RADIO REACHES PEOPLE
NATIONAL ASSOCIATION OF BROADCASTERS

RADIO REACHES PEOPLE THROUGH THE MOST FUNDAMENTAL APPEAL KNOWN TO MAN . .

THROUGH THE HUMAN VOICE

003974 ebay R 8/07

"I HEARD"

"THEY SAID"

THESE STRIKE AT THE COMMON DENOMINATOR OF HUMAN EXPRESSION..

"I TOLD YOU SO"

PEOPLE BELIEVE WHAT THEY HEAR...

ONE FIRESIDE CHAT IS WORTH
A HUNDRED MILLION LETTERS..

PEOPLE
ARE
Immediately
Influenced
BY WHAT
They Hear

"NOW REPEAT AFTER ME"... SAYS THE TEACHER

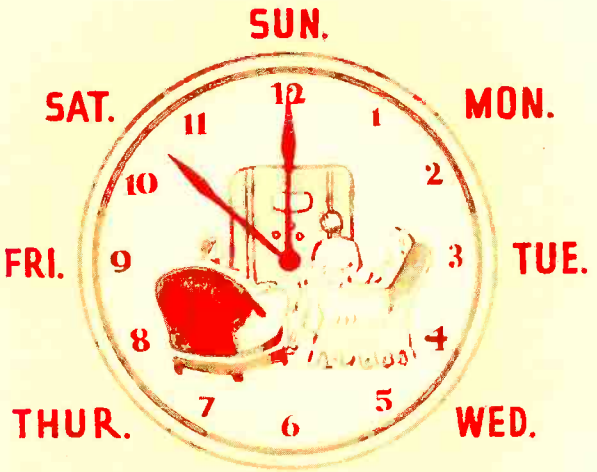
The spoken word is fundamental to the learning process

PEOPLE Remember WHAT THEY HEAR

PEOPLE IN THE MASS MARKET FOLLOW THE LINE OF LEAST RESISTANCE..

IT'S EASIER TO LISTEN... AND QUICKER!

PEOPLE BUY RADIO SETS TO LISTEN TO, NOT JUST TO LOOK AT..

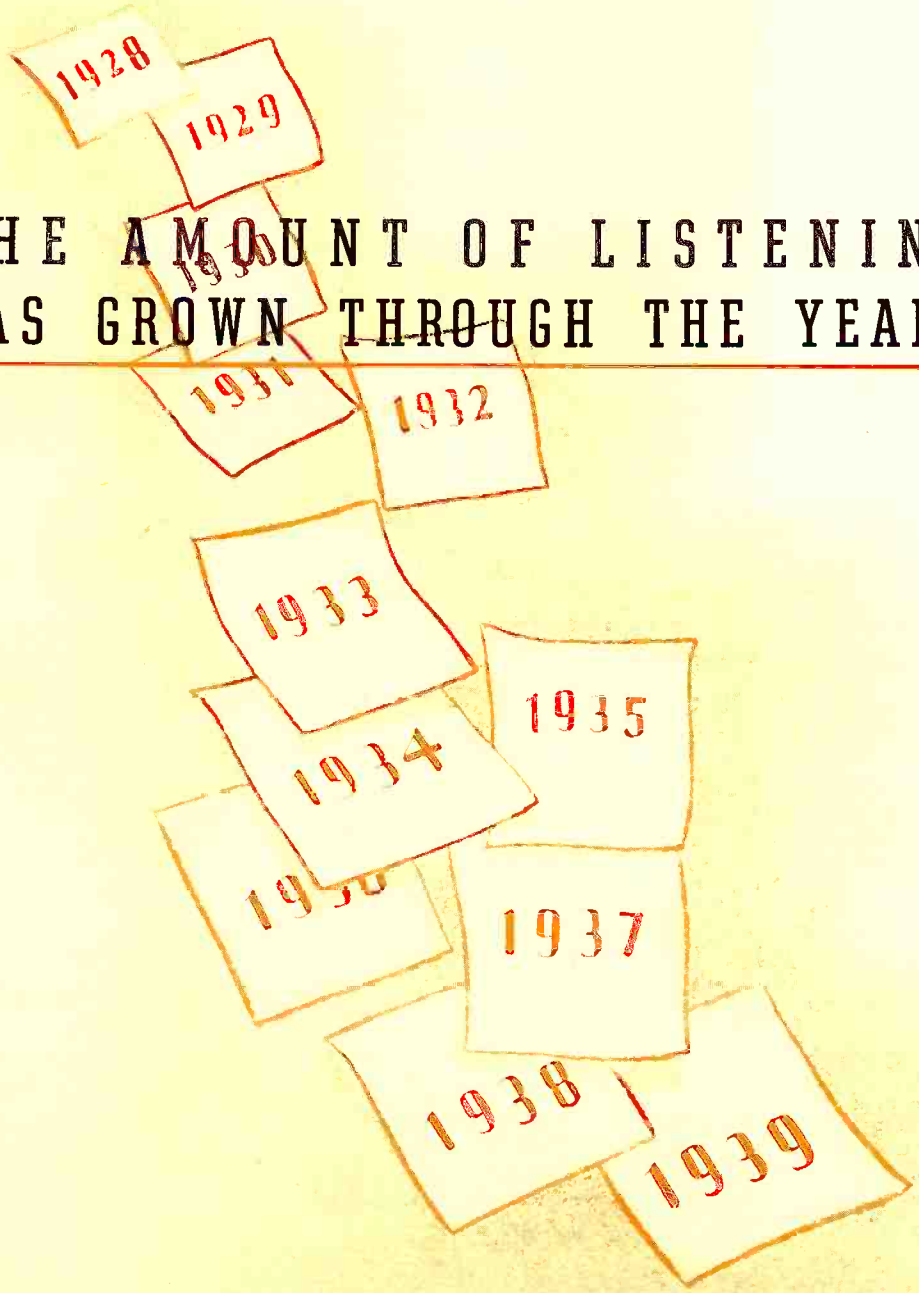


PEOPLE WANT TO LISTEN TO RADIO

EIGHTY-FOUR PER CENT 84% OF THE FAMILIES IN THE UNITED STATES LISTEN TO RADIO..

28,000,000 AMERICAN FAMILIES OWN AND USE 40,800,000 RADIO SETS!

THE AMOUNT OF LISTENING HAS GROWN THROUGH THE YEARS



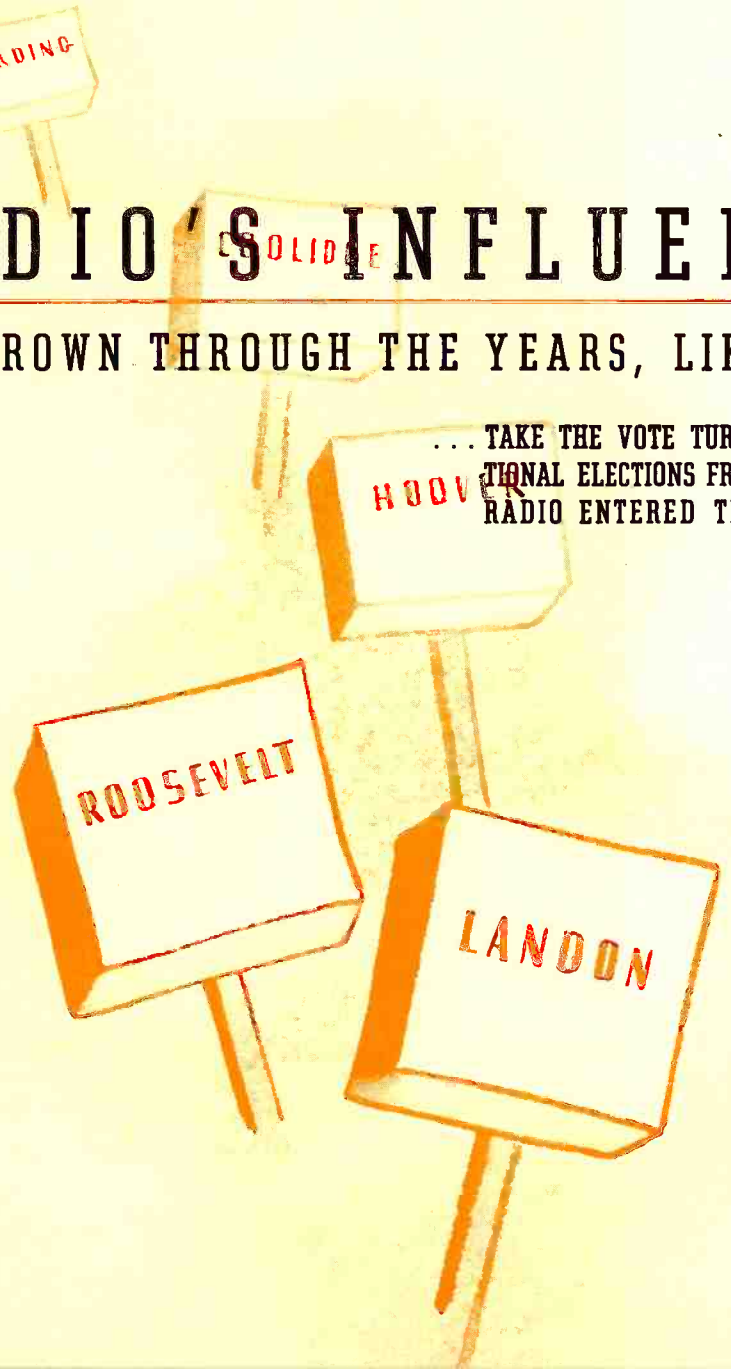
YEAR	NUMBER OF SETS OWNED
1928	8,500,000
1929	10,500,000
1930	13,000,000
1931	15,000,000
1932	18,000,000
1933	22,000,000
1934	28,000,000
1935	30,500,000
1936	33,000,000
1937	37,600,000
1938	40,800,000

MORE AND MORE PEOPLE BUY RADIO SETS, BECAUSE THEY *Want* TO LISTEN, *More* AND *More*!

RADIO'S INFLUENCE

HAS GROWN THROUGH THE YEARS, LIKEWISE...

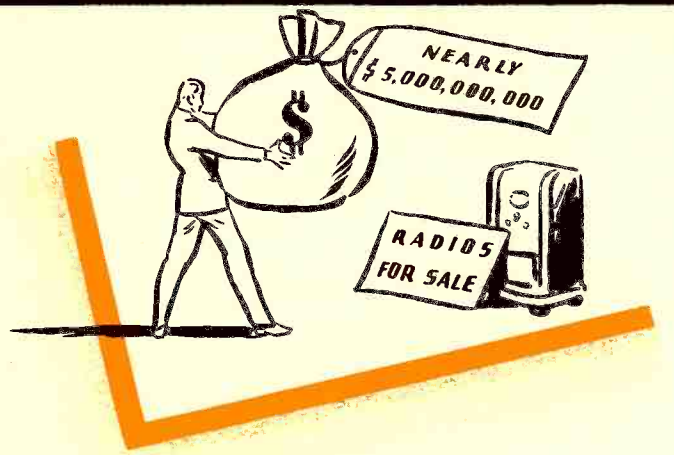
... TAKE THE VOTE TURNOUT IN NATIONAL ELECTIONS FROM THE TIME RADIO ENTERED THE PICTURE



ELECTION		NUMBER OF RADIO SETS IN USE	TOTAL BALLOTS CAST
HARDING COX	1920	(1922) 400,000	26,705,346
COOLIDGE DAVIS	1924	3,000,000	29,022,261
HOOVER SMITH	1928	8,500,000	36,879,440
ROOSEVELT HOOVER	1932	18,000,000	39,816,522
ROOSEVELT LANDON	1936	33,000,000	45,646,817

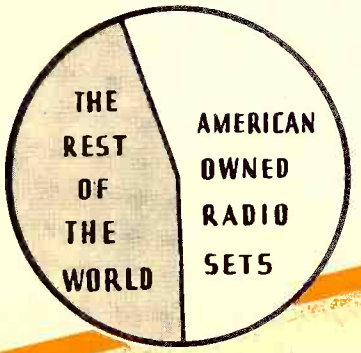
RADIO REACHES PEOPLE!
RADIO INFLUENCES PEOPLE
... *More* AND *More* ... DAY AFTER DAY ... *Year* AFTER *Year*

RADIO OFFERS BIGGEST AND



SINCE 1922, THE AMERICAN PEOPLE HAVE INVESTED THE FABULOUS SUM OF 4 AND ½ BILLIONS OF DOLLARS IN RADIO RECEIVERS

ONLY THE MOST DESTITUTE ARE WITHOUT RADIOS



AMERICAN LISTENERS OWN MORE THAN ONE-HALF OF ALL THE RADIO SETS ON THE FACE OF THE GLOBE

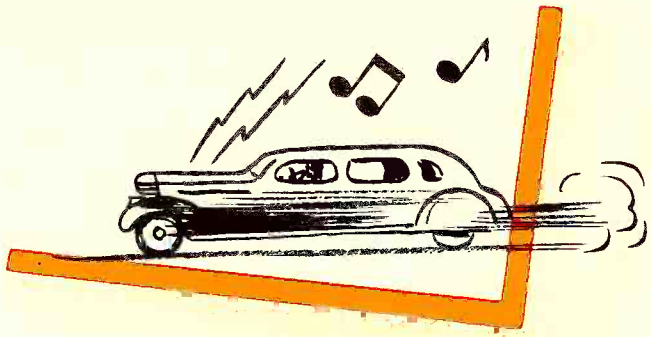
PEOPLE WITH RADIOS HAVE MORE

RICHEST SLICE OF THE MARKET

IN THIS COUNTRY THERE ARE MORE THAN THREE TIMES AS MANY "RADIO HOMES" AS THERE ARE TELEPHONE HOMES

THERE ARE FIFTEEN MILLION MORE RADIOS THAN THERE ARE AUTOMOBILES AND MORE THAN SIX MILLION OF OUR AUTOMOBILES ARE EQUIPPED WITH RADIOS!

AMERICAN LISTENERS SPEND $150,000,000 A YEAR FOR THE ELECTRIC CURRENT NECESSARY TO OPERATE THEM . . .



MONEY . . . MORE MONEY TO SPEND . . .

MORE AND MORE

SUCCESSFUL ADVERTISERS KNOW THAT RADIO REACHES AND INFLUENCES MORE AND MORE PEOPLE

COMMERCIAL TIME SALES

YEAR	GROSS TIME SALES	NATIONAL NETWORK	REGIONAL NETWORK	NATIONAL NON-NETWORK	LOCAL
1934	$72,887,169	$48,647,081	$717,117	$13,541,770	$15,981,201
1935	87,523,848	50,067,686	1,110,739	17,063,688	19,281,735
1936	107,550,886	59,671,244	1,367,812	24,141,360	22,370,070
1937	144,142,482	69,612,482	3,530,000	33,000,000	38,000,000
1938	150,118,400	71,728,400	3,620,000	34,680,000	40,090,000

MORE AND MORE

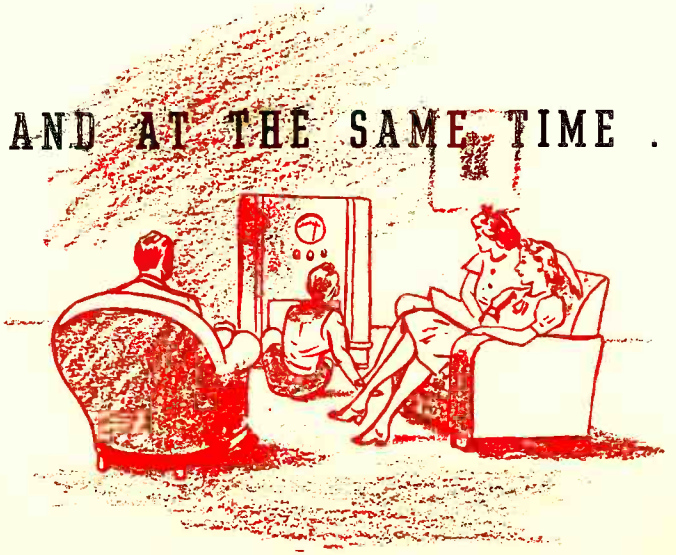
SUCCESSFUL ADVERTISERS ARE TURNING TO RADIO

COMPARISON OF VOLUME OF RADIO COMMERCIAL ADVERTISING WITH OTHER MEDIA

DOLLAR VOLUME BY YEARS	MAGAZINES	NEWSPAPERS	RADIO
1934	$116,268,492	$485,481,718	$ 72,887,169
1935	123,093,289	517,513,000	87,523,848
1936	143,790,669	568,593,000	107,550,886
1937	161,967,804	630,000,000	144,142,482
1938	141,007,561	544,000,000	150,118,400

NATURALLY: THERE ARE REASONS FOR THIS UNINTERRUPTED TREND TO RADIO..

AND AT THE SAME TIME . .



RADIO IS THE ONLY ADVERTISING MEDIUM WHICH REACHES ALL THE FAMILY

Mother-Father
Son and Daughter

A DOUBLE . . .
TRIPLE . . .
QUADRUPLE
IMPACT!

RADIO IS THE ONLY MEDIUM
CAPABLE OF DELIVERING THE . . .

NATURAL
PERSONAL
POWERFUL
PERSUASIVE
Spoken WORD

DIRECTLY INTO THE MIDST OF THE AMERICAN FAMILY—WHERE IT CAN BE CONSIDERED, DISCUSSED AND ACTED UPON IMMEDIATELY

RADIO HAS GAINED THE CONFIDENCE OF THE BUYER . . . YOUR CUSTOMER

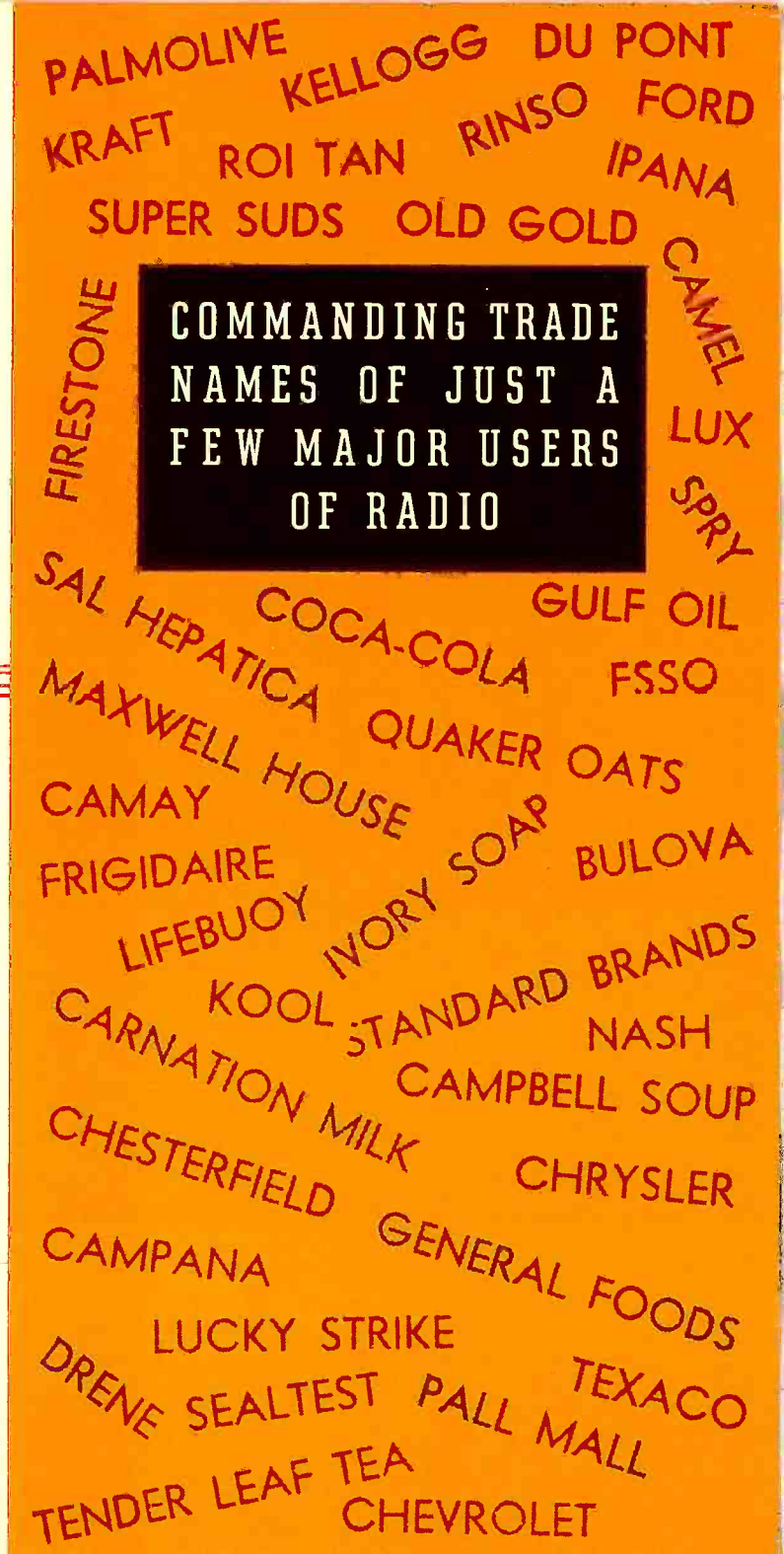
THIS MEANS THAT NOT ALL WHO WANT TO BROADCAST MAY BROADCAST

OUR FEDERAL LICENSE DEMANDS THAT WE OPERATE IN "THE PUBLIC INTEREST, CONVENIENCE, AND NECESSITY"

THIS MEANS THAT WE ASSIST ONLY IN THE MOVEMENT OF LEGITIMATE COMMERCE

ONLY LEGITIMATE RETAILERS, DEALERS, PRODUCTS, AND SERVICES CAN BE ACCEPTED BY RADIO

YOUR NAME IN RADIO BECOMES ASSOCIATED WITH THE TOP FLIGHT NAMES IN LOCAL AND NATIONAL BUSINESS . . .



. . . THIS SAME MEDIUM

WHICH HAS SO POWERFULLY DEMONSTRATED ITS EFFECT ON THE MILLIONS IS *Yours to Command!*
YOUR MESSAGE CAN NOW BE TRANSMITTED THROUGH THE SAME MEDIUM WHICH BRINGS THE AMERICAN FAMILY:

. . . THE VOICE OF THE PRESIDENT
. . . THE MUSIC OF GREAT SYMPHONIES
. . . THE DRAMA OF GREAT ACTORS
. . . THE NEWS FROM THE FOUR CORNERS OF THE EARTH
. . . THE WORDS OF DISTINGUISHED MEN AND WOMEN
. . . THE MUSIC THAT SETS ALL AMERICA A-DANCING

. . . THIS SAME MEDIUM

WITH ALL ITS PERSUASIVENESS WITH ALL ITS POWER, WITH ALL ITS PRESTIGE:

. . . IS WITHIN YOUR REACH, TO BRING YOUR SALES MESSAGE TO THE SAME AMERICAN FIRESIDES, THROUGH THE SAME RADIO LOUD-SPEAKER WHICH BRINGS THESE GREAT THINGS!

THE WHITE HOUSE

PRESENTS

"RADIO SPECIAL SOLD OUT FIRST DAY"

"RESPONSES 3 MONTHS AFTER BROADCAST"

"10 MAGIC CHEFS SOLD NEXT DAY"

"RESPONSE FAR GREATER THAN ANTICIPATED..."

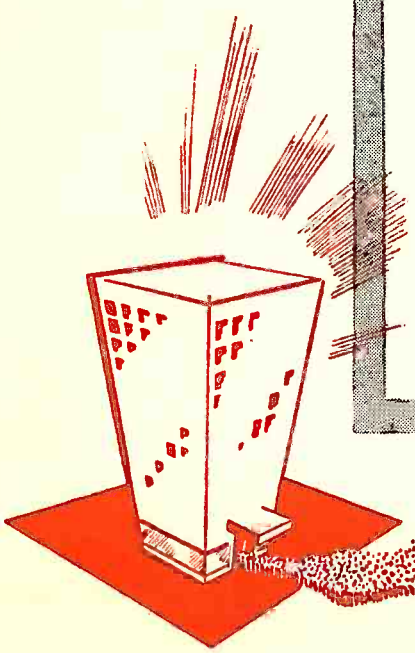
"DEPARTMENT HAD BIGGEST DAY IN YEARS"

"SOLD CANDY AND BOOKS, FUR COATS AND SILVER"

WITH sales results like these to its credit, Rike-Kumler, leading department store of Dayton, Ohio, knows and appreciates the value of radio advertising.

From the start, they recognized radio's unique ability to penetrate into homes and reach markets uncovered by any other medium. With the help of WHIO, they produced a sound radio program, and ever since they have watched their program produce business and profits for Rike-Kumler.

Let the sponsor himself, in the person of Mr. C. I. Burtanger, Sales Promotion Manager of Rike-Kumler, tell this typical success story of radio advertising. (*See Page 2.*)



Results FROM RADIO
DEPARTMENT STORE
Volume 1 Number 1
NAB BUREAU OF RADIO ADVERTISING

THE STORY OF "Cornelia on the Air"

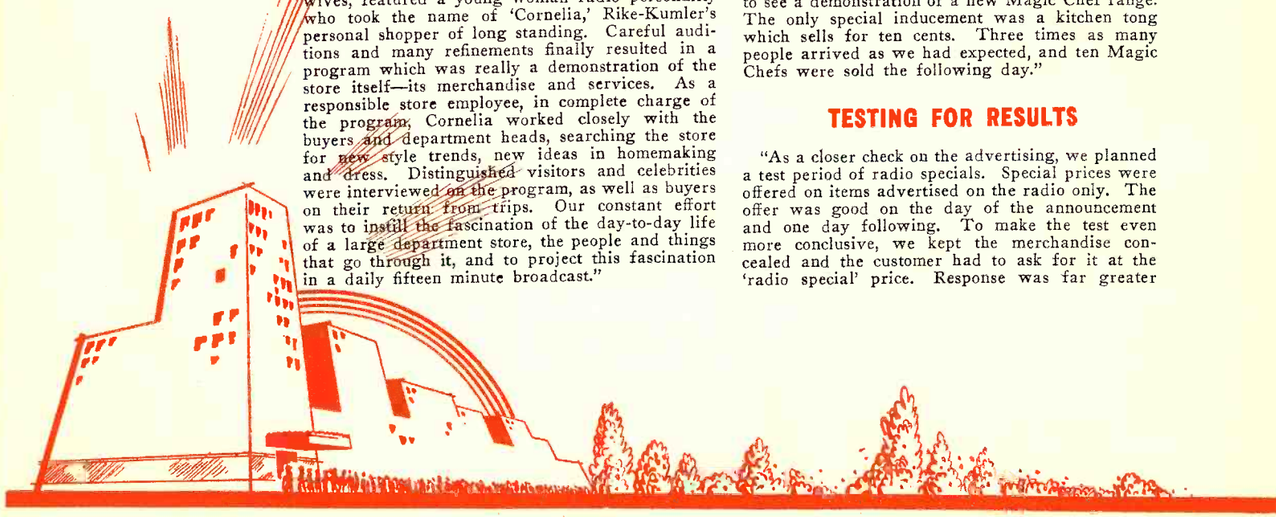
.....BY
C.I.BURTANGER
OF RIKE-KUMLER
COMPANY

THE BACKGROUND

"Although Rike-Kumler had used radio in a small way before, it was not until the summer of 1936 that a real campaign was decided on. We chose a shopping program which would allow sufficient scope to cover the variety of merchandise sold and, at the same time, enlist the interest of all women. A thorough test over a three months' period was planned, and the company took the air over WHIO, in September, 1936."

THE PROGRAM

"A daily fifteen minute program, broadcast at 10:15 A.M. to reach a maximum audience of housewives, featured a young woman radio personality who took the name of 'Cornelia,' Rike-Kumler's personal shopper of long standing. Careful auditions and many refinements finally resulted in a program which was really a demonstration of the store itself—its merchandise and services. As a responsible store employee, in complete charge of the program, Cornelia worked closely with the buyers and department heads, searching the store for new style trends, new ideas in homemaking and dress. Distinguished visitors and celebrities were interviewed on the program, as well as buyers on their return from trips. Our constant effort was to instill the fascination of the day-to-day life of a large department store, the people and things that go through it, and to project this fascination in a daily fifteen minute broadcast."



THE COMMERCIALS

"Since the store itself was the subject of the entire program, the script treated the merchandise in a light and interesting fashion. Every effort was made to carry over the glamour and excitement of a modern department store, and the straight commercials on the program were kept to an absolute minimum, on the correct theory that the first task was to build audience interest."

STOREWIDE COORDINATION

"Many subsequent steps have been taken to insure the greatest possible effectiveness for the program. A mimeographed list of each item mentioned, its price and the department in which it could be found, is distributed each day to the entire store personnel. This enables sales people to answer customers' questions intelligently. Our merchandising program is closely coordinated with the radio advertising. Also, the material for the daily broadcast is chosen to coincide with other store events of public interest. Whenever we have a book review of a recent best seller by the buyer of our book department, or an interview with a visiting celebrity, we use a newspaper advertisement the day before the featured broadcast."

PREMIUM OFFERS

"At various times, we have offered such premiums as a recipe booklet, or a glass relish dish, which was obtainable only by visiting the store. Although made exclusively on the radio program, on each occasion the supply has been exhausted before the time limit set. Once we invited listeners to see a demonstration of a new Magic Chef range. The only special inducement was a kitchen tong which sells for ten cents. Three times as many people arrived as we had expected, and ten Magic Chefs were sold the following day."

TESTING FOR RESULTS

"As a closer check on the advertising, we planned a test period of radio specials. Special prices were offered on items advertised on the radio only. The offer was good on the day of the announcement and one day following. To make the test even more conclusive, we kept the merchandise concealed and the customer had to ask for it at the 'radio special' price. Response was far greater than we had anticipated. In some cases our supply was sold out by the end of the first day. A radio special on baby clothes in the downstairs store resulted in this department having its biggest day in years."

SOME DO'S AND DON'TS

"After making an announcement of a special sale of Luxite lingerie for the following day's selling, the immediate response was so great that the buyer of the department had to rush the Luxite on to the floor a whole day previous to the sale. Our advice to radio users, therefore, is: don't announce items included in special sales 'in advance.' However, when promoting various departments on non-sale occasions, we have found responses as long as three months after a broadcast. A large sale of silver Holloware was checked directly to the program months after a broadcast featuring this item. Our radio program has sold fur coats and sterling silver. In other words, we are limited neither in price nor scope."

SELLING SERVICE, TOO

"Besides selling merchandise, radio has helped us promote the various services which lend prestige to the store, such as, fur storage, interior decorating, personal shopping, the fashion adviser, the bridal secretary, as well as public lectures and various entertainments held in our auditorium. During the past summer, we had a series of children's programs once each week, consisting of stories and dramatizations of children's books in our book department. Comments from the children themselves gave us conclusive evidence that they liked the programs."

DIRECT RESULTS

"On the first anniversary of 'Cornelia On The Air," personalities that had been popular on previous programs were brought back. An anniversary special of a pound of candy and a pound of nuts for fifty-five cents sold 1100 pounds. In January, 1937, Rike's began an extensive expansion and remodeling program which has resulted in 61 per cent additional floor space. On May 10, 1937, a special hour broadcast saluted the grand opening of Rike's new building. Twenty-six thousand people visited the store that evening."

SUCCESS FORMULA

"We believe that 'Cornelia On The Air' is a success. We believe that a significant feature is that it depends on the store and its merchandise for its interest, rather than grafting straight commercials on some other form of entertainment. Such a method demands constant attention, but we believe that, *properly used, it is a splendid advertising medium for the large department store.*"

(Signed) C. I. BURTANGER

Sales Promotion Manager
Rike-Kumler Company

Dayton, Ohio
September 11,
1939

Moral for Advertisers

(ESPECIALLY DEPARTMENT STORES)

Let's check below in summary the important points to be learned from the foregoing case history. Doesn't it seem logical that radio can achieve the same results for you? This most vital of advertising mediums does not duplicate, but supplements and supports your other merchandising efforts. Put radio advertising to work *now*, today and every day.

RIKE-KUMLER LEARNED THAT—

Radio reaches new customers and prospects.

Radio gets immediate response—and keeps on selling.

Radio's effectiveness is limited neither to price nor scope. It sold candy and books, kitchenware and lingerie, fur coats and sterling silver. Radio sells store services, too.

Radio's unique personal appeal builds goodwill, as well as sales.

Customers ask for radio-advertised items—remember price and description.

RIKE-KUMLER FOUND IT PAYS TO—

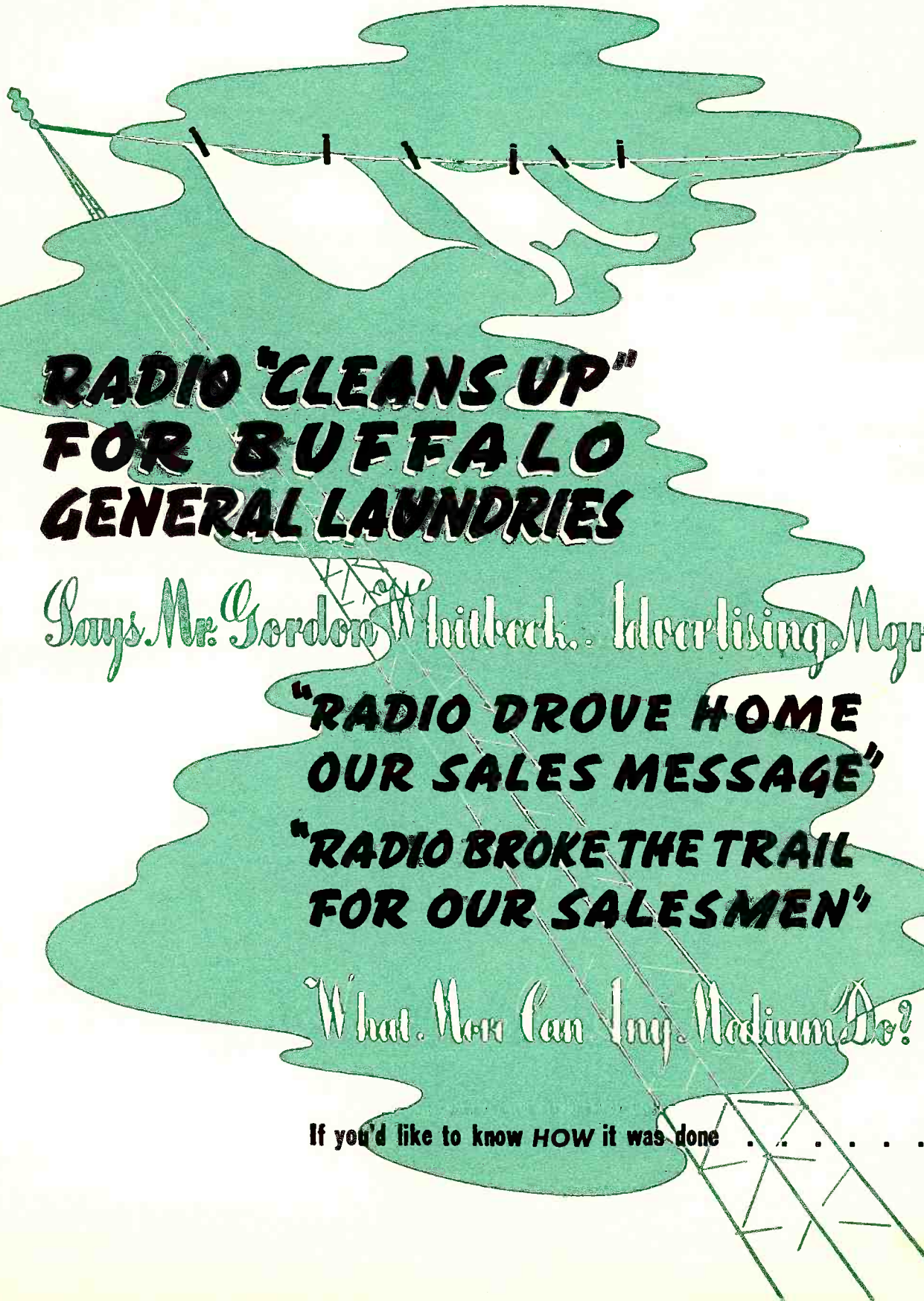
Put your program in complete charge of a responsible store official.

Coordinate radio with other store promotion.

Keep sales people advised of advertised items.

Go on the air every day. Keep "commercials" to minimum—build audience first.

Use premium offers to test response—bring customers into store.



RADIO "CLEANS UP" FOR BUFFALO GENERAL LAUNDRIES

Says Mr. Gordon Whitbeck, Advertising Mgr.:

"RADIO DROVE HOME OUR SALES MESSAGE"

"RADIO BROKE THE TRAIL FOR OUR SALESMEN"

What More Can Any Medium Do?

If you'd like to know *HOW* it was done . . . . . .

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
LAUNDRIES
Volume 1 Number 2

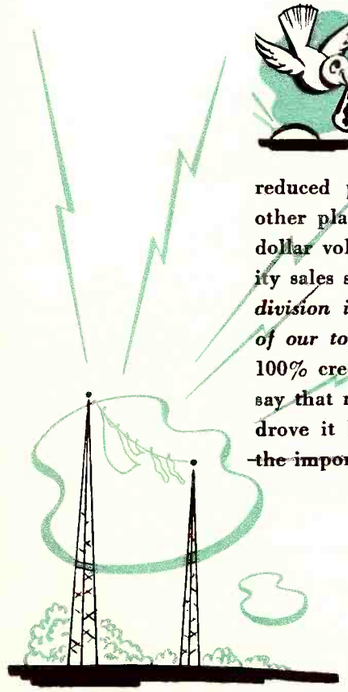
We'll Come Clean

The Buffalo General Laundries Corporation consists of 5 separate plants throughout the city. Over four years ago, they went on the air three mornings a week over WGR, on behalf of their *Quality* Division. The "MC", Clinton Buehlman, a typical "early bird" announcer, offered time signals and wisecracks and played transcribed music daily from seven a. m. to nine a. m. *Quality* sponsored half an hour.

"EARLY BIRD" BRINGS BUSINESS

SAYS Mr. Whitbeck:

"We started this program at a time when 14 laundries in Buffalo were cooperating in a newspaper campaign to promote sales of damp wash at a reduced price. It's significant that where other plants in our corporation chalked up dollar volume increases of 12 to 15%, Quality sales showed an increase of 32%. (*This division is now responsible for about 50% of our total sales.*) We did not give radio 100% credit for this difference. You might say that newspapers held the nail and radio drove it home—and, after all, the latter is the important part."



5 PLANTS + 5 PROGRAMS = 1ST DIVIDEND IN 5 YEARS

ACCORDING to Mr. Whitbeck, this initial success with radio was so gratifying that the sales managers of their other plants clamored vociferously for equal representation on the air. Soon each plant had its own program. The second largest division, American Palace, sponsored The Witch's Tale, half-hour of transcribed drama twice a week. Three other plants took turns sponsoring a half-hour live talent variety show on Wednesday afternoons from the ballroom of the Hotel Statler. This schedule continued for nearly two years, with the result that in 1937, Buffalo General Laundries declared its first dividend in five years. At one time during this period they were using four different stations and were spending close to $600 a week in radio.

A serious strike early in 1938 forced them to discontinue advertising for business which they could neither produce nor deliver. Sponsorship was resumed in the late spring, with sixteen periods of news flashes from 8 a. m. to 11 p. m. daily, divided among the five plants, according to the volume each did. This was supplemented by a 15-minute program, four times a week, along the lines of an Edwin C. Hill program.

BLANKET SALE—A BLISSFUL TALE

BUFFALO General Laundries continues to use radio with signal success. A recent series of 20-word station breaks featuring blanket renovating produced sales increases of 55% over the previous month, and 42% over the same period a year ago; all this without any special offer on price or service—just a reminder to "send your blankets now."

Says Mr. Whitbeck:

"Of course, the salesmen, knowing they were being backed up, put on extra pressure of their own but we honestly feel that radio broke the trail for them."

RADIO BREAKS THE ICE

THIS successful sponsor also confirms what many have found about radio's amazing ability to stimulate dealers and salesmen.

Says Mr. Whitbeck:

"One of the most salutary effects of our radio advertising has been on our employees. They, and especially the routemen, take pride in hearing the name of the company for whom they work mentioned over the air. It's proof positive that the company is doing its part in making it easier for them to sell laundry service and thus increase their earnings. Many of them open their sales talk with, 'I'm from the So-and-So Laundry. You've probably heard us on the air.' And whether the woman has or not, it's easier for both from then on."

SERIOUSLY NOW—

MR. WHITBECK sums up his successful experience with radio in no uncertain terms:

"No matter when you are on the air, someone is going to hear it, and if what you have to say is of interest to them, they'll respond; *but* if you give a little serious thought and study to time, program, station and announcements, your results will increase with no additional expenditure on your part."

Happy Ending

SUMMED UP, ***here's what radio did for Buffalo General Laundries:***

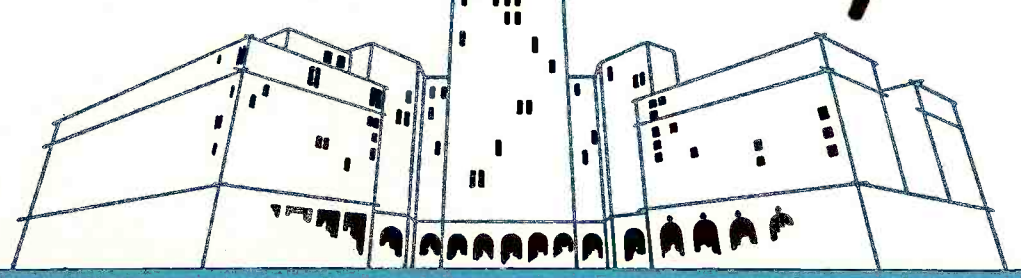
- **Got direct and immediate sales results.**
- **Drew enthusiastic support from branch managers and salesmen.**
- **Opened doors and "broke the trail" for salesmen.**
- **Brought more business for one division than the other four (non-radio users) combined.**
- **Doubled sales of "specials."**
- **Was responsible for first dividend in five years.**

SOME POINTERS ***From the Above Case History.***

- **Don't be afraid to give radio a real chance. Use it early and often.**
- **Use radio for its strong effect on sales organizations and dealers. They appreciate it.**
- **Keep commercial announcements to a minimum.**

GROWTH GOODWILL PROFITS

-all come from radio advertising"



THAT sums up the actual experience of Burt's in Cleveland, Ohio, a unique store selling an unusual combination of products and services and located on the sixth floor of the Terminal Tower Office Building. Says Mr. L. O. Klivans, President of Burt's, "Radio has built Burt's into the only store of its kind in the world."

NINE YEARS AGO a salesman from WHK-WCLE induced a comparatively small store in Cleveland's shopping district to try radio. Starting with a few spot announcements, Burt's radio advertising and Burt's business and profits have grown apace.

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
MISCELLANEOUS
Volume 1 Number 3

Today AFTER 9 YEARS

BURT'S SPONSORS:

1 hour of music each weekday AM

a 2-hour amateur show each Sunday

a 15-minute show between all double-header ball games and on other special occasions.

—a total of more than 10 hours a week, 52 weeks a year—on three stations.

BURT'S OPERATES:

a complete jewelry store
a modern optical business
The Frances Shop for women
The James Monroe Shop for men
The Tower Furniture Shoppe

—all occupying 15,000 square feet on the 6th floor of a Cleveland office building.

RADIO PAYS IN EVERY WAY

Nearly every kind of radio program, morning and afternoon, Sundays and weekdays, has paid dividends for Burt's—mainly because Burt's is careful not to abuse their extensive use of radio advertising. The commercials are kept to a minimum and are often light in tone. On the 2-hour amateur show, five dramatized commercials are normally scheduled. Mr. Klivans himself delivers two brief "homey" or educational discourses. Says he, "Many times our amateur show is so full that, if necessary, *we omit a commercial and give the people entertainment in its stead.* We do not follow any one pattern but change it to suit the times, the seasons and current events. For example, last Sunday, one of our commercials was in the ballyhoo manner used by the average politician running for office." Other patterns include parodies to popular songs. Sometimes, the sketches or skits are laugh provokers. To sell glasses, the sketches portray family squabbles, ordinary situations which exist in every home, arguing husbands and wives, divorce proceedings, and, in fact, everything which comes from frayed nerves.

AUDIENCE-BUILDERS

On the subject of merchandising and exploitation, Mr. Klivans has this to say, "We have had some very unusual tie-ins by putting on amateurs who came from a particular group. For example, we had a policeman's broadcast. In cooperation with the local Hungarian newspaper, we had an all Hungarian program. We had a tie-up with all insurance offices of the Cleveland Underwriters group. We had shows in cooperation with many other industries. There are dozens of other types of tie-ins which we promoted by means of our radio programs, such as holding a weekly dance at the largest dance-hall in town, staging benefit shows for charity and religious groups—all made possible because of the widespread acceptance of our radio broadcasts."

RESULTS APLENTY

Best of all, Mr. Klivans likes to talk about the results of his radio advertising, and he has *plenty* to talk about. Listen:

"From the start, radio did such a good job that we followed through and expanded. We found that radio does a very good job in selling 'impulse' items. In order to sell higher priced items, which are only purchased after deliberation, we pursued an institutional manner of approach which has worked out very satisfactorily. We have sold glasses through educational programs instead of price appeal. Eight announcements daily soon brought our optical department more business in one day than it formerly did in a month. The watch repair department, ordinarily a losing proposition, grew from a personnel of 1 to 14 people. So much business was directly traceable to the various broadcasts that we now use three stations.

TRAFFIC DOUBLED

"Many surveys over the past two years reveal the fact that, with the exception of the ball games, Burt's broadcasts have the largest day-time audience in this district. Surveys have shown that on many occasions our percentage of listening audience has been from 6th to 10th when all day and night programs are considered in this district. These surveys are telephone surveys. By an actual house-to-house survey, which we have made on two different occasions, the percentage has run even higher. As for tangible results, today, up in an office building, our traffic is twice as great as it was when we were down on a street level location. *It all comes from radio advertising.*"

Says THE SPONSOR

"No business would use an advertising medium to the extent that we do unless we got results. A retail advertiser cannot pay for radio shows with mail. The thing that counts is the ringing of the cash register—in plain English, sales.

"Regarding goodwill—that is a story in itself. I believe that millions of dollars spent in any other way could not produce the goodwill our Sunday radio show has produced."

(Signed)

L. D. Klivans

President
Burt's, Inc.
Cleveland, Ohio

CHECK OVER

the results outlined herein and see if you do not agree with the sponsor's own statement that "the heart of this business is radio advertising." Perhaps your business, like Burt's, is different. The tremendous power and intimate appeal of radio, properly applied, can *still* get similar results for you.

CAN RADIO SELL FURNITURE?

CAN It Compete With Pictorial Salesmanship and the Printed Word? Can People Be Sold "Eye-Appeal" Goods Through Appeal To the Ear?

Ten years ago, when Breslaw Brothers first decided to "experiment" with broadcast advertising, they operated three stores--one in the City of Glen Falls, one in Saratoga Springs and a third in Schenectady, New York. Little did they believe at that time that their modest-size furniture concern would grow to be one of the leading chains of the East, with nine large retail stores, a mammoth warehouse, a fleet of delivery vans and an employee staff totalling 133.

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
FURNITURE STORE
Volume 1 Number 4

"ABOVE ALL—RADIO"

Radio tops the list of basic factors most responsible for the growth of our company," says Mr. Jay Breslaw, president of Breslaw Bros. Furniture Company. "As I look back through the years to account for this tremendous growth, I see three basic factors involved:

1. Our sales policy
2. Our merchandising efforts
3. Extensive advertising—above all radio advertising"

"When we first used radio we had but a limited idea of its power as a sales medium. Could it be used successfully to sell furniture? Could it compete with pictorial salesmanship and the printed word? We decided to give it a try.

BUILT PERSONALITY

"The first Breslaw Brothers' program went on the air December 5, 1929. A single morning quarter-hour was used, the program comprising a vocalist with piano accompaniment. Three more presentations of this type followed and then we signed our first long-term contract, still using the vocalist with piano. Renewal after renewal followed and our vocalist became a personality—The 'Breslaw Furniture Man'. Guest singers, instrumentalists and instrumental groups were added from time to time, giving our broadcasts a wide variety of appeal.

MORNING TIME—6 DAYS A WEEK

"In February, 1935 (never off the air for any appreciable amount of time since our first airing) we inaugurated a three months' series of mystery dramas and in April of the same year changed from our mid-morning quarter-hour to 'Morning Merry-Go-Round'—a musical clock program with transcribed music and live talent, broadcast from 8-8:30 a.m., six days weekly. It is this same period we are now using in our tenth year on the air over WGY, currently featuring the well-known network stars—The Landt Trio, in person. We also have an evening half-hour once a week, entitled 'Swing Time'."

FRIENDLY COMMERCIALS

"Commercials on our programs have always been breezy, fast-moving and written with a note of friendliness, stressing a guarantee of complete satisfaction. Much stress is given to our credit system with 'no payment down' and 'no carrying charges'. This service has been invaluable for creating new customers and steady buyers."

MERCHANDISING IMPORTANT

"Perhaps one of the most important factors in our radio success is our merchandising and coordination of radio with other advertising activity. In this field we have gone the limit. We have had no end of special offers. Premiums have been used extensively. Every season has its particular day, week or month for a separate and distinct drive—the month of June for brides, etc.—and we make full use of each opportunity.

MERCHANDISING METHODS USED

Regular weekly bulletins to store managers announcing 'Radio Specials'
Banners, streamers, pennants, special windows and other 'tie-ins' at stores
Banners and posters on furniture vans calling attention to the broadcasts
Direct mail
Broadcasts direct from the stores
Personal appearances of artists at stores
Complete tie-ins with extensive newspaper publicity
Manager meetings and employee social gatherings

QUICK RESPONSE

Here's what Mr. Breslaw has to say about results:

"That our radio advertising has been successful is obvious in our tremendous growth. Further attesting its effectiveness are the many 'test' campaigns and special offers we have conducted. To call to memory a few—there was a 'Radio Special' whereby the customer could receive a substantial saving on a porch glider. No other advertising but radio was used and the customer was obliged to mention the particular program in order to be allowed the special price. *In two days, 187 porch gliders were sold at a single store.* On a somewhat similar 'Radio Special', 55 complete sets of dishes were disposed of.

"Radio has been valuable in building a shop-by-mail clientele. Thousands of mail orders are filled regularly. The personal appeal of our broadcasts has brought us good will that can't be measured in dollars and cents.

YES, RADIO SOLD FURNITURE

"Today, with nine large stores in nine different cities, our business is still growing. Year after year, broadcast advertising becomes more and more important in the sales work it does for our organization."

(Signed) JAY BRESLAW
President
Breslaw Brothers

HOW RADIO WAS USED

Daily broadcasts--morning time

Consistency--never off air in 10 years

Built program personality

Friendly commercials that stress satisfaction

"Went the limit" on merchandising

WHAT RADIO ACCOMPLISHED

Expanded business from 3 to 9 stores
Drew mail and telephone orders
Promoted credit system and sold new charge accounts
Did direct selling job for all types of merchandise
Increased store traffic
Brought good will "that can't be measured"

Above all, radio sold furniture, a field usually believed limited to visual media

RADIO'S HUMAN VOICE

The story of Breslaw Brothers is another undeniable tribute to the tremendous influence of the spoken word. The ability to paint "ear pictures" as vivid as any for the eye; unusual powers of persuasion and dramatization, force, conviction, friendly selling *—all these are inherent in radio's human voice.*

Properly used, radio advertising knows no limitations of product or service.

THE MILK SHAKE *in front of* THE 8-BALL

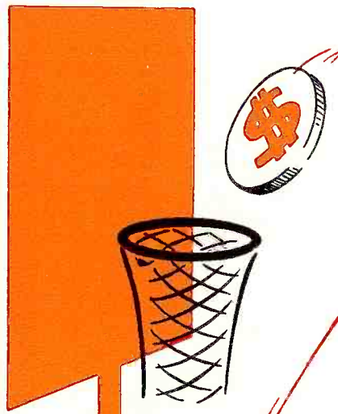
How a small ice cream retailer in North Dakota's sixth city outsold all competitors in the state, using radio as his only advertising medium.

THE American Billiard Parlors, in Devils Lake, N. Dak., is a model small-town amusement center, with complete fountain and restaurant facilities, tables for billiards, ping pong and indoor games, cigar, cigarette and candy counters.

A house specialty is "the best 15c malted milk in North Dakota." Annually, American Billiard Parlors has used 2,500 gallons of ice cream in malted milks alone. Nice volume for a single retail store in any city. But in 1938, American Billiards began sponsoring broadcasts of high school basketball games over Station KDLR—and then things *really* began to happen.

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
MISCELLANEOUS
Volume I Number 5

RADIO OUTSELLS ALL COMPETITORS

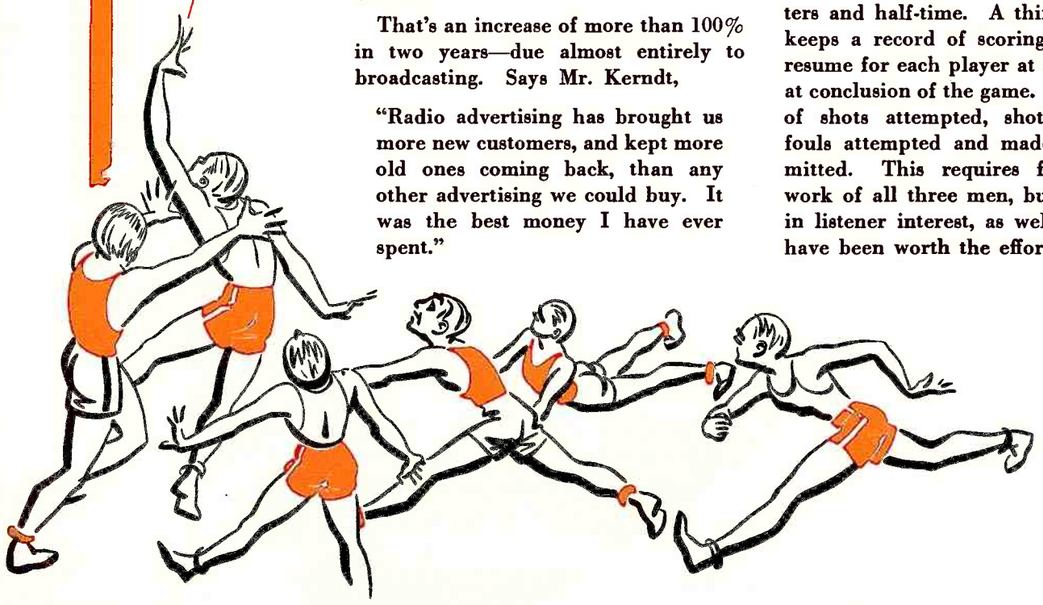


According to the best available information, American Billiard now buys and sells more ice cream than any other retail outlet in North Dakota. Only rival is an exclusive ice cream store in a much larger city. As a result, American Billiard's manager, Mr. Oscar H. Kerndt, was invited as a special guest to a recent ice cream manufacturers' convention in Minneapolis. No doubt, they wanted to know how he did it. The answer was, *and is*—Radio Advertising.

From the start of the radio campaign, ice cream sales boomed to new all-time highs. From average yearly sales of less than 3,000 gallons, American Billiard customers in 1938 consumed 4,720 gallons; in 1939, 5,380 gallons. On the basis of present business, Mr. Kerndt estimates 1940 volume will pass 6,000 gallons.

That's an increase of more than 100% in two years—due almost entirely to broadcasting. Says Mr. Kerndt,

"Radio advertising has brought us more new customers, and kept more old ones coming back, than any other advertising we could buy. It was the best money I have ever spent."



Here's How It Was Done

". . . this game is brought to you thru the courtesy of the American Billiard Parlors—where you get the best malted milk in the State of North Dakota."

Mr. Kerndt and KDLR recognized the strong hold which basketball has on most communities. Its popularity in recent years has spread by leaps and bounds. In some sections, it is played year-round. Competition is intense, and interest runs high.

Three announcers handle American's basketball broadcasts. Donald Donahue, regular KDLR sports announcer, handles "play-by-play." A very fast, clear talker, Donahue keeps up interest every minute. Radio has resulted in greatly increased attendance at all local high school games, crowds of 1,000 to 1,200 being the rule.

Bert Wick, Manager of KDLR, handles all commercials, as well as background comments during time-out, at the quarters and half-time. A third announcer keeps a record of scoring and gives a resume for each player at half-time and at conclusion of the game. This consists of shots attempted, shots completed, fouls attempted and made, fouls committed. This requires fast, accurate work of all three men, but the results, in listener interest, as well as in sales, have been worth the effort.

Brief, Informal Commercials

The commercials are confined mainly to "broadcast through the courtesy of" type. Quick, efficient service is stressed. As a direct check on results, malted milk drinks are plugged in frequent "ad lib" comments between announcer and scorekeeper. Best results were achieved through this type of commercial.

Aside from the occasional giving away of a free malted milk to each member of visiting teams, no outside publicity or merchandising aids were employed.

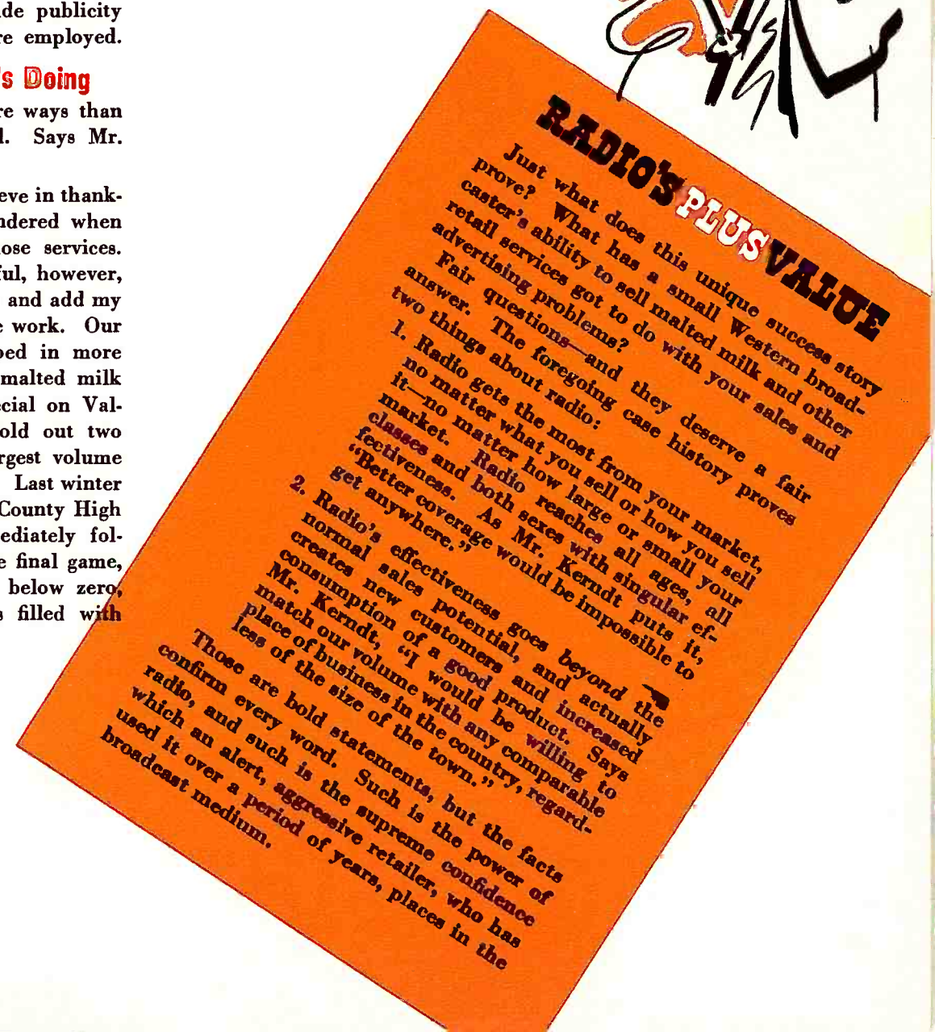
And Here's How It's Doing

Radio got results in more ways than one for American Billiard. Says Mr. Kerndt,

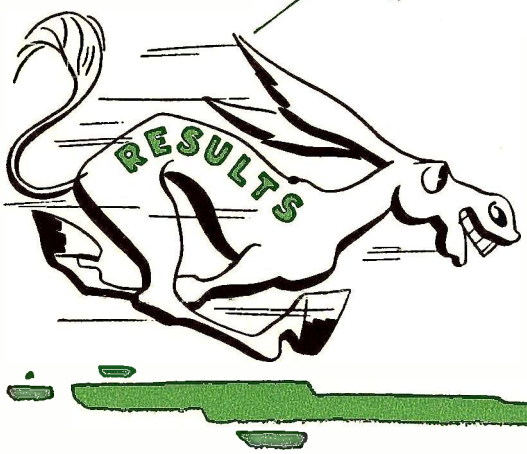
"As a rule we do not believe in thanking a man for services rendered when we have paid him for those services. Radio has been so successful, however, that I feel I must write you and add my thanks to the check for the work. Our radio advertising has helped in more ways than just to double malted milk sales. For instance, a special on Valentine's Day candy was sold out two days early. It was the largest volume of candy we have ever sold. Last winter we sponsored the Ramsey County High School tournament. Immediately following the broadcast of the final game, with the temperature 20° below zero, our place of business was filled with men, women, girls and boys from the towns represented at the tournament—and they were all drinking malted milk!"

(Signed)

Manager, American Billiard Parlors



. . . . but Plenty of Pull!



How a "Low-Pressure", Low-Cost Radio Program Produced Unprecedented Results for 4 Separate Sponsors, Each With a Different Product and Selling Problem.

"The Old Dirt Dobber" presents a perfect illustration of an exclusive radio advertising quality—the personal, *yet universal* appeal of the human voice. Here's the story—how it works, and what it means to other advertisers with their own specialized selling problems.

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
GARDEN AND FIELD
(Participating Program)
Volume 1 Number 6

"The Old Dirt Dobber"

Q. What is the "Old Dirt Dobber"?

A. A radio program on WLAC, Nashville, Tenn., originally called the Garden & Home Hour, but quite early in its history given the more intriguing title it now holds.* The phrase applies affectionately to all amateur home gardeners, who total into the thousands in every section of the U. S.

Q. What is the broadcast schedule?

A. The program began March 15, 1934. Three years ago it was extended to its present schedule, Mondays through Saturdays, 11:00 to 11:25 A.M.

Q. Who conducts the program, and how?

A. Tom Williams, whose friendly personality, informal, back-fence manner and expert *practical* knowledge of gardening have made the program famous throughout Tennessee, is the Old D-D himself. Mr. Williams is an accredited judge of the American Iris Society, past president of the Nashville Iris Association, member of the American Horticultural Society. Owning one of the finest gardens in the south, thousands have turned to him for help and advice on their gardening problems. His program is conducted in an easy, disarming, thoroughly natural style. He uses no written script, ad-libbing the entire program from an outline.

Q. Who sponsors the program?

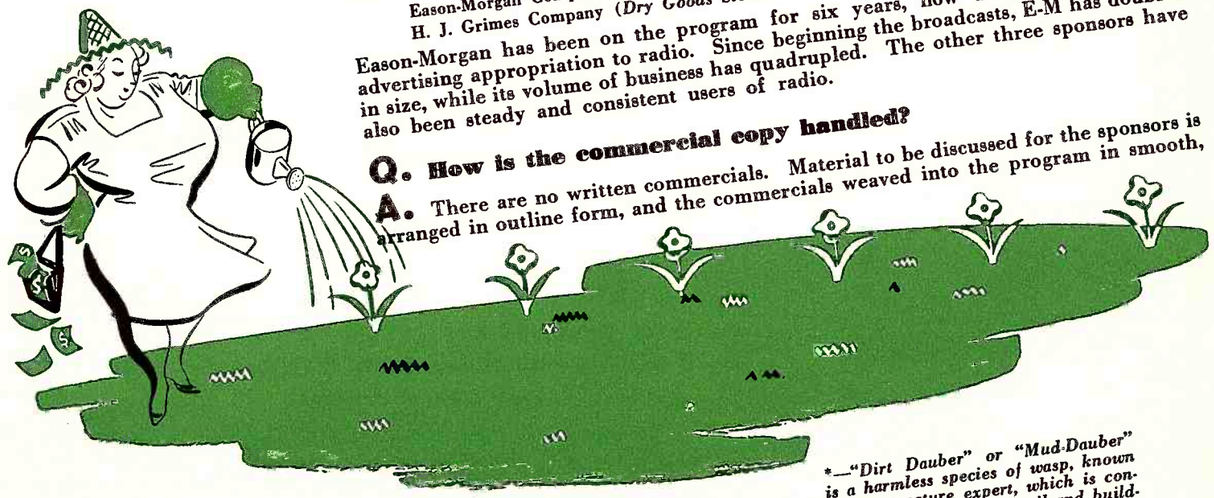
A. The program is sponsored on a participating basis by four concerns:

Eason-Morgan Company (*Paint, Glass, Seeds*) Boyd Nursery Company (*Plants*)
H. J. Grimes Company (*Dry Goods Store*) Nashville Electric Service (*Light & Power*)

Eason-Morgan has been on the program for six years, now devoting 95% of its advertising appropriation to radio. Since beginning the broadcasts, E-M has doubled in size, while its volume of business has quadrupled. The other three sponsors have also been steady and consistent users of radio.

Q. How is the commercial copy handled?

A. There are no written commercials. Material to be discussed for the sponsors is arranged in outline form, and the commercials weaved into the program in smooth, informal "ad-lib" fashion. There is hardly a break between continuity and commercial, so clever is the transition, and so closely are gardening suggestions and sales arguments tied together. For instance, for the Nashville Electric Service, the Old D-D suggests to listeners that they install lights in their gardens, so that when friends call at night they may be shown the flowers and plants in bloom. This indirect method of selling has produced excellent results.



*—"Dirt Dauber" or "Mud-Dauber" is a harmless species of wasp, known to every nature expert, which is constantly working in the soil and building its nest of mud.

Q. What are some of the results?

A. *IN MAIL:* Nearly 1,000 letters a week. More than 30,000 questions from listeners have been answered on the program. A recent 10-day poll drew 3,071 letters with 4,021 questions. Letters came from all classes and all ages. (*2,141 said they traded with the sponsors.*)

A. *IN SALES:* Eason-Morgan reports that full shipments of bulbs have been sold out as the result of a single announcement. On another test, they checked 152 phone orders and 64 reservations on one item advertised. Boyd Nursery last February offered a package of rooted plants for $1.00. Twelve announcements brought over 400 orders and 50 re-orders, plus more than 1,000 catalogue requests. Results for other sponsors are included in the advertisers' own statements below.

Q. What do the sponsors say?

A. "We think the program is a natural for us . . . we have been on ever since it started, and have seen its popularity grow; better yet, we have seen our sales grow along with it."
Eason-Morgan Company.

A. ". . . that across-the-back-fence conversational style disarms any woman of the suspicion that you are trying to make her buy something—when you darned well are all the time."
Nashville Electric Service.

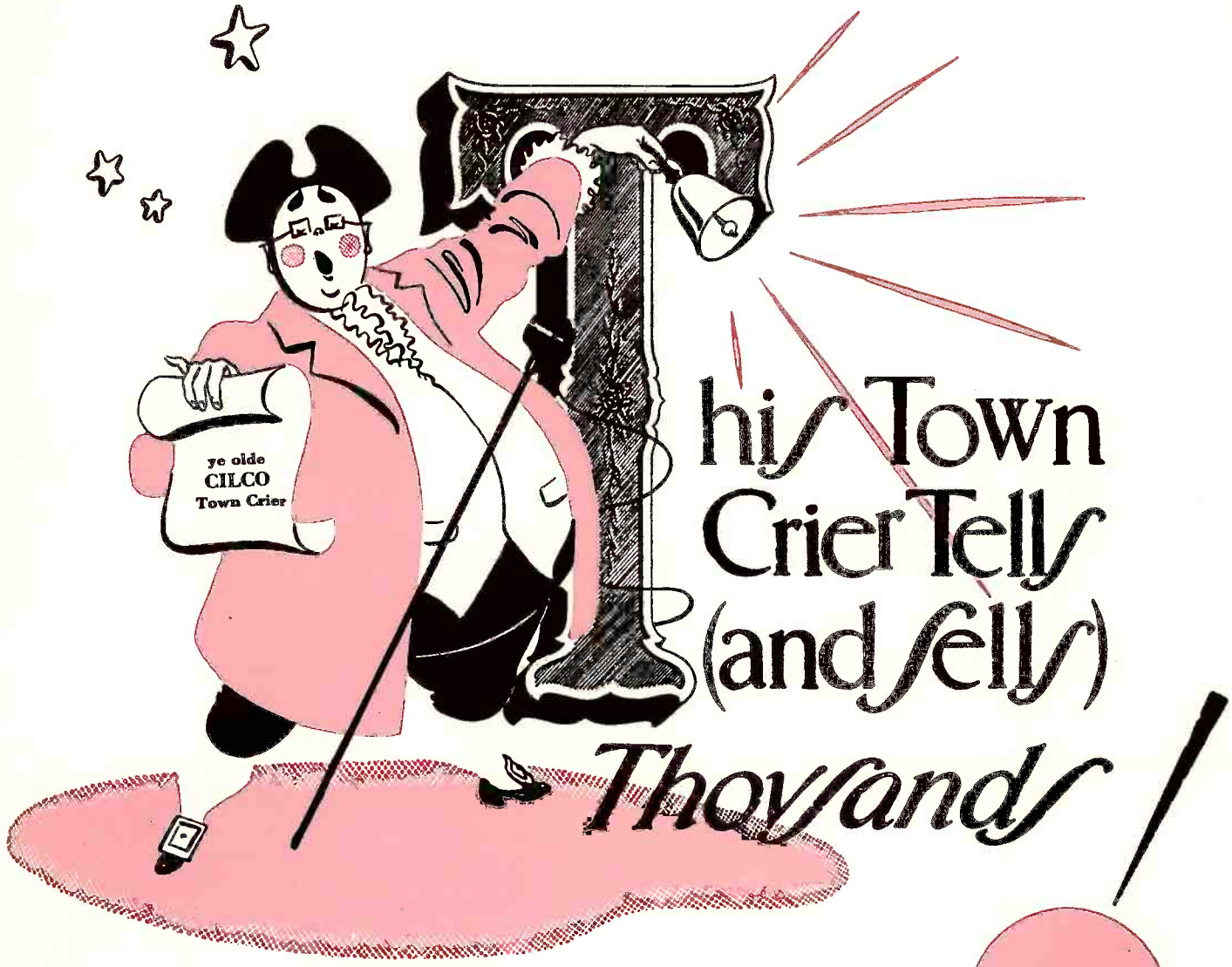
A. "In all the 44 years of our business we have never before had such phenomenal returns from any advertising . . . we have kept an accurate check and the results show that your program has paid us a greater profit on our investment than any other." Boyd Nursery Company.

A. "For a number of years, we have been using radio as one of our regular media of advertising. . . . The fact that we are continuing shows our confidence in it. Another of the Old Dirt-Dobber's sponsors convinced us this was a program made to order for our business. Many times each day customers tell our clerks of the pleasure and helpful information they get from his daily chats."
H. J. Grimes Co., Inc.

What conclusions can be drawn?

A so-called "radio technique" is not the only successful radio method, either in entertainment or commercial copy. "Good radio" takes many forms just as successful advertising in any media can never be reduced to an exact formula. Here is a program that may best be described as Personal Salesmanship, multiplied many times by the magic of radio. Here is friendly, man-to-man selling (on which no exact price can ever be set) successfully applied via radio to the advertising of four different sponsors. In short, a radio program need be neither "big name" nor expensive, neither "Broadway" nor "Hollywood" to do an outstanding job. Radio, the personal medium, is still the universal medium in its ability to reach all types of buyers, sell all types of products. The success story of the Old Dirt Dobber is simply more evidence added to the already overwhelming verdict:

Anything that can be sold, can be sold by radio



This Town Crier Tells (and Sells) Thousands!

EVERY day, Monday through Saturday, the people of Cilcoland respond to the ten-minute message of goodwill, sales and service which WMBD, Peoria, broadcasts for the Central Illinois Light Company. "The Cilco Town Crier" combines news and information on social and civic events with selling copy about Cilco gas and electrical appliances and service. Through the power and "reach" of radio, new scope and influence are given to an ancient advertising device; yet there is no lack of the personal element that made the town crier of old such an effective medium. It all adds up to a very satisfied sponsor, now in his sixth consecutive year of radio.

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
LIGHT AND POWER
Volume 1 Number 7

A NEW RADIO SERVICE

IN JUNE, 1935, the first CilcoTown Crier program went on the air, introducing a new and important radio service. Its purpose was:

a)....To offer valuable service to the people of Peoria and Central Illinois without one penny's cost to them.
b)....To create good will by offering this service.
c)....To increase use of gas and electrical service in the area served by Cilco.
d)....To increase the sale of electrical and gas appliances, primarily for their own company and secondly for associated dealers.

THE PROGRAM

Daily at 12:45 p.m., the tolling of a bell ushers in the Cilco Town Crier. In informal dialogue fashion, the 10-minute program features brief, newsy announcements of social and civic events in Cilco territory. Only those affairs open to the public and operated for "no profit" are announced. Any church, club, group or organization sponsoring such an affair has the free use of the program to promote the event.

In the seven months from April to October, 1939, 3,012 announcements were made and classified as follows:

Churches (including everything relative to church activities)	1004
Schools (including everything relative to school activities)	502
Civic (including organizations of county, city, state, etc.)	409
Clubs (including Fraternal, Social, etc.)	796
Picnics (including home comings, reunions, Fall Festivals, etc.)	301

THE COMMERCIALS

One selling message from 200 to 300 words in length is used at the opening of each broadcast, with merely sponsor identification at the close. The length of the commercial is determined by the importance of the particular promotion, which may include advertising on behalf of gas heat, "Better Light, Better Sight" campaigns and seasonal appliances of all kinds. A unique angle is the mention by actual name of new Cilco customers in the community, with a warm welcome to Cilcoland.

Dialogue is used throughout with male and female co-announcers for maximum contrast and attention value. The style is friendly and conversational.

TESTING ~ MERCHANDISING

Not one, but several tests have been made on the pulling power of the Cilco Town Crier—with satisfying results!

In October, 1935, Cilco sponsored a contest for the oldest gas and light bill. 38 prizes were offered, via radio only, including cash and electrical appliances. 892 entries were received. In the summer of 1938, a "Foto Forum" Contest was conducted among amateur photographers and candid camera fans. Entries were received from hundreds of persons living in 25 of the 35 towns in Cilcoland.

In the summer of 1939, the "Hidden Appliance" contest idea was even more successful. The commercials were presented in the form of skits. Listeners were asked to list all gas and electrical appliances such as toasters, percolators, ranges, heaters, etc., mentioned in the "Drama," and send their lists to WMBD. Each day two winners were selected and prizes included mazda bulbs, pin-up lamps, electric clocks, etc. Besides creating immense interest, the contest naturally held listeners' attention glued to the commercials. Cilco salesmen reported "Almost everyone we call on listens to the Town Crier program every day."

LISTENER RESPONSE ~

In January, 1940, post cards were sent to 451 of the 650 organizations and churches that had used the Cilco Town Crier program within the past six months. 126 cards were returned from organizations and churches having a total membership of 38,403. This was a return of more than 25 per cent on a direct mail response. Typical comments made on the program:

"Valuable Community Service. Delightfully handled." Peoria Council of Girl Scouts.—"We issue a Sunday Bulletin to everyone attending Church. We can't reach all our people through this means. The Town Crier reaches all" . . . Zion Lutheran Church, Peoria.—"The Town Crier has proved of exceptional value to us in reaching the public" . . . Knights of Columbus.

RESULTS

A program formula so simple you might never think of it—the same homespun "town-crier" technique our great-grandfathers used to know. Yet on the subject of success, here's what the sponsors have to say:

". . . Our program is a very important link in our efforts to obtain and retain the goodwill of the public."
R. S. Wallace, President, *Central Illinois Light Company*

". . . the popularity of the Cilco Town Crier is a fine example of what can be done in the use of radio by a public utility to accomplish better public relations."
C. D. Henry, Sales Manager; *Central Illinois Light Company*

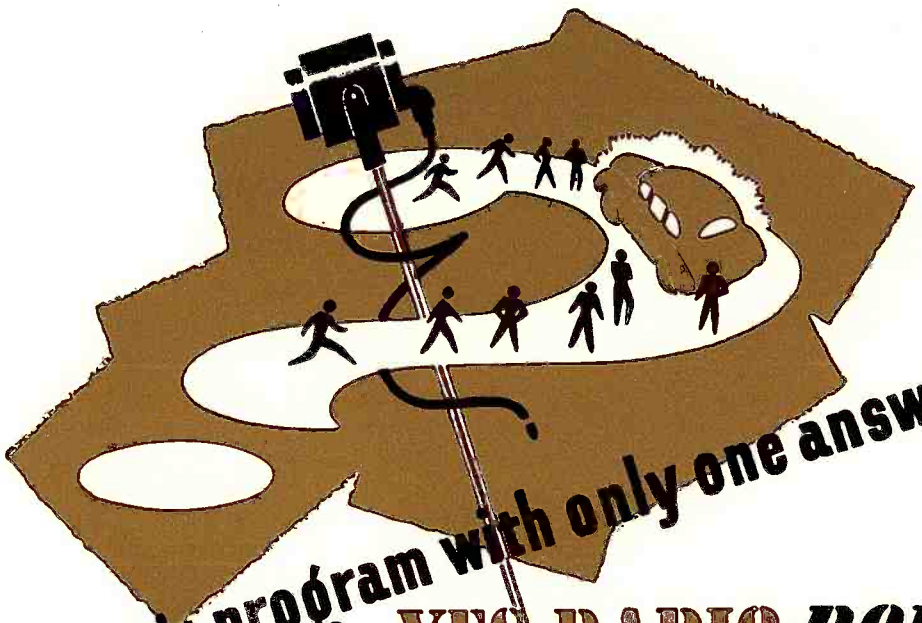
And what about sales? In 1939, Cilco sold almost two and one-half times as many KW hours as in 1931. KW hours per year, per resident customer increased from about 600 in 1932 to 1,025 in 1939. Today, Cilco has the lowest average residential rate per KW hour in the entire state.

P. S.—The Central Illinois Light Company recently renewed their Town Crier program for a sixth consecutive year!

WHAT IT PROVES

1. *The importance of brief, friendly "commercials".* Cilco's experience emphasizes the value of radio's personal element. A friendly, informal approach—commercials well within the bounds of reason and good taste. Result—a full measure of the tremendous goodwill which radio advertising can engender, plus direct and immediate sales results.

2. *The value of consistency.* Ten minutes a day, daily except Sunday for five years, radio has delivered for Cilco. More often than not, consistency counts above all else. Note that most successful radio advertisers, local and national, make frequent, even daily use of the broadcast medium. The more you use it, the more it will produce—at a profit.



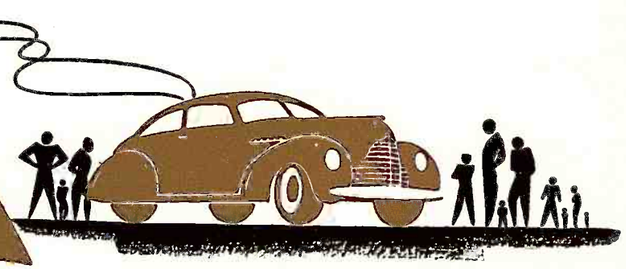
Here's a quiz program with only one answer:

YES! RADIO *DOES* SELL AUTOMOBILES

IF THIS particular "Results from Radio" study were to be written text-book style, a good title would be "How to Sell Automobiles —By Radio". In fact, it would make a mighty fine "Guide to Greater Profits" for any advertiser ● Because here is as clean-cut, concise and conclusive a case history as you would find in any medium, for any product, anywhere. Here is final proof, told in new and used car sales figures, that radio is an extremely effective medium for further promoting the already well-advertised, wisely merchandised motor car industry ● Let Mr. Showalter Lynch, vice-president in charge of radio, Mac Wilkins & Cole Advertising Agency in Portland, Oregon, start the story. We present . . . Mr. Lynch.

Results FROM RADIO
AUTOMOBILES
Volume 1 Number 8
NAB BUREAU OF RADIO ADVERTISING

RADIO'S REMARKABLE SALES RECORD



"IT IS well known, of course, that automobile sales for 1940 nationally are well ahead of either 1938 or 1939. According to the best available information, Chevrolet sales nationally are up something like 40 per cent. Contrast this figure with the Fields record and you begin to get a better idea of the outstanding sales job done by this firm with the help of a well-handled radio program on a good station. It is to be noted, too, that Portland has two other Chevrolet dealers, neither of which made anything like the gains in sales recorded by the Fields organization. In June, *Fields was second in the nation in used car sales out of more than 8,600 Chevrolet dealers.* So this remarkable sales record cannot be attributed purely to favorable conditions, either nationally or locally."

"EVERYBODY WINS"

And just *how* remarkable is this remarkable sales record? Ah, but wait, we are getting ahead of our story. In January, 1939, the Arthur L. Fields Chevrolet Company, leading Portland, Oregon, dealer, went on the air over KOIN with a weekly quiz show called "Everybody Wins," broadcast Friday from 8:30 to 9 PM, placed by Mac Wilkins & Cole and developed by their vice-president in charge of radio, Mr. Lynch.

Let Mr. Lynch take it again from here:

"The program formula itself is simple. Art Kirkham of the KOIN staff acts as Professor of Quizzyology for the program which is broadcast from the Fields showrooms. There are two teams of contestants of five each representing some group or organization. Forty-five dollars in prizes is offered for answers to questions—two dollars for 20 individual questions and a team prize of five dollars. A new wrinkle in quiz shows is provided by the 'team round' in which the questions are asked in rotation of each team and may be answered by any member of that team up to the time limit of ten seconds. This invariably causes a scramble which is good for a number of laughs. The winner of the team round wins the match, except in case of a tie, when the score is determined on the basis of the showing in the individual rounds. The winning team is carried over to the following week and remains in the championship position until defeated. This gives the program a carryover from one week to the next which is felt to be a feature lacking in most quiz shows which draw their contestants from the audience."

INSTITUTIONAL SELLING

Commercials are largely institutional in nature, built around various features and personalities of the Fields organization. The company's sales record and turn-over are stressed to bring home to listeners the unusual values in new and used cars to be had by buying at Fields. As Mr. Lynch points out, the program is entirely separated from factory promotion. The costs are borne entirely by Fields and the program is directed specifically toward creating customers for Fields—not toward the sales of Chevrolets generally, although "there is no doubt that other Chevrolet dealers in this territory have received some of the benefit."

The program attracts an audience of around 250 to the Fields showrooms for the broadcast each Friday night and many direct sales have resulted. Many instances of direct sales over the air could also be cited, according to Mr. Lynch.

SALES UP 183%!

Aside from the showroom audience, no special merchandising or publicity efforts are made in connection with the program. It stands squarely on its own feet—with a record of sales results that makes exciting reading to any advertiser.

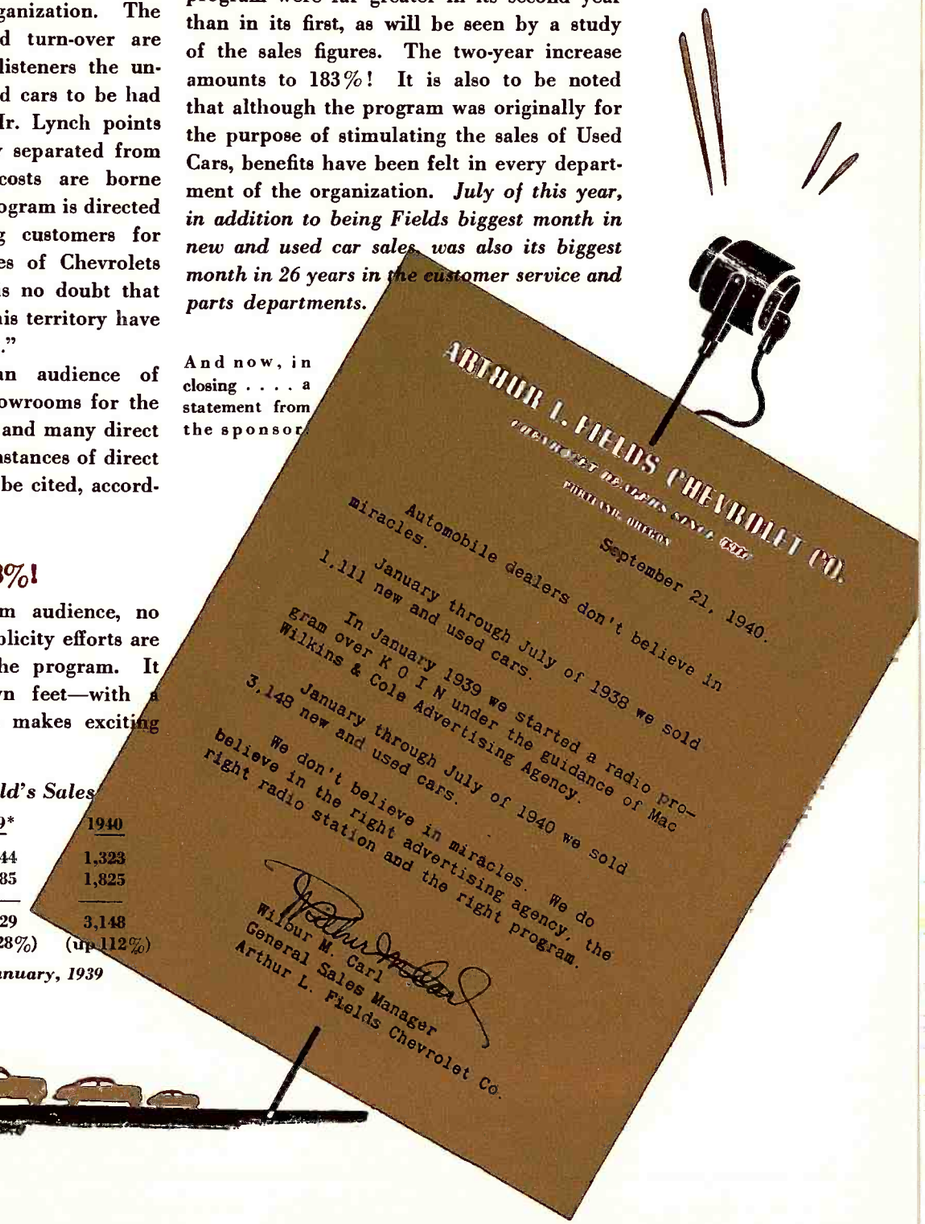
3 Year Record of Field's Sales

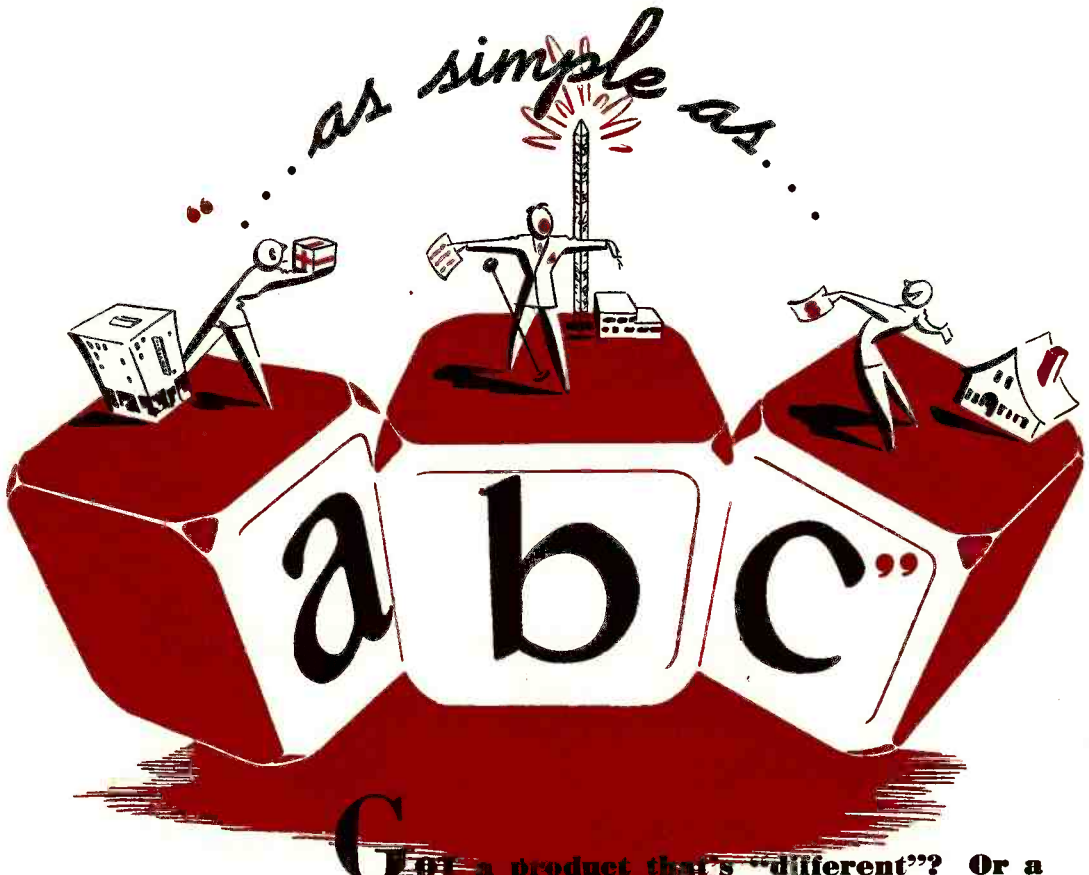
1st 7 Months of	1938	1939*	1940
New Cars.....	400	544	1,323
Used Cars.....	711	885	1,825
Totals.....	1,111	1,429 (up 28%)	3,148 (up 112%)

**Radio program began January, 1939*

The Fields experience has also proved conclusively the value of consistency in radio advertising. The measurable results of the program were far greater in its second year than in its first, as will be seen by a study of the sales figures. The two-year increase amounts to 183%! It is also to be noted that although the program was originally for the purpose of stimulating the sales of Used Cars, benefits have been felt in every department of the organization. *July of this year, in addition to being Fields biggest month in new and used car sales, was also its biggest month in 26 years in the customer service and parts departments.*

And now, in closing . . . . a statement from the sponsor





Got a product that's "different"? Or a problem in advertising strategy that has you stymied? Advertisers often find themselves face to face with new and unusual selling situations. Is radio equal to those occasions? Is it flexible and adaptable in meeting the varied needs of modern merchandising? Can radio really handle the product or problem that is "different"? Here are four advertisers whose answer is a unanimous "yes". To them, it's as simple as a b c.

Let "a" = the Problem

Let "b" = the Solution

Let "c" = the Results

Four success stories, all different, but told in simple formula fashion and all adding up to the same answer:

Q.E.D. **No matter what you sell, or how or where you sell it, radio can help sell more of it.**

Results FROM RADIO
MISCELLANEOUS
Volume I Number 9
NAB BUREAU OF RADIO ADVERTISING

1. A COMPLETE NEW MARKET, CREATED BY RADIO!

a Omar Milling Company wanted to get its Wonder Flour on grocers' shelves in Illinois and Wisconsin, where the product was unknown. How to get quick and effective distribution, in virgin territory, in the crowded, highly competitive food field. Ah, yes—Radio.

b "Blue Ribbon Melodies" was broadcast, Monday thru Friday, 7:15-7:30 AM, over WLS, Chicago. A recipe booklet was offered to those sending in the name of any grocer who did not handle Omar Flour. This meant listeners had to go to their store and ask for Omar Flour. The offer was made on 16 programs.

c 5,233 listeners sent in names of grocers. Omar salesmen followed up. Within 90 days, 85% distribution was effected throughout the territory. Says John Knobel & Son, Omar distributor: "The radio program has clicked. The consumers . . . the grocers are asking for Omar Flour."

3. RADIO SELLS OUT SHEETS IN SINGLE DAY!

a Department stores *always* present a complicated problem in advertising and selling. Handling thousands of products and promoting scores of services, how to find a medium and a method of profitably reaching its large and varied market—at one and the same time.

b The Broadway Department Store of Los Angeles chose news sponsorship. They're now in their second year on KHJ, with a daily quarter-hour at noon, another five days a week at 5 PM.

c Consistent, careful check has shown a very high listening audience. Sales results have further confirmed this, sometimes in spectacular fashion. Broadway put on a noon announcement, advertising Indianhead sheets at $1.19 each. By 2:30 PM (same day) they were completely sold out, and were continuing to sell from samples. Over 100 telephone orders came in immediately following the broadcast.

2. A CAMERA CLUB THAT CLICKED—WITH ONE QUARTER-HOUR A WEEK!

a Owl Drug Stores, of Muncie, Ind., wanted a plan to promote their photographic department. Only a limited budget was available for such a specialized purpose. How to go about it?

b A Sunday quarter-hour, mostly music, was broadcast over WLBC. The feature was a 5-minute talk by the "president" of the Owl Camera Club, on timely photographic subjects. The commercials constantly plugged the idea that Owl is camera headquarters for Eastern Indiana. Merchandising included program news in all envelopes of developed prints, and a small spot listing in Saturday's newspaper.

c Says the sponsor: "The fact that this program has run for three years speaks for itself. . . . We feel the effect of these broadcasts within a radius of forty miles. The excellent cooperation and spirit with which the announcers enter into the broadcast help it materially to be a success."

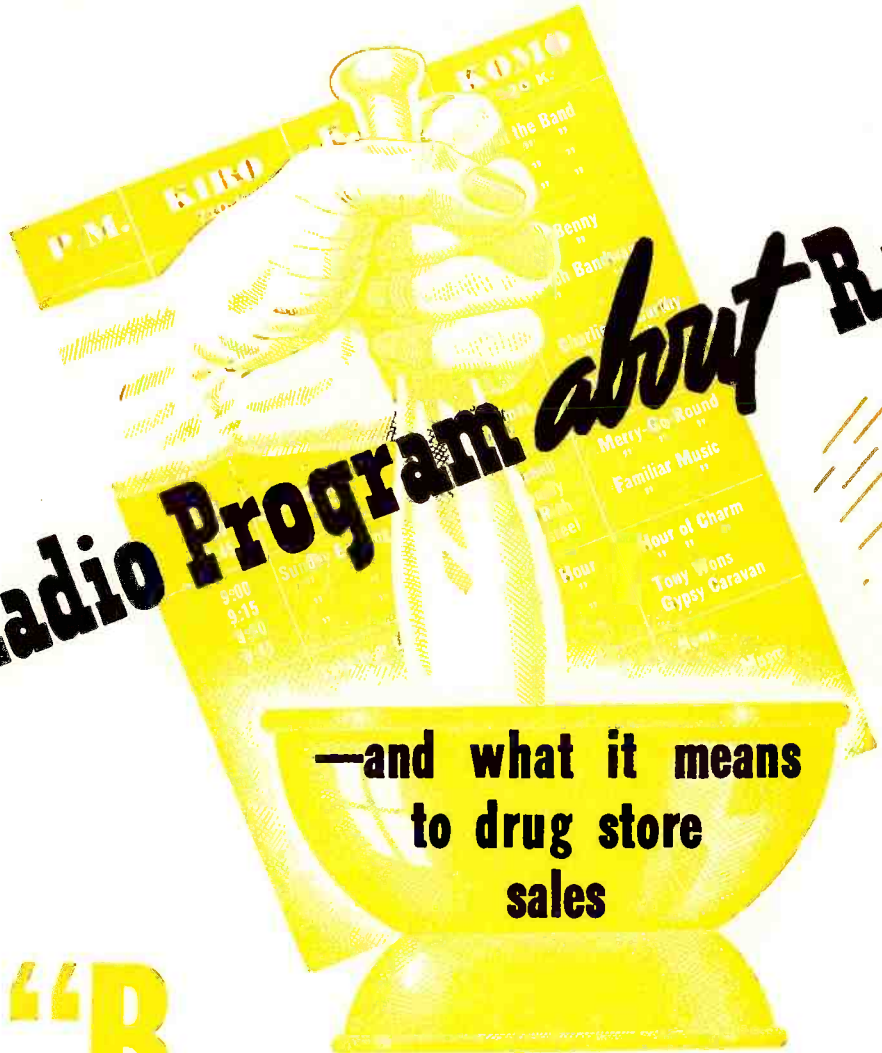
4. AN ANNIVERSARY SALE THAT SET NEW HIGH—BY RADIO!

a H. Leh and Company, Allentown, Pa., department store, wanted to do something "big" and different, to acquaint people with its 90th birthday, and, incidentally, to insure the success of its anniversary sale.

b "Big" and different it was, *but successful!* As WSAN put it, "They shall fill the air with music . . . fashions, entertainment, advice and commercials. And they did." Leh bought up all station's sustaining time for the day, and went to town for a total of five hours of broadcasting. A special feature was "Way Back When," a dramatic review of high spots in the store's history.

c Store claimed 30% increased business on first day of sale.

And now . . . **Many are the uses of radio. Ingenuity and imagination bear fruit for the alert advertiser, working in cooperation with the station experts. There, in fact, is the real answer to most problems of advertising. Not in any catch phrase or formula, but in the "human equation", the advice and assistance of the men whose job it is to know their medium, to know the market and how to reach it. When you plan your radio campaign, remember that the broadcaster's knowledge and experience cost you nothing, but may be worth many extra dollars of profit.**



A Radio Program *about* Radio

—and what it means to drug store sales

"BARTELL'S present the Radio Parade to keep you abreast of the swiftly moving radio scene . . . believing that, in 1940, keeping up with radio is keeping up with the world."

That simple theme, "keeping up with radio," has kept two retail drug companies well up in the sales parade in the Pacific Northwest. The brain-child of a Seattle advertising man, "Radio Parade" breathes the back-stage, behind-the-scenes atmosphere of broadcasting (a subject of more than average interest to everyone, as many a survey shows). Providing an economical, effective tie-in with national drug-sponsored programs, cashing in at every opportunity for its local sponsors, Radio Parade is a "natural" which is breathing new life into retail drug sales in Seattle and Spokane. As one sponsor so neatly sums it up . . . "Radio Parade builds goodwill . . . packs a sales punch beyond our fondest expectations."

This way, please, for the inside story.

Results FROM RADIO
DRUG STORES
Volume 1 Number 10
NAB BUREAU OF RADIO ADVERTISING

MEET MR. ROBERT S. NICHOLS OF SEATTLE

Not so very long ago, Mr. Nichols pondered the problem of selling radio to retail druggists. How, pondered he, to tie-in efficiently and effectively with the tremendous volume of radio advertising done by the drug manufacturers? How to turn those pre-arranged sales from just any drug store to my client's stores? How to do all this in a fair manner, so as to keep the goodwill and cooperation of *all* the manufacturers?

YOUNG, BUT, OH, MY!

The answer, when it came, was dramatically decisive. "Radio Parade," a newsy, 15-minute commentator-type program about radio, its current developments, its background, its stars and personalities (both before the mike and behind the scenes) with particular attention to drug programs. Here was a gold mine of material, comparatively untouched, yet of proven interest to millions of Americans.

The Bartell Drug Stores in Seattle were quick to see the possibilities. With Bob Nichols himself gathering the material, editing it and acting as commentator, Radio Parade went on the air—first on KOMO Sundays at 7 p.m., later adding KIRO Wednesdays at 6:45 p.m. As Mr. Nichols outlines it,

"'Radio Parade' is a fifteen-minute review of radio *news* and personalities. The program plays down as much as possible the 'gossip' treatment. We feel that even people who like to listen to personality gossip are ashamed to admit it, and this feeling is apt to hurt the commercial success of a program. Actually, of course, much of the appeal of the show *is* gossip, but to give the program a news flavor we stress items of general interest such as short-wave and technical developments, and stories of the radio propaganda war in Europe. *Every survey indicates the tremendous part that radio is playing in the life of the average American, and especially the average American housewife.* By far her leading entertainment medium, radio becomes increasingly important as a source of information. It is inevitable that people who spend so much time at their radios should have considerable curiosity about the people they hear on the air, and about behind-the-scenes radio activities."

JOYNER JOINS THE PARADE

Results were not long in arriving for Bartell's, and soon the Joyner Drug Company in Spokane assumed sponsorship in that city, going on KFPY Monday at 10:15 p.m. A highlight of each program is "tonight's radio personality," wherein an outstanding radio performer, such as Guy Lombardo or Walter Winchell (preferably one sponsored by a drug item) is featured in a meaty, human interest manner.

STREAMLINED COMMERCIALS

Radio Parade has worked out a definite pattern for its commercials, which cover a good many products without adding up to an overdose of advertising. The secret, of course, is brevity—quick, streamlined factual mentions. Bartell's offers two bargain-price specials on each program—Bartellograms, they're called. Advertised by radio only, usually at half-price, they serve as a check on listening and results—building store traffic as well as direct sales. A third commercial, likewise brief, is often seasonal or timely in nature. Sometimes the particular product or special is limited to a single store. This, too, is a direct check on the selling effectiveness of the program. The bargain specials are summarized at the close of each program, and then . . .

"Heard on this broadcast were references to the following programs, sponsored by products sold in Seattle through the Bartell Stores: Walter Winchell for Jergen's Lotion; Meredith Wilson for Johnson's Wax; Cecil B. DeMille for Lux Soap; Gene Autry for Doublemint Gum; and Information Please for Canada Dry Ginger Ale."

EFFECTIVE TIE-IN

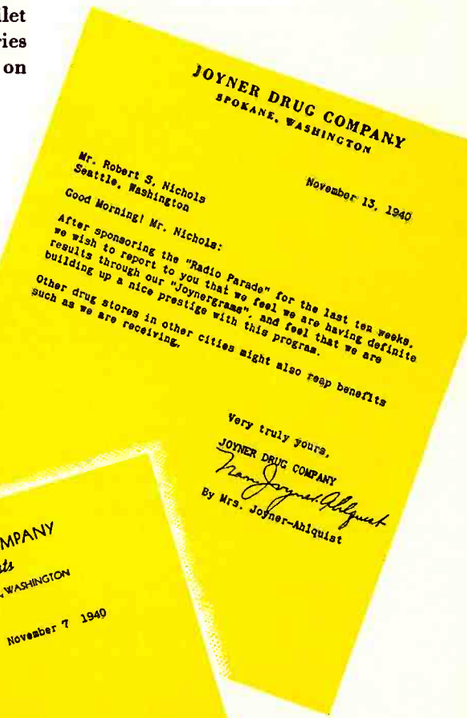
Says Mr. Nichols:

"One reason for believing that this is a particularly effective tie-in is the following: Several months ago NBC announced the results of a survey taken to determine the effectiveness of radio advertising for Jergen's Lotion. They found out, among people who regularly listened to Walter Winchell, the percentage of Jergen's users was 40 per cent. Among people who did *not* listen to Walter Winchell, the percentage of Jergen's users was only 10 per cent. On the basis of these figures, there is certainly no better way to sell Jergen's Lotion than with the name of Walter Winchell, and when we mention Winchell's name on the program we know that most Jergen users are giving us close and sympathetic attention. It works out this way: When we mention a program or personality sponsored by a product sold through Bartell Stores, this fact is noted. The following sample illustrates the method:

"'Alec Templeton, the blind pianist, was married this afternoon in Hollywood to Mrs. Juliette Vaiani, a former concert singer. Templeton's attendant was his father, and Richard Bonelli, the operatic tenor, gave the bride away. The Templetons left Hollywood for Chicago by plane immediately after the ceremony. Templeton returns to his regular spot for Alka Seltzer (in Seattle at Bartell's) a week from Tuesday.'"

ORIGINAL IDEA

"This is an original idea, and *could only be put into practice through a program about radio and radio personalities.* We tie Bartell's directly into Alka Seltzer's national advertising, in a way which tends to help the national sponsor." Seattle listeners soon come to think of Bartell's as the local outlet for the toilet goods, soaps, and sundries they hear advertised on the air.



JOYNER DRUG COMPANY
SPOKANE, WASHINGTON

November 13, 1940

Mr. Robert S. Nichols
Seattle, Washington

Good Morning! Mr. Nichols:

After sponsoring the "Radio Parade" for the last ten weeks, we wish to report to you that we feel we are having definite results through our "Joynergrams", and feel that we are building up a nice prestige with this program.

Other drug stores in other cities might also reap benefits such as we are receiving.

Very truly yours,
JOYNER DRUG COMPANY
By Mrs. Joyner-Ahlquist

BARTELL DRUG COMPANY
Retail Druggists
1926 ROSEN AVENUE SEATTLE, WASHINGTON

November 7 1940

Mr Robert S. Nichols
Robert S. Nichols Agency
701 Lloyd Building
Seattle, Washington

Dear Mr. Nichols:

My attention has been called to the fact that we have just completed the thirty-ninth program in the "Radio Parade" series, which your agency conceived and is handling for us.

I am sure that you will be happy to have my assurance that the "Radio Parade" is, by far, the most successful radio venture we have tried in more than ten years of radio broadcasting.

We have found that the "Radio Parade" builds good-will for the name "Bartell", and, at the same time, packs a direct sales punch that many times has been beyond our fondest expectations.

Sincerely,
E. C. Lover,
General Manager

AS FOR Results

One 50-word announcement sold 2,000 pipes in one day, another 1,200 bottles of Vitamin B-1.

A tie-in with Gracie Allen's program sold 500 bottles of Hinds Honey & Almond Cream.

300 dolls sold in a single day in one store.

350 umbrellas sold in a single day in one store.

Gillette Safety Razor credited Bartell's with best sales in Seattle on World Series tie-up.

One Bartellogram sold 1,000 pound packages of peanuts in one day.

"a very marked advance in prescription business."

Woodbury Soap tie-in with Parker Family program came close to selling out entire supply on 1-cent sale.

"Radio has done the job for us," says Model

The Model Laundry Inc. Coral Gables, Florida

Mr. Richard Porterfield
Carlton-Porterfield Advertising Agency
Miami, Florida

Dear Mr. Porterfield:

Four years ago, when you took over our advertising account, we followed your recommendation that the largest percent of the budget should go into radio advertising. As a matter of fact, our records show that approximately 65 percent has been spent for radio, and the balance spread over newspapers and direct mail.

Furthermore, our records definitely indicate an increase in business of 95.3 percent during the past four years. This, in itself, is indicative to us of the quality and pulling power of the advertising which you and your agency have produced and carried out for us.

Again to voice an oft-stated opinion, we firmly believe that radio has "done the job for us.

Very truly yours,
MODEL LAUNDRY
Seby. Texas.

With 65% of its budget devoted to radio and sales up 95%, Model Laundry offers a model for business success.

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
LAUNDRIES
Volume 2 Number 1

HOW IT STARTED

The Model Laundry of Miami, Fla., began its meteoric radio career on WIOD in 1935, using 5 minute newscasts, 3 times a week, later increasing to 6 times weekly over a period of 39 weeks. Initial success induced Model to increase to 15-minute transcribed programs of musical variety, twice a week in the early evening. Later they used another series—quarter-hours broadcast twice weekly at 11:00 a.m., appealing strictly to women, of course.

The current program is a combination of the various transcribed shows which Model has used, but built around local talent. The schedule is Wednesday at 5:45 p.m., and Saturday at 7:45 p.m. Entitled "Among My Souvenirs," the show consists of semi-classical music and philosophical poetry of a more or less inspirational nature. Carmen Judson, a local resident and member of the American League of Pen-Women, reads selected verse and offers copies of the poems to anyone writing in. The mail is piling up sky high!

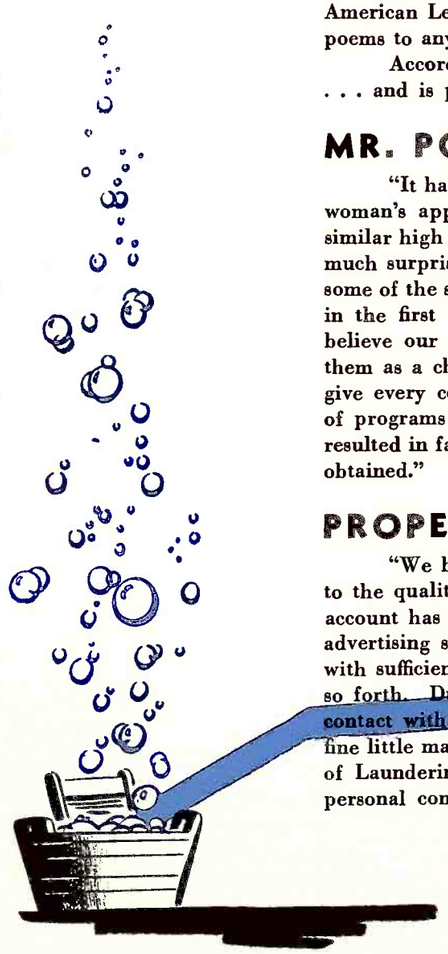
According to Mr. Porterfield, "the new program allows more flexibility . . . and is producing excellent results."

MR. PORTERFIELD EXPLAINS

"It has been our experience that programs, especially those with a direct woman's appeal, showing higher ratings in the north do not always have a similar high rating down here. As a matter of fact, in some cases we were very much surprised by surveys which we made in our own office, to discover that some of the script shows with excellent ratings in the north, do not even appear in the first fifteen or twenty in the results given by our own surveys. We believe our surveys have sufficient authority to warrant careful attention to them as a check against national surveys. It is, therefore, important that we give every consideration to local as well as national surveys in the selection of programs and times of broadcast. We believe that this consideration has resulted in far greater success for our programs than could otherwise have been obtained."

PROPER MERCHANDISING

"We believe the success of our radio advertising has been due not only to the quality of the productions used, but in great part to the fact that the account has given us a free hand in the proper merchandising of these radio advertising schedules. In every instance we have assisted the radio program with sufficient newspaper copy, stuffers for laundry packages, direct mail, and so forth. During the 'House of Dreams' series, we made a particularly close contact with the customers through the use of free subscriptions to the very fine little magazine, *Better Homemaking*—published by the American Institute of Laundering. Through this publication, we attempted to establish a very personal contact between the laundry and the customer with the aid of the routemen. Each routeman made a personal call on every subscriber in his territory, thanking the housewife for her interest but in no way soliciting business for the laundry. A follow-up call was subsequently made for soliciting the laundry account."



THE COMMERCIALS

The commercials, all directed to women, alternated institutional copy with straight selling messages stressing time and labor saving, economy, better washing, expert service, pick-up and delivery, saving of delicate fabrics and resultant freedom from worry. The utmost attention is given to the creation of the commercials, which build a mood and atmosphere calculated to gain a welcome reception from the housewife. Though stressing the expertness of the laundry service, the copy is not too technical. For example:

Announcer: If you should hear a housewife warble. . . .

Girl's voice singing: "This is the way I wash my clothes, wash my clothes, wash my clothes"

Announcer: As she gaily locks her front door around noon or before on Monday morning, all dressed up and obviously carefree and going places, don't suspect she's a mental case. Far from it! That lady has made a grand discovery. She's really found the best, most economical way to do her washing! And, she's just as rested as she appears. That lady has sent her washing to Model Laundry and is about to enjoy extra hours of leisure. Many a housewife has found that Model Laundry's new damp wash service not only gives more efficient cleansing of every garment at a cash saving, but makes ironing easier and quicker than ever before. Model Laundry's new damp wash service eliminates tedious hanging out . . . stretching apart . . . partial or complete drying only to need sprinkling before ironing. This brand new damp wash service returns your washing so soft and fluffy you can begin ironing right away. Each article has exactly the proper amount of uniform dampness . . . without any hard-to-iron wrinkles or creases. And—remember this—you can get 12 pounds of damp wash for only 49c at Model Laundry. You can enjoy added leisure, better washing, greater economy, by phoning Model Laundry today. Free pickup and delivery anywhere in Greater Miami."

SUCCESS PLUS

In spite of steep competition and many adverse conditions peculiar to the South, Model Laundry reports consistently satisfactory results from its radio advertising. As Mr. Porterfield explains it—

"To have a complete appreciation of the success that radio advertising has accomplished for our client, you should realize the conditions existing in this particular industry in the Florida area. Not only is there high pressure washing machine competition and cheap negro labor, but there has constantly existed a most undesirable low-price and price-cutting element which makes the selling of quality service more than ever difficult.

"In spite of all this competition, actual records show an increase in business of 95%. Although only 65% of the budget has been used for radio, the account is more than willing to credit a very handsome portion of this 95% increase to the ability of radio to produce KNOWN results."

THE CASE OF THE MILLION DOLLAR HEADACHE

...and how it grew!

THANKS TO RADIO

HERE is the story of Alka-Seltzer—the story of how a radio executive's aching head eight years ago started the ball rolling toward one of the most amazing business success stories of our time. Amazing? Yes, but radio is an amazing medium.

Over now, for the far-from-painful details

Results FROM RADIO
DRUG PRODUCT
Volume 2 Number 2
NAB BUREAU OF RADIO ADVERTISING

Clyde Durbin had a headache in 1932 . . . and discovered a product that grew into a million-dollar-a-year account.

In the drug store downstairs this WOWO commercial manager got such satisfying relief from Alka-Seltzer, then a product little known except to the drug trade, that he determined to get it "on the air." Next day he drove 70 miles to the Miles Laboratories, Inc., at Elkhart, Ind., and sold an announcement series to Vice President Charles Beardsley.

This first series clicked, and the company added spot campaigns on WLW and WLS. Results . . . sales . . . more results . . . better sales. Radio, for Alka-Seltzer, was just what the doctor ordered . . .

THEN THE NATIONAL BARN DANCE

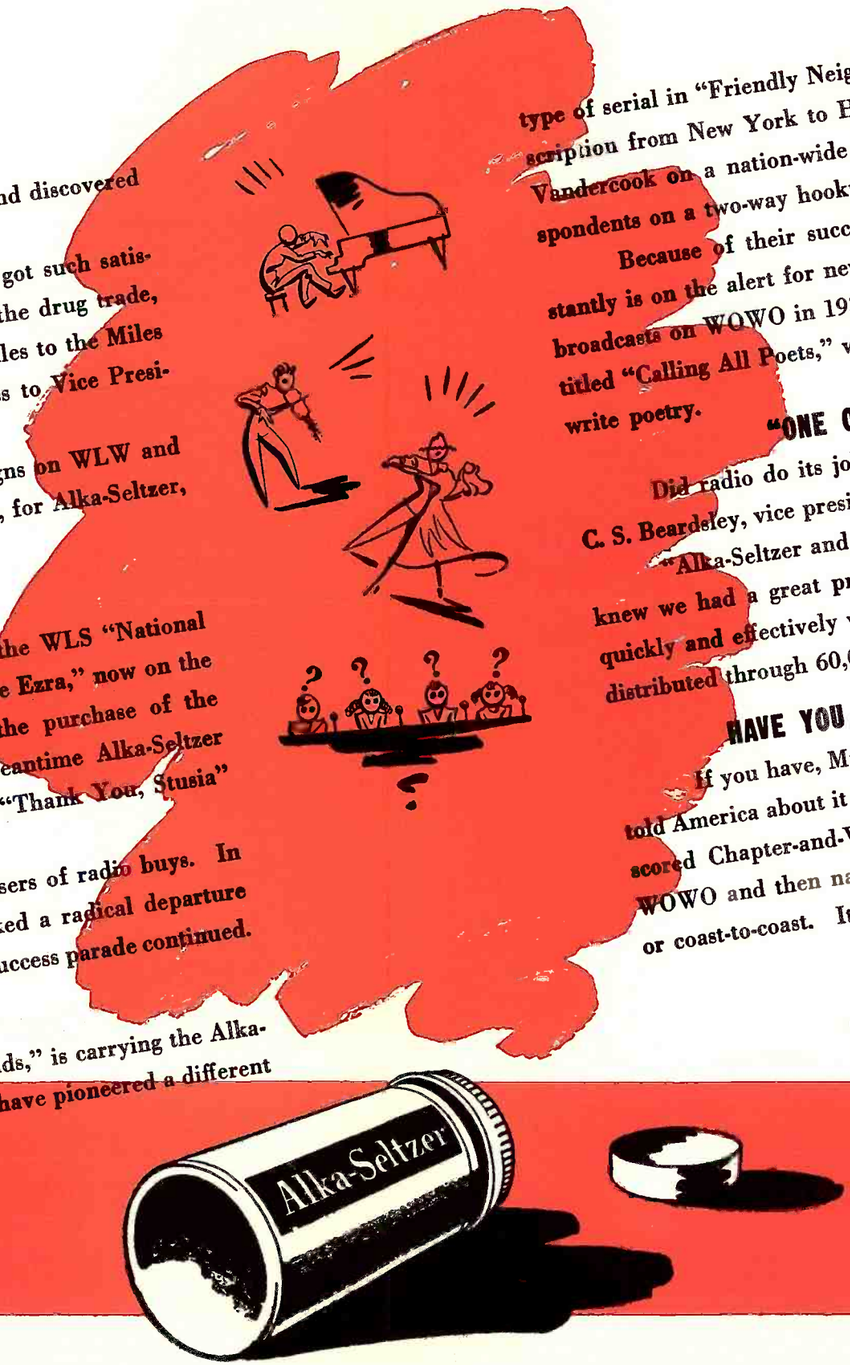
In 1935 Alka-Seltzer began its unbroken sponsorship of the WLS "National Barn Dance," and also enjoyed profitable sponsorship of "Uncle Ezra," now on the air for Camels. Experiments with news broadcasts led to the purchase of the 9:00 P.M. news on the entire Don Lee network in 1936. Meantime Alka-Seltzer also used transcriptions in spot markets, including the serial "Thank You, Stusia" and the variety show "Comedy Stars of Hollywood."

The company earned the reputation of shrewd appraisers of radio buys. In 1939 they promoted Alec Templeton, whose programs marked a radical departure from previous radio appeals. But the product sold and the success parade continued.

PIONEERS OF NEW SHOWS

This year their network sensation of radio, "Quiz Kids," is carrying the Alka-Seltzer banner to new heights. And in the spot field they have pioneered a different type of serial in "Friendly Neighbors," produced by WOWO and broadcast by transcription from New York to Honolulu. Most recently they have signed John W. Vandercook on a nation-wide network to cover news direct from European correspondents on a two-way hookup.

Because of their success with departures from the norm, Alka-Seltzer constantly is on the alert for new program ideas. They sponsored a season of football broadcasts on WOWO in 1939, and at that time also tried out an original program titled "Calling All Poets," which played on the psychological urge of most people to write poetry.



"ONE OF THOSE PERFECT UNIONS . . ."

Did radio do its job—in terms of better distribution and more sales? Says C. S. Beardsley, vice president of Miles Laboratories, Inc.:

"Alka-Seltzer and radio have dovetailed into one of those perfect unions. We knew we had a great product, but we could never have told America about it so quickly and effectively without radio. Alka-Seltzer has become a household word, distributed through 60,000 drug outlets in the United States."

HAVE YOU A LITTLE HEADACHE IN YOUR SALES DEP'T?

If you have, Mr. Beardsley's perfect statement . . . "but we could never have told America about it so quickly and effectively without radio . . . ," should be underscored Chapter-and-Verse in your sales bible. What Alka-Seltzer did, first over WOWO and then nationally, can be done again just as effectively in Pleasantville or coast-to-coast. It IS being done . . . every week and every season.

7¢ FOR LAGGING SALES

Take a good product—*any* good product. Soup to nuts.
Add the dash of radio.
Watch it fizz, sparkle, come to life.
Take *regularly*; increase the dosage as permitted.
Apply at first to parts affected, then spread widely.
Keep a finger on your sales pulse; assist this medication with plenty of muscular exercise in merchandising and coordinated sales helps.

And remember: There's nothing the matter with YOU that radio can't fix!

WHAT! NO SPLASH?

WHEN you were a kid, maybe they taught you to swim by tossing you off the dock. "The way to learn to swim," they used to say, "is to start swimming -- or else."

Would you like to "get in the swim" with radio, without being thrown off a dock? Your radio advisers can show you the way so carefully, so gradually, that at first you only wriggle a toe in the cool, swift-running stream; then a foot; and as radio builds your business, you're in with both feet and swimming lustily, successfully, with the leaders! Such as those inside. . .

Results FROM RADIO

NAB BUREAU OF RADIO ADVERTISING

Participating Programs

Volume 2 Number 3

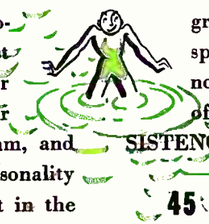
ONE WAY TO START . .

Radio may be new to your business, but it's the favorite medium of many of the nation's leaders. Radio is the most tested medium of all! It has proved its case time after time, every step by careful step of the way, for all of its users—by building sales, by making friends out of listeners, and customers out of friends.

One way to *start*, economically, is with announcements in "participating programs." Here you share the modest cost of the talent and the music with other alert, aggressive business men; yet your message is dressed up within a program, and you capitalize on that program's personality and its loyal audience. And you do it in the most economical way possible. Many stations have a preferred low rate for participating programs, an "introductory" rate to get you and radio to shake hands. Most of the "big" users of radio today used announcements yesterday—and their radio service grew as their business grew. Yes, that is literally true of manufacturers, wholesalers and retailers—just as true of Procter & Gamble and Alka-Seltzer and Sensation Cigarettes as it is of Macy's Department Store, Rike-Kumler and Breslaw Brothers.

Let's look at a good, typical "Participating Period" and see what makes the sponsors click. Take the "920 Club" on station WORL in Boston, for example. The program, so called because the station operated on 920 kilocycles (it has shifted to 950 since), is built on the fundamental Radiofact that *people like music.* Said Shakespeare:

"The man that hath no music in himself,
Nor is not moved with concord of sweet sounds,
Is fit for treasons, stratagems, and spoils;
The motions of his spirit are dull as night,
And his affections dark as Erebus."

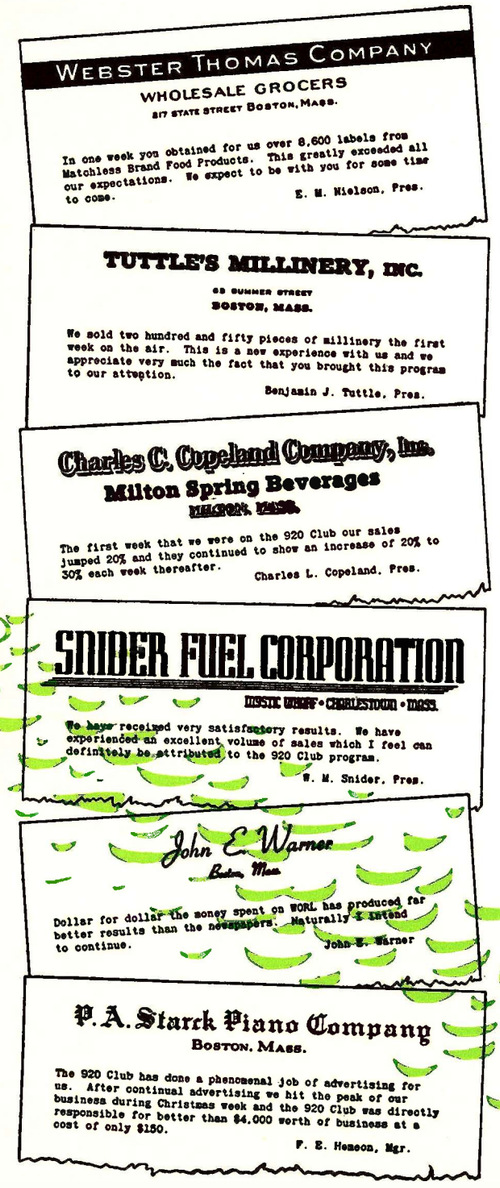


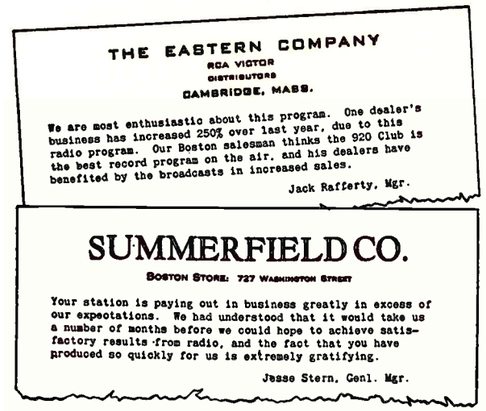
Good music by the best orchestras, on records and transcriptions, with two personable announcers in Bob Perry and Edmund Dinsmore each handling a part of the programs and giving the commercials, make up the "920 Club." Nothing sensational; nothing very different; just solid, listenable radio fare—the thing radio does best—to attract an audience for enjoyable music and *your* sales message. The program is on the air every day, giving sponsors an opportunity to learn, economically, the first and foremost rule of successful radio advertising: CONSISTENCY.

45 SPONSORS CAN'T BE WRONG

What sponsors profited from participating announcements in the "920 Club"? Here's the answer, and the key to radio's versatility in doing the job for *all* businesses:

Snider Fuel Corp.
Ford Motor Co.
Bulova Watch Co.
Feenamint
Pacquin's Hand Cream
Starck Piano Co.
Massachusetts Motors
Morris Plan Bank
Fuller Lumber Co.
Pepsinic Seltzer
Matchless Brand Food
Boston Consol. Gas Co.
Summerfield Furniture
Kleenex
Marlin Razor Blades
Grove's Bromo Quinine
Public Loan Corp.
Sears-Roebuck
Royal Typewriter
Meloripe Bananas
Dioxygen Cream
Jordan Marsh Dept. Store
Puritan Cake
Filene's Dept. Store
Friday Magazine
Rum and Maple Tobacco
Gilchrist's Dept. Store
New England Coke
Statler Tissues
Durland's Health Bread
Atlantic Salt
Kay Jewelry
D. & L. Slade Spice
Johnson's Restaurant
Trans-Lux Theatres
Francine Fur Studios
Cape Cod Steamship
Wilfred Academy of Hair and Beauty Culture
RCA Victor Records
John E. Warner Hair & Scalp Specialist
Copeland Farm Sweet Cider
Red Diamond Coal
Tuttle's Millinery
L. Grossman Sons, Inc.
Lumber & Bldg. Supplies
Liggett Drug Co.



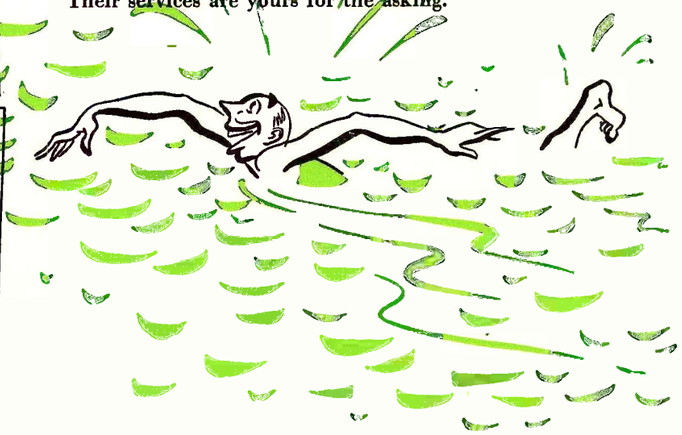


C'MON IN, THE WATER'S FINE

Remember the thrill, the exhilirating *lift* you got out of swimming when you were a kid? Give your business that same lift, and give yourself another and a bigger thrill. Get acquainted with radio!

You won't be on your own. You have the experience and the advice of skilled radio men to rely upon. Let them advise you in drawing up a modest radio campaign—modest as to cost but ambitious in results! Let them work for you, on your copy problems, your selections of "Radio Specials," your coordinated merchandising campaign. It's important, but easy as A, B, C in the hands of men who spend their lives in radio.

Their services are yours for the asking.



10,000 TRAVELING SALESMEN

couldn't do, in years, what radio does in one minute!

Here's how one wise advertiser actually DEMONSTRATES HIS PRODUCT in thousands of homes by means of radio

HELP WANTED—10,000 salesmen @ $30 per week to demonstrate musical instruments in the home to potential customers.

WHAT'S wrong with that want-ad?

Admittedly, this army of salesmen would sell a lot of musical instruments, but a weekly sales cost of $300,000 would probably strain the budget.

Now, meet one salesman who can do the work of 10,000, at the merest fraction of their cost. Turn the page for a message from Russell B. Wells who will introduce you to that salesman, known personally to him . . . . . .

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
MUSICAL INSTRUMENTS
Volume 2 Number 4

LET'S LET THE SPONSOR TELL THE STORY

The Charles E. Wells Music Co., of Denver, Colo., has become one of the most successful in the nation because of its effective, continuous use of radio advertising. Russell B. Wells tells how:

"For the *fourth consecutive year* the Charles E. Wells Music Co. has signed a 52-week contract with KOA, for 15-minute programs six mornings per week. That, I believe, is the strongest endorsement our company can give for a job well done.

"In the 22 years of its existence our company has expanded from one to five stores and from 13 employees to 110. The growth of our 'music service' since we started using radio is the greatest satisfaction my father, Charles E. Wells, the founder, has had throughout the store's history.

"Reports of our salesmen working out of the five stores have indicated the great assistance our broadcasts have given them. They report that much time is saved in their calls upon prospects in homes and businesses. A characteristic welcome is, 'Oh, yes, we listen regularly to your *Wells of Music* program and we like it very much.' This value alone, opening doors more easily, we regard as amply justifying our regular use of radio.

RADIO RINGS THE BELL

"But, in addition, sales of items in the various stores consistently reflect, in the cash registers, the direct selling value of our programs. Furthermore, the heightened attendance at music study classes conducted by the store is another important factor.

"Information concerning these classes has gone to the public via the *Wells of Music* broadcasts, and has been the means of building our Wells Elementary Accordion Band, our Junior Police Band, and a Marimba Orchestra, believed to be the only one of its kind between Chicago and the West Coast. The Junior Police Band has received the high approval of civic officials and has been the means of stimulating a love of band music among hundreds of youngsters. Of course, many sales of musical instruments have resulted.

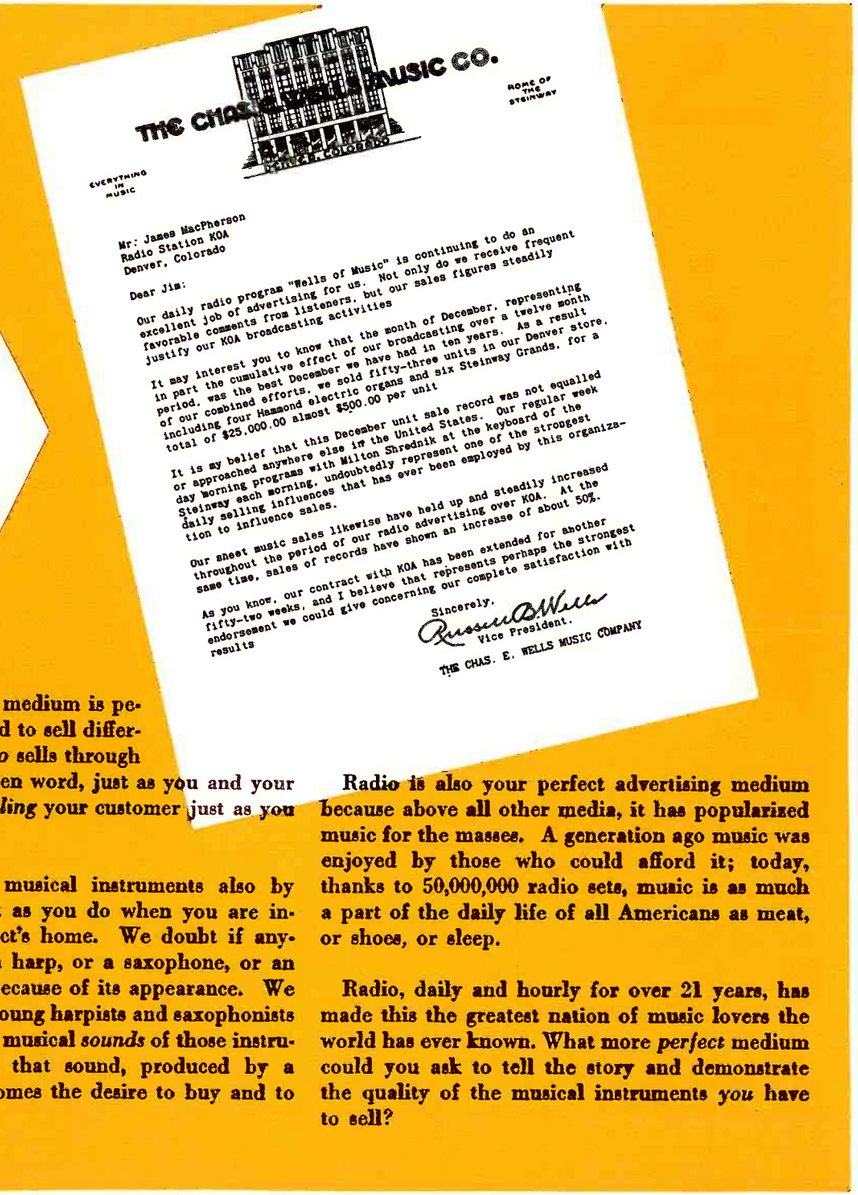
SAMPLES BY RADIO

"In general, we have used radio effectively to 'sample our merchandise' in all departments. While our main instrumental emphasis in our radio programs has been the Steinway Piano, programs have also carried Hammond Electric Organ, zylophone, stringed instruments and other musical offerings from time to time.

"The value of daily radio broadcasting to a population of 1,667,600, representing 343,600 radio families, is very great. With a 6-times-a-week daytime program reaching these homes, we figure *very conservatively* that at least 600,000 weekly sales impressions are made, and the figure may run much higher than that.

"After four years' occupancy, we have extended for another term of years our lease upon the first three floors and basement of the NBC Building, where we hope our friends always will feel as free to come for musical service as we are happy to welcome them.

"Not only do we receive frequent favorable comments from listeners, but our sales figures have steadily justified our broadcasting activities since we first started them in 1937."



THE CHAS. E. WELLS MUSIC CO.
EVERYTHING IN MUSIC
HOME OF THE STEINWAY
DENVER, COLORADO

Mr: James MacPherson
Radio Station KOA
Denver, Colorado

Dear Jim:

Our daily radio program "Wells of Music" is continuing to do an excellent job of advertising for us. Not only do we receive frequent favorable comments from listeners, but our sales figures steadily justify our KOA broadcasting activities

It may interest you to know that the month of December, representing in part the cumulative effect of our broadcasting over a twelve month period, was the best December we have had in ten years. As a result of our combined efforts, we sold fifty-three units in our Denver store, including four Hammond electric organs and six Steinway Grands, for a total of $25,000.00 almost $500.00 per unit

It is my belief that this December unit sale record was not equalled or approached anywhere else in the United States. Our regular week day morning programs with Milton Shrednik at the keyboard of the Steinway each morning, undoubtedly represent one of the strongest daily selling influences that has ever been employed by this organization to influence sales.

Our sheet music sales likewise have held up and steadily increased throughout the period of our radio advertising over KOA. At the same time, sales of records have shown an increase of about 50%.

As you know, our contract with KOA has been extended for another fifty-two weeks, and I believe that represents perhaps the strongest endorsement we could give concerning our complete satisfaction with results

Sincerely,
Russell B. Wells
Vice President.
THE CHAS. E. WELLS MUSIC COMPANY

EACH advertising medium is peculiarly well adapted to sell different products. *Radio* sells through *sound*—by the spoken word, just as you and your salesmen do—by *telling* your customer just as you would tell him.

And radio sells musical instruments also by *demonstration*—just as you do when you are invited into a prospect's home. We doubt if anybody ever bought a harp, or a saxophone, or an accordion, merely because of its appearance. We think the budding young harpists and saxophonists are intrigued by the musical *sounds* of those instruments, and out of that sound, produced by a trained musician, comes the desire to buy and to learn to play.

Radio is also your perfect advertising medium because above all other media, it has popularized music for the masses. A generation ago music was enjoyed by those who could afford it; today, thanks to 50,000,000 radio sets, music is as much a part of the daily life of all Americans as meat, or shoes, or sleep.

Radio, daily and hourly for over 21 years, has made this the greatest nation of music lovers the world has ever known. What more *perfect* medium could you ask to tell the story and demonstrate the quality of the musical instruments *you* have to sell?

RADIO SELLS JEWELRY

Coast to Coast!

Can radio sell an essentially "visual" product?

That's what the International Silver Co., many years ago, decided to learn. Over a *coast-to-coast* network the story of beautiful 1847 Roger Bros. Silverplate and International Sterling was told to millions of free Americans . . . with radios to enjoy.

The answer? Back in 1938 the International Silver Co. wrote: ". . . we can tell a better story in a shorter space of time . . . paint a more alluring picture . . . and gain a more appreciative audience by radio than in the printed page. . . ."

In 1939 the sponsor wrote: "Our salesmen are enthusiastic . . . our dealers are enthusiastic . . . and there has been a substantial increase in sales for *every year* that the Silver Theatre has been on the air."

And in 1941 they write: "Sales for the first three months are far ahead of last year . . . dealers have reported *greatly* increased profits. . . . Business is in high gear!"

The Columbia Broadcasting System will gladly give you complete details on this coast-to-coast success. But, can the *local* jeweler match this experience on a modest budget? Here are their answers—*local* jewelers from Boston to San Francisco.....

Results FROM RADIO
NAB BUREAU OF RADIO ADVERTISING
JEWELRY
Volume 2 Number 5

WHAT INTERNATIONAL SILVER DOES NATIONALLY *YOU* CAN DO LOCALLY:

in San Francisco

Half-hour Sunday night interviews over KSFO, from Hotel St. Francis lobby; informal, friendly meetings with couples dining and dancing in the Mural Room.

Writes Will Russell, president of the advertising agency for the Albert S. Samuels Jewelry Co.:

"Faith is the keynote of the jewelry business. When the ordinary layman buys a diamond he is about as well qualified to argue with the salesman as he would be to discuss arthritis with his doctor. Therefore, successful jewelers have consistently endeavored to promote confidence and faith in their firms through intelligent, persistent efforts, over a period of years.

"With this kind of background the Albert S. Samuels Co. began a radio program. . . . Sure enough, the program slowly began to sell diamonds in its 15th week. The regular weekly half-hour impact of friendly, reassuring messages began to bear fruit. At the year's end, diamond sales were up 22% while general store volume was up only 3%.

"Beginning the new year, results of the campaign month by month became dramatically evident. January business was up 50% in the Oakland store and 30% in San Francisco. February brought an even greater upswing, with the Oakland branch up 68% and San Francisco up 45%. In March the San Francisco figures showed a 56% increase.

"The Albert S. Samuels jewelers had been in business over 35 years, selling on a dependable, money-back guarantee. No extravagant claims have been made and no pretensions to the title of 'biggest,' 'best' or 'only' have been advertised. Over the year radio has shown them how to bring new customers into the store and acquaint them with friendly service."

in St. Joseph, Mo.

Spot announcements, daily, over KFEQ, reaching uncounted thousands of homes with frequent messages that ultimately result in sales and satisfaction all around.

Writes Mr. Joe Optican, Jeweler:

"Just four years ago today, we signed our first contract with your station. During this period we have not missed a single day telling the story of our store and its services to your listeners in St. Joseph and the large trade territory served by your station.

"That this advertising has been profitable to us and has created actual sales in our store is a well-known fact to all our department heads, and in setting up our advertising appropriation for the coming year the place of radio in our advertising plans was never questioned."

in Boston

Daily quarter-hours of music and comedy, "The Cowboy Show," every Monday through Saturday from 12 to 12:15 P.M., over WCOP, featuring unusual but delightful entertainment for Boston listeners who respond in increasing numbers.

Writes Jesse Stern, general manager at Summerfield's:

"We have just completed six months on our new program. We are delighted to tell you that this show has been extremely productive and has been mainly responsible, in our opinion, with the business in our Outlet Store increasing more than 25%.

"Keep up the good work, and as your station develops new ideas, please bring them to me."

in Pittsburgh

Every Sunday since 1935, the "Wilkens Amateur Hour" over WJAS. Over the years, a program to win the friendship of thousands of participants, relatives and friends, building business for today and tomorrow.

Writes Ruth Lake of the Wilkens Jewelry Co.:

"Starting as a pre-Christmas promotion, the program is still going strong after 281 continuous broadcasts and over five years on the air. There has never been a Sunday afternoon that we haven't had to hang out the SRO sign at the Moose Temple Hall, with a seating capacity of 1,500. Admission is by ticket only, available at any of the four Wilkens Jewelry Stores.

"So outstanding has been the response to the show that we have, at various intervals, bought full newspaper pages at a cost of $700 per page, solely to boost the program. In these ads, we never mention jewelry or watch specials; the entire space is devoted to the radio show.

"More than 400,000 have gathered in Moose Temple Hall during the 281 broadcasts. Thirteen thousand applicants have auditioned to appear on the program. Two million, five hundred thousand listeners cast votes either by telephone or mail ballot.

"Like the majority of other U. S. retail jewelers, we used to have the idea that the only time to use radio was during appropriate seasons, such as June, Christmas and other holidays. But the Wilkens Amateur Hour taught us an important lesson in the profits of consistency. We're one of the few jewelers in the country to promote continually on a *year round basis.*"

Memo for wide awake Jewelers:

Whether full hours or spot announcements . . . daily or once a week . . . daytime or evening . . . ***Radio Brings Results!***

THE AMERICAN WAY OF SELLING, from Back Bay to the Golden Gate, is to reach into homes with spendable incomes—intimately, persuasively, effectively. Radio does this superbly well, through the most persuasive medium ever known, the human voice . . . arousing curiosity . . . challenging the imagination . . . painting alluring pictures of the mind . . . building a consuming *desire* that is the root of all good salesmanship in the luxury field. That's why radio sells jewelry—coast to coast—or anywhere that beautiful things are sold.

Can radio sell with dignity?

PEORIA, ILL. (NAB) – ANNOUNCING A 43 1/3% BUSINESS INCREASE – DUE LARGELY TO RADIO – GAUSS MORTUARY, OF THIS CITY, TODAY RENEWED ITS CONTRACT FOR ANOTHER YEAR OF DAILY 15-MINUTE NEWS BROADCASTS ON STATION WMBD

Results FROM RADIO
MORTICIANS
Volume 2 Number 6
NAB BUREAU OF RADIO ADVERTISING

MORTICIANS are members of one of the most exacting of the professions, requiring the utmost in dignity, tact and understanding. But they also are business men, and therefore must be realists in selecting their advertising media.

Like other business men, they have their special problems to meet, a business volume to maintain, the all-important "character" of their firm to establish and foster, and that priceless goodwill of the public to win. Advertising is perhaps their most important tool in carrying on this program.

The Gauss Mortuary of Peoria, Ill., analyzing its public relations problem, developed these aims:

1. To promote the Gauss Mortuary service.
2. To establish the Gauss Instant Ambulance Service.
3. To create goodwill and instill confidence in the public for both types of service.
4. To impress their telephone number upon the listener, and the importance of calling Gauss *direct* in emergencies.
5. To minimize any objection to mortuary promotion by rendering a service to the public through advertising, and by the use of dignified, informative copy.

Which advertising medium could best fulfill these important aims? Louis J. Gauss gives us his decision, reached after careful study and extensive trial. He writes:

"We have used almost every type of advertising known to this profession: newspapers, billboards, calendars, telephone directory, specialties such as fans, thermometers, pencils, playing cards, and almost every other medium presented to us. *But we have found that RADIO ADVERTISING has been the most productive of all.*"

A consistent user of radio since 1932, the Gauss Mortuary first used a Sunday morning quarter-hour organ program direct from its chapel, later a transcribed Sunday series dramatizing the lives of famous Americans. Then in November 1939, Gauss began its continuous sponsorship of a 15-minute News period, seven days a week, on station WMBD, Peoria, to render a real service to the listener and to reach a new peak in successful advertising. A Noon period was chosen, 12:15-12:30 P.M. daily, as the most natural time to reach the greatest number of listeners in and around Peoria.

United Press coverage of world and national news precedes a local news roundup, and as part of this the announcer reads the daily obituary column, mentioning the name of the funeral home when services are held at the Gauss Mortuary. The news as well as the commercials are given by Announcer Ray Hunt in his warm, sincere style, and thus Gauss takes fullest advantage of radio's unique effectiveness—its use of the most direct, friendly, personal and persuasive medium —the human voice.

Copy is brief, sincere, factual. For obvious reasons it avoids the use of the words "you" and "death." The Gauss telephone number is emphasized three times during each broadcast, and the *consistent* use of radio, daily for two years, has indelibly impressed this number upon the minds of thousands of old and new friends.

SCRIPTS LIKE THESE . . . . . BRING RESULTS LIKE THESE . . . . .

43.3% INCREASE IN MORTUARY BUSINESS THROUGH RADIO ADVERTISING!
75% OF ALL AMBULANCE SERVICE IN PEORIA, DESPITE SIX COMPETITORS!

SOUND EFFECT

ANNCR: This is Ray Hunt speaking, bringing you last minute world and local news, through the courtesy of GAUSS MORTUARY and GAUSS INSTANT AMBULANCE SERVICE, 111 North Perry. (Pause)
Statements unsupported by facts are of little value. But every statement made by GAUSS is backed by a record of service in this community that extends over the past 29 years Every GAUSS-conducted service, regardless of how much or how little it may have cost, has been an impressive ceremony . . . every effort has been made to spare the family unnecessary worry or concern. Today, as during the past 29 years . . . GAUSS stands ready to serve the families of Peoria and vicinity with the best that modern methods, highly skilled service and faithful efforts can provide! Consult GAUSS . . . any hour of the day or night. Telephone 7-1-8-4.
Now . . . world News:

ANNCR: And, now, local news as compiled by the editors of the Peoria Journal Transcript . . .

LOCAL NEWS:

ANNCR: Accidents happen in the home as well as on streets and highways. Here's a number to keep by your telephone, or better yet, file away safely in your memory. It's easy to remember - 7 - 1 - 8 - 4 . . . say it a half-dozen times and you have it . . . and that little trick may be the means of saving a life. A call at 7-1-8-4 brings GAUSS INSTANT AMBULANCE SERVICE . . . on the job 24 hours daily with not one . . . but TWO modern streamlined ambulances . . . safe, swift and reliable! Don't take a chance on calls relayed through other sources . . . phone GAUSS direct when you need INSTANT AMBULANCE SERVICE. The number is 7-1-8-4.
Now, we continue with world news:

The sponsor himself tells us:

First, radio has definitely established in the minds of many hundreds of Peorians our phone number—most important since all our funeral and ambulance calls come by telephone.

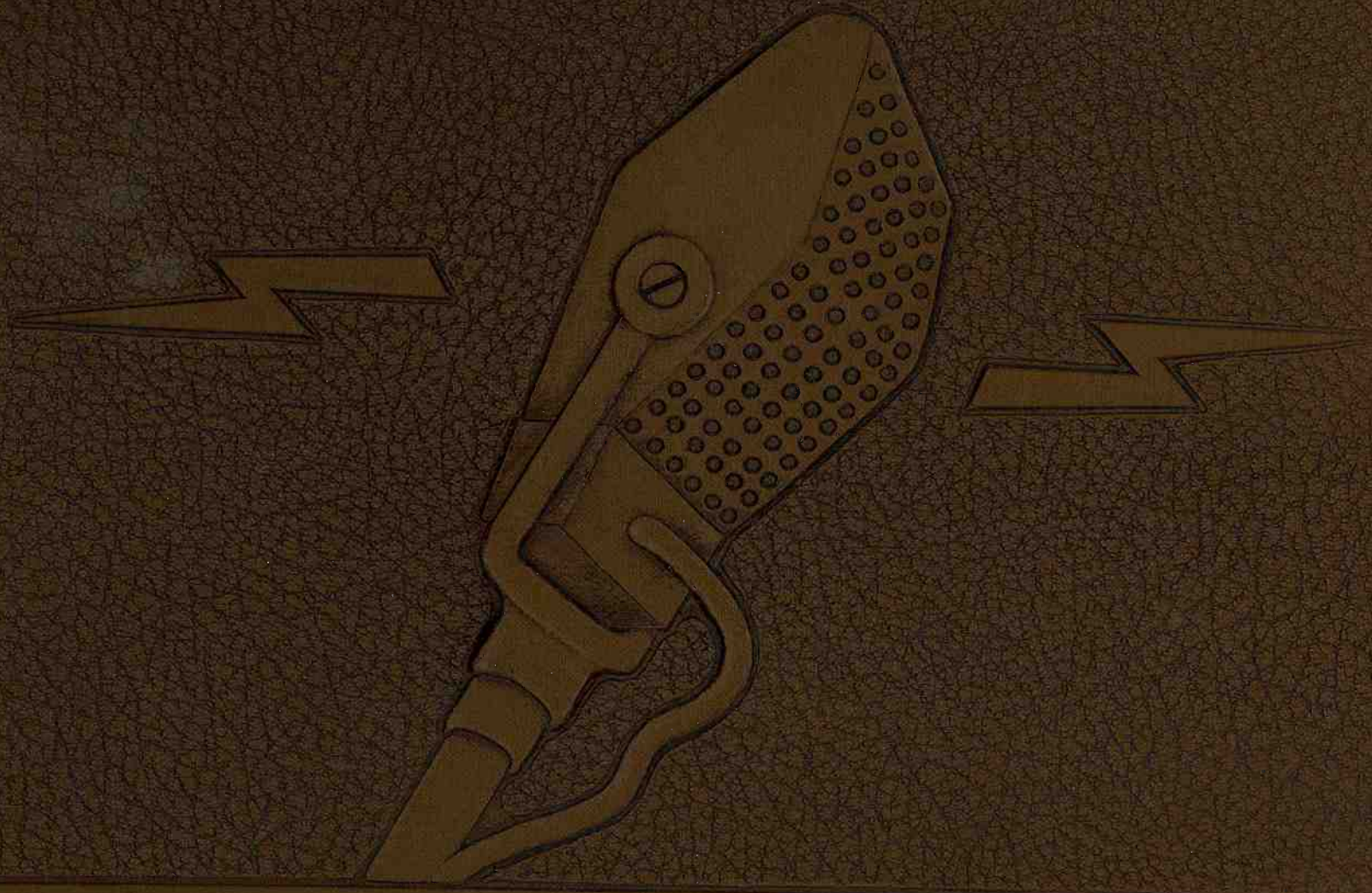
Second, we have found that people do listen to a news broadcast, even though sponsored by a funeral home. We were doubtful at first since no funeral firm to our knowledge had ever sponsored such a direct and important broadcast as the News, 7 days a week. We have had no criticism at all, and have had many, many compliments on the type of program we chose and the brevity and calibre of the commercial messages. The fact that these programs have caused people to feel closer to this firm is due perhaps to the third result: the concise, friendly, unobjectionable type of continuity we use in our commercials. We feel that ours is the fairest, shortest and most dignified copy broadcast from the station.

Fourth, we have found that radio has been the only type of advertising where people on a large scale have told us they were conscious of our advertisements, where people have said they came to the funeral home because of our broadcasts. This shows us that radio above all other media has given us DIRECT RESULTS—returns we can put our finger on and say 'this came as a result of our advertising.' Other types of advertising we have used have been good, but radio has been best by far, and now our advertising budget is devoted almost exclusively to radio. We use no other medium except Sacred Art Calendars, and the number of these has been reduced by half.

Our business has almost doubled in volume. I can't definitely give all the credit to radio advertising, since another reason has been the installation of Gauss Instant Ambulance Service. To us, the ambulance service and radio advertising receive the large amount of credit for our increase in business, and your medium has also helped build up this ambulance service. . . .

Louis J. Gauss

For dignity . . . warmth . . . sincerity . . . friendliness . . . and for *outstanding results*—The Gauss Mortuary recommends *RADIO!*



RADIO REACHES PEOPLE