

# Retail Promotion Committee

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No. 5

535 5th Avenue NATIONAL ASSOCIATION OF BROADCASTERS New York, N.Y.

## The Retail Promotion Committee Plan Is Ready First Showing Is In Washington, D. C., Statler Hotel, October 12, 1943

The Retail Promotion Plan is the answer to a question that has long puzzled the radio industry. In America, radio has proved itself an incalculable powerful force in the field of news, education, religion, politics, music and entertainment. Its use by advertisers has profoundly affected sales, profits and public acceptance for almost every branch of American industry. Yet, radio has not had industry-wide acceptance in the field of retailing.

In a broad sense, this presentation is designed to create and cement friendly relations and understanding between retailers and broadcasters, by showing in detailed dramatic form the mutual problems of both. The whole conception has been one of rendering a service to retailers that will produce material results for both retailers and broadcasters.

The responsibility for the success of this presentation in your community rests with **you**. In conception and production, the Retail Promotion Plan has been prepared in a constructive and professional manner. It will come to your city, deserving of the best setting, the best promotion, and to be heard by the top personnel in the retail industry in your city. Given your personal attention and best efforts, it will produce results both lasting and profound.

### The Plan

Here, then, to help you answer the one-hundred-and-one questions that come to your mind, is a brief story, chronologically told, of the Retail Promotion Committee and its Plan. The Plan was born in the minds of the commercial managers of American radio stations who insisted that something should be done to break down the illogical resistance of the leading retailers to the use of broadcast advertising.

Following the NAB Convention in Cleveland

in May, 1942, the Board of Directors determined that action was imperative. A committee was appointed to study the problems and to recommend a course of action.

Paul W. Morency, manager, WTIC, Hartford, Conn., was named chairman and the Committee was selected to represent all parts of the country and all types of station operation. The other members of the Committee are:

Robert E. Bausman, WISH, Indianapolis, Ind.  
Gene L. Cagle, Texas State Network, Fort Worth.

Dietrich Dirks, KTRI, Sioux City, Iowa.  
John Esau, KTUL, Tulsa, Okla.  
James V. McConnell, NBC, New York City.  
Kenneth K. Hackathorn, WHK-WCLE, Cleveland, Ohio.

Arthur Hull Hayes, WABC, New York City.  
Walter Johnson, WTIC, Hartford, Conn.  
C. L. McCarthy, KQW, San Jose, Calif.  
John M. Outler, Jr., WSB, Atlanta, Ga.  
Oliver Runchey, KOL, Seattle, Wash.  
William Crawford, WOR, New York City.  
Lewis H. Avery, director of broadcast advertising, NAB, was named secretary of the Committee.

### Two Problems Recognized

In its preliminary discussions, the committee recognized two problems. They were:

1. A very definite lack of understanding of the retailer's problem on the part of the broadcasters.

2. Too little knowledge of the uses of broadcast advertising on the part of retailers.

After many meetings and hours of discussion, the committee decided the solution for this two-fold problem was promotion and education, combined in a single dramatic presentation. Once this had been determined, the need for outside, professional counsel became apparent.

After a careful examination of the entire field, Sheldon R. Coons, nationally-famous retailer and

advertising consultant, was selected. Mr. Coons had attained a national reputation in the fields of retailing, broadcasting and advertising. He spent twenty years as a retailer in Wilkes-Barre, Pa., in Portland, Ore., and for fourteen years with Gimbel Bros. in New York. During the last few years, he served as general merchandise manager and executive vice president. Then he entered the advertising agency field and became executive vice president and director of Lord & Thomas. For the past three years he has been business consultant to industrial clients throughout the country.

From many discussions with the committee, Mr. Coons submitted a basic plan. This was developed after exhaustive research, engaged in by Mr. Coons and his staff, as well as the various committee members to whom assignments were given. Throughout, both the committee and Mr. Coons worked closely with the executives of the National Retail Dry Goods Association.

In fact, the Board of Directors of the Sales Promotion Division of that organization enthusiastically and unanimously endorsed the project.

### Other Experts Consulted

In preparing the Plan and reaching the conclusions to which it led, Mr. Coons counseled with Dr. Julius Hirsch, senior consultant to OPA and former Price Administrator for the German government, who gathered a symposium of literature and utterances on the subject of the problems and cost of retail distribution.

Dr. Paul Lazarsfeld, director of the Office of Radio Research of Columbia University, was retained to make a new and original analysis of the use of broadcast advertising by retailers. He and his staff prepared the most searching study that has ever been undertaken in this field.

Frequent discussions took place with other individuals engaged in both retailing and broadcasting, and in other fields related to these.

W. H. Knowles, vice president of the Jam Handy Organization, and his staff assisted in planning and executed the final presentation in its dramatic form.

The Master Showing of the Retail Promotion Plan consists of five sections.

1. "The History and Development of Retailing"—a talking motion picture featuring Sheldon R. Coons.

2. "Distribution Tomorrow"—a critical analysis of postwar problems by the master of ceremonies, using prepared charts.

3. "America Takes to the Air"—a talking slide film detailing the growth and development of broadcasting in the United States.

4. "Why Radio Works"—a talking motion picture based on new and original research by the Office of Radio Research of Columbia University.

5. "Retailing's Future in Radio".

Here are a few excerpts from the Retail Promotion Plan. In the sound motion picture entitled "The History and Development of Retailing," Mr. Coons points out:

"Today we are faced with new forces and new trends as never before, and for our own selfish well-being, it is vital that we seek and observe these trends—be constantly aware of them—be prepared to adjust ourselves to them.

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"But, the point that I want to make right now is this. We've all been pretty emotional about these changes. But that's not surprising, for, if we stop to think about it, we've always been emotional about change—change brought on by war measures or by social trends.

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"Because farsighted people in your industry and in the radio industry had recognized the fact that broadcast advertising represented a trend, which perhaps neither of you fully understood, the National Retail Dry Goods Association, through the instigation of the National Association of Broadcasters, circulated a very complete questionnaire relating to retailers' use of radio. At the time our study was beginning, the answers to that questionnaire had just begun to come in.

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"We have seen that change is paramount—change filled with opportunities for the imaginative and the daring.

"Change liquidates those who are emotional and refuse to keep up with social trends.

"What about the problems of tomorrow? For tomorrow will bring new changes."

### Postwar Problems

In Section 2, the master of ceremonies traces the forces and problems that will be faced by retailers in the postwar period. First of these forces is described as "a huge new productive capacity." In fact, the presentation points out: "The productive capacity of our labor force will be 60 per cent greater in 1945 than it was in 1929, the pre-war year of greatest production."

The presentation then traces some of the new products that will be available to a merchandise-hungry public.



Another of the forces in the postwar period is "a huge army of people to be reemployed." Then, this portion of the second section is summarized as follows: "Now let's add up the factors we've covered so far. More production capacity than we've ever had before. More new products than we've ever dreamed of. And a terrific amount of pressure demanding that jobs be found for 56,000,000 people. What does it all add up to?"

"A tremendous flow of merchandise."

The concluding portion of this section is devoted to the four major problems which retailers face in the postwar period. This is considered one of the most authoritative studies of this subject that has ever been prepared.

At the conclusion of Section 2, the master of ceremonies urges those in attendance: "Again we say, let's look at radio, as such, not emotionally—but objectively. To help you do this, Mr. Coons made a new study—analyzing radio—much as he did retailing. And we believe you will find some answers to those questions in the following motion picture."

#### Radio's Story Presented

In "America Takes to the Air," you will find a dramatic and moving story of the history and development of broadcasting in the United States. Even though you are familiar with all of the facts and figures in this fast-moving recital, you cannot help but feel genuine pride in the achievements of this industry in the short span of two decades. Perhaps the closing dialogue, handled by two narrators, will give you some idea of the power of this portion of the presentation: "So these things we know about radio—it is most typical of America—more widely owned and used than automobiles, electric lights, bath tubs, or toothbrushes.

"It is the great American habit—more people spend more time with their radios than they do in any other pursuit, except working and sleeping."

"It is a tremendous force that persuades and commands—that changes people's interests, habits, and beliefs.

"New developments always bring change—always exert new forces that alter and re-direct the currents and trends of society.

"Radio has proved itself the greatest force in history.

"For radio is a powerful, still-growing habit with all the people of America.

"Making possible a mass transmission of ideas—radio is moulding the mind of the nation."

At the opening of Section 4, the master of ceremonies states, in part:

"In addition to showing what radio is, we decided we could be of greater service to your industry if we went one step further and tried to show you why radio works."

At the conclusion of the first portion of this section, the narrator states:

"So, in our search for the answer to why radio works, we find that radio meets certain basic psychological needs.

"Radio provides companionship for those physically or psychologically isolated—escape from the normal anxieties—standards of judgment for those who seek standards—and a vicarious life to add to a hum-drum existence.

"Now, our study turns to a search for the psychological reason for radio's tremendous success in selling. Here, we have collected some interesting facts."

#### "Pseudo-Mystery" Removed

In the portion of the sound motion picture which follows, you will find a detailed analysis of programs and commercial continuity that removes much of the pseudo-mystery of radio and bares it as a powerful and easily controlled advertising force. Many leaders in broadcasting, who have read the script from which this sound motion picture was filmed, have pronounced it the most effective story of broadcast advertising that has ever been told.

In the parlance of day-to-day broadcasting, you will call Section 5, entitled "Retailing's Future in Radio," a "closing commercial." That's exactly what the committee has called it from the beginning. This section tabulates the seven most pressing problems of retailers, introduces the five "How to Do It" booklets, designed to aid retailers in the use of broadcast advertising and presents the "Ten Commandments of Radio for Broadcast Advertising."

The five "How to Do It" booklets are intended to convert the interest that will be developed through the Retail Promotion Plan Presentation into action on the part of retailers. These five booklets embrace the following phases of broadcast advertising:

"How To Buy Radio Time"

"How to Measure Radio Audiences"

"How to Promote Your Radio Program"

"The Elements of a Successful Radio Program"

"Radio and Retailing in 1943"

In the preparation of these booklets, the committee has drawn on the leaders in every phase of broadcasting through the following advisory committees:

**Advisory Committee of Time Buyers on Study of Purchase of Radio Time:**

Charles T. Ayres, Ruthrauff & Ryan, Inc.  
Carlos Franco, Young & Rubicam, Inc.  
John D. Hymes, Foote, Cone & Belding.  
Thomas H. Lynch, Wm. Esty Co.  
William B. Maillefert, Compton Advertising Co.  
J. James Neale, Blackett-Sample-Hummert.  
Miss Linnea Nelson, J. Walter Thompson Co.  
Lou J. Nelson, Wade Advertising Agency.

**Advisory Committee of Promotion Executives on Study of Merchandising of Retail Radio Programs and on Sales Promotion:**

M. F. Allison, WLW-WSAI.  
Charles B. Brown, NBC.  
Thomas D. Connolly, CBS.  
Joseph Creamer, WOR.  
B. J. Hauser, BLUE.

**Advisory Committee of Program Managers on Study of the Elements of a Successful Radio Program:**

Harold L. Fair, WHO, chairman.  
William J. Adams, WCHS.  
Douglas Coulter, CBS.  
Robert L. Kennett, WHAS.  
Clarence L. Menser, NBC.  
Herbert C. Rice, WGR-WKBW.  
Ray Shannon, KQV.  
M. T. Williams, WSPD.

**Advisory Committee of Sales Managers on Study of Station Services to Retail Advertisers:**

John M. Outler, Jr., WSB, chairman.  
Frank R. Bowes, WBZ.  
Donald D. Davis, WHB.  
Dietrich Dirks, KTRI.  
George H. Frey, NBC.  
Arthur Hull Hayes, CBS.  
William F. Malo, WDRC.

Operating on the theory, so ably demonstrated in the Allied strategy in this war, that the only secret worthwhile is a well-kept one, the Committee has consistently kept its own counsel and the broadcasting industry, respecting the personnel of the Committee, has kept the faith. This faith, as everyone who has worked on and with the Plan and the few who have seen the finished presentation will agree, will be more than justified.

The Committee was fortunate in obtaining the help and counsel of John McKay, NBC publicity director; George Crandall, CBS publicity director; Earl Mullin, BLUE publicity director, and

Lester Gettlieb, MBS publicity director, and members of their staffs in publicizing the Plan and its showings throughout the nation. This assistance will be of immense help to you in getting retailers to come to showings as their trade press will have been thoroughly covered.

At the same time C. E. Arney, Jr., NAB secretary-treasurer, undertook preparation of tour schedules and the thousand and one details of such arrangements.

To insure a uniform and professional presentation of the Plan, 15 leaders of the broadcasting industry were selected to act as masters of ceremonies at the showings, which will be held in 116 cities. These men will be trained, one group at a school in Detroit beginning October 4 and the other group in New York beginning October 11.

Here are the men who will be trained to present the Plan:

M. F. "Chick" Allison, sales promotion manager, WLW, Cincinnati, Ohio.  
Lewis H. Avery, director of broadcast advertising, NAB.  
Harry Burke, program-commercial manager, WOW, Omaha, Neb.  
Donald H. Davis, president, WHB, Kansas City, Mo.  
James H. Gaines, station relations, NBC.  
Arthur Hull Hayes, manager, WABC, New York City.  
Kingsley F. Horton, sales manager, WEEL, Boston, Mass.  
Walter Johnson, assistant general manager, WTIC, Hartford, Conn.  
John Nell, special representative, WOR, New York City.  
John M. Outler, Jr., sales manager, WSB, Atlanta, Ga.  
Clyde Pemberton, commercial manager, KFJZ, Fort Worth, Texas.  
William C. Roux, sales promotion, NBC, New York City.  
Frank Webb, commercial manager, KDKA, Pittsburgh, Pa.  
Frank P. Wright, manager, San Francisco Retail Radio Bureau.  
(One more to be selected.)

**Your Cooperation is Vital**

The Plan presentation is an accomplished fact the day it reaches your city. The success of the presentation and the accumulated year's work many men have put into it now rest wholly with you as a broadcaster and participant in the Plan. No effort should be spared to gather the largest quality audience to see the presentation. Every promotion facility at your command should be tapped. The finest meeting room in your city should be utilized, if possible.



Experts who have seen the presentation say, without qualification, it is the biggest thing radio has done to date. We think it is the biggest and the best thing ever done to bring two great industries together in a study of mutual problems and their solutions. With your full and enthusiastic local support, the success of the Plan's message will be insured to the future mutual benefit of retailers and broadcasters.

To offer a guide as to how to set up your local meeting, we give you a brief outline of how the presentation will be handled in Hartford, Conn.:

The presentation committee in Hartford is composed of the Retail Trade Board Committee of the Hartford Chamber of Commerce and repre-

sentatives of the three local stations. The Committee chairman is president of a large department store. E. N. Allen, president of Sage-Allen store in Hartford and also president of N.R.D. G.A., will act as host and honorary chairman. The showing will be an afternoon affair in the Hartford club with cocktails served afterwards.

You have had faith in the Plan Committee, Mr. Morency, Mr. Coons, the sub-committees and advisory committees.

They have faith in your ability to accept the local responsibility of insuring the lasting success of the industry's effort in the Plan.

Following is a list of cities where the Plan presentation will be shown:

<i>Alabama</i> Mobile Montgomery	<i>Louisiana</i> New Orleans Shreveport	<i>North Carolina</i> Asheville Charlotte Durham Fayetteville New Bern Raleigh Winston-Salem	<i>Tennessee</i> Bristol Chattanooga Kingsport Knoxville Memphis Nashville
<i>Arkansas</i> Little Rock	<i>Maine</i> Portland		<i>Texas</i> Austin Beaumont Dallas El Paso Fort Worth San Antonio
<i>California</i> Los Angeles Oakland San Diego San Francisco	<i>Maryland</i> Baltimore	<i>North Dakota</i> Fargo Grand Forks	
<i>Colorado</i> Denver	<i>Massachusetts</i> Boston Fall River Greenfield Pittsfield Springfield Worcester	<i>Ohio</i> Akron Canton Cincinnati Cleveland Columbus Dayton Springfield Toledo Youngstown	<i>Utah</i> Provo
<i>Connecticut</i> Bridgeport Hartford	<i>Michigan</i> Flint Kalamazoo		<i>Virginia</i> Danville Lynchburg Newport News Norfolk Richmond Roanoke
<i>Florida</i> Gainesville Jacksonville Miami	<i>Minnesota</i> Albert Lea Duluth Minneapolis St. Paul	<i>Oklahoma</i> Oklahoma City Tulsa	<i>Washington</i> Seattle Spokane Tacoma
<i>Georgia</i> Atlanta Columbus Macon	<i>Missouri</i> Kansas City St. Louis	<i>Pennsylvania</i> Altoona Philadelphia Pittsburgh	<i>West Virginia</i> Beckley Charleston Huntington Parkersburg Wheeling
<i>Indiana</i> Evansville Fort Wayne Indianapolis	<i>Nebraska</i> Lincoln Omaha		
<i>Iowa</i> Cedar Rapids Davenport Des Moines Dubuque Fort Dodge Sioux City	<i>New Hampshire</i> Manchester	<i>Rhode Island</i> Providence	
<i>Kansas</i> Wichita	<i>New Jersey</i> Newark	<i>South Carolina</i> Charleston Columbia Greenville Spartansburg	<i>Wisconsin</i> La Crosse Milwaukee Racine Wausau
<i>Kentucky</i> Louisville	<i>New York</i> Albany Buffalo New York Rochester Utica		