		Seeds	279, 280
		Tobaccos	278

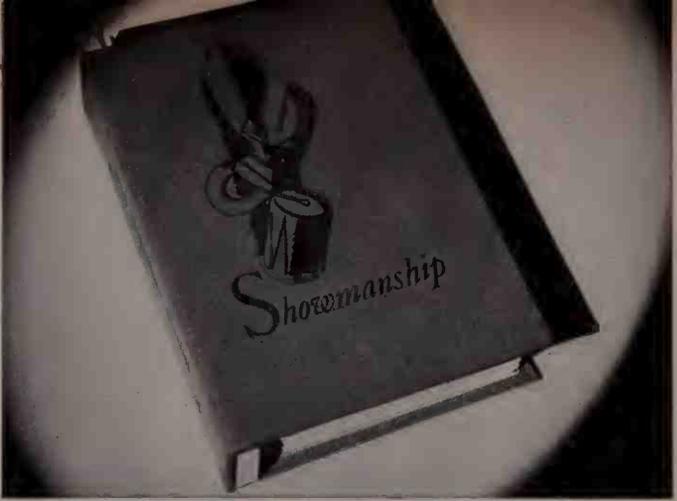
JULY

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Automobile Repairs	230	Groceries	239, 248
Beverages	228, 230, 232, 238, 240, 246, 249	Hardware Stores	236
Chambers of Commerce	239, 243	Jewelers	231
Dentists	241	Manufacturers	229, 231, 244
Department Stores	223	Meat Packers	249
Drug Stores	241	Men's Wear	224, 226, 229, 231, 242, 245, 246, 249, 250
Finance	230, 241, 248	Paints	250
Gasolines	230, 237, 239, 243, 247, 248	Refreshment Stands	229
		Tobaccos	226, 228

If you don't have the July issue, order it now!

CONTENTS

AUGUST 1942
 VOL. 3 NO. 8



Editorial Advisory Board

Radio

- HERBERT PETTEY *New York*
- RALPH ATLASS *Chicago*
- WILLIAM DOLPH *Washington*
- DON D. CAMPBELL *Birmingham*
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Advice for Department Stores 257
 An RS Analysis

Presented here is the second chapter of a program for the successful use of radio advertising by department stores.

Hitch Sales to Trading Post 258
 Perry Kallison

More than 1,563 broadcasts chalk up a 300 percent business increase, writes the co-owner of the Kallison Brothers Department Store, San Antonio, Tex.

Best Buys Build Business 260
 Ralph Backstrom

Syndicated radio marketing news is housewife's friend says the assistant extension economist in marketing at the University of Minnesota.

Mr. Pig Goes to Market 262
 R. Q. Glass

Quarter-hours totaling 2,400 bring home the bacon, writes the sales and advertising manager of the Balentine Packing Co., Greenville, So. Car.

Druggist Prescribes Radio 264
 R. L. Stoick

Customers from a 100-mile radius; sales upped 100 percent in two years, writes the owner of the Stoick Cut Rate Drug Store, Missoula, Mont.



**BUY
UNITED STATES**

War

SAVINGS BONDS



... for your own personal security

... for your country's defense



Invest for **VICTORY**



How to Reap Farm Dollars 267
 Harry Truax
 Doubling feed business in three years not chicken feed, cites the manager of the Indiana Farm Bureau's feed and poultry department.

Farmer in the Dell 270
 Tod Williams
 No. 10 in a series on how to get the most for your radio dollar.

In His Steps 272
 An RS Air Analysis
 How the radio version of the second best seller in the world is being used by two sponsors as a good will building series.

Showmanscoops 274
 Photographic review of merchandising stunts and the personalities behind them.

Airing the New 276
 All available data on new radio programs. No result figures as yet, but worth reading about.

Proof O' the Pudding 279
 Results from radio programs, based on *sales, mails, surveys, long runs,* and the *growth* of the business itself.

Special Promotion 283
 Short radio promotions that run but a day, a week or a month, yet leave an impression that lasts the year around.

What the Program Did for Me 284
 This is the businessman's own department. Radio advertisers of the nation exchange results and reactions to radio programs for their mutual benefit.

Showmanship in Action 285
 Those *extra* promotions and merchandising stunts that lift a program out of the ordinary.

Successful Users of Radio Time

Institutionalize All of Their

Advice For Department Stores

Radio Offerings as a Part of a
Three-Point Merchandising Plan

THE editors of RADIO SHOWMANSHIP summarize the experiences of some of America's leading department stores who have used *radio* successfully. Suggestions are divided into three groupings. Last month, the importance of *departmentalizing* the radio program was stressed. This month, another suggestion is introduced.

INSTITUTIONALIZE YOUR RADIO CAMPAIGN

During the recent department store forum at the NATIONAL ASSOCIATION OF BROADCASTERS convention, all the department store executives were in agreement on one important point: *that radio advertising was excellent for institutional selling.* But, as one executive stated: "Institutional advertising is the 'icing on the cake'! It is something nice to do, but a retail advertiser may just as well do without it."

In the past few years there has been considerable discussion, *pro* and *con*, about the value of institutional advertising. Misunderstanding of the term exists. For one thing, *institutional* advertising is not the left-overs of a price selling campaign.

For example: a department store purchases a series of 60 spot announcements for a given week. It then proceeds to "peddle" 60 different items with those 60 announcements. Naturally no one item shows any marked sales increase.

But the department store is satisfied. It rationalizes that the store as a whole has gained some institutional value from the series.

Of course, that's not so. Repeating a store's name 60 times a week doesn't *sell* the store to the public as *institutional* advertising should. It merely reminds the public of a fact they already know: that the store is in business. *Reminder* advertising is one thing most department stores can do without. But *reminder* advertising is not *institutional* advertising. *Selling* a store as a whole is similar to selling a piece of merchandise. Every national advertiser knows the formula. You study your product carefully, then plan a campaign that will best *appeal* to the kind of people who are in the market for your product.

Department stores should follow the same tried and true formula. Study the store. Determine, as best you can, the store's "*basis for existence.*" Find out the *reasons why* the store has a right to expect people to patronize it. Perhaps the store has established a reputation for style leadership! That's certainly a *basis for existence.* Perhaps the store has an unusual 90 day charge plan. That, too, is a sales point that should be pounded home time and time again to prospective customers.

(Continued to page 286)





Hitch Sales

1563 Broadcasts Chalk
Perry Kallison of the

A MILLION dollars worth of business in the last five years, but not one cent of actual profit sounds like a mismanagement nightmare, doesn't it? Yet, it is the story of *Kallison's Trading Post*, where all South Texas is permitted to buy or sell or "swap." At the rate of \$640 a day in actual value for the entire 1,563 broadcasts, money and chattels, farms, ranches, livestock and poultry have flowed through the hands of *The Old Trader* of *Kallison's Trading Post*.

• *Looking like anything but The Old Trader, the character which he portrays on the daily morning KTSA show, Perry Kallison broadcasts The Trading Post for San Antonio farmers and ranchers.*

Known by name to every rancher and farmer in the San Antonio trading area are the brothers, Perry and Morris Kallison, operators of the Kallison Brothers Department Store. While the store is their main concern, the brothers Kallison have another bow to their arrow. Both are farmers and ranchers, maintain one of the finest herds of pure bred Polled Hereford cattle in the country.

Neither Perry nor Morris has a middle name. Explanation given laughingly by merchantman Perry: "When we were born our parents were too poor to afford a middle name for us." Today, the Kallison Brothers claim to do the biggest business in ranch supplies of all stores in the great Southwest.

The Kallison brothers, Morris and myself, operate a department store which caters to country trade. Along with western clothing, KALLISON's sells plumbing fixtures, furniture, hardware, refrigerators, radios, carpets, rugs, fishing tackle and harness, washing machines, shoes, poultry supplies and stock medicines. It is a fact that almost every farmer and rancher in the San Antonio trading area knows of KALLISON's store. But that's jumping ahead of our story.

Five years ago, we got the idea that there was a definite need for something like *The Trading Post*, because it was not unusual for farmers with things to trade to come to the store and make use of its bulletin board for that purpose. But the bulletin board was limited in scope. Radio seemed to provide the ideal medium. A program, 7:00 to 7:20 each weekday morning on KTSA, provided a meeting ground for interested people throughout our entire trading area. We covered hundreds of square miles with this one program. It would have taken a combination of many rural and metropolitan newspapers to do the same job.

A casual listener, hearing our program for the first time, would hardly suspect it of being *commercial*. Most of my time is devoted to reading mail and lists of names of those who have recently been in the store to buy or just to visit. The store maintains a big "guest" book for this purpose. I also talk about the trends in livestock sales or crop conditions. Occasionally, there's a tip to farmers regarding some new fertilizer, stock medicine or poultry food. Again, I might talk

TRADING POST

Business Increase Writes Brothers Department Store

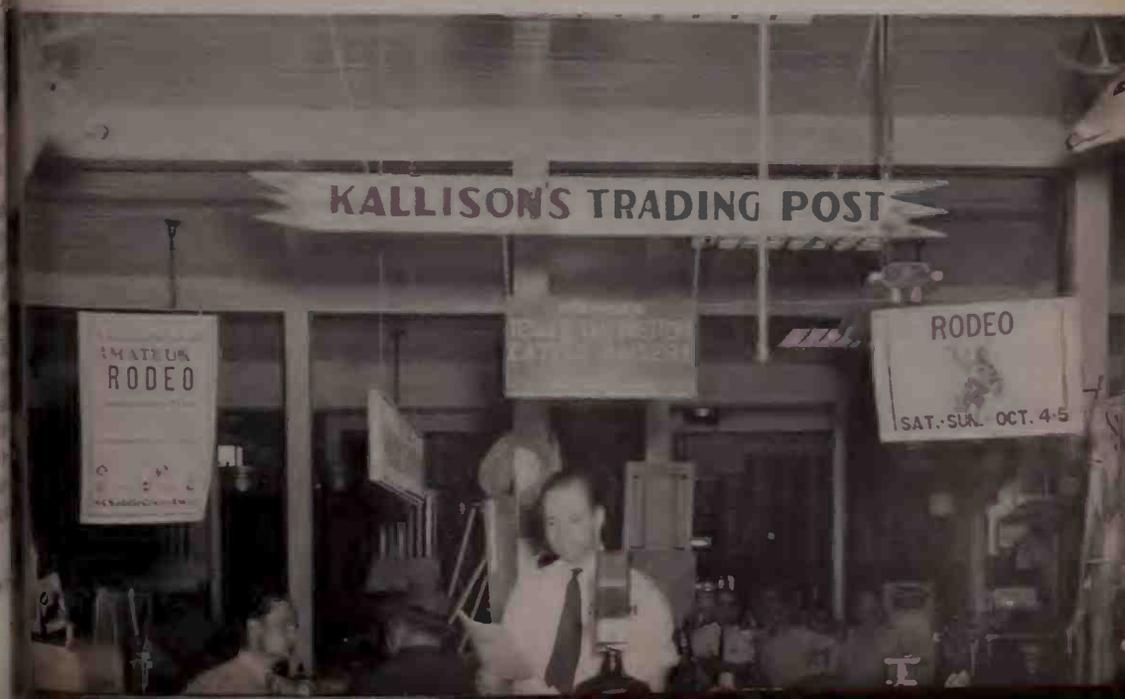
to the farm wife about some labor saving device or a new churn or cream separator. In cases like these, I tie-in the store with a suggestion that the particular item can be bought at KALLISON'S. Every broadcast concludes with an invitation to make the store headquarters for those who visit San Antonio. Our management follows through by providing for the convenience and comfort of every visitor whether he buys or not.

It all sounds like a very simple format, and it is. Its simplicity is its success, and it reaches only the people who might be interested. But KALLISON'S department store has stepped up its business to the point where it has been necessary to enlarge the store twice during the five years that the program has been on KTSA,

and we will not deny, that our business has increased over 300 percent.

The Trading Post, actually, is a clearing house for information. Those who have things to sell or trade, write in with a full description. Those who want to buy or accept a trade do so by merely phoning, wiring or writing to *The Trading Post* and we see that the letters are properly exchanged. Thus, tractors have been traded for layettes and windmills for pigs. Prize livestock has been sold, and herds of cattle have been traded for black land farms.

Among other notable achievements was the disposal of a \$50,000 ranch. Once the store acted as the central agency for materials distributed by the Government for the eradication of rodents, and this, incidentally, at no profit. But of all the things which have interested and entertained the many thousands of listeners is the story of the time that *The Old Trader* found a wife for a lonely rancher. As far as we know, they are living happily ever after. Many have sent money to the program, others have offered commissions, but to all, if we think the story or the "swap" offered is worth mention, it is free and wide open for the good will it builds for the department store.





Best Bu

Syndicated Radio Market
Ralph Backstrom, Economist

SUNLIGHT was just striking the corrugated metal roofs of the market stalls when the party began. It was a different kind of party; different because it was held in the St. Paul municipal market; different because it started at 6:00 A.M.; different because city-wide invitations had been sent by radio to all housewives.

And different because it wasn't just a party. Actually, it was a part of a radio service that was helping to move fresh vegetables and fruits from display counters of every grocery and market in Minneapolis and St. Paul, Minn.; it was also serving as a special aid to the periodic problem of producers and growers whose fresh fruits and vegetables glut the markets in good growing seasons and must be disposed of at poor prices or outright loss.

Meeting in front of the market master's office, the women gathered about a hand microphone held by the conductor of a woman's radio program. Many were interviewed, along with public officials and farm staff members of the University of Minnesota. The following week this 15-minute transcription reached thousands of Northwest listeners.

A market trip through the stalls followed, and with a few tips from the experts, the women took a hand at judging for themselves. Winners walked away with baskets of home grown produce after being interviewed at the radio mike.

Two weeks of reminders over all seven Twin City radio stations had at-

tracted more than 500 housewives, and a similar party a week later brought more than 100 women to the Minneapolis market. They were listeners to the "best buys" marketing-radio news service inaugurated two years ago.

The first service in the country with all stations in the area cooperating, it reaches thousands daily from May to October with the tagline, "Furnished you as a public service feature by the Minnesota Agricultural Extension Service and Station XYZ." (Listeners continually ask for a year-around service which will include a survey of food shipments from out-of-state.)

Radio time on the vegetable-fruit reports totals approximately 100 minutes per week at an estimated value for the season of \$8,500 based on commercial time rates. This service is especially effective because it is worked into established radio programs for women. One of the popular programs carrying "best buys" is Ann Ginn's *Around the Town* heard daily at 9:30 A.M. on WTCN.

The material takes up only about two minutes of radio time, but grocery men maintain that those two minutes pay dividends; when broadcasts mention a certain "best buy" fruit or vegetable, in an hour's time there is a definite increase in the demand for that particular product!

Here's the way those two minutes evolve. When most Twin City housewives are getting early morning sleep, I am on the job down at the city market



Build Business

Housewife's Friend Says
Marketing at "U" of Minnesota

getting "best buy" tips which help them make out morning shopping lists a few hours later. At 6:00 A.M., radio station announcers on duty receive their first report.

Report sheets have been supplied radio stations, and from these, I read supply, quality and budget ratings, as well as additional comment on vitamin content or on cooking tips for "best buys." The radio announcer on the other end of the wire writes down this information on identical report sheets, and his two-minute syndicated announcements are then ready to be passed on as helpful hints to the homemaker's menu. During canning season, food values and recipes for preserving are emphasized. This



spring the program stressed the defense value of nutrition.

For the housewife's kitchen there is a handy tack-up card listing the chief sources of vitamins A, B, C, D, and G, as well as what the contribution of each vitamin is. Bottom of the card lists average peak dates for locally grown fruits and vegetables. Also listed are the eight radio programs which carry *Best Buys* information. Radio guide names the station, kilocycles, time and program.

Wide recognition has come to the radio stations, the extension service and the municipal markets as a result. Similar services have since been established in other states including Wisconsin, Arkansas and Illinois. Harriet Elliott,

Up-with-the-birds-Ralph Backstrom is on the job at 5 A.M. at Twin City municipal markets to get "best buy" tips for radio listeners. Rubbing elbows with farmers, truckers, wholesalers and grocers, Backstrom, a marketing specialist working in several counties near the Twin Cities, gets the consensus on home grown fruit and vegetable supplies. He gets a bang out of finding real food bargains to pass along to homemakers. His job is a part of the Agricultural Extension Service of the University of Minnesota.



Although he brings home the bacon, that's not all. Usually, there are a sack of string beans, a basket of tomatoes and a bunch of celery in his arms. With "best buys" his business, it's no wonder he does all the shopping for his family's kitchen.

Daddy Backstrom is proud too, of how his young sons, Jim and John, rate vegetables "tops" and check a vitamin list in the kitchen cupboard to see who can get most of the ABC's.

Consumer Commissioner of the National Defense Advisory Council, has expressed interest in a nation-wide program of a similar nature. Because high standards of health are especially important at this time of emergency, the marketing radio service can do much toward informing housewives of good vitamin buys.



MR. Pig Goes to Market

2,400 Quarter-Hours Bring Home the Bacon Writes R. Q. Glass, Sales and Adv. Mgr. of the Balentine Packing Company, Greenville, S. C.

*"Balentine's products, folks all like 'em so,
Sister, dad and mother, also brother Joe. . . ."*

AT the end of this season, that theme song will have identified *Balentine's Aristocratic Pigs* for the 2,400th time through radio homes in South Carolina, North Carolina, Tennessee and Georgia. It was in 1933, when WFBC first took to the airwaves in Greenville, So. Car., that the BALENTINE PACKING CO. went on the air with a group of musicians.

To begin at the beginning, let's go back about 33 years before all this took place. At the turn of the century we had just opened a small corner meat market. That business prospered and grew into a local chain of markets. By 1918, the BALENTINE PACKING CO. was ready to open its wholesale outlet. Two years later, we went "the whole hog," closed our retail markets and turned all our energies to the new wholesale business.

Not long after that, in 1927, *The Aristocratic Pig* was born. *The Aristocratic Pig* was and is proud of his name. He stands erect, his body is cleanly shaved, he wears a monocle and a top hat, and carries a cane and gloves. True aristocrat that he is, when you see his picture, you forget the hog-wallow, or the odors of the slaughter house and you see a *gentleman*. For BALENTINE'S, he was the answer to our entire business philosophy.

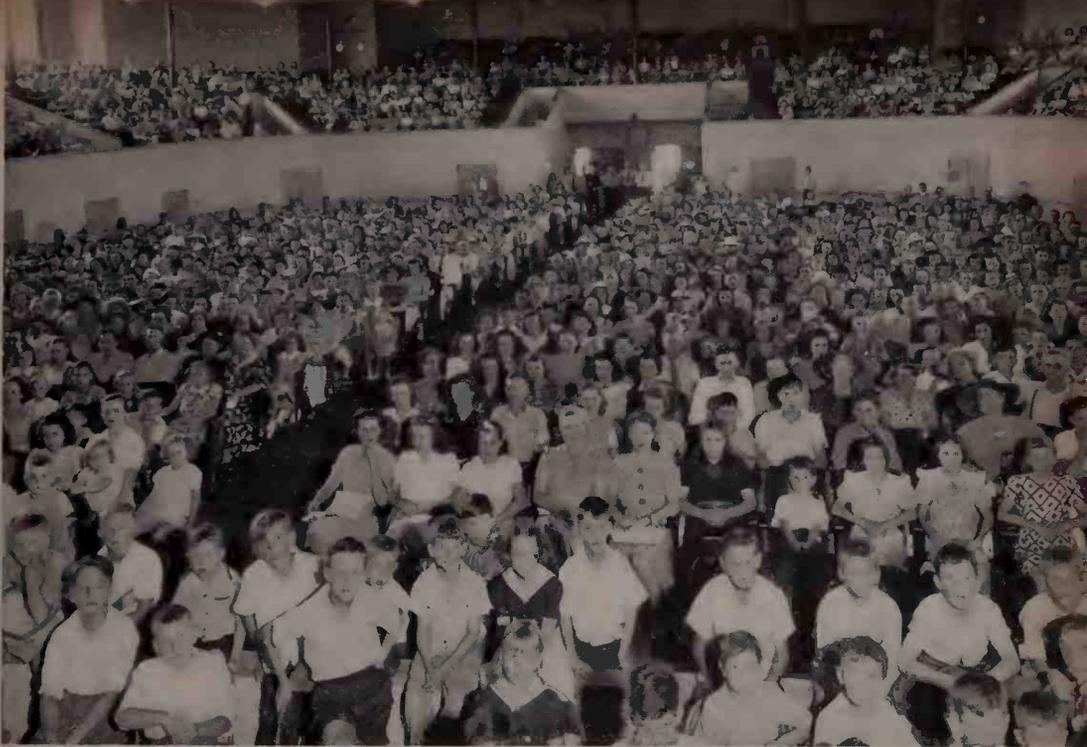
We set a high business standard for

ourselves. We want to give our customers the finest meat available, and when they buy BALENTINE'S products we want them to feel that they are getting *only* top quality meat. Then, let all the men who work in the plant and all the men who sell our meat, in short, everyone connected with BALENTINE'S, be honest. So, along came *The Aristocratic Pig*. That pig, today, is an advertisement in itself. His familiar, gentlemanly pose is instantly recognized in any part of the state. With this new trade mark came the need for more far reaching distribution.

People from outside the trading area had heard *The Aristocratic Pigs* on WFBC, and had seen reproductions of the Pig on the highways. So, in 1939, *The Aristocratic Pigs* moved to Columbia for their daily broadcast. Today, the 12:15-12:30 P.M. broadcasts, Monday through Saturday, are fed to WFBC, WCRS, in Greenwood, and WOLS in Florence.

Between January and June of last year, with no special offer, *The Pigs* drew nearly 24,000 pieces of mail; 23,680 to be exact! The normal mail response keeps three girls working overtime. Besides their broadcasts, *The Pigs* play personal appearances in schools all over the state. In five years, they have had *one* open date, and that one they made just for a rest!

One of the biggest reasons for the continued success of *The Pigs* is the high plane on which their programs are kept. To begin with, the members are very



● Township Auditorium is no small place. When *The Aristocratic Pigs* put on a free show there, made a one-time WFBC announcement of the event, assembled was the second largest crowd ever housed under its roof. First honors went to Eleanor Roosevelt on the occasion of one of her talks.

carefully chosen, and all are accomplished musicians. Fisher Hendley is the champion banjo player of the Southeastern states, for example, and Uncle Ezra is champion accordianist. All the other men are equally good. This six-piece orchestra gives out anything from hillbilly to light classics, with a complete repertoire of 1,400 tunes.

The Pigs take a vacation every year, usually from the last of June until the middle of September. Last June, on the day before the final broadcast of the season, Fisher invited all of his friends to come in for the last broadcast. Early the next morning, hours before broadcasting time, every hall, studio and office was packed with visitors for this last broadcast. They filled all available space in the building and were packed for one solid block outside the studios in the street. When *The Pigs* went on the air at 12:15 P.M., Fisher announced that to

be sure that everyone had a chance to see *The Pigs* in person, a free show would be put on the next day in Township Auditorium.

Now, Township Auditorium is no small place; it can and has held a lot of people at one time. The next day, from that one invitation on the air the previous day, Township Auditorium was packed with the second largest crowd ever assembled there. The crowd was second only to the one gathered from several states to hear Mrs. Roosevelt on the occasion of one of her talks!

Yes, the BALENTINE PACKING CO. has grown in a relatively short time from a corner meat market to one of the South's largest packers of meat and meat products. Of course, we give a great deal of the credit to *The Aristocratic Pigs*. And *The Pigs* are nowhere near their peak!

D

ruggist Prescribes Radio

Customers from a 100-Mile Radius; Sales Upped 100% in Two Years, Writes R. L. Stoick of the Stoick Cut Rate Drug Store

RHYNIE STOICK says: "We don't meet prices—we beat them!" That's the selling slogan we use to usher in every radio program sponsored by STOICK CUT RATE DRUG STORE, a store which, I'm proud to say, has built its business, in a highly competitive market, on radio advertising.

"You'll never make a go of it," they told me, back in May, 1939, when, after 17 years as a pharmacist in the drug stores of others, I decided to go in business for myself. Missoula, Mont., is a town of 18,000. There were all ready ten drug stores in the city, all well established. But I wanted a business of my own, and I went ahead.

From the very first I went in for radio advertising. There were two reasons behind this. First, I had seen, during my service in the drug stores of others, the efficacy of radio advertising through the consumer demand for radio advertised products over others. The other factor was that all my competitors were using newspaper advertising, and I felt that eleven drug store ads, all competing with each other in one local daily newspaper were too much.

Although other drug stores were also on the air, the spacing that radio can give, and the varied circulation throughout the day, made radio my best bet.

I called in a member of KGVO's sales force, and together we worked out a budget which we felt that I could afford. It was a modest budget, as advertising budgets go, but it was consistent, and it kept reminding folks that Rhynie Stoick

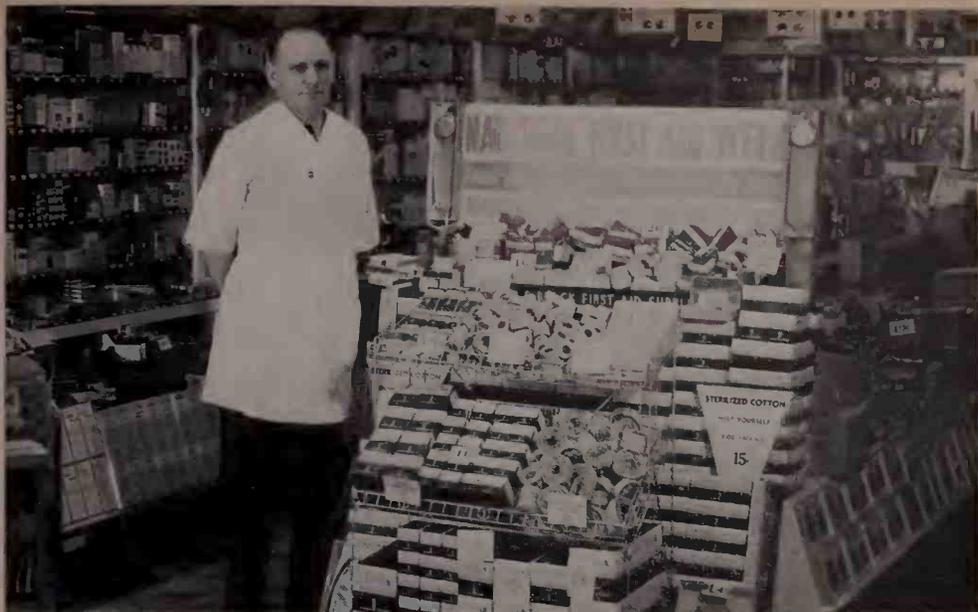
"beats prices" instead of meeting them. That slogan, promoted entirely by radio, has been worth thousands of dollars to me, and only this year I registered it in order to prevent infringement by a competitive firm in another town who draws business from the same territory I serve.

As my business grew, I continued to appropriate more money to advertising, and while I did some spasmodic newspaper advertising, most of my budget was spent on radio. From spot announcements, I graduated, in October, 1939, to the use of two five-minute programs weekly. I found that the response to my programs, in proportion to cost, was far superior to spot announcements, and in December, 1940, we increased our schedule to three five-minute programs weekly.

Last February, I felt that my advertising needed revitalizing, and I called in the Program Director of KGVO. Together, we worked out our present program, which just completed a full year on the air, and which I renewed for a period of another year on March 1. The program is titled *Stoick's Radio Almanac*, and that's just what it is.

We feel that the *Almanac* idea is particularly suited to a drug store, if for no other reason than the sub-conscious association with drug products which the word *almanac* has for everyone. Our *Radio Almanac*, which is heard six days a week, at 9:10 A.M., just preceding the mid-morning newscast, is built on a regular pattern of features. Up until censorship prevented, we opened with





● Above . . . Firm believer in the efficacy of radio advertising through consumer demand for radio advertised products over others is R. L. Stoick, of the STOICK CUT RATE DRUG STORE, Missoula, Mont.

● Below . . . Into the STOICK CUT RATE DRUG STORE come customers in ever increasing numbers. Daily radio programs turned the trick, put STOICK on top of the heap.



the weather forecast, a feature that has now been replaced. Other features include a beauty hint; an old household or superstitious remedy (followed by a subtle plug to consult your family physician, and then let us fill the prescription); a household hint; this day in Montana history; an odd fact, and a thought for the day.

Of course, these features are mixed with selling copy, featuring our special items for the day. We feel that this program is the most effective advertising we can do. The program is fresh and entertaining every day. Instead of being burdened with long-winded selling copy, it has brief, pithy sales messages interspersed with the entertainment and information. And of course, at the open and close it punches home that selling line: "Rhynie



Stoick says: 'We don't meet prices—we beat them!'"

Since we started with the *Almanac*, we have used no other advertising, and our sales figures speak for the complete effectiveness of our program. March, 1941, the first month in which we sponsored the *Almanac*, showed a sales increase of 50 percent over 1940, while March, 1942, shows a 100 percent increase over 1940.

During the holiday season last year, we added an additional five-minute program daily to our schedule, promoting holiday and gift merchandise exclusively, and enjoyed the biggest Christmas business we have ever had!

Naturally, such a holiday promotion will occupy a permanent place in our plans each year from now on.

Consumers prefer to buy advertised brands and to patronize those stores which make the best impression with their advertising. And the most successful and the best managed companies are usually the most consistent advertisers. Certainly, consistency in advertising means quicker and more economical distribution of goods.

Of all the advertising mediums, radio has the edge for our business. Only in radio does the advertiser get full credit for editorial content. The entertainment comes from him, not from the medium. While the extra dividends paid by this extra factor of good will are incalculable, they are very real.

Only in radio, too, can the advertiser make a selection of the editorial frame and mood which will surround his sales message. For, in radio, the sales message gets its own built-to-order framework of good will. Finally, radio offers techniques available in no other medium for stepping up the sales message. Radio alone uses spoken salesmanship.

When customers come into our store from as far as 80 and 100 miles away to make a purchase and say to us, "So this is the store that beats prices instead of meeting them," well, then we're convinced that we're spending our advertising budget in the right place, on radio!

● *An ardent sportsman is dimpled-chin R. L. (Rhynie) Stoick, owner and manager of the Stoick Cut Rate Drug Store, Missoula, Mont. The long, autumn hunting seasons in this sportsman's paradise usually find Rhynie in a duck blind, or on a pheasant run somewhere in Western Montana. Not one to labor, have nothing to show for it, Rhynie is quick on the trigger, always comes back with his limit.*

Genial and friendly, he makes a point of knowing every customer personally, is never too busy to stop to chat. Biggest embarrassment is when customers take literally the phrase used on his radio program: "Rhynie Stoick, editor and publisher of the Stoick Radio Almanac." He's called upon frequently to answer telephone calls asking: "What was it you said on your radio program this morning would take grass stains out of clothes?" To make sure he knows all the answers, he carefully studies the script of his daily radio show.

HOW TO REAP FARM DOLLARS

Doubling Feed Business in 3 Years Not Chicken-Feed Cites
Harry Truax, of the Indiana Farm Bureau Cooperative Ass'n

PERHAPS the wheat and grain markets, or the latest Chicago prices on poultry and eggs aren't critical issues for city folks, but such information is vital to farming communities throughout the country. While Bob Hope, Amos 'n Andy or Charlie McCarthy may be household words with the large rural radio audience, down-to-earth information on crop prices, discussions of agricultural developments, and interviews with leading farm personalities is the stock-in-trade of those whose job it is to fill the nation's bread basket. That this same listener group can be developed into an active consumer group has been the universal experience of countless radio sponsors whose shows dish up such bread-and-butter information. The experience of one station is a case in point.

In 1929, WFBM, Indianapolis, Ind., began to serve its potential rural audience with a series of noonday talks by representatives of agricultural organizations and government agencies. In 1930, recognizing a need for a program devoted to this audience, the station engaged Henry S. Wood to produce its *Hoosier Farm Circle*. For 12 years, the show has been broadcast daily, except Sunday. Given below are the experiences of a few of its sponsors who have reaped profits from their participating sponsorship:

FEED AND POULTRY

"During the three years that the FARM BUREAU was on the *Hoosier Farm Circle*, we had a most outstanding

growth in our feed business," cites Harry Truax, manager of the feed and poultry department of the INDIANA FARM BUREAU COOPERATIVE ASSOCIATION, INC. "In fact, during that period we more than doubled our feed business. In two specific instances, local organizations who had been handling other brands of feed were forced to handle FARM BUREAU feeds because members coming into the store insisted that FARM BUREAU feeds be handled.

"Of course, we do not want to leave the impression that the radio program was 100 percent responsible for building this feed volume, because we do have a splendid organization over the entire state, and a well organized sales plan in practically every county. We were able through radio, however, to reach many members who did not know our feed story. This program was so popular that many, many folks were under the impression that Henry Wood was an employee of the FARM BUREAU.

"For more direct and tangible results, when I took over the Hatchery Department we had on hand about 20,000 started chicks which were a drug on the market at that particular time. We used the

facilities of the *Hoosier Farm Circle* for advertising these started chicks. In a short time, they were all moved out of the batteries, and in some cases, folks who heard the program at noon came in the same afternoon to buy FARM BUREAU CHIX.

"In the third year of our program, the



Indiana Egg Law was passed, and we spent several days talking about this new piece of legislation and its benefit to both farmer and consumers. From a confidential but reliable source, we got the information that egg sales in Indianapolis showed a far greater percentage of increases than any other state in the Midwest at that particular season of the year. I am inclined to believe that it was this radio program which was responsible. One of the local stores told us that they had to increase the number of egg candlers to peak capacity to take care of the increased demand for graded eggs. A check on the time this increase took place revealed that it corresponded ex-

actly to the period which we used for the educational work."

DAIRY PRODUCTS

When the INDIANAPOLIS DAIRYMEN'S COOPERATIVE, INC., took on sponsorship of the *Hoosier Farm Circle* in cooperation with the INDIANAPOLIS MILK DISTRIBUTORS, it had two purposes in mind, according to Carl L. Hedges, manager. "First, we wanted to educate the dairy farmers in the activities of our organization, and secondly, we wanted to encourage city people to buy milk that was produced on our member-farms.

"Our survey in the rural district was made by our field representatives, and

● Harry Truax, manager of the INDIANA FARM BUREAU'S feed and poultry department, interviews a Southern Indiana farmer. Transcription was later heard on WFBM's *Hoosier Farm Circle*.

they found that the majority of our dairy farmers listened to the program. In the city of Indianapolis, we had the milk drivers make a survey of certain blocks in various parts of the city, and we found on an average that seven homes out of 20 were listeners to the program. In all, we considered the program very beneficial."

AIR FAX: Daily, except Sunday, the *Hoosier Farm Circle* gathers at 12:30 P.M. A portion of each day's half-hour program is devoted to musical entertainment by the *Hired Hands*. Farm commodity quotations, and general market information is aired by director Henry Wood, the only full-time radio farm editor in Indianapolis. The livestock market is prepared each day by the Department of Agriculture stockyards office, and includes latest information of the type the farmer wants and understands concerning grain, butter, eggs, vegetables and other farm products.

Each day, a period is assigned to some phase of farm life or work, as follows: *Monday*, a message from the local County Agricultural Agent; *Tuesday*, alternate weekly broadcasts from agents in all other central Indiana counties; *Thursday*, messages from officials of the Indiana State Department of Conservation; *Wednesday* and *Friday*,

a variety of speakers, such as experts from the Purdue University Agricultural Experiment Station, or outstanding farmers in the state; latest news from Washington A.A.A. and Department of Agriculture; district milk administrator; bee specialists; state entomologists, and others versed in the field of agriculture in the community and nation. Saturday is 4-H Club day, with representatives from various parts of the state taking an active part in the program.

First Broadcast: Fall, 1929.

Broadcast Schedule: Monday through Saturday, 12:30-1:00 P.M.

Preceded By: Gilbert Forbes and the News.

Followed By: Young Dr. Malone.

Sponsors: Penn. Salt Co. (Lewis Lye); Safe-Way Feed Co.; Pharmaco, Inc. (Chooz); Oyster Shell.

Station: WFBM, Indianapolis, Ind.

Power: 5,000 watts.

Population: 422,666.

COMMENT: With the farm market a boom market today, advertisers will find this a fertile sales field to cultivate.

● Henry Wood interviews a farmer for a direct pick-up on the *Hoosier Farm Circle*. Interviews with outstanding farmers in the state are featured on this daily half-hour show beamed at rural listeners.



Homey down-to-earth copy delivered by a just-folks announcer is a sure-fire formula for a successful farm show. Well established programs with a widely known, popular announcer who knows his onions have the extra advantage of a sizeable ready-made audience.

Farm associations with no direct consumer selling have found sponsorship of commercial radio profitable. Farming is the oldest and by far the greatest of all world industries, and the modern farmer regards himself as a businessman with a definite investment, an ever present overhead and a constant gamble on returns.

Radio offers a splendid opportunity to reach a large audience regularly. Such programs not only point the way to increased consumption, but also help bring rural and city people to a more

mutual understanding of the problems of each. While on the one hand, radio does an excellent job of public relations for such associations, on the other hand the potency of radio is such that one and the same program can increase consumption of farm products.

While other mediums provide similar information, an 18-month study conducted at Harvard University found that straight facts are better understood and more interesting when heard than when read. It also revealed that after 24 hours, people recalled advertising trade names better when they had been *heard* than when read. This survey also pointed out that people remember directions better and understand them more readily when they hear them than when they read them. These factors play a tremendous part in this type of show.



Farmer in the Dell

By Tod Williams

RECENTLY, I was called to consult with the advertising manager of a thriving establishment that draws largely on rural clientele. Radio was a new venture to these people. The head of the concern had been argued into it by his subalterns. He had grudgingly set aside a modest budget for this medium, simultaneously asserting that as yet he was not sure that radio was here to stay.

Before the brash young advertising manager had gone more than six paragraphs into his projected radio campaign, I was violently fascinated. This presumably intelligent man was speaking of *The Farmer* as if he were an inhabitant of Madagascar or the Islands from whence came Mr. Kipling's famous Fuzzy-Wuzzy.

His farm program was scheduled for three o'clock in the afternoon. It was to feature a noxious hillbilly band and a local character whose sole claim to comedic fame seemed to rest upon his ability to shrill the letter "s" through his teeth to point up a gag.

At that point I asked for time to mull it over. And I withdrew to recklessly expend many of the few remaining miles of my tires to make a score of calls.

I shall not honor the results of my calls with the designation of *A Survey*, but I am convinced that it represents a fair cross section of the area. Here are three family units that I believe are typical.

This husband and wife both represent the third generation on the same farm. He is 37 and she is 32. Both have attended Farm School and he has a degree from the Agricultural College. Their place is situated four miles from the community. Both attend the Methodist church regularly. She sings in the choir and does Guild work. She generally spends one afternoon in town a week at this. He is a Scout leader. It was noticeable that advertised brands were on the pantry shelves. They would be classed high in a mental group, and have diversified interests.

On farm No. 2, both the husband and wife come from a long line of agricultural families. They have just finished paying for the property. He has recently remodeled the kitchen and it would cause many a "city" housewife to quiver in jealousy. It is electrically equipped. The walls are lined with enameled-steel cabinets. The work counters are topped with stainless steel. The curtains, walls and linoleum present a staccato rhapsody of scarlet and white. The wife is so happy with her home that she professes only a slight interest in "town" doings. The latest issues of the home-making magazines were on the coffee table in the pleasant living room.

The folks on this third farm are renters. He's a bulking 28-year-old; his wife a blooming 22. She is the product of a nearby town. They met in high school which is the limit of their education. The "folks" live a couple of miles away. They are mentally alert and soak up new ideas avidly. They belong to the *Book-of-the-Month Club* and have a large radio-phonograph combination and a sizeable collection of records ranging from *concertos* to *pops*.

I was invited to join this latter family for noon dinner. My hostess brought on a large platter of home-canned Swiss steak. She got the recipe from a radio program. There were fluffy mashed potatoes, great rounds of homemade bread and an enormous pot of mouth-watering honey.

The husband came in from the back lot, washed noisily at the sink, and then snapped on the radio. He had deliberately timed himself to be in the house just before the *Noon News* period came on.

No more perfect opening could have been provided. I took a deep breath and plunged in. Four cups of coffee and a half-packet of cigarettes later, I came to the surface. These voluble folks had given me the key to what I was seeking. Its simplicity was so straightforward that it was amazing.

These people demonstrate that the good old days of *hay-foot, straw-foot* are gone. The motor car and the radio have virtually erased the yokelry that was the butt of vaudeville jokes no more than a score of years ago.

Today's agronomist has listening tastes that will compare with the city cousin. They like a little barn-dance music; so do we. They applaud the big night-time shows with lavish casts and magnificent production; so do we. They delight in shrieking the answers to the quizzmaster. And don't we all!

With this information in hand, and a copy of the January issue of RS in hand, I returned to the advertising manager's office. I heavily underlined the passage of my January thesis: "*Time is as important an element as the program itself.*" I pointed out that his mid-afternoon program would reach a limited audience because Pa would, of necessity, be in the fields. Next, we threw the not-so-hot band right out of the window.

In its place we selected a 6:45 A.M. spot. Many families would be at breakfast at that time. Barn radios would catch others who were still a-milking. We put on transcribed *happy* music, a helpful household hint (lubricate your kitchen equipment such as the egg beater and meat chopper with glycerine instead of oil and you won't risk an unfavorable flavoring of food). We supplied *reminders* which were eagerly sent us by the State Farm School. We concluded each program with a *Mystery Tune*. The listener was asked to identify the tune, give ten words for preferring the advertiser's service, and enclose an evidence of purchase.

We sent out double-fold cards. One card explained the program. The other half provided space for the name of the tune, and the ten words. Returns were gratifying. Sales have moved up a notch. The Boss even rises a half-hour earlier than he used to to listen to his own program!

All of which points the object lesson that Farmer, City Dweller, Housewife or Child is your dish *if*: you select a time when they can hear your message, and if you give them something they'll *want* to hear. Put those two together, merchandise the whole to the last degree, and your radio expenditure will be a grand investment.



IN HIS

How the Radio Version of
Is Being Used by Two Spon

WHEN a publisher sells 2,500 copies of a single book that venture is chalked up in capital letters as a *success*. Fortunes are made when an *Anthony Adverse* or a *Gone With the Wind* comes along. Not so many years ago the autobiography of Dr. Charles M. Sheldon, crusading minister in the Southland, was offered to the reading public. With a flabbergasting sale of twenty-two million copies to its credit, *In His Steps* outranks all other book-sale records. To date, the book has outsold every other book ever printed with the exception of *The Bible*, and has been translated into more than 20 languages.

Doubly important at a time like the present, *In His Steps* contains exciting entertainment values as well as spiritual and moral qualities which present down-to-earth, human and wholesome lessons. The problems of *In His Steps* are just as important and the need for their solution today is just as great as when the book was written. In the radio version, an attempt is made to arrive at the same effect as in the book itself. Only changes were those made to bring the 40-year-old classic up-to-date.

Unusual were the arrangements made when KAY JEWELERS, largest retail credit jewellers in Oakland, Cal., scheduled 26 half-hour transcriptions over KROW. The first show of each program is released at 4:30 P.M. on Sundays, and the same program is repeated at 8:00 P.M. Wednesday evenings. *Reason*: sponsor felt that the unusual story should reach the youngsters on Sundays as well as the

older folks at night. Clergymen of all denominations were asked to indicate preferred broadcast times, and schedule was set up on the strength of their recommendations.

To promote the series, KROW mailed personal invitations to officers of all important women's clubs to attend a studio preview of the program. More than 100 women heard the first program, had the story explained to them, took back their wholehearted endorsement to their respective organizations.

Approval of the ministerial association took the form of a letter dispatched to all churches asking their cooperation by announcing the program from the pulpits. Letter was written by the executive secretary of the

EAST BAY CHURCH FEDERATION as a part of the service of the FEDERATION.

News stories were furnished local newspapers and the *Shopping News* with its 108,000 circulation. Book stores arranged special displays of the book with a card calling attention to the program, station and time. Theatre trailers were also scheduled. Announcement cards went out to every KAY customer before the show started. Ads were run each Sunday and Wednesday in the *Oakland Tribune* and *Post Enquirer*. KAY's also featured the show in its display windows.

A long time KROW advertiser, KAY JEWELERS sponsored *Skullcrackers*, a pioneer quiz program in the Bay area for three years, has always used the direct selling type of advertising in the six years it has been a constant radio adver-



STEPS

and Best Seller in the World
Good Will Building Series

tiser. With business good and the supply of merchandise limited, KAY's decided to use radio for institutional advertising. Manager Phil Cowan selected *In His Steps* to insure the good will that the firm has built up. Sample commercial below indicates how this radio show lends itself to institutional copy:

Folks, today . . . when the word "peace" is something we used to have in our vocabulary, let's make up for it with another word, "happiness." Kay Jewelers, 1308 Broadway, in Oakland, today is thinking in terms of happiness . . . what can Kays do to keep customers "happy?" This is what they promise to do for you: One, to continue to bring you the gracious things of life, to price them within your purse, and to help you buy them in a way you can afford. Two, to continue making Kay Jewelers a place you like to visit, a store you trust. Three, to have a general air of friendliness and happiness in the store, so that when you walk out, you feel just a little bit better . . . maybe like whistling or singing to yourself. These principles I have just mentioned are things Kay Jewelers have always stood for; these are the rules by which Kay Jewelers have built up 62 Kay stores from coast to coast. Drop into Kays . . . one of these days . . . see these principles in practice, won't you?

In Los Angeles, Cal., when Dr. F. E. Campbell, dentist, decided upon a radio venture, he also chose the transcribed version of *In His Steps*. To test the reaction of all religious denominations, invitations to a preview broadcast were issued to 1,000 clergymen. Nearly 700 came, heard and were conquered. Unanimous was the audience in its approval of the program both for its inspiration and its entertainment value. Program's first airing brought in numerous letters from appreciative lis-

teners. Show is heard each Sunday over KHJ.

AIR FAX: The series packs plenty of action and thrills. Gale Gordon plays the part of Dr. Henry Maxwell, the traveling preacher who teaches the ideology of *Following in His Steps*. Feminine lead is Mary Lansing. Lurene Tuttle is in a feature role. The St. Brendan's Boys Choir, under the direction of Robert Mitchell, provides musical backgrounds and interlude melodies. Each chapter is complete in itself.

Availabilities: 52.

Minimum Contract: 26.

Suggested For: Sunday, afternoon or evening.

Transcription Co.: Edward Sloman Productions.

COMMENT: Relative scarcity of good half-hour transcribed programs makes this show one to be remembered. Especially in wartime, civilian populations take on more of a religious character. Interesting is the fact that this series has the approval of all religious denominations. From the advertiser's point of view, such a show is admirably adapted to institutional and educational copy. Today, more than ever before, that type of advertising has become an essential if good will is to be preserved for the duration.

Certainly, good will is one of the biggest single success factors in the history of established business. Billions of dollars have been spent to build it for individual companies. At a time like the present, wise sponsors do not coast on the momentum already gained. If advertising is a symbol of economic freedom, a nation's advertising is a sharp index to the hopes of its people.





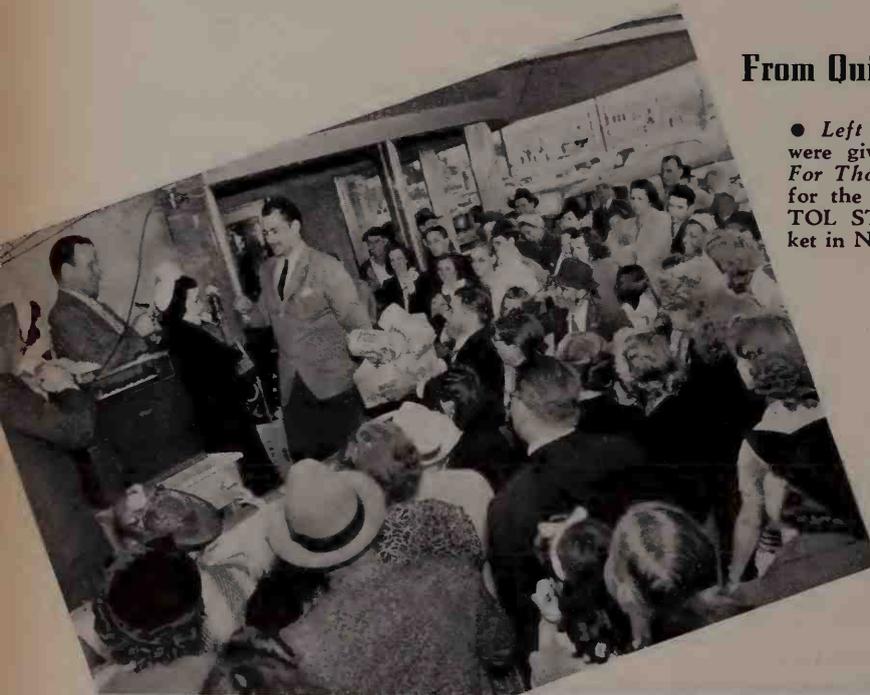
SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.

From Quiz Offers

● *Left . . .* Baskets of groceries were given away in the *Food For Thought* quizzes on WWL for the opening of the CAPITOL STORES new supermarket in New Orleans, La.

● *Below . . .* Kathleen Jensen steps out of her professional role of food expert to conduct the tri-weekly *Calling All Kitchens* quiz feature on KROW. (For story, see *Proof O' the Pudding*, p. 279.)





To Sponsor's Coffers

● Above . . . WGR, Buffalo, N. Y., Court of Honor Commando Corps being inducted during the initial program. (For story, see *Showmanship in Action*, p. 285.)

● Center . . . SRO crowds jam-pack the KFH, Wichita, studios when the *Butternut Coffee Jamboree* goes on the air. (For story, see *Proof O' the Pudding*, p. 281.)

● Below . . . The MAYER-MARKS FURNITURE CO., Cleveland, O., to promote its new radio program *Breakfast with the Bands* over WHK, installed this unique window display in two units.





AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

Department Stores

NEWS ON THE HOUR So-called "sag spots," or time periods which have never previously reached their total audience potential, are now ringing up heavy listening. All-out war production is cracking audience distribution beliefs adhered to for years. To meet new conditions, many radio stations are stepping up broadcasting schedules to a 24-hour-a-day basis.

First in Chicago, Ill., to go on the around-the-clock *sked*, WIND stepped up its news broadcasts when it upped its operating day. Sponsored by MANDEL BROTHERS, one of Chicago's largest department stores, WIND now broadcasts *News Every Hour, on the Hour, 24 Hours a Day*. Seven days a week, MANDEL BROTHERS presents 24 five-minute news periods. Two commercials read on each broadcast feature MANDEL BROTHERS merchandise.

Special promotion: run were 100 one-column ads in Chicago newspapers, and one three-column ad. Announcements on WIND also plugged the show's debut.

AIR FAX: *First Broadcast:* March 1, 1942.

Broadcast Schedule: 24 five-minute news periods daily.

Sponsor: Mandel Brothers.

Station: WIND, Chicago, Ill.

Power: 5,000 watts.

Population: 3,440,420.

Agency: Schwimmer & Scott.

COMMENT: To *showmanship* and *salesmanship* radio and its sponsors have added another and more important "S,"

namely, *social utility*. Recognition of the third "S" has been a steadily growing factor in recent years. Certainly sponsorship of a program of this type falls into this category. Never before has interest in the news been greater than it is now, and for advertisers whose budgets can be adjusted to a schedule as heavy as this one, increased sales should more than compensate for the expenditure.

Feed Dealers

DOCTOR MAC There's one in every town. He's the minder of other people's secrets, the mender of their troubles and woes. *Dr. Mac* is an Australian physician and surgeon who solves the personal problems of his numerous patients in a manner more philosophical and psychological than by medicine or surgery. Currently he is paying two weekly calls to San Diego, Cal., listeners via the KFSD airwaves for FRED C. SILVERTHORN & SONS, feed and fuel dealers.

The entire transcribed series was originally run in Australia. Hook for SILVERTHORN: in all publicity preceding show's premiere, stressed was the phrase, "*Dr. Mac, direct from Australia.*" Newspaper publicity, pre-program courtesy announcements, counter cards, studio displays, preferential listings, and stories in local radio magazine also took advantage of the current timeliness of activity centered around the land "down under." Sponsor's tribute to this phase of its recently launched advertising campaign: *results were counted almost immediately.*

AIR FAX: Each of the 156 units in the series is a complete episode.

First Broadcast: April 29, 1942.

Broadcast Schedule: Wednesday, 11:15-11:30 A.M.; Friday, 8:00-8:15 P.M.

Preceded By: Wednesday, *Just Plain Bill*; Friday, *Lightning Jim*.

Sponsor: Fred C. Silverthorn & Sons.

Station: KFSD, San Diego, Cal.

Power: 1,000 watts.

Population: 160,721.

Agency: Wm. H. Patten Advertising.

Transcription Co.: Grace Gibson.

COMMENT: Tellers of simple tales quickly develop a devoted audience following. Home-spun philosophy from the

mouth of a lovable character is one sure-fire way of getting America's ear, opening its purse strings.

Feeds

OUR CITY COUSINS "If you saw a farmer get beans from a bean vine and saw him get grapes from a grape vine what would you expect him to get from a bovine?" To this and other questions with a farm tang, a *City Cousin* harvests one silver dollar for a correct answer. Listeners also reap a green-back for each question sent in, used on the program.

Just before the National Barn Dance goes on the air each Saturday night in Chicago, Ill., three or four *City Cousins* are chosen from the EIGHTH STREET THEATRE audience by quiz-master Chuck Aree. City folk quizzies pitch in, go to town on questions about farm life.

Transcribed show is broadcast the following Saturday noon. Each program includes a brief message by A. A. Dennerlein, assistant director of FUL-O-PEP RESEARCH. Weekly program is sponsored by QUAKER OATS CO. for FUL-O-PEP HOG FEEDS.

AIR FAX: First Broadcast: September, 1941.

Broadcast Schedule: Saturday, 12:00 (noon)-12:15 P.M.

Preceded By: Farm News.

Followed By: Music.

Sponsor: Quaker Oats Co.

Station: WLS, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.

Agency: Sherman-Marquette Adv.

COMMENT: Variants without number are the versions of the ever-popular quiz show. Here is one that is good for a laugh among both city people and farm folk. While most farm shows have an educational slant, scarce as hen's teeth are those with entertainment value.

SAMPLE SCRIPT AVAILABLE.

Groceries

OUR BUDDIES While Government officials are making every effort to get the stories of American heroism before the news-hungry public, many tales of bravery have gone untold. One source of

such copy is the scrawled note written by the soldier boy to the home folks.

In St. Louis, Mo., such stories of courage make up the content of the half-hour KSD show sponsored by the FOOD CENTER and the JIM REMLEY SUPER STORES. To KSD listeners, radio man and machine gunner Sergeant Pat Norton, whose letter told of shooting down two Japanese planes, was one of *Our Buddies*. Story climax: his description of dangling from his plane to close bomb doors which had stuck.

Our Buddies features letters listeners receive from men in the armed forces, and airs interviews with friends and relatives of the service men. First weeks of the program brought letters from India, Australia and Ireland. Presentation of a citation by the naval aviation recruiting board for the more than 50 acceptable young men one man had sent into that branch of the service through his association with St. Louis boys' clubs was a part of one broadcast.

To each service man whose letter is read goes a *Buddy Box* with the compliments of the sponsors. *Contents:* cigarettes, shaving cream, razor and blades, and a stationery and pencil set. Sponsors feature special *Buddy Booths* in their stores.

AIR FAX: Keith Carver, vocalist, opens and closes the show with *My Buddy*. His songs with organ and piano accompaniment also furnish the musical background for the 30-minute show. Narrator Harold Grams reads the letters. Announcer is Joe Evans.

First Broadcast: June, 1942.

Broadcast Schedule: Thursday, 9:30-10:00 P.M. (CWT).

Sponsor: Food Center and Jim Remley Super Stores.

Station: KSD, St. Louis, Mo.

Power: 5,000 watts (d).

Population: 1,141,593.

COMMENT: Letters from service men represent a fertile field for interesting and entertaining radio-fare. Sponsors' good will gesture in sending gift boxes to service men far from home will further establish them in the minds of the stay-at-homes.

Manufacturers

FLYING FOR FREEDOM Behind the fliers whose exploits thrill the United Nations is a story of *Flying for Freedom*. Unanimous was the response of War De-

partment officials who heard the NBC transcribed series: it was a story that must be told!

The story relates adventures of four fliers, an American, a Canadian, an Australian and an Englishman. Based on authentic material furnished by the Air Ministry, the series takes the quartette through training period, by bomber to England, and on bombing, patrolling and night missions overseas.

First on the air with the new series was IMPERIAL TOBACCO. After 13 programs heard nationally in Canada, the sponsor bought four more, then ran a survey which led to the buying of the complete series of 26.

When SOUTHERN MILLING & MFG. Co., Tulsa, Okla., took to the airwaves for its prefabricated houses, its program selection was *Flying for Freedom*. Series is heard simultaneously on KTUL and KOME. In Amarillo, Tex., KGNC auditioned the show for WHITE & KIRK, conservative department store *never before on the air*. Sponsorship for WHITE & KIRK gave U. S. premiere Sunday afternoon, May 31. Series is soon to be heard over KGU, Honolulu, Hawaii, for airing in America's most concentrated military community.

AIR FAX: Each of the 26 half-hour recordings is a complete episode. All are authentic. NBC Radio-Recording is associated with All-Canada Radio Facilities, Ltd., in making the series available.

First Broadcast: June 11, 1942.

Broadcast Schedule: Thursday, 8:00-8:30 P.M.

Sponsor: Southern Milling & Mfg. Co.

Station: KTUL, Tulsa, Okla.

Power: 5,000 watts.

Population: 147,961.

Agency: Watts, Payne Adv., Inc.

Transcription Co.: NBC Radio-Recording Division.

COMMENT: Advertisers assist the war effort when they plan their radio promotion in the terms of programs which promote hemisphere good will. Programs of this kind are the flesh and blood of our kind of psychological warfare. Here is a program admirably adapted to wartime advertisers with a wartime story to tell.

Real Estate

WELCOME TO PEACEFUL VALLEY
Right now with the world in turmoil,

peace seems a long way off. Comforting for that reason is the week-day greeting heard over WICA, Ashtabula, O., for the I. J. MILLER REALTY OFFICE.

"Welcome to Peaceful Valley, a daily real estate service sponsored by the I. J. MILLER REALTY OFFICE, at the corner of Main and Buffalo Streets in Conneaut, O."

That is the introduction to the only real estate radio program heard in Northeastern Ohio, Northwestern Pennsylvania. Sponsor chose radio for his advertising media two years ago, recently signed a 52-week renewal contract. Program's appeal is to the predominately rural population of the WICA trade area.

Program format: a musical theme precedes a brief introduction. Then follows music by *The Sons of the Pioneers*. Between musical offerings are heard two property descriptions. **Grand total for the day:** four property descriptions. Sold on one program was a 185-acre farm at \$100 an acre; other sales include a \$50,000 30-room hotel, other local best-buys. Descriptions give detailed information on properties pegged with the *For Sale* sign.

AIR FAX: Radio script and general publicity is written by Evelyn M. Wishon. Real estate woman Wishon personally views, photographs and lists all properties advertised over the air.

First Broadcast: 1940.

Broadcast Schedule: Monday through Friday, 12:45-1:00 P.M.

Preceded By: Monday, Wednesday, *Farm Broadcasts*; Tuesday, Thursday, Friday, *Music*.

Followed By: *News*.

Sponsor: I. J. Miller Realty Office, Conneaut, O.

Station: WICA, Ashtabula, O.

Power: 1,000 watts.

Population: 23,301.

COMMENT: A featured part of every Sunday newspaper is the Classified section. Readers report that even when they are not in the market for houses, farms, business properties, *et al*, the listings make good reading. Here is a radio program with the same universal appeal. Certainly to prospective buyers, listening is more enjoyable than reading agate type.



PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Bakeries

CALLING ALL KITCHENS When a telephone rings, *Calling All Kitchens* is on the air for REMAR BAKING CO. It's *Remar Hostess*, Kathleen Jensen, who answers live on KROW, Oakland-San Francisco, Cal., in the spanking-new telephone quiz. Listeners whose telephones buzz, give correct answers to quiz questions rake in the shekles. First correct answer is worth one dollar. If Question No. 2 about REMAR BREAD is also answered on-the-nose the ante is doubled.

Names are selected at random from registration slips which listeners obtain from their grocers, send to REMAR BREAD. Within one week after registration blanks were first distributed to grocers, nearly 2,000 housewives anxious to be in the money had returned the slips!

AIR FAX: When Mrs. Jensen dials a number, makes contact, she intersperses business with a friendly chat. Only the encee's voice is heard over the radio, and the one-sided conversation adds to the program's interest.

If the listener fails to answer the original question, or does not answer the telephone, the next quizzee automatically gets a chance for two dollars, plus the one dollar award for the Remar question. Grocer from whom the listener secures her registration blank also gets a dollar when a customer comes through with the correct answers.

First Broadcast: May 11, 1942.

Broadcast Schedule: Monday, Wednesday, Friday, 11:00-11:15 A.M.

Preceded By: News.

Followed By: Music.

Sponsor: Remar Baking Co.

Station: KROW, Oakland-San Francisco, Cal.

Power: 1,000 watts.

Agency: Sidney Garfinkel Adv.

COMMENT: Excellent good will and sales builder is the dealer tie-in feature

of this show. One factor in the immediate acceptance of this program by its listening audience: its extreme simplicity, friendly atmosphere and fast-moving pace. As a campaign directed at the *bread-buyers* rather than at the *bread-winners*, what starting point for increased sales could be found better than in the kitchen? (For pic, see *Showman-scoops*, p. 274.)

Feeds

FRANK FIELD Farmers and housewives in Iowa, bordering states, don't go to an encyclopedia, an almanac or a planter's guide. They tune in *Frank Field's NUTRENA* program on KMA, Shenandoah, Ia. If Mrs. Dilly's Fusoria plant won't bloom, she writes farm counsellor Frank to find out why. He tells her over the air. If farmer Thompkins can't decide whether to plant his ATLAS SORGO with a corn planter or a drill, Frank decides for him.

That NUTRENA MILLS, INC., Kansas City, Ka., picked the right soil in which to plant the seed of its sales message is indicated by the fact that this year sales in 30 key stores in the territory are up from 300 to 400 percent. Last year's sales topped those of the year before by an average of 300 percent. In the two years Frank has been talking NUTRENA, the NUTRENA sales representative in KMA's territory jumped from eleventh place to first place.

Good will builder: emphasis is placed on strengthening the dealer in the merchandising chain. Built up on each program is a particular dealer who has been informed before-hand by postcard that he is to be featured.

AIR FAX: Currently, Frank Field makes two visits a day with his farm friends. May Seed Co. sponsors his 2:45 P.M. quarter-hour stint, and customers and visitors of the May Seed Co. come to the Shenandoah store to personally talk over their problems with him.

From his batch of 200 letters each day, radio-farmer Field picks the best, features them on his show.

First Broadcast: 1940.

Broadcast Schedule: Monday, through Saturday, 7:30-7:45 A.M.

Preceded By: Lem Hawkins.

Followed By: Haden Children.

Sponsor: Nutrena Mills, Inc.

Station: KMA, Shenandoah, Ia.
Power: 5,000 watts (d).
Population: 6,519.
Agency: Ferry-Hanley Adv., Kansas City, Ka.

COMMENT: While it is difficult to state authoritatively just what type of program the rural community most enjoys, the sales figures here indicate that informational programs that avoid too great a complexity in content are definitely high in the list of listener-preference. All to the good is the dealer tie-in which makes valuable friends for NUTRENA MILLS, INC.

Feeds

MARKETCASTS Located in the center of one of the richest agricultural areas in the world, Kansas City, Mo., lays claim to many "firsts." Included in this blue ribbon agricultural list is first in primary wheat receipts; feeder cattle; sorghum grains; distribution of seeds; hay receipts (car lots); flour milling capacity and production (regional); cash wheat; distribution of agricultural implements, and manufacture of American Black Walnut.

A "first" was chalked up, too, for the STALEY MILLING Co., makers of poultry, hogs and dairy feed, when it began sponsorship of Bob Riley's 12:25 P.M. *Marketcasts* late in 1941. New to KMBC, sponsor put its John Henry to a 26-week contract. It was pay-dirt for STALEY MILLING, and three months later it added Phil Evan's *Feedlot Chat* to its schedule on a 52-week contract. Came another quarterly day-of-reckoning, and STALEY renewed its *Marketcasts* sponsorship with one significant difference. New contract was for 52 weeks! Sponsors schedule also currently includes sponsorship of Phil Evan's morning *Farm Counselor Talk*.

Duplicate of the STALEY success story on *Feedlot Chat* was the experience of GARST & THOMAS, Cedar Rapids, Ia., producers of PIONEER HYBRID SEED CORN. Eleven weeks after taking on sponsorship of the five-minute show, GARST & THOMAS gave notice of cancellation. *Reason:* the entire season's supply of

PIONEER HYBRID had been bought out!

AIR FAX: Bob Riley, KMBC's Livestock Market expert, gives the first of his three daily *Livestock Market News* broadcasts at 6:25 A.M. He is also featured in *Market News* at 10:22 A.M., and 12:25 P.M. Monday through Friday, and at 12:20 P.M. Saturday.

More than 20 hours of farm programs are broadcast by KMBC every week. Schedule begins at 5:30 A.M. each morning with the *Early Birds*, a half-hour, live-talent program featuring singers, comedians and musical units. John Farmer brings his farm edition of the *KMBC News* to rural listeners at 6:00 A.M. At 6:15 A.M. Phil Evans, KMBC's Director of Farm Service, begins his *Farm Counselor* program. Another 15 minutes of variety with the *Early Birds* concludes the early morning farm programs. From noon to 1:00 P.M. each day there's another full-hour farm show.

In promoting its farm schedule, KMBC blankets the Kansas City territory with billboards. It regularly runs display advertising in 103 daily and weekly newspapers in Missouri and Kansas to call attention to KMBC farm features. Newspapers also receive regular publicity releases.

The KMBC Artists Bureau gives valuable backing to farm shows. Staff acts have made personal appearances in every community covered by KMBC, have played before more than two million persons in three years.

Broadcast Schedule: Monday through Friday, 12:25-12:30 P.M.

Preceded By: Feed Lot Chat.

Followed By: Phil Evan's Farm News.

Sponsor: Staley Milling Co.

Station: KMBC, Kansas City, Mo.

Power: 5,000 watts.

Population: 602,046.

Agency: Potts-Turnbull Adv.

COMMENT: A station which features a number of different farm shows performs an invaluable service for each individual advertiser. Listeners are quick to identify a particular station with farm features. *Result:* they stay tuned to the station which they know will provide them with the type of program they most want to hear. Thus, *consistency*, one of radio's greatest attributes, works well even on an irregular schedule!

Groceries

DEVOTIONAL SINGERS While the urban housewife may tune in a soap opera to while-away the time as she does the week's mending, the rural *frau* is more apt to listen to devotional music. Because its section of the country is particularly receptive to programs of a religious nature, COUNCIL OAK STORES sponsor a quarter-hour of devotional music five days a week over WNAX, Sioux City, Ia.-Yankton, So. Dak. Listener requests from Iowa, South Dakota,

Nebraska and Minnesota make up the program. *Hook*: these four states comprise the area covered by the 109 COUNCIL OAK STORES.

When COUNCIL OAK sponsored the *Ma Brown Telephone Quiz* show, sponsor reported a mail pull of 10,000 proof-of-purchase mail pieces. Adman L. C. Jeep anticipates even greater evidence of listener appeal on this show.

AIR FAX: Program features the *Devotional Singers*, a mixed quartette. Announcer Fred Greenlee presents historical notes on the hymns sung.

First Broadcast: September 29, 1941.

Broadcast Schedule: Monday through Friday, 2:30-2:45 P.M.

Preceded By: Light of the World.

Followed By: Farm Talk.

Sponsor: Council Oak Stores.

Station: WNAX, Yankton, So. Dak., Sioux City, Ia.

Power: 5,000 watts.

Population: 6,579.

COMMENT: A show styled for a *particular* audience in a *specific* area is almost certain to develop a large group of devoted followers.

Groceries

BUTTERNUT COFFEE JAMBOREE BUTTERNUT COFFEE invaded the Wichita, Ka., market three years ago just prior to the inauguration of the *Butternut Coffee Jamboree* on KFH. From an unknown brand, it has advanced in sales until now it is among the big four in the area. Disclosed in a recent survey: an audience up to 53 percent of the total available audience listens to the *Butternut Coffee Jamboree*.

Evidence that listeners believe the BUTTERNUT reminder-slogan; "*Your Loyalty to Butternut Makes This Program Possible:*" when 3:30 A.M. comes around, put up in the KFH auditorium-studio is the SRO sign. Moppets and adults alike turn out to give emcee Eddy McKean, the KFH staff band and cast, a big hand for BUTTERNUT.

Promotion: regular and frequent newspaper stories and pictures, as well as courtesy announcements from time to time. During special retail store sales in the territory, various *Jamboree* stars put in personal appearances. At *Ark Valley Boys'* dances, other special occasions,

members of the audience get steaming cups of hot BUTTERNUT Coffee.

AIR FAX: *First Broadcast:* 1939.

Broadcast Schedule: Monday through Friday, 3:30-4:00 P.M.

Preceded By: News.

Followed By: Ark Valley Boys.

Sponsor: Paxton & Gallagher Co., for Butternut Coffee.

Station: KFH, Wichita, Ka.

Power: 5,000 watts.

Population: 117,860.

Agency: Buchanan & Thomas, Omaha, Nebr.

COMMENT: Too frequently, studio visitors are met with empty studios; see nothing, hear a network sustainer they might have listened to at home. Here is an everyday opportunity to watch a favorite star in action. That such consistency pays is indicated by the BUTTERNUT sales figures. (For pic, see *Showman-manscoops*, p. 275.)

Hatcheries

BIG BOY BABY CHICKS Age-old is the controversy as to which came first, the chicken or the egg. While the ILLINOIS STATE HATCHERIES, Springfield, Ill., doesn't attempt to answer that question on its half-hour WCBS show, it does present news of interest to chick raisers.

While ILLINOIS STATE HATCHERIES is a national mail-order concern, ships chicks to 46 of these United States, this is the first year sponsor has gone after local business. Crowing over the results is account manager, H. Lee Campbell; a four weeks period saw more baby chicks sold in Central Illinois than were sold in the entire season last year. Sponsor last year shipped over nine million chicks. *Good news for 1942:* present sales and orders indicate an even bigger year.

Promotion: double page spreads in both Springfield papers plugged the show. Quarter and half-page ads in listening area sheets were also used. Letters went to all FFA units in service area as well as to Farm Bureau units.

AIR FAX: Through Farm Bureau Creamery, butterfat as well as poultry and egg market reports are given daily. Format also includes poultry news and information, FFA and Farm Bureau news, and interviews with hatchery officials. Not omitted is national defense news.

First Broadcast: February 9, 1942.

Broadcast Schedule: Monday through Saturday, 12:15-12:45 P.M.

Preceded By: Baukhage Talking.

Followed By: Stockyards Report, News.

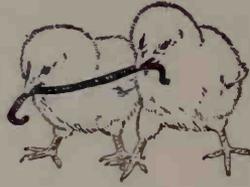
Sponsor: Illinois State Hatcheries.

Station: WCBS, Springfield, Ill.

Power: 250 watts.

Population: 80,029.

COMMENT: Well worth going after is the boom farm market. Sponsor's experience here indicates that even a national enterprise may profitably develop its own immediate trade area.



Hatcheries

NEWS AND MUSIC This year the country will need 7,200,000,000 more eggs than ever before. Prices are expected to be high, the demand great. *War job for Mr. Farmer:* to put every bit of his poultry-raising equipment and knowledge to best possible use for the duration of the emergency.

With this as its theme song, LELAND HATCHERY, Leland, Ill., took to the air-planes. Each week day morning its half-hour 7:00 A.M. program of news and music is broadcast over WMRO, Aurora, Ill., in the interests of BAKERS BETTER BABY CHIX and BAKERS BLENDED FEEDS. Sponsor now has more business than it can handle, has built up a back-log of future deliveries.

AIR FAX: *First Broadcast:* January 1, 1942.

Broadcast Schedule: Monday through Saturday, 7:00-7:30 A.M.

Preceded By: Western Serenade.

Followed By: Musical Clock.

Sponsor: Leland Hatchery.

Station: WMRO, Aurora, Ill.

Power: 250 watts.

Population: 51,549.

COMMENT: Recent surveys reveal that in World War II, radio has displaced newspapers as the public's primary source of news. Radio is providing a means for giving news to elements of the population which have never before been adequately served by any other medium. That such service is reflected in sponsor's increased sales is indicated by the sales story of LELAND HATCHERY.

Livestock

ALARM CLOCK CLUB Unique in radio, MERRION & WILKINS, sheep and wool brokers, have nothing to sell KOA listeners in Denver, Col. Sponsor uses radio to buy from listeners!

Every week-day, MERRION & WILKINS gives market quotations on sheep and wool as a service feature to ranchers from whom it buys wool clips. Contract for this 5-minute participation at 6:10 A.M. runs for a six-month period each year.

Results have kept the feature on the air for its third consecutive year. In the office of MERRION & WILKINS is a map, with a pin-point for each community from which responses have come as a result of its radio advertising. In all, the firm has dealings with wool growers in 25 states! All of this business can be traced directly to mail response from the KOA program.

AIR FAX: *First Broadcast:* 1939.

Broadcast Schedule: Monday through Saturday, 6:10-6:15 A.M.

Sponsor: Merrion & Wilkins.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

COMMENT: That rural listeners who enjoy a radio program often feel a moral obligation to support it by buying the product sold by its sponsor is a telling point made in *Radio Research in 1941*, edited by Paul F. Lazarfeld and Frank Stanton. This feeling of obligation may be one of the most important factors in radio advertising to rural people.

While farm folks are now in a position to purchase many products they have wanted and needed for some time, war restricts the purchase of these items. Farm folks, however, will derive no little satisfaction from planning and anticipating the day when these purchases may be made. Wise sponsors whose products go into the farm market in normal times are today keeping their names before this huge buying force in anticipation of the day when this buying power is released.



SPECIAL PROMOTION

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

Manufacturers

NAVY RELIEF FOOTBALL GAME In New Britain, Conn., where there is only one high school, interest of the citizenry in its football team is comparable to that of a loyal college alumni. *Special reason for pointing with pride:* team has been a consistent winner since Coach Charles "Chick" Shea took over the reins in 1932. Six times since then has the team won the state championship, twice has it made post-season junkets South.

When perennial Rhode Island pennant-winner LA SALLE ACADEMY, Providence, R. I., sounded out Coach Shea on the chances of culminating spring practice with a game between the two teams, offer was accepted with the stipulation that full proceeds go for Navy Relief.

Six years ago WNBC came into the New Britain football picture when the "Big Six" local hardware manufacturers decided to bankroll play-by-play broadcasts. Sponsorship of the on-the-spot series has continued ever since. As plans for the *Navy Relief Football Game* jelled, plans were also made to broadcast the grid-iron tilt with the usual manufacturer joint-sponsorship.

WNBC facilities and working-personnel were contributed to the general fund, and sponsors' check was passed on intact to Navy Relief.

Announcements that anyone or any firm contributing one dollar or more would have his name announced over

the air brought a response that was instantaneous and consistent. With only one telephone line at the field, dozens of fans had to abandon their attempts to phone in, after receiving the "busy" signal for hours. Working at capacity, the line netted \$600. *Believe-it-or-not Ripley item:* broadcast of the *Navy Relief Game* was not publicized until WNBC's noon broadcast, lest gate receipts be effected.

AIR FAX: WNBC's usual football personnel handled the broadcast, with local attorney Harry Ginsburg doing the play-by-play as he has done since the first high school game broadcast. Half-time resumes, color and commercials were handled by Leo B. Keegan. Navy Relief appeals and announcement of contributors as the names came in were done by sportscaster Milt Berkowitz.

Commercials at these games are limited to one before the game, one at the end. Good will and public service are featured in these *institutionals*.

First Broadcast: 1939.

Preceded By: Music.

Followed By: Network music.

Sponsor: Stanley Works; Fafnir Bearing Co.; American Hardware Corp.; New Britain Machine Co.; Landers, Frary & Clark; North & Judd Mfg. Co.

Station: WNBC, New Britain-Hartford, Conn.

Power: 5,000 watts.

COMMENT: While this particular association of manufacturers is not a wartime convert to radio advertising, it represents one of a growing group who are experiencing the power of radio for the first time. For cities with defense plants this represents a new challenge to the adaptability of radio. *And adaptability is the word for radio.* Whether for local morale shows or institutional advertising, quite aside from brand-name

promotion, far-sighted managers of defense industries are beginning to appreciate radio's prodigious powers.



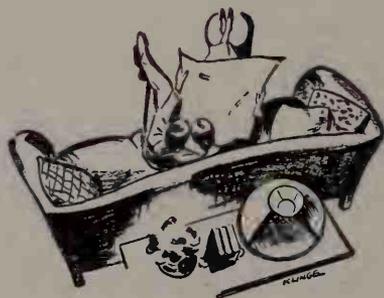
WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. RADIO SHOWMANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.

Home Furnishings

DEDICATION "I once had misgivings regarding radio advertising, but after adding our firm to the list of Spokane merchants using KHQ, I found radio to be a potent selling force. I immediately



revised the PRATT FURNITURE COMPANY'S advertising budget, allocating over 75 percent to radio.

"The KHQ commercial department, when first contacting me, reiterated: 'Go after those thousands of buyers in KHQ's vast rural audience. There's a tremendous mail order business for you!'

"I took that advice. The mail order business coming our way is tremendous!

"In April, 1941, we advertised an ALL-AMERICAN INNER-SPRING MATTRESS and COIL SPRING, both for \$29. We carried the promotion two weeks on KHQ. Mail orders literally poured in, culminating in 365 units sold, with a gross of \$10,000. August last, we promoted a SLEEPMASTER DAVENO for \$39.90. Within two weeks, 250 units were sold, with a gross of over

\$10,000. Then, two months later, we advertised a SIMMONS ROYAL MATTRESS with a bedspread for \$27.70. This, like the previous promotions, resulted in a \$10,000 gross, with nearly 300 units sold.

"The magic touch in radio advertising, selling sight unseen to rural buyers, is this: Quality merchandise! Guarantee that merchandise! Do not resort to trick promotions! Mark your merchandise for definite price appeal!"

A. C. PRATT
Pratt Furniture Co.
Spokane, Wash.

AIR FAX: Quarter-hour *Dedication* presents classical and semi-classical ballads sung by baritone Phil Wacker.

First Broadcast: June, 1941.

Broadcast Schedule: Wednesday, 6:15-6:30 P.M.; Friday, 9:45-10:00 P.M.

Preceded By: Wednesday, *Pleasure Time*; Friday, *Gems of Melody*.

Followed By: Wednesday, *Stan & Guitar*; Friday, *Richfield Reporter*.

Sponsor: Pratt Furniture Co.

Station: KHQ, Spokane, Wash.

Power: 5,000 watts.

Population: 117,414.

Agency: Madsen & Matthiesen, Adv.

COMMENT: Over \$30,000 in six weeks on three special radio promotions exclusive of regular business indicates the vast potentialities of the tremendous rural market. Certainly the show is one that could be adapted to the budget of almost any sponsor. What distinguishes this program is the sponsor's plan for radio. And *planned* radio pays!

Sponsor here has followed the practice of most retail merchants who successfully use radio. When a merchant determines *specific* reasons for public patronage of his store, exploits them properly, the battle is half won.



SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

Finance

ON DISPLAY Many commercial businesses do not lead themselves to consumer advertising, and for that reason their activities are frequently overlooked by the public. When a WFBL transcribed musical show hits the airwaves, featured are interviews with officials from Syracuse commercial, industrial or social service organizations. Interviewees are culled from a list of organizations wishing to have their products exhibited in the display windows of the **MERCHANT'S NATIONAL BANK AND TRUST CO.** During the run of the series, 26 organizations will be *On Display*.

While the series is designed to do a broad institutional and good will building job for featured concerns, eight broadcasts produced 16 friendly and resultful contacts with potential **MERCHANT'S NATIONAL BANK AND TRUST CO.** clients.

Merchandising tie-ins: a printed placard displayed on shop bulletin boards of featured concerns invites employees to listen to the show. Pictures taken at broadcast-time of officials appearing on the show, together with a script, are presented to each firm in a portfolio. All **MERCHANT'S** newspaper advertising features the program.

AIR FAX: Commercial copy is devoted to the various services and departments of the bank. Program takes its name from the sponsor's display windows, a feature of the bank.

First Broadcast: March 1, 1942.

Broadcast Schedule: Sunday, 2:15-2:30 P.M.

Preceded By: Syracuse Voices.

Followed By: Columbia Workshop.

Sponsor: Merchant's National Bank & Trust Co.

Station: WFBL, Syracuse, N. Y.

Power: 5,000 watts.

Population: 217,312.

COMMENT: Good will and educational broadcasts have become almost a war-time necessity. A show of this kind promotes civic pride and creates new clients for its sponsor at one and the same time. Potential customers include both the business concerns themselves and their legion of employees.

Public Service

COURT OF HONOR Draft age may be 21, and enlistment age 18, but Buffalo, N. Y., nippers are in the Army now. Patriotic off-shoot of WGR is the training of a teen-age *Commando Corps* to sell War Bonds and Stamps. Children in the *Court of Honor* start out as "privates," advance up the ranks as their sales mount.

When the sustainer started May 16, Army recruiting officer, Major Winston V. Morrow, swore in 10 boys. Week later, sales totaling \$2,600 were reported, and each boy was promoted to the rank of Corporal. First week in June saw sales mount to over \$4,000. One "enlistee" came in with 5,000 pennies as her initial stamp order.

Program is based on a military *Court of Honor* at which awards for service to the Government are made. Age limit for recruits is 16 years. Privates start out with \$10 worth of War Stamps, replenish stock at WGR headquarters. Sales of \$25 mean automatic promotion to the rank of Corporal. Sergeants must sell an additional \$75. *Pinnacle of success:* the rank of General for sales totaling \$20,000!

Enlistee who attains the rank of Captain is qualified to recruit a squad to work under him. Squad Captains then compete with other Captains for high sales of the week.

Division having the high sales record for the week participates in the actual production of the half hour weekly

show, taking over the duties of announcer, etc. Presiding at each air session of the *Court of Honor*, and Commanding Officer of the *Commando Corps* is a regular U. S. Army officer.

Each recruit at the weekly broadcast is recognized by the orderly, presented to the Commanding Officer, then proceeds to make a sales report for himself or his squad. When sales warrant promotion, the Commanding Officer makes the necessary official announcement, bestows an emblem on the candidate signifying his rank. Chevrons, stripes, stars or bars in blue or gold bedeck the bright red arm bands bearing regular Army insignias which are awarded.

AIR FAX: WGR staff orchestra, with soloists, plays patriotic music.

First Broadcast: May 16, 1942.

Broadcast Schedule: Saturday, 7:00-7:30 P.M.

Preceded By: Sons of the American Revolution.

Followed By: Confidentially Yours.

Station: WGR, Buffalo, N. Y.

Power: 5,000 watts (d).

Population: 613,506.

COMMENT: Special arm bands and plenty of hoopla insures a show of this kind of the wholehearted, unqualified approval of patri-tots. Certainly this is a time-tested formula used by commercial sponsors for promoting juvenile interest in their products. With a patriotic cause, the same formula can direct youngsters in performing a useful part in the wartime effort. (For pic, see *Showmanscoops*, p. 275.)

INTERESTING

"Please enter our subscription for a year, and send us the magazine file binder. Your magazine is very interesting. We shall be glad to receive it regularly."

R. G. STREETER
Advertising Manager
The Carey Salt Co.
Hutchinson, Ka.

ADVICE

(Continued from page 257)

Carrying the same idea to an extreme, you might even imitate some of the techniques used by prominent national advertisers. For example: LUCKY STRIKE's famous selling slogan: *An independent survey shows—with independent tobacco experts, the men who know tobacco best, it's LUCKIES 2 to 1.* The idea behind that slogan could be used by a department store something like this: *An independent survey shows that the men who make a business of textiles and women buyers of specialty stores buy their other apparel at BLANK'S DEPARTMENT STORE.*

Far-fetched? Not at all. Not as long as some people still pass up a store with fancy fixtures for one with windows plastered with bull's-eyes; not as long as men cut labels out of suits that they bought at a store they are ashamed of.

Institutional advertising sells the reasons *why* to buy at a store! Prices tell *when*. Both are important! But, in times like these, people break long-standing habits. The man who was ashamed of the "cheap" store can now afford to go back to a better one. Hours change. The store that sells a 9 o'clock policy may attract customers that never had the time to come before. With changing values, come changing reasons why to buy at one store or another. The store that takes on aggressive institutional selling policy stands to convert the most customers. The store that sits back on the soft cushion of a price-selling campaign, expecting to ride to success, may find its rubber tires stolen.

Yes! Times have changed; standards have changed; so perhaps it's time *you* changed *some* of your age-old, weather-scarred beliefs about department store advertising.

NEXT MONTH

Most important of all is ingredient number 3 in the formula for the successful use of radio advertising by department stores. To departmentalized and institutionalized radio, add showmanship. It's a store-tested plan for planned radio.

1001

RADIO PROGRAMS

★ Syndicated Transcribed
Script and Live Show
DIRECTORY



the new ★

RADIO SHOWBOOK



*For Men
who Buy Local
Radio Time*



*Most Complete
Listing Ever
Compiled!*



*Every Show
Available for
Immediate Use!*



*Classified
for Handy
Reference*



The perfect handy reference to give you an easy-to-find listing of every available syndicated show. Whatever type of show it is you are looking for, separate and individual listings will help you end up with the right show for your business. Indexed and cross-indexed for your convenience. Complete offerings of more than 100 producers.

For current subscribers: the RADIO SHOWBOOK will be incorporated into the September issue of RADIO SHOWMANSHIP MAGAZINE.

For new subscribers: a reprinted copy of the directory free with each full year's subscription.

If you want extra copies of the RADIO SHOWBOOK use the convenient order form below.

RADIO SHOWMANSHIP MAGAZINE
ELEVENTH AT GLENWOOD AVENUE
MINNEAPOLIS, MINNESOTA

Gentlemen:

Send me my free copy of the RADIO SHOWBOOK and enter my subscription to RADIO SHOWMANSHIP for one year at \$2.50. Check enclosed . Bill me later .

I will want reprints of the Radio Showbook at 50 cents per copy. Check enclosed . Bill me later .

Name.....

Address.....

City..... State.....

BF-4



ANN GINN'S
GENERAL DERRICK
880 MADISON AVENUE PLAZA...NEW YORK...N.Y.

IN NEXT MONTH'S ISSUE OF

S

HOWMANSHIP, the amazing story is told of 2,500 housewives who volunteered their services to the year-old NORTHWEST HOME-MAKERS TESTING BUREAU to accept or reject advertisers' claims. The BUREAU is a feature of Ann Ginn's *Around the Town* show heard on WTCN, Minneapolis, Minn.