

Broadcast Advertising



OCTOBER, 1931

146,732 FAMILIES*
WITH RADIO RECEIVING SETS
LIVE IN THE IMMEDIATE AREA

SERVED BY

W O L

IN

“THE NATION’S CAPITAL”

AND ASK ANYBODY YOU WISH HERE-
ABOUTS *and they* WILL TELL YOU PRONTO
THIS IS THEIR FAVORITE STATION



IF YOU HAVE AN ADVERTISING MESSAGE
FOR THIS TERRITORY THAT KNOWS NO
DEPRESSION — OF COURSE YOU WILL
WRITE US FOR RATES AND INFORMATION

**U. S. Census Bureau’s Latest Figures!*

AMERICAN BROADCASTING COMPANY
ANNAPOLIS HOTEL
WASHINGTON, D. C.

Complete Merchandising Service Inaugurated by KSTP to Assist Radio Advertisers and Agencies

Northwest's Leading Station Develops New Department to Give Broadcasters Essen- tial Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with dis-

tributors and dealers, promotional work with local sales representatives, placement of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.

10,000 WATTS
100% MODULATION
FULL TIME

KSTP

SAINT PAUL
AND
MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

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Volume 4 BROADCAST ADVERTISING Number 7

Published monthly by G. W. Stamm at 440 S. Dearborn St., Chicago, Illinois. Subscription price, \$2.00 a year. Single copies 20 cents. Entered as second class matter, February 19, 1930, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.

50,000 WATTS IN NEW ENGLAND

Reservations for radio time now will insure placement of your Fall and Winter campaign in the most desirable spots on future programs. Present indications point to a full season ahead.

WTIC operates 115 hours per week on cleared channels

WRITE FOR BOOKLET



WTIC

THE TRAVELERS BROADCASTING SERVICE CORPORATION
HARTFORD » CONNECTICUT « ASSOCIATE N » B » C
MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS



Hink & Dink of the "Cotton Queen"

The Simple Formula

The Federal Radio Commission requires that a station perform in the public's "interest, convenience and necessity." A station has only to adopt this ruling as its formula and abide by it conscientiously every minute it is on the air; see that its technical facilities are adequate, and success is inevitable.

This has been the formula of WLW since its inception in 1921, and is the prime reason for the present high position it enjoys. Needless to say, such a policy builds up a tremendous audience with a habit of listening to one station.

Write, wire or phone the Commercial Department for full particulars.



The "Cotton Queen Syncopators"

WLW

"THE NATION'S STATION"

THE CROSLEY RADIO CORPORATION

CINCINNATI



OHIO

TULSA

OIL CAPITAL OF THE WORLD



KVOO

ALONE IN THIS TERRITORY

For reservation of time, fall and winter seasons, immediate communication is advisable. Address Commercial Department.

Affiliated Station, National Broadcasting Company. Member
National Association of Broadcasters.
Sixth Successful Year.

1140 KILOCYCLES

5000 WATTS

NATIONAL CLEARED CHANNEL

NEWS



J. G. Byers—dean of electrical recording—announces the perfection of a new and greatly improved method of hill and dale (vertical cut) recording.

It has no connection with any other system that may be offered by any other company. It will be available only through the laboratory bearing his name.

Do not fail to secure full details. Satisfy yourself that this new and improved product of J. G. Byers' genius excels every other system employed in the manufacture of hill and dale electrical transcriptions.

J. G. Byers standard LATERAL CUT transcriptions, awarded first place everywhere, will continue to be available through this laboratory.

BYERS RECORDING LABORATORY, Inc.
1436 CHRYSLER BUILDING
NEW YORK CITY

SCOTT HOWE BOWEN, Inc.

National Sales Representatives

New York
Chrysler Bldg.

Chicago
Wrigley Bldg.

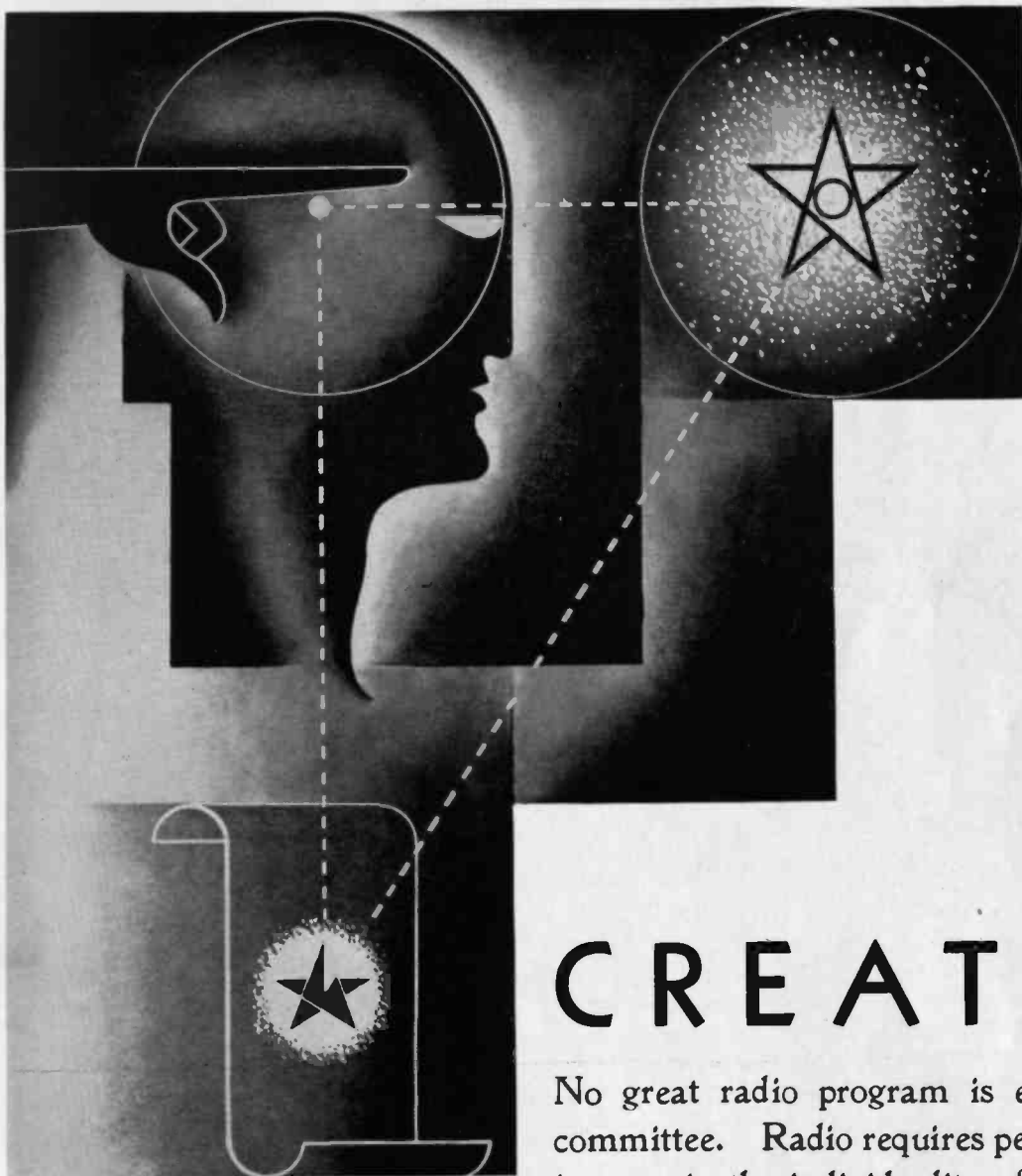
Detroit
Fisher Bldg.

Boston
185 Devonshire St.

Omaha
502 Barker Bldg.

San Francisco
875 Mission St.

Kansas City, Mo.
1016 Baltimore Ave.



CREATION

No great radio program is ever created by a committee. Radio requires personality; success is sown in the individuality of the *idea* around which your completed campaign is built.

● Creative ability should be your first thought in planning a broadcast. After that, equally important, comes production. Then, sound merchandising and publicity to insure a maximum audience. ● These, plus vision guided by experience and unerring discrimination, are inherent to this organization—a logical, inevitable departure in advertising practice. We invite your inquiry.

RIBLET AND MURPHEY

RADIO ADVERTISING
333 North Michigan Avenue Chicago

WMAQ

The Key to Cities—

The primary coverage of WMAQ includes eighty-four cities, each with a population in excess of 10,000. The total population of these cities is 6,596,435, representing an urban market of vast potentialities.

THE CITIES ARE:

ILLINOIS

Aurora
Berwyn
Bloomington
Blue Island
Brookfield
Champaign
Chicago
Chicago Heights
Cicero
Danville
East Moline
Elgin
Elmhurst
Elmwood Park
Evanston
Forest Park
Freeport
Galesburg
Jacksonville
Joliet
Kankakee
Kewanee
LaSalle
Maywood
Melrose Park
Moline
Oak Park
Ottawa
Park Ridge
Pekin
Peoria
Quincy

ILLINOIS—Cont'd

Rock Island
Rockford
Sterling
Streator
Urbana
Waukegan
Wilmette
Winnetka
TOTAL POPULATION,
4,509,220

WISCONSIN

Appleton
Beldit
Cudahy
Fond du Lac
Janesville
Kenosha
Madison
Manitowoc
Milwaukee
Oshkosh
Racine
Sheboygan
Shorewood
South Milwaukee
Two Rivers
Watertown
Waukesha
Wauwatosa
West Allis
TOTAL POPULATION,
1,075,547

INDIANA

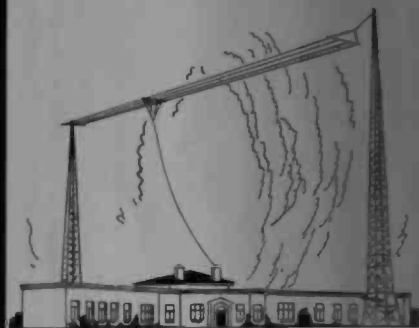
East Chicago
Elkhart
Frankfort
Gary
Hammond
Kokomo
La Porte
Michigan City
Mishawaka
South Bend
Whiting
TOTAL POPULATION,
453,831

IOWA

Burlington
Cedar Rapids
Clinton
Dubuque
Davenport
Fort Madison
Keokuk
TOTAL POPULATION,
236,876

MICHIGAN

Benton Harbor
Holland
Muskegon
Muskegon Heights
Niles
Grand Rapids
Kalamazoo
TOTAL POPULATION,
320,961



THE
WMAQ
AUDIENCE
is a
BUYING
AUDIENCE

In addition to this great urban population of 6,596,435, the primary market of WMAQ includes a thickly settled region in between these cities.

For rates and particulars write or wire

W M A Q INCORPORATED

THE CHICAGO DAILY NEWS
BROADCASTING STATION

Daily News Plaza, 400 West Madison Street
Chicago, Illinois

Represented by
ADVERTISERS RADIO SERVICE, Inc.
60 East 42d Street, New York City

G. W. STAMM
Publisher and General Manager
S. N. KOCH
Advertising Manager

Broadcast Advertising

440 So. Dearborn Street, Chicago

R. B. ROBERTSON
Editor

C. A. LARSON
Eastern Representative
254 W. 31st St., New York City

Volume 4

20c a Copy

OCTOBER, 1931

\$2.00 a Year

Number 7

A Few Remarks about RATE CARDS, COVERAGE FIGURES and HONESTY in General

Are Made by George Roesler
Commercial Manager, KOIL, Omaha

"HONESTY is the best policy"; a trite expression, that, but after all one must admit the old maxim does pack a powerful punch if adhered to—and especially by radio station executives.

That many of us are kidding not only ourselves but those from whom we receive a goodly amount of business—agencies and brokers—goes without saying. If you don't agree with me, just dwell upon a few of the following pertinent facts and if I'm wrong, bring on your brick-bats, guns, et al.

In the first place, a goodly number of stations throughout "these United States" (apologies to Ben Bernie) seem to be of the opinion that rates as published in the various station rate directories are printed for publicity purposes only, or perhaps to prove that they *are* in the radio field commercially. However, whatever the reason for the publication of their rates may be, one thing is certain—they do not mean a thing. I have had no less than a dozen occasions to lay out campaigns for regional accounts during the past six months, only to find that the individual station rates which I had quoted to my clients and which I had obtained from *Standard Rate and Data* were in turn reduced ma-

terially when the account contacted the stations direct or through a jobber or broker.

Of course, I am not a radio representative nor do I attempt to carry on an advertising agency as a sideline (for which I am duly thankful) but I do have various firms approach me every now and then who nourish the misconceived idea that I know something about radio advertising. As a result I find myself thumbing the rate books industriously ever so often. I am quite frank in saying that from this time on, any station which happens to be in the territory in which my client is interested and which does not adhere strictly to its rates as published, will not be recommended. Why? Because I do not believe that such a station is in a position to handle my account properly regardless of its claims as to popularity, coverage, personnel, etc. Surely, if I learn definitely that a station does not stick to its rates, I have no reason to believe that its statements relative to points of superiority are true. You can't cry "Wolf" indefinitely and expect aid every time; after all, the hero becomes tired of the role if every call is simply a rehearsal.

In summing up the question, I say to advertising agencies, to radio representatives and to advertisers, cor-

rect this ill, for you and you alone can do it. When you find a station cutting rates, put that station on the black list until it has been taught its lesson. The loss of a few choice accounts will soon cause the most unbusinesslike organizations to "right-about-face" and to play the game on the level.

To radio stations featuring more rates than a cat has kittens, by which I mean, local rates, national rates, distributor rates or what-have-you, I say establish a ONE RATE basis of operation and stick to it, for by no other method will the industry become the nation-wide factor in the advertising field to which, by every measure, it honestly belongs.

AND now for our second subject —Coverage—and what a subject it is, too? Station ABCD operates a thousand watt transmitter on a frequency of 1400 kilocycles; the transmitter and kindred equipment are of the finest manufacture. So far, so good. We next learn through a trade paper advertisement, by way of station literature or some other type of publicity, that station ABCD states its coverage encompasses a territory of one hundred miles radius of its transmitting plant with a listening audience of upwards to a million persons. What a

beautiful picture such a map presents and how impressive those thousands of potential listeners appear—on paper!

The truth of the matter, however, is quite a different story. Engineers, technicians and surveys of every type prove that a station operating at 1400 kilocycles and a thousand watts does not deliver a clear signal over a one hundred-mile radius of the transmitter. Dead spots, heterodynes and various types of interference caused by many existing conditions in the one hundred-mile radius zone, make for poor reception of the station.

As another example of station ABCD's statement being in error, witness the fact that it is located in a city of some two hundred thousand population; that the surrounding territory is made up largely of farmers and finally, that it is operating on a regional channel at full time with a network affiliation. As such, it carries an average of ten hours per day of network programs with a balance of seven hours being made up of local talent, transcriptions and phonograph record programs. The network features are built to appeal primarily to the metropolitan mind and therefore are not listened to by the farmer to the extent that the programs of the purely farm station are, which feature all types of old-time music, stock and grain market reports and the like.

Even though ABCD's signal is heard in the farm area, its programs are not tuned in for the reasons quoted—ABCD is primarily a metropolitan station and as such can be made a highly profitable venture if its managing directors will but make an honest endeavor to acquaint the advertising fraternity with the facts rather than attempt to claim every listener in its territory. Radio as an advertising medium can obtain and is obtaining more black eyes because campaigns are being placed on the wrong type of station than for any one other reason. And in the majority of cases the stations themselves are to blame. If the stations throughout the country would give the agencies the truth regarding their coverage, the type of people making up their listening audience and honest figures regarding the approximate size of that audience, the agencies could in turn place accounts on those sta-



George Roesler

tions which serve the type of listeners they are interested in reaching and, as a result, many more campaigns would succeed.

The sooner radio stations bring out coverage maps which honestly picture the territory served, which give honest figures of the number of radio sets in said territory and the number of potential listeners, the sooner we will have a nationwide picture of coverage which radio executives in agencies can rely upon in laying out a campaign, whether for a hog remedy or jewelry. Very few stations can serve equally well both types of advertisers and when those placing the campaigns can *know* which stations to use, thereby obtaining satisfactory results, radio will be placed on more budgets and we'll all be able to drive bigger and better cars!

major factor--

WITHIN a decade radio has become a major factor in our system of communication. Its results have been as far-reaching as its rise has been dramatic. As a medium for the universal dissemination of ideas it is an important factor in the formation of sound public opinion and the promotion of good citizenship. It is, in fact, an art and utility of indispensable value in our national life.—President Hoover, in a letter on National Radio Week.

NOW about station rates; are they right or are they? In the September issue of BROADCAST ADVERTISING Mr. Hill of WORC presented a very interesting article on standardizing rate cards, which contained no small amount of wisdom, but I wonder how many of Mr. Hill's readers considered the rates themselves? Did you notice that a quarter-hour entertainment program after six p. m. sold for \$45.00, while before six the charge was \$30.00? Well, most stations have a rate which corresponds to that one but (I hope Mr. Hill will forgive me), it's all wrong!

How come? Because there is not a great enough differential between the daytime rates and the nighttime rates! How do I know? Well, Mr. Crossley's research organization has gathered together some mighty strong figures which prove that the listening audience in the daytime, except for a few specific hours, is just about one-third the size of the nighttime audience! And still we all charge considerably more for the daytime hours than we have a right to. What's that? Did someone remark that we've been getting away with it? No, my friend, we haven't been getting away with it. If we had, we would be carrying far more accounts during the dear ol' daytime! Our rates are too high for the number of listeners we have and as a result, the results obtained by the advertisers, with rare exceptions, have been too costly an investment.

Remember, Mr. Radio Station Owner, when an hour has passed sans income, said hour is gone for all time; you can't bring it back and it has cost you so many dollars to be on the air during that sixty minutes, income or no income. If on the other hand, you can get your rates down to a point where there is a legitimate excuse for them, and by legitimate, I mean where it will pay the advertiser to use your station, and then you will have every reason to expect your sales staff and outside organizations to sell them for you.

The Crossley organization has given us the best figures yet produced as to the changing size of the listening audience throughout the day and night and those figures can be

(Continued on page 45)

Broadcast Advertising

First Radio Sales Meeting Is Held on Pacific Coast

Chevrolet Sales Managers Broadcast Campaign Plans to Dealers

By Bartholomew Dunne

SUPPOSE you were a sales manager of a far-flung territory which stretched from Oakland, Calif., to Reno, Nevada, and from the Oregon line to the border of Southern California and that 500 dealers and salesmen were to be apprised by you a month's sales campaign. What would you do? How would you get your story to these men? Would you dispatch representatives in post haste to gather these men into groups at key points and, through these emissaries, propound your message? Or would you strive to have them come to the zone office where, through a theatre and props you would make them boil with sales energy?

Suppose that you couldn't do either of these things. What would you do? Ten years ago you would have shot out a very complete written selling program. That is *passé* now. The up-to-the-minute sales manager utilizes the medium designed for such an emergency: the radio.

The problems enumerated above were those of W. J. Burns, Oakland zone manager, and Cecil Fox, Pacific regional manager, Chevrolet Motor Company. The means they used to circumvent these obstacles and get over their September sales campaign to 500 Chevrolet dealers and salesmen was the radio. And this is how they did it and why they did it.

First, let us see why they used the radio. In the fall months, automotive sales taper off. Chevrolet Motor Company, leading the pack this year in the merchandising of cars, felt there was no reason for changing its selling stride. So, in keeping with company policies, the organization devised a fall selling campaign, titled, "The Chevrolet World's Series." The various re-

gions were pitted against one another as were the 52 zones in the United States. Then, the dealers in the various zones were asked to form baseball teams. Games were won or lost on the points resulting from new and used car sales and service sales and parts sales. The campaign included everyone in the Chevrolet organization. The bookkeepers were designated as scorekeepers.

The Oakland zone, in charge of Mr. Burns, was granted permission to use radio as a sales promotion weapon. So Mr. Burns secured the hour of six o'clock to seven o'clock, September 1, over KFRC, San Francisco. Then he wrote to his

dealers informing them of the contemplated broadcast and suggesting that each dealer invite his salesmen to breakfast at the showrooms. A receiving set would be at the showrooms and the campaign would be outlined.

The dealers hailed the idea enthusiastically. On the morning of September 1, this very unique sales meeting went on the air with Mr. Burns and Mr. Fox at the microphone and the 500 sales lieutenants listening in.

The program opened with the Chevrolet theme song, "I Get the Blues When It Rains." This catchy tune, set to an appropriate Chevrolet
(Continued on page 46)



At the upper left is W. J. Burns, Oakland zone Chevrolet manager, at the microphone, ready to hold radio sales meeting over territory outlined in map, which includes half of California and a portion of Nevada. Just below, Cecil Fox, Pacific regional manager, and Mr. Burns watch the sales board where the latest sales are checked up. Upper right, typical dealer breakfast; lower right, dealer telephoning the results of the day.

Are We Putting Spot Business “On the Spot?”

Queries G. E. Himmelbauer

PERHAPS it is rather inelegant to borrow an underworld phrase in placing this query, and perhaps this will sound suspiciously like “rattling the skeleton,” but I think that there is a condition existing today in the broadcasting field that needs the spotlight of attention. I am referring to spot broadcasting of the national account, and the method of handling from advertiser to agency to representative and so on to the station.

First of all, to get on common ground, we must admit that a great deal of confusion exists and that a definite practice is lacking. Then we'll assume that there must be one ideal method and attempt to find out what must be done to bring each factor into accord. And if you think that is going to be a small task, you're an optimist of the first degree.

During the past six weeks I have visited thirty-nine advertising agencies, talked with a number of advertisers, both actual and prospective—and have held forth with a representative group of broadcasters. I will try to air the pros and cons in an impartial way.

Our difficulties date back a few years when the medium of broadcasting was still in its swaddling clothes, when the average advertising agency was reluctant to admit this lusty infant into the favored circle of recognized media. For one thing, it was considered a risky investment to build a large radio department then. So there sprang into being a limited number of or-



G. E. Himmelbauer

ganizations, whose functions combined those of a special agency and also of a time broker. And their siren song to the advertising agency was “a world of service at no cost.” They could well afford it, for almost without exception, stations were delighted to pay them a commission in addition to the regular agency per cent.

This condition might have remained unchanged had not some of the farsighted agencies sensed a great opportunity and begun to develop their own radio producing units. This brought on two complications. First, it caused an unevenness whereby the station representative was doing a full agency job in one instance, while around the corner he was receiving a hand-out

for merely placing the business. Certain agencies began to deal directly with the radio stations and occasionally a time broker would disturb an agency relationship by going directly to the advertiser.

At this point a question arose in the minds of certain station managers, something like this: “We sell our time locally by seeking out the prospects and presenting our story in a forceful manner. . . . But what about the national business that originates in the important centers of release? If our station isn't included on an agency list, we can't expect the time broker to put up much of a fight for us, because he gets the same pay from our competitor.”

SO much for the background. Today, each link in the chain believes that the situation should be bettered—and each has his own particular brand of panacea. Let's hear what they have to say.

In the thirty-nine agencies mentioned previously in this article, the majority opinion is “it's the station's move next.” Probably the most frequently expressed remark is this: “I wish that every station in the country would send us a letter saying that ‘so and so’ is our exclusive representative. If you want to buy our time, they'll sell it to you. Here is the price; if you can buy it cheaper, we'll make your a present of the station. Bills due the first of the month, two per cent ten days, and thirty days net. And that's that.”

However, in a number of agencies
(Continued on page 44)

Soothing Melodies Sell Mattresses

International Bedding Company Makes "Rest" Its Radio Theme

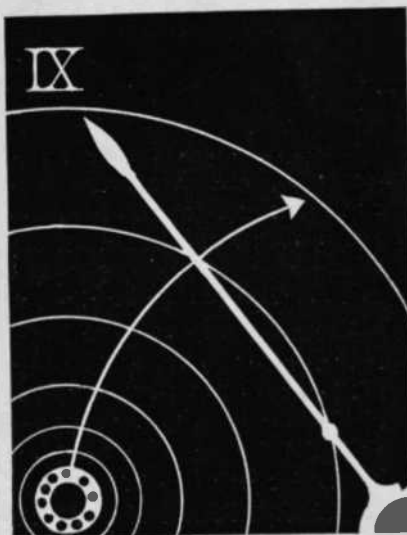
SOME products take naturally to broadcasting; they seem to have been invented with the idea that some day somebody would want to advertise them over the radio.

There are also other products. And right at the top of the list of these others come mattresses; or at least that's what the International Bedding Company of Baltimore thought when the question of going on the air first came up for discussion.

Talking it over, the interested officials decided that a good radio program must first of all be entertaining enough to attract a large audience. It must be different from other programs so that it will hold that audience from week to week and yet it must not lose its general appeal, for every listener is a user of bedding. Finally, it must be so tied in with the product that it carries a real sales message. If they could find such a program, they said, then they would be glad to add broadcasting to their advertising schedule.

There was, in consequence, much discussion pro and con the various programs already on the air, as well as a number of new suggestions—all more or less elaborate. None of these ideas seemed to click, however until someone suggested basing their broadcasts on the company's already well known slogan, "Invest in Rest."

This idea seemed sound and a sample program was prepared by WBAL's program department. From the first trial it was found happily suited to the taste of listeners generally, many of whom wrote in to tell of their pleasure in hearing a simple, soothing program that allowed them to relax and rest while



they listened.

"We desired mainly to let our listeners realize the joy of real relaxation—something so few can do in this age of jazz and jumble," said H. M. Taylor, president of the International Bedding Company. "After scouting around a bit among those with whom we came into contact, we were led to believe that the majority like simplicity; that they welcome, every now and then, an opportunity to let go of their cares and worries and dreamily relax. Now, after six months of continuous broadcasting, we find that to be psychologically true," Mr. Taylor added.

But let's tune in WBAL at 9 o'clock of a Tuesday evening and listen to the International Conscience Brand Hour. First we hear "Sleep, Sleep, Sleep," the theme song, played by the Conscience Brand Concerteurs. As the opening strains of this dreamy melody reach our ears, we visibly relax, preparing for a half-hour of soothing, restful melody. The clear, bird-like

tones of "The Dream Girl" seem actually to soar through the air as the Concerteurs play such melodious selections as Saint-Saens' "The Swan," Chaminade's "Flatterer," "Waiting for the Sunrise," "Calm as the Night," "Mighty Lak a Rose," "By the Waters of the Minnetonka," "Rustle of Spring," Liszt's "Liebestraum."

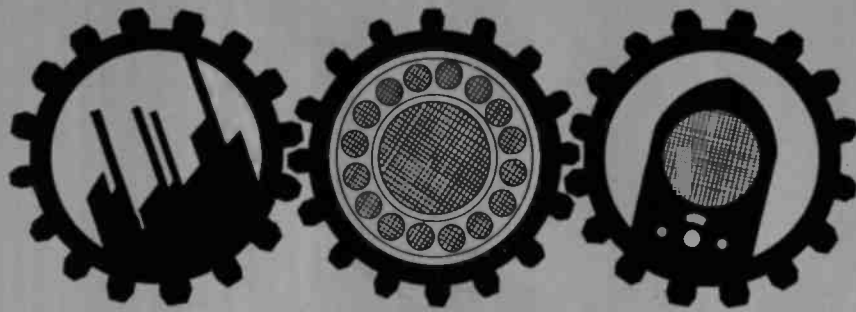
There is no feeling of excitement, no strain. There is only a calm, peaceful enjoyment, an effortless acceptance of all that comes to our ears—including the sponsor's announcements, which are carefully worded to get across his selling message without disturbing the mood of either program or listener.

Such a program could not possibly fail to bring results in good will and could scarcely fail to produce sales. This program has succeeded admirably on both counts.

Dr. Davis, "Father of Broadcasting", Dies

DR. HARRY PHILLIPS DAVIS, world famed as the "father of radio broadcasting," passed away at his home in Pittsburgh last month, at the age of sixty-three. One of the world's most eminent electrical engineers, Dr. Davis was vice-president of Westinghouse Electric and Manufacturing Company and chairman of the NBC.

More than ten years ago, when radio was generally thought to be only a means of point-to-point communication, Dr. Davis conceived the idea of broadcasting messages to the public at large. Through his efforts KDKA and other early stations were established. Within six years of the first broadcast, Dr. Davis saw the realization of his dream when the National Broadcasting Company was founded in 1926, with himself as chairman of the board. Probably more than any other individual, Dr. Davis was responsible for the development of our present system of broadcasting.



Does Radio Sell Goods?

Survey Shows Listeners Use 30 Per Cent More Radio-Advertised Products than Non-Listeners

DO PEOPLE pay any attention to advertising on the radio? Do they listen when the announcer extols the sponsor's products, or do they tune him out? Do they know that there is a sponsor of their favorite hour and what his product is? And if they do, do they purchase this product?

In short, to repeat the title of this article, does the radio sell goods? This question is also the title of a study made by Professor Robert F. Elder of the Massachusetts Institute of Technology and published by the Columbia Broadcasting System.

Several methods of determining the sales value of broadcast advertising were considered by Prof. Elder. He might ask manufacturers to furnish sales figures before and after using radio. But sale fluctuations are often due to other factors.

He might ask consumers what form of advertising caused them to buy certain merchandise. Few of us know, however, exactly why we buy any particular brand of merchandise. A study of fan-mail inquiries was also eliminated as too indefinite.

The method adopted rests on the theory that homes without radios are exposed to magazine, newspaper, outdoor and the other forms of advertising, while homes with sets are exposed to these *plus* radio.

"In other words," says Prof. Elder, "it is possible to isolate a group of people who do not possess radio sets, and therefore can be regarded as immune to the effect of radio advertising. These people, if illiterate

groups and the lowest income levels be excluded, are presumably exposed to an equal degree with radio owners to such forms of advertising as magazines, newspapers, etc. Thus the net difference in advertising influence between these two groups of homes is the single factor of radio advertising. If we then compare the purchases of the first group (non-radio owners) with the purchases of a group of radio owners of the same approximate financial levels, it should be possible to isolate and thus measure the specific result of radio advertising, the only factor not common to the two groups."

sidelights--

IN addition to disclosing the fact that radio-advertised goods show an aggregate increase in use of 29.3 per cent in radio homes as compared with non-radio homes, Professor Elder's survey also reveals the following facts:

The average radio set is turned on four hours daily; 40.2 per cent of the country's radios are in use less than three hours a day; 43.2 per cent from three to six hours; 16.5 per cent more than six hours.

The number of brands used by the average family is:

Toothpastes	1.2
Toilet Soap	1.4
Shaving Soap	1.1
Scouring Powders	1.1
Shortenings	1.2
Flours	1.1
Cigars	1.1
Cigarettes	1.2

In order that the articles studied should be those most thoroughly measurable by this method, it was decided that they should be used commonly by all income classes, frequently purchased, sold mainly by advertising (rather than by personal salesmanship) and advertised heavily in other media. Also, each class of articles should offer some leading brands that use radio and some that do not.

Questionnaires were mailed to 10,000 telephone-equipped homes (to eliminate the lowest income class in all cases) in each of ten cities: Baltimore, Boston, Buffalo, Chicago, Los Angeles, Minneapolis, Philadelphia, Providence, Syracuse and Toledo. There were 14,061 usable cards returned, with a total of 121,888 brand mentions.

Printed on the correspondence side of a post card addressed to Prof. Elder at the Institute, the questionnaire asked first, "What BRANDS of the following products are used in your home?" and listed toothpaste, toilet soap, flour, shortening, scouring powder, shaving soap, collars, cigarettes and cigars.

The other questions were: "What magazines are read in your home?" (This concealed the fact that it was a radio survey.), "Do you own a radio?" and "About how many hours per day is it in use?"

TABULATION of the answers to these questions reveals some interesting facts. First, all radio advertised brands of all goods stud-

ied show an aggregate increase in use of 29.3 per cent in radio homes as compared to non-radio homes. And in homes where the radio is listened to more than three hours daily the increase is 36.1 per cent.

Class of Product	Per Cent of Gain in Radio Homes Compared with Non-Radio Homes Where Product Is Radio Advertised	Per Cent of Loss in Radio Homes Compared with Non-Radio Homes Where Product Is Not Radio Advertised
	Toothpastes	44.2%
Shaving Soaps	30.3%	10.6%
Toilet Soaps	15.2%	10.7%
Scouring Powders	7.8%	4.3%
Flours	16.0%	14.2%
Shortenings	13.3%	14.4%
Cigars	42.4%	9.4%
Cigarettes	10.2%	23.3%
Collars	44.0%	9.9%

Analysis by categories shows that radio advertised toothpastes average a gain of 44.2 per cent in radio homes as compared with non-radio homes, and that toothpastes *not* ad-

vertised by radio average a *loss* of 25 per cent in radio homes as compared to non-radio homes. In other words, toothpastes on the air are used in 144 homes with radios to every 100 homes where there are no receiving sets. On the other hand, only 75 tubes of the toothpastes not on the air are purchased by set owners, as compared with 100 tubes purchased by non-listeners.

All of which seems to prove pretty conclusively that radio owners are not only listening to their sets, but that they *are buying* the merchandise advertised on the air and *are not buying* the merchandise that is not advertised on the air.

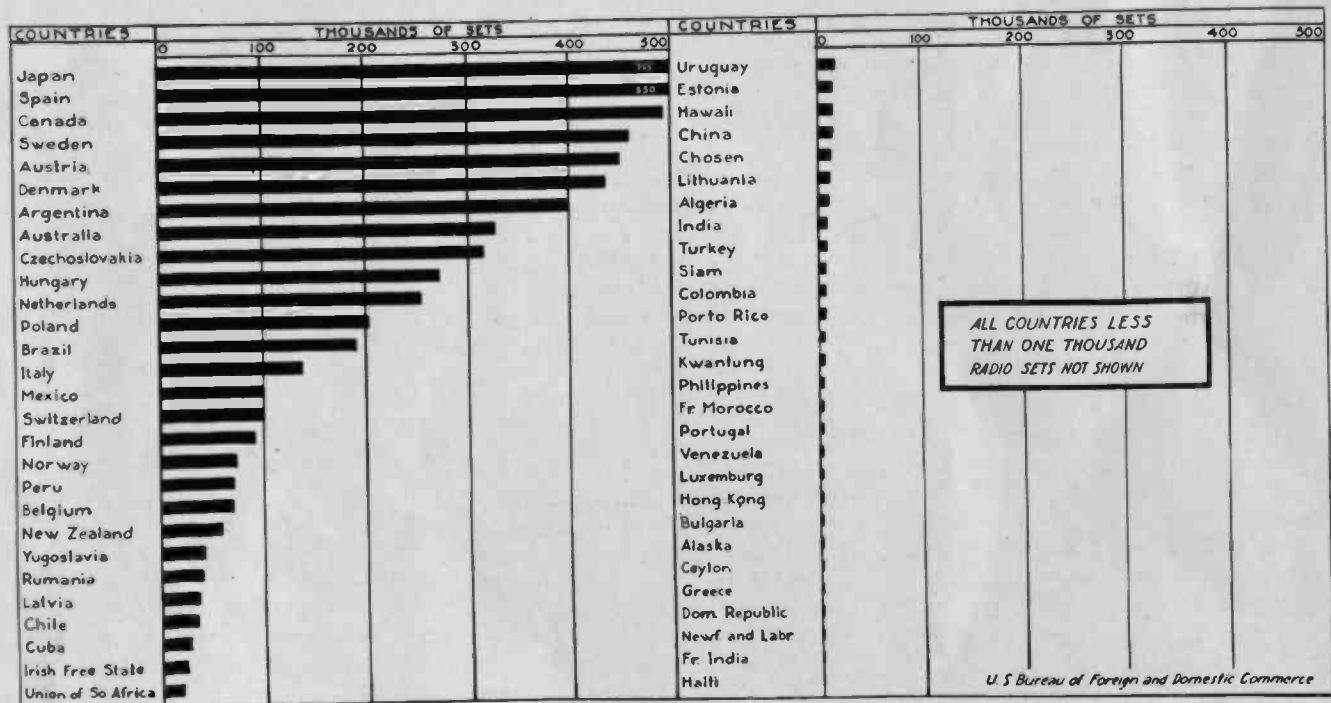
Prof. Elder next breaks down the figures to show the relative use of individual products in radio homes. For example, there are two leading brands of collars: Arrow, which is not radio advertised, and Van Heusen, which is. The tabulation shows

that Arrow collars are used in 93.5 radio homes to every 100 non-radio homes. In other words, Arrow collars show a 6.5 per cent loss in sales to the radio public. Van Heusen, however, is nearly half again as popular with listeners as with non-listeners. For every 100 Van Heusen collars sold to homes where there is no radio there are 144.4 sold into radio homes.

Other figures indicate that Pepsodent is used by 202 radio fans to every 100 non-listeners; that Old Dutch Cleanser has 8.3 per cent more sales to radio homes than to others; that Bon Ami (not on the air) shows a 3.9 per cent relative loss among set owners; etc.

All in all, Professor Elder's survey reveals radio "not merely as a 'good will move' by national advertisers, but as a 'will move goods' attack upon the nation's richest markets."

RADIO SETS IN USE IN FOREIGN LANDS



RADIO sets in use throughout the world were recently tabulated by the United States Bureau of Foreign and Domestic Commerce, with results as shown in the

chart reproduced above. The figures are based on the latest information available in the Electrical Equipment Division on July 23, 1931.

Mixing Love Interest *with* Decorating Ideas

*Wins Listeners for Don and Betty's Programs
and Customers for MARTIN-SENOUR Paints*

By M. M. Wilson

"RADIO is an ideal medium for advertising paint."

"Wait a minute," I interrupted. "I know that your broadcasts have been extremely successful and all that. In fact, that's what I'm here for, to find out how you used radio with such good effect. But I should think that the 'ideal' paint advertising would be a picture of the house or room or chair or whatever the object is that is to be painted, printed in full color, so that the prospective buyer can see exactly how *his* house or room or chair will look if he uses your paint."

"That's a natural mistake, but a mistake none the less," answered Howard Weckel, advertising director, Martin-Senour Company, Chicago paint and varnish manufacturer. "Suppose, for example, we wish to advertise a wall paint. We might prepare an illustration of a room with a green rug, green upholstered davenport and chair, and soft green walls. We could use blue or yellow or some other color, but we are limited to only one.

"You look at it, and what happens? Perhaps you don't care for green, or for that particular shade of green, in any case. Or perhaps you want the room done over in rose, or tan. Nine chances out of ten the particular room illustrated does not even suggest to you a solution to your own decorating problem.

"But suppose we use radio. A pleasing voice speaks of 'the charm and character of beautifully painted walls' and 'the importance of appropriate color treatment.' 'Neu-Tone flat wall paint' the announcer continues, 'produces a subdued mellow effect that blends harmoniously with floor coverings and drapes and is of-



Howard Weckel

ferred in a multitude of delicate shades?"

"The result of such an announcement," Mr. Weckel went on, "is a picture more vivid than print could possibly produce. Why? Because we have not tried to force on the listener our own ideas of beauty. We have instead stimulated his—or more generally her—imagination to paint its own picture.

"If that sales talk is properly written, if it is properly delivered, every woman listening in will immediately begin to look at her own walls and to think how she could improve their appearance with a few cans of Martin-Senour paint. That is the chief aim of the broadcasts—indeed of all of this company's advertising—to create a desire for the results that paint can produce."

SELECTING the right kind of Martin-Senour program proved to be an interesting problem. A morning period was chosen as the most economical time to reach

women, for it is well known that most of the home painting decisions are made by women. As the aim of the broadcasts is primarily to promote good will, it was decided that they should be educational. Perhaps, it was thought, the best way to present the Martin-Senour story would be to engage some prominent paint or decorating authority to give a number of radio lectures.

But this method would soon narrow the audience down to those women who were at that moment interested in some paint problem. No, the instruction must in some way be sugar-coated; something must be added to the programs that would attract and hold the interest of every woman. "Why not add love interests?" suggested someone. "Every woman is interested in love—romance—and if we can tie our paints up with that we'll be doing something."

As finally worked out, the programs are a serial story, dealing with the romance of Betty Martin, director of the Decorating department of the Martin-Senour Company, and Don Cartwright, young but successful interior decorator. Don and Betty buy an old house, which they proceed to renovate, bit by bit and week by week, into a modern home. Each program finds the lovers faced with some problem; each program relates how they solved it—with the aid of a Martin-Senour product.

"Each program tries to put over one idea," said Mr. Weckel, "in story form, to be true, but nevertheless strongly enough so that if that problem should arise in the home of one of our listeners, she will be pretty sure to remember the pro-

gram—and Martin-Senour. Frequently listeners write in to tell us that they were faced with the very condition that was bothering Don and Betty and how grateful they are for its solution. This is not so odd when you think of the thousands of women listening in each week and remember that every home has some problem that can be solved with paint."

A third character, old "Billings," a philosophical old painter, is almost as essential to the series as the young couple. When things get too serious, Billings adds the necessary comic relief; when Don and Betty begin quarreling, he proves an able peace-maker; when their brilliant ideas about painting don't work out just right, he can always be depended upon to save the day with some practical hint out of his long experience.

Incidentally, it has been found that by letting these three characters work out the problems jointly, the advice seems to the listener to be much more authentic. Betty Martin, as the decorating expert from the paint factory should know something about paint; Don ought to be able to contribute sound ideas on decoration, and Billings to give practical advice.

A second aim of the sponsor, to instill a feeling of friendliness towards the company in the minds of the public, is being rapidly achieved by radio. Betty Martin has personalized an impersonal company, has substituted a human, likeable individual for a cold sounding corporation name. Women write to Betty for help with their paint problems in the same way that they take their love worries to Beatrice Fairfax. In turn, the answers to all such inquiries are signed by Betty Martin, Director, Decorating Department, Martin-Senour Company.

This is a good place to say that during last year more than 100,000 letters were received by Don and Betty and that over 70 per cent of these came from actual paint prospects. Tabulation of this mail proved that Don and Betty are heard in at least 6,258 towns and cities in 40 states. The program goes out over the Columbia chain, except for a few non-affiliated stations, which make individual broadcasts, using local talent.



Decorating book offered to listeners

Martin-Senour also cooperates with the other members of the Quality Paint Group to sponsor an evening program of Paul Whiteman and his orchestra over an NBC hook-up. These programs, however, are almost entirely institutional good will builders. Advertising copy in them is limited to a short talk by Mr. Quality Paint Merchant about the advantages of using good paint, which means, of course, paint made by one of the Quality group.

IF paint were sold direct from the factory to the consumer, that would be the whole story. But Martin-Senour products are sold to the public through local paint dealers. To tie them up with the company's national radio advertising, a local merchandising campaign has been developed.

Chief in this tie-up plan is a series of handbills for the dealers to distribute among the homes in his sales area. The front of each handbill is

straight sales talk; one describes a gaily painted kitchen and advertises paints for walls, stoves, radiators, kitchen furniture, etc., others advertise varnishes, house paint, etc.

On its other side, each bill offers some free premium, such as a bank in the form of a small varnish can, a book of home decorating ideas, a set of Don and Betty bridge tallies, etc., to attract women to the dealer's store. Mention is also made of the fifty electric clocks given each week to those sending in the highest bridge scores. The remainder of the page is given over to promoting the company's broadcasts.

These handbills, together with window strips, counter cards, and other tie-in material, as well as the premiums, are furnished to dealers at less than cost by Martin-Senour, who consider the dealer enthusiasm thus aroused worth much more than their share of the expense.

The programs, too, are planned to bring the dealer into the picture wherever possible. A recent program contained the following announcement:

"Now that fall is here we know you are soon going to be busy fixing up your home in preparation for winter entertaining. When you face some difficult decorating problems, remember there is a man in your community that you can turn to with full confidence. This man will help you achieve exactly the results you want and what's more, he'll show

(Continued on page 70)



Both sides of one of the handbills which give Martin-Senour dealers a chance to tie up with the broadcasts

BROADCASTERS WILL CONVENE IN DETROIT—OCTOBER 26 TO 28

THE Ninth Annual Convention of the National Association of Broadcasters will be held in Detroit, on October 26, 27, and 28, at the Hotel Statler. Nominally a meeting of N. A. B. members, in reality these three days constitute an annual school of broadcasting, whose curriculum consists of a series of addresses and discussions of the various problems of broadcasting, open to any one who is interested.

Every radio station in the country is urged to send a representative to the convention.

There are many problems facing the broadcasting industry today that can only be solved by concerted action and no station should miss this double opportunity to present its own views and to learn the viewpoints of others.

Advertising men, both those directing the radio activities of individual advertisers and members of agency radio departments, are also invited to be present. By attending the broadcasters' meetings and entering into the discussions, they can do much to dissipate the misunderstanding that is responsible for at least half of the disagreements between sponsor and station. And in some of the questions that are sure

to come up, such as station representation or a single versus a double rate, the answers mean as much to the advertising men as to the broadcasters themselves.

Edwin M. Spence, WPG, Atlantic City, who was so largely responsible for the success of last year's meeting, is again chairman of the Convention Committee. Assisting him are: John J. Storey, WTAG, Worcester, Mass.; Paul W. Morency, WTIC, Hartford, Conn.; Harry C. Butcher, CBS; Frank M. Russell, NBC, and Leo Fitzpatrick, WJR, Detroit.

In general, the plan used at Cleveland will be followed again this year. Each session will be devoted to some particular branch of broadcasting. Addresses will be made by men of authority in their fields; discussions will be general.

At the advertising session, the N. A. B. Commercial Committee will present a report including several recommendations of standard practice to be followed by the broadcasting fraternity. The chairman of that committee, H. K. Carpenter, WPTF, Raleigh, N. C., will submit for general adoption a plan for uniform presentation of station information and market data to advertisers and agencies. The matter of

establishing a clearing house to which agencies could apply for such information will also be discussed.

One of the speakers at this session will tell the broadcasters what results a national advertiser expects from his radio advertising. Others will present the points of view of the advertising agency and the station.

The legislative situation will be reviewed by Henry Bellows, vice-president of CBS and head of the N. A. B. Legislative Committee, and a plan of action outlined. The subject of copyrights will be discussed by Senator Dill. It has also been announced that the committee on copyrights has worked out a tangible plan for determining the fees to be paid by each station.

Other speakers will include President John Benson of the A. A. A. A.; Levering Tyson, director of the National Advisory Council on Radio in Education; Senator Couzens, chairman of the Senate Committee on Interstate Commerce, which includes radio, and Major-General Charles McK. Saltzman, chairman of the Federal Radio Commission.

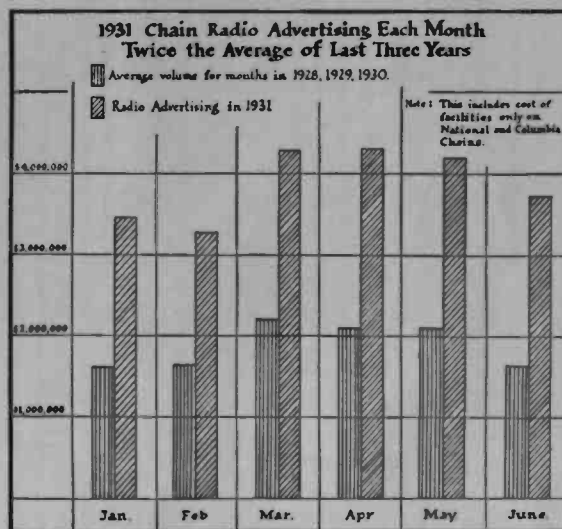
The three Detroit stations which are N. A. B. members, WJR, WWJ, and WJBK, will hold open house during the convention and otherwise act as hosts to the visitors.

RADIO ADVERTISING SHOWS MARKED INCREASE

IN TIMES like the present, is advertising an "unnecessary expense" or is it an "indispensable sales help"?

"The best answer to this question" says Williams & Cunningham, Chicago advertising agency, in a recent survey, "is to be found in the record of how business throughout the country has backed its best judgment with dollars in normal times as well as during the depression.

"Radio advertising on National and Columbia chains during the first months of 1931 shows an increase of more than 100 per cent over

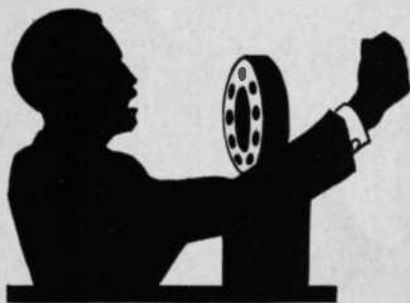


the corresponding period of the three-year (1928-1930) average. This is partly because radio is relatively young and growing rapidly, partly because many advertisers are willing to give this new medium a trial, and partly because of radio's ability to build sales.

"The significant increase in radio advertising is striking proof that business men are not willing to curtail their advertising efforts in time of stress. They realize that when orders are scarce they must work harder for every dollar."

Those Damned Special Representatives

By Russell Byron Williams



PROBABLY no other single division of the radio advertising world has come in for more acrimonious discussion, if not outright abuse, than the so-called "special representatives." Advertising men, agency space buyers and radio station managers have collectively and individually voiced their disapproval of "special representation" and the iniquitous practice of "the second 15 per cent." Pages in the more general advertising trade journals and platforms in both the open and closed forums of advertising agency men and station operators have afforded places for the cussing and discussing of the "special representative." Several radio stations have long since adopted the policy of refusing "recognition" to these "parasites of a new advertising medium" and several agencies in my acquaintance have consistently maintained the practice of placing all time contracts direct—either out of a whole-hearted effort to do the radio station a good turn and thereby secure additional station co-operation or to collect the second 15 per cent themselves.

Since nearly everyone from the presidents of broadcasting chains down to the little space buyer for the agency doing a gross of a quarter-million has taken cracks at the "special representatives," I respectfully request the privilege of adding my sentiment to the already large library of comment.

Perhaps I can best do that by telling, very briefly, a single experience in the business life of one "special representative." This man had been called in by the Chicago branch of a well-established advertising agency and given to understand that they were just then working on a particularly desirable prospect. They had an advertising campaign completely outlined, up to the point of radio. In that particular branch of advertising

they were "stumped." They didn't know what to do in radio that would be as spectacular and assuredly effective as the space, direct-mail, outdoor, and dealer work they had outlined. "What," they queried, "can we do in radio?"

This "special representative" being no oracle and having little, if any, knowledge of crystal-gazing, said, "I don't know. And I won't know until you tell me who your prospective client is, what he makes, and how and where he sells his product."

Shades of heresy! Think of an utter stranger—and a "special representative" at that—asking to be taken into the confidence of the agency so far as to know the name of the account being solicited!

Unfortunately (or was it fortunately?), the agency was in a "picklement." They *had* to have a radio plan and a good one—and in a hurry. So they timorously put their sacred information in the hands of the "special." In thirty-six hours he laid before the agency a plan of radio action which would dovetail with their other advertising—and which was of such merit that through it the client not only secured more than fifty sectional distributors for his line, but used it as part of his selling ammunition against bankers when he needed additional working capital.

Gentle readers, the "special representatives" in radio have been doing this sort of thing for years. Not

all of them, of course. There are those in this field who give little or no constructive service. But the chaps who have been in the business for those required "years" and of whom you have heard (probably detrimentally with respect to the "added 15 per cent") have been giving this sort of signal service repeatedly.

In the case just cited, it was the "special representative" who was the necessary means of getting the agency a good account, providing that account with a workable, constructive radio plan, and giving two score stations a series of programs which were of such caliber as to be a benefit to them.

TIME and again (and I know this to be true) the "special representative" has kept both agencies and advertisers from doing things in radio which would have been literally suicide for the account. One case in point: a one-man agency wanted to use radio for one of his three accounts—and had gone so far as to recommend a limerick contest as the type of thing that should be done on the air. He had heard of the remarkable success one Chiago store had experienced with such a contest over WMAQ, and so thought it just the thing for *his* client.

It was the "special" who steered this account away from this foolish reasoning (after tactfully explaining that a "limerick contest" for this particular product would probably not work so well as it had in the original case) and got them into a radio plan which not only sold the client's merchandise but increased the per-buyer consumption of that merchandise.

Another instance: Because of the detail work involved in handling a large number of stations with one-minute announcements, an advertising agency turned this billing over

(Continued on page 52)

Broadcasters Talk About Rates and Representatives at San Francisco Meeting

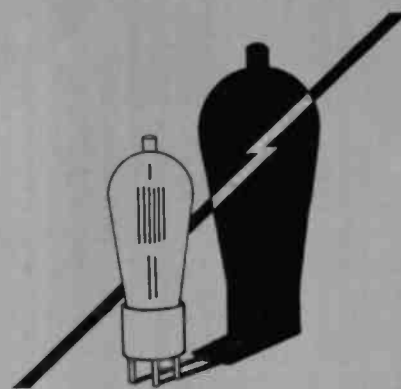
Varied Viewpoints Are Expressed at N. A. B.'s First Regional Conference

RATES and representatives—whenever broadcasters get together and for whatever reason, these two topics are sure to be brought up. Shall there be a local and national rate, or one rate only? Where there are two rates, how can national concerns be prevented from placing their advertising through local dealers at the local rate? How can rate cutting, especially “unconscious rate cutting” by a representative without the station’s knowledge, be prohibited? How can the flaws in the present system of representation be eliminated without also losing its advantages? Is exclusive representation desirable at this time? Must these questions be given a unified answer by the entire broadcasting industry, or are they a matter of individual station policy?

Highly controversial questions, these, and highly important ones, too, for on the ultimate answers rests the future of commercial broadcasting. Therefore it is interesting to see which way the wind of general opinion is blowing. The following discussion, condensed from a stenographic report of the first regional meeting of the National Association of Broadcasters, held in San Francisco, July 21, makes a good weather vane.

WILLIAM S. HEDGES (WMAQ): Mr. Chairman, a matter of extreme importance is the quotation of various rates on talent. There seems to be no uniformity. There are certain stations that will charge talent at just exactly what they figure the traffic will bear, or a little bit less. That is just as bad, as far as the general structure of radio is concerned, as deliberately cutting your own card rates and is equally indefensible.

PRESIDENT WALTER DAMM (WTMJ):



Gentlemen, my viewpoint on the thing is that we know the practice is being carried on. The purpose of this session this afternoon was to discuss these things. Has anybody a solution as to how it can be cured?

SCOTT HOWE BOWEN (New York City): I haven't any solution to that question, but we do business with a great many stations, selling time for them, and it is my observation that the situation is tending to right itself. I think that the depressed business conditions throughout the country are reflected in radio the same as other business.

It has not been very many years since there was a chaotic condition among newspapers. It still exists, particularly this year, among general magazines of the secondary character. There are many of them selling color pages at black and white rates.

Radio stations that are up against it for money sometimes, undoubtedly, cut their rates, but north of the Mason and Dixon line stations located in cities of over 100,000 that are connected with either one of the major networks are in a strong independent position. I think that the tendency to cut their rates is very decidedly less than it was.

I do think that there is a very great problem before the owners of some stations in the country, and some big ones. That is the settling of the differential that they have between their local and national rates and establishing a uniform policy, if they are going to have a local rate, as to when it shall and shall not

apply. It is confusing to their representatives; it is confusing to themselves; it is confusing to the advertiser and to the agent unless they have an absolute uniform application for quoting a local rate.

I understand that that has been a serious question between the A. A. A. and the newspapers for many years. The newspapers generally have maintained their rates. To maintain their local rates radio stations, as local outlets, undoubtedly have the same rights, but the newspapers have tamed, in the last five or ten years, to narrow down very decidedly that differential.

I think the condition is healthier than it was a year ago. Conditions will always be bad with badly operated stations.

PRESIDENT DAMM: WTMJ carries a local and a national rate. We do it because we feel that we have practically as much selling expense in selling national advertising as we have in selling local advertising, and we have to pay 15 per cent more. The differential, however, with us is 15 per cent and no more.

Our definition of general business is that of the publisher. General business shall be all business from any source whatsoever, other than a store doing business at retail, within the city limits. Any one else pays the general rate. That may sound unfair to some people because we do not have to pay an agency commission. That is our viewpoint. I would like to hear some other viewpoints. I understand, Mr. Hedges, you do not have double rates.

MR. HEDGES: Since you picked me out I will explain our position. Our station is a subsidiary of the *Chicago Daily News*. Like most newspapers, it has both a local and a national rate. The local rate on the paper is generally about 15 per cent under the national rate. No agency commission is paid by the newspaper on local business. Local business is any business placed by a retailer. Any manufacturer, though located in Chicago, would be required to pay the national rate, which would be subject to an agency commission provided an agency was in the picture.

For many years our commercial policy

at the broadcasting station was exactly the same as that of the newspaper. However, in February of this year I was able to convince the management of the newspaper that the broadcasting circulation was entirely a different matter, that it was entirely a different medium and should not be governed by the same consideration that controls the establishment of newspaper rates. We have established, therefore, one rate. If an agency wishes to bring in business—that is, local business for a local retailer—we will pay him a commission on it at the broadcasting station, not at the newspaper.

The analysis of our mail shows us, for example, that 40 per cent of our audience is located in the city of Chicago; 60 per cent of it is outside of Chicago. Therefore, we are very much like a magazine when it comes to a circulation distribution.

The *Daily News*, on the other hand, has 94 per cent of its circulation within Chicago and Cook county, and adjacent suburbs. So I maintain that it is an entirely different situation and that we should have but one rate. We have found that one rate has been satisfactory to the agents and satisfactory to us, and, judging from the condition of business, I would say that we have had very good proof that that is a sound way of doing business.

PRESIDENT DAMM: Mr. Hedges, may I ask a question? Have you had any difficulty in justifying charging a retail store that gets its business only from 40 per cent of your audience the general rate?

MR. HEDGES: Not in Chicago. The region that we serve is tributary to the city of Chicago. Ninety per cent of our listeners turn to Chicago. That may not be true of other cities. The zone of influence in Wisconsin, Illinois, Indiana and lower Michigan is all tributary to the city of Chicago. Chicago is their shopping center. People in those sections hear those programs broadcast for the benefit of local merchants and when they get to Chicago they are naturally influenced by the advertising that they have heard on the air.

PAUL W. MORENCY (WTIC): I would like to point out to Mr. Hedges that all the argument he has brought forth to prove the one rate on the station and two rates on the newspaper is just vice versa. He has proved you should have one rate on the newspaper and two rates on the station. That is, incidentally, what we have on our station and I can prove that what any radio station needs is two rates if the station is located in a metropolitan area not large enough to justify the national rate. Hartford is a town of 225,000. We operate with 50,000 watts of power. We cover an audience of 3,000,000 in the surrounding territory, but not for local Hartford department stores or retail outlets. Therefore, we have a local rate for those merchants, 30 per cent below our national rate.

PRESIDENT DAMM: That is why I asked Mr. Hedges how he justified the strictly retail store being charged the national rate. Mr. Hedges' argument is that that

TODAY'S RADIO FEATURES

1:45 W E A F	NEW YORKER STRING ENSEMBLE <i>Directed from the Hotel New Yorker 7th Avenue—N. Y. C.</i>	8:20 W E A F	CITIES SERVICE ORCHESTRA <i>featuring Jessica Dragonette, soprano Leo O'Rourke, tenor John Seagle, baritone Banea and Rettenberg, pianists And the Male Quartet Sponsored by CITIES SERVICE GAS AND OILS</i>	9:30 Cont. W E A F	Palmolive Hour <i>courtesy of Palmolive Soap Co. associated with Colgate Co. Revellers Quartet Orchestra</i>
3:45 W J Z	Edna Wallace Hopper tells you her Beauty Secrets	W J Z	FLEISCHMAN YEAST HOUR Rudy Vallee's Orchestra Songs by Bernice Claire	W M C A	Detective Story <i>presented by Detective Story Magazine</i>
5:30 W E A F	RINSO- TALKIE <i>presented by RINSO SOAP POWDER CO.</i>	W J Z	8:25 Rolling Barber Shop Ballads by the BARBASOL QUARTET <i>Courtesy of Barbasol Shaving Soap Co.</i>	W O R	STRING ENSEMBLE <i>courtesy of Maxwell House Coffee Co.</i>
5:45 W E A F	REX COLE G. E. Refrigerators MOUNTAINEERS <i>Hill-Billy Songs</i>	W J Z	8:30 CUNARD LINES Dance Orchestra, Male Quartet <i>The Great Atlantic and Pacific Tea Co's. A & P GYPSIES</i>	W J Z	Death Valley Days Sketch <i>"Bill Corcoran Goes Home" Orchestra John White, tenor Sponsored by the Makers of 20 MULE TEAM BORAX</i>
6:00 W E A F	Black and Gold Orchestra <i>direction of Ludwig Laurer</i> DINNER MUSIC <i>from the Black and Gold Room of the NEW WALDORF ASTORIA</i>	W A B C	W A B C	W J Z	10:00 Refreshing COCA-COLA PROGRAM <i>Billie Burke Interviewed by Grantland Rice Dance Orchestra Elizabeth Lennox, Songs</i>
6:30 W A B C	TIDEWATER OIL <i>presents</i> Roy Arwell Theo. Karle <i>comedian tenor</i>	W A B C	W E A F	W E A F	LUCKY STRIKE DANCE ORCHESTRA <i>Courtesy of the Makers of Lucky Strike Cigarettes</i>
W N Y	FRENCH LESSON <i>by Prof. F. H. Berlin</i>				

retail store draws trade from a possible 90 per cent of the audience.

MR. MORENCY: The charge is too high for what they get.

HARRY SHAW (WMT): Up until three years ago I spent the major portion of my life in the newspaper work. For the past ten years I have felt that, in newspaper work, the national and local rate was wrong. There should be only one rate.

When we bought a radio station in 1928 we adopted the one rate policy. We allowed one 15 per cent to recognized agencies.

At the meeting last November in Cleveland it seemed to me that the opinion of the majority was that there should be two rates. Since that time we have tried out the two rates and I am telling you that I have proven to myself I am wrong in the two rates. We have now gone back to the one rate, both local and nationally.

C. O. CHATTERTON (KGW): I think you are talking about something that is more or less a waste of time. If the newspapers haven't been able to do anything, I do not see much hope for the broadcasters accomplishing much along this line. There are so many things that enter into that situation.

For instance, you can establish your local and national rate, but where are you going to draw the line? You take certain national food accounts and they do not want to pay your national rate. The first thing you know they are paying money to the local chain stores or other stores and in that way their advertising is

(Continued on page 54)

ADVERTISERS on the air who would like to augment the brief program listings appearing on the radio pages of New York's newspapers with more complete announcements are now offered that opportunity by a newly organized firm known as Newspaper Radio Programs, Inc.

Briefly, this concern has arranged for each advertisement to run in all of the 14 newspapers of New York and Brooklyn every day that the advertiser is on the air. The announcements are listed by hour and minute, under the heading "Today's Radio Features," in display space alongside the paper's regular program schedule.

The minimum space sold is ten agate lines; the maximum for one column is 56 agate lines. Rates are classified, but copy is given display preferred position. Agencies are allowed the regular 15 per cent commission, but there is no discount for cash.

Officers of the company are George B. David, president; A. J. Wells, vice-president and general manager, and J. H. Weinberg, secretary and treasurer. The sample listing shown herewith is from a dummy prepared by the promoters.

This Radio Cinderella Brings Them *ROMANCE* *and* Sells Them *SHOES*

Says Fred E. Kunkel

WHAT could be more appropriate for a shoe selling theme to attract universal attention and arouse broadcasting interest than the story of Cinderella, a story which every woman has known since childhood and which always has a distinct human interest? And, to carry the thought still further, what more appropriate name could one find for selling children's shoes to women? In fact, this is the thought behind the radio advertising used by Farr's Shoe Store in Allentown, Pa., with stores in nearby Bethlehem, Easton, and Reading.

"Our object was to reach the woman," says Charles Graham, advertising manager. "We're trying to sell our men's shoes and children's shoes, in fact everything that we handle, through the women. Women do practically nine-tenths of the buying anyhow and we are trying to reach that vast army of buyers through our broadcasts.

"So we worked up the idea of the modern Cinderella. We created the title for it and are running a snappy little story, chock full of romance and adventure. Of course, Cinderella is the principal character in each episode, she and her lover, Dick.

"We try to make each broadcast a complete episode or a story which carries the listener right through to the finish with a thrill of excitement. After this is over and the story completed, the announcer remarks that "Cindy" has a little message for the radio audience and then she speaks for about two minutes on different shoe topics.

"It is a 15 minute program, which we run twice a week, on Tuesday and Friday morning, to announce "specials" for Wednesday's and Saturday's selling. These broadcast specials are an additional inducement to bring in shoppers and also give us a way to check the results from our radio advertising. That is why we selected Tuesday and Friday for the broadcasts.

"To begin with, we also offered over the radio a copy of Arthur Murray's dance book. He was then conducting broadcasts over WJZ for the Natural Bridge Shoe Company of Lynchburg, Va., and we tied up with that. Later we offered a bottle of Cinderella Shoe Dressing. The response on both of these was very gratifying and gave us a pretty good check on how our broadcast was pulling.

"It is our first attempt to make direct sales in radio broadcasting

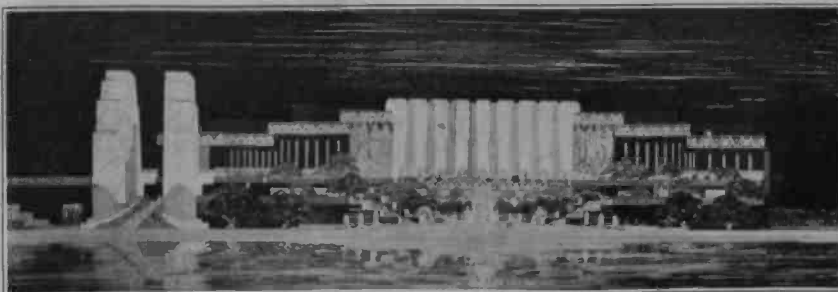
and to use this advertising medium for sales promotion. We have been very much interested in checking results. We chose the morning hour more as a try-out than anything else. We felt that in the evening there was so much interest in the big chain programs that we did not know whether we could hope to get the same interest in the evening on our local station.

"We also tied-up our radio broadcasts with newspaper advertising and display cards, which we place in the store windows and at various strategic points in the store. These read, for instance: "Tune in on WCBA and follow the Adventures of the Modern Cinderella—Every Tuesday and Friday morning at 10:45 A. M." We also use inserts in our packages announcing this fact, so as to give us a complete tie-up and to thoroughly saturate the community with the fact that we are broadcasting and have a message for them."

BY thus featuring an absorbing love story in their radio broadcasts and using a series of episodes in the life of Cindy's love affairs, the same sort of continuity and human interest is achieved as in the Amos 'n' Andy programs. The presentation is thrilling and carries its 15-minute program of entertainment and excitement through in the flicker of an eye-lash, so that the average listener-in relaxes in her chair when it is finished and says, "Gosh, that's good, but much too short."

Thus by means of radio broadcasts an interesting story is woven around Cinderella, who also tells the housewife an interesting story about shoe styles, foot comfort, and the latest things in footwear and hosiery.

(Continued on page 60)



The Electrical Group which will house the radio exhibits at Chicago's 1933 World's Fair

CENSOR YOUR OWN PROGRAMS

Mr. Broadcaster, Before Congress Does It for You

*Warns Don Gilman**

Vice-President NBC, in charge Pacific Division

A LITTLE over fifteen years ago the advertising business of the United States came under severe criticism, both from the legislators and from the public, because of a growing practice of misrepresentation in advertising. At that time patent medicine advertising and quackery was at its height and received its encouragement and support almost wholly from advertising. The time came when public attention was so crystallized in opposition that the business was threatened with restrictions and prohibitions by legislators.

The advertising men themselves, through the Associated Advertising Clubs of the World, decided that for the unrestricted development of their business it behooved them to act instead of waiting for public pressure to force them to act. It was because of this activity that the A. A. C. of W. adopted as its slogan the word "Truth," and later formed the Better Business Bureaus. They themselves prepared and endorsed an honest advertising statute, which, through the activity of their members, become part of the constitutional law of most of the states. It was my privilege to be a member of the committee which secured the passage of this law in the State of California.

The activity of the advertising men themselves was instrumental in regulating and restricting habit-forming and destructive patent medicine advertising, until today there is practically no such advertising in media of standing. Some reputable newspapers went so far as to refuse this class of advertising altogether, feeling that they were safer in accepting none than they would be in attempting to analyze the products. The same movement resulted in the passage of Blue Sky laws, and other

*From an address on "Standards of Practice for the Broadcasting Medium," given by Don E. Gilman, vice-president of the NBC in charge of the Pacific Division, before the regional convention of the National Association of Broadcasters at San Francisco, July 21, 1931.



Don Gilman

measures calculated to stop the advertising and sale of worthless securities.

I wish to discuss now this business of misleading, misrepresentative and destructive advertising by means of broadcasting. I am of the opinion that we are not nearly so lax in this regard as were our contemporaneous media before they began house-cleaning. In fact I am

idea--

HERE'S an idea for some musical instrument manufacturer. In six half-hour broadcasts over WJR, Detroit, a University of Michigan music professor taught 3,800 boys and girls to play band and orchestra instruments. With their instruments and lesson books, the children sat in the radio-equipped school rooms, sang songs played by the studio band. Then they tried to play with the band, which held each note long enough for the pupils to match its tone on their own instruments. Soon both children and band were playing together. After three lessons practically all the students could play the course's fifteen songs.

convinced that an enlightened public would never permit itself to descend into that pit of exploitation again.

The broadcaster today is criticized for much of the advertising material accepted. If we are to continue as independent broadcasters and preserve the freedom of broadcasting on the same basis as we have preserved the freedom of the press—then it becomes our duty to censor all material and to establish standards by which all commercial broadcasts are judged.

There are some stations which apparently accept anything in the form of advertising material and commercial announcements which is offered, and if we are to believe what we hear from the broadcasts it must be concluded that they have not the interest of their hearers at heart, and lend themselves to misrepresentation and quackery—the sale of unsound securities, the promotion of fraud, fortune telling and so forth ad libitum. The radio public is going to stand for this just so long and then attempts will be made to regulate it and restrictive measures will be introduced in successive legislatures, and in Congress.

We can anticipate this type of opposition and defeat it by cleaning house ourselves and eliminating undesirable commercial and sometimes sustaining programs from our service. We can adopt standards of practice which should apply to each of us, and which can be generally applicable. Among these we can incorporate resolutions to accept only the advertising of established going concerns; to accept the programs of only established reputable financial houses, banks and investment bankers which are recognized by and accept the rules of the trade associations which guarantee their stability and honesty.

To refuse all healing agencies and to cooperate with state and local departments of health in the presenta-

(Continued on page 42)

"You Pays Your Money and You Takes Your Choice"

Organize to Fight Censorship

A PAMPHLET describing the purposes and policies of the National Council on Freedom from Censorship, newly organized by the American Civil Liberties Union, New York, has this to say concerning radio:

Censorship of radio hides behind station policies. Unlike the publishing or theatrical business, radio is a strictly limited field in which competition for public favor runs high. The general policy, therefore, is to avoid controversial subjects that might cause embarrassment to business interests or incumbent political powers.

Three major considerations must be met by any program aimed at making radio free from censorship and firm in its rightful place as a constructive educational medium.

First, it must prevent a continuation of selective censorship at the stations, now greatly in evidence. Secondly, it

Plans Censorship Board for Radio

PLANS for a National Radio Board of Review to pass on the desirability of all radio programs before they go on the air, are outlined in a letter sent by George Perryman, tube manufacturer, to the presidents of some 500 women's clubs and men's fraternal organizations. Mr. Perryman's idea is for an organization similar to the National Motion Picture Board of Review. Instead of four or five members, however, the radio board will be made up of 250 men and women, a major committee of ten members in New York and sub-committees of five members each in 45 other cities.

must prevent domination of the industry by two or three large groups. Thirdly, it must protect public interests in free speech against discrimination in issuing licenses.

WFBR Joins NBC

THE most recent addition to the National Broadcasting Company's list of affiliated stations is WFBR, Baltimore, Md., which will act as an outlet for the programs of the Red network. WFBR operates with 500 watts on 1270 kilocycles.

Pots and Pans on Air

POINTERS on decoration and equipment, in fact all the dos and don'ts of maintaining the ideal kitchen, will be featured in a new fifteen-minute NBC morning program sponsored by Savory, Inc., manufacturers of kitchen utensils, Buffalo, N. Y. The agency for this account is Batten, Barton, Durstine & Osborne of New York City.

Critchfield Absorbs Kling-Gibson

CRITCHFELD & COMPANY, one of Chicago's oldest advertising agencies, and the Kling-Gibson Company, also Chicago, have been combined and will continue operation under the name of the former. Offices of the new concern will be located at 8 South Michigan avenue, Chicago.

Heads Kastor Radio Department

DORSEY OWINGS, who for the past five years has been prominent in radio activities is now associated with the New York Office of H. W. Kastor & Sons Advertising Company, as director of the radio department.

Stuart Now at KOL

KENNETH STUART, formerly of stations KJR, Seattle, and KFRC, San Francisco, is now a staff member of KOL, Seattle.

NBC Building Television Station

THE Federal Radio Commission has given the NBC authority to build a television and sound broadcasting station operating on the frequencies above 23,000 kilocycles, to determine whether or not these ultra high frequencies are of value to visual broadcasting.

The studios are now being installed on the 84th floor of the Empire State Building, New York, world's tallest structure. A 2,500 watt transmitter using the frequencies of 41,000, 51,400, 60,000, 400,000 and 401,000 kilocycles will be used for sound. For television, the bands from 43,000 to 46,000, from 48,500 to 50,300 and from 60,000 to 80,000 kilocycles have been assigned to the NBC. The television antenna will be put on top of the building's mooring mast, 1,250 feet above the street. The engineers believe that this height will remove many of the present obstacles to sight broadcasting.

Radio Stations Bought, Sold and Traded

GEORGE A. MAHONE of Baltimore has a new profession, that of radio station broker. He watches the smaller stations and whenever he sees one that does not seem to be making the grade financially he steps in and finds a buyer or helps it to get refinanced. Mr. Mahone's other professions are law and radio engineering; he was connected with station WFBR before NBC took it over on lease.

Italian Balm Back on Air

THE Campagna Company, Batavia, Ill., makers of Campagna's Italian Balm, a skin lotion, are again sponsoring "The First Nighter," a series of miniature dramas, broadcast each Saturday over an NBC network.

Reinsch Wins Keller Award

THE D. K. KELLER award, given annually for the best thesis on marketing or advertising by a student of the Northwestern University School of Commerce, was won this year by Leonard Reinsch, who wrote on "Handling Radio Advertising and Making It Pay." Mr. Reinsch has been associated with station WMBD, Peoria, and was formerly with WLS, Chicago.

Continent's Most Powerful Station to Open in Mexico

RADIO station XER, Villa Acuna, Mexico, will go on the air on Oct. 1, 1931, with 75,000 watts power, making it the most powerful station on the American continent. Located just below the border, XER will broadcast from studios in both Villa Acuna and Del Rio, Texas. It will use the 665 kilocycle channel, midway between WEAJ and WMAQ, unlimited time.

Announcement of the new station was sent out by the XER Advertising Company of Milford, Kans., its exclusive American representatives.

Coaches Talk on Spats Programs

A LINE-UP of prominent football coaches will be heard on Friday evenings during the football season, discussing the following day's games for the benefit of the radio audience. These broadcasts will go over a CBS chain, under the sponsorship of the Williams Manufacturing Company, Portsmouth, Ohio, makers of Bond Street Spats.

Big Chief Goes Radio

THE International Shoe Company, St. Louis, are sparing no pains to keep the Indian adventure stories broadcast in the interests of their Red Goose shoes strictly in character. Chief Whirling Thunder of the Winnebago tribe has been retained as program consultant. The chief goes over each script to see that the right tribal customs are not attributed to the wrong tribe, and also helps the actors with their dialect.

Collier's Hour Back on Air

COLLIER'S RADIO HOUR has returned for another season and will again be heard on Sunday evenings over an NBC network. As before, the programs will consist of guest speakers, dramatized stories from the magazine and other features, with John B. Kennedy, associate editor of *Collier's Weekly*, as master of ceremonies. Lennon & Mitchell, New York, is the advertising agency.

Agency Consolidation

THE Gardner Advertising Company, New York City and St. Louis, and the Botsford-Constantine Company, Los Angeles, San Francisco, Seattle and Portland, have joined forces and will henceforth be known as Botsford, Constantine & Gardner.

“COVERAGE”

DOESN'T LISTEN



“Station coverage” is one thing; “audience” is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere “distinction;” it’s a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station . . . including a lot of territory that doesn’t mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station’s vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know . . . but it’s AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the audience value of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you’re planning a radio campaign, get the facts about AUDIENCE VALUE. “Coverage” doesn’t listen.



WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA

990 kilocycles

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA

980 kilocycles

COMMERCIAL OFFICES

Pittsburgh, Pa., Hotel William Penn

KYW-KFKX

1020 kilocycles

Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

W J R

*In the Golden
Tower of the
Fisher Bldg.*

MICHIGAN'S LARGEST RADIO STATION

5,000 Watts 750 Kilocycles

Nineteen hours of continuous performance.

Twice the power of all Detroit stations combined.

Winner of Radio Digest Gold Medal in state-wide popularity contest.

Over 310 satisfied clients.

Michigan's only outlet for NBC Blue Net Work.

Michigan's only cleared channel.

Send for information about our market.

•W•J•R•

THE GOOD WILL
STATION

DETROIT

LEO. J. FITZPATRICK
General Manager

Educators Have Failed to Make Best Use of Radio, Charges Commissioner

THE question of education on the air is very much in the air at this time. The educators are petitioning that 15 per cent of all broadcasting channels in the country be turned over to them. Commercial broadcasters say that the public would be better served if the educators would take advantage of the time that has been offered to them on existing stations than by attempting to operate stations of their own.

This fact was also stressed by Federal Radio Commissioner Harold A. La Fount in an address before the Second Annual Institute for Education by Radio. Pointing out that the records of the Commission show that in May, 1927, there were 94 educational stations, while in March, 1931, this number had shrunk to 49, Mr. La Fount continued:

"Right here and now let me say that the Commission has never cancelled a single license of an educational institution. The reduction in the number of educational stations since 1927 has occurred by virtue of the voluntary assignment or surrender by educational stations of their licenses, because either they were unable for financial reasons to maintain them, or because they did not have sufficient program material to continue operation.

"A certain land grant college in the West voluntarily relinquished its station license. Last year during a convention of Land Grant Colleges in Washington, the president of that institution was asked why the college had abandoned its station, to which he replied: 'Why should we ask your legislature to appropriate money to run a station for an hour or so a week, which is as much time as we can use, when the commercial stations are begging us for educational programs, and when we can get all the time we want at any time we want it from any commercial station in the state without cost?'"

Speaking of a questionnaire sent out to all stations by the Commission

Mr. La Fount said the returns showed that commercial stations are devoting more than 10 per cent of their total broadcasting time to educational programs, while the educational stations give only 7.74 per cent of their time to educational broadcasts.

"Available facilities for broadcasting are so limited," he stated, "the public interest requires that each assignment be utilized to its utmost capacity, and the Commission has no choice in the matter. But even if the Radio Act did not so require, ordinary fairness and plain justice dictate that educators make full use of the facilities they already have assigned to them before demanding more."

DO THE USUAL THING IN AN UNUSUAL WAY

(Continued from page 22.)

listen in. Exactly 800 invitations were mailed out and exactly 800 women came to the party. Although some of those invited live as far away as Madison, Wisconsin, or Peoria, Illinois, not one of them let anything interfere with her presence at the studio to meet the "Town Crier" and wish him "Happy Birthday." If the sponsors had nothing else to go on, this fact alone would let them know that their broadcasts had built up a following that would be impossible to win in any other way.

Nor has good will, important though that is, been the only result of the programs. Relying almost entirely upon radio as an advertising medium in the Chicago trade territory, during the three years it has been on the air, the Midland Flour Milling Company has seen a steady increase in sales and dealer distribution.

And today, following their success on WLS, the sponsors are spotting similar programs on other stations in areas where their distribution is weak.

Broadcast Advertising

REACHING CONSUMERS WITH PURCHASING POWER IN LATIN AMERICA



develop new sales possibilities

Radio advertising, directed and prepared for you by CONQUEST ALLIANCE, from Mexico to Cape Horn, reaches the people you want to approach—consumers with purchasing power—with the least possible waste “circulation.” The cost of the Radio set is our ally in this phase of our work. Ownership of a Radio is proof positive of buying ability. These people constitute your logical market.

Use Radio in Latin America. It will build confidence, good-

will—acceptance—almost overnight, for the product you manufacture.

CONQUEST ALLIANCE offers you a unique service. It builds your complete Radio program, following the proved methods of American broadcasting studios. Every detail is taken care of—from the choice of native talent to the very analysis of results and reactions, by our staff of native Latin-American Radio and advertising experts. We are direct Radio station representatives—not time brokers. Costs are surprisingly low for the complete service rendered.

Reach your future customers directly. Speak to them. You will find that Latin-Americans appreciate this friendly gesture made possible by Radio.

With no obligation—expressed or implied—we shall be glad to lay before you the complete story of the opportunities for sales expansion in the markets of Latin America, via Radio.

Comprehensive Radio Studies of the Latin-American market available upon request to foreign advertisers.

Radio Broadcasting Stations:

X E W—Mexico City	H I X—Dominican Republic
X E S—Tampico	H R B—Honduras
X E T—Monterrey	O A X—Lima, Peru
X E U—Vera Cruz	C M A B—Santiago, Chile
X E Q—Ciudad Juarez	C M C A—Antofagasta, Chile
X F F—Chihuahua	L R 4—Buenos Aires, Arg.
X E T G—Torreon	L T 1—Concordia, Arg.
C M K—Havana, Cuba	C X 26—Montevideo
C M J F—Camaguey, Cuba	C X 34—Uruguay
W K A Q—Puerto Rico	

also K G M B—Honolulu, Hawaii



CONQUEST ALLIANCE CO., INC.

11 West 42nd Street, NEW YORK CITY

Western Office: Fred R. Jones, 201 N. Wells St., Chicago, Ill.

EXCLUSIVE FOREIGN RADIO STATION REPRESENTATIVES

Phillips Series on KYW

FOLLOWING their success with radio in St. Louis, the Phillips Petroleum Company, producers of Phillips 66 gasoline and motor oils, have contracted for a similar campaign in Chicago, over station KYW. The plan calls for a half-hour dance program each evening from Monday to Friday and a full hour's dance music on Saturday night.

Auto Campaign in California

RADIO stations KNX and KGFJ, Los Angeles, and KFOX, Long Beach, are being used by the Los Angeles office of James Houlihan, Inc., in a campaign for the De Vaux automobile.

Firestone Back on NBC

"THE Voice of Firestone," musical program sponsored by the Firestone Tire & Rubber Company, Akron, Ohio, is back on the air again over an NBC network. Vocal soloists, a male quartet and a 30-piece symphony orchestra make up the talent. The Firestone advertising is directed by Batten, Barton, Durstine & Osborne, Inc., New York.

Hankcraft Account to Towell

ARTHUR TOWELL, INC., Madison, Wisconsin, has been appointed by the Hankcraft Company of Madison to prepare a national radio campaign for the Hankcraft egg boilers and baby bottle warmers.

Sollitt Succeeds Brown as Head of Lord & Thomas and Logan

THE resignation of L. Ames Brown as president of Lord & Thomas and Logan, one of the world's largest advertising agencies, and the appointment of Ralph V. Sollitt as his successor, have recently been announced by Albert D. Lasker, chairman of the board.

Mr. Brown, who is reported to have sold his interest in the agency and completely severed his connection with it, has been associated with the company and its predecessor, Thomas F. Logan, Inc., since 1919. He became president in 1928, following the death of Mr. Logan. Always actively interested in radio from its beginnings as an advertising medium, Mr. Brown is said to be personally responsible for placing the American Tobacco Company and Colgate-Palmolive-Peet on the air. Other outstanding radio successes handled by this agency include: Pepsodent Company, Cities Service Company, Quaker Oats Company, General Electric Company.

The place of Mr. Sollitt as executive vice-president in charge of the Chicago office will be filled by A. E. Aveyard, director of the company and general manager in Chicago.

Refrigerator Company Names Agency

THE Leonard Refrigerator Company, Detroit and Grand Rapids, has announced the appointment of Brooke Smith & French, Inc., Detroit, as advertising and merchandising counsel.

New Type of Program for Shur-On

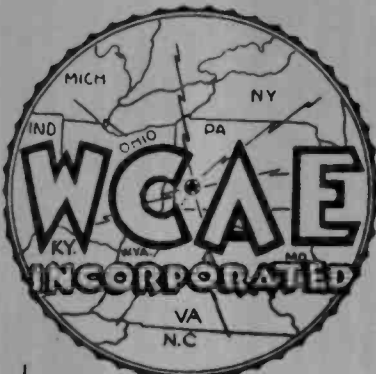
GEORGE MARTIN, newspaper reporter, Nat Brusiloff and his orchestra, and the Shur-on Quartet are featured in "The Musical Showman," a series of Sunday broadcasts over an NBC network. Each of the programs revives melodies from shows of bygone days, while Martin relates tales of spectacular events "Through the Old Reporter's Eyes."

The Shur-on program, heard during the 1930-31 season over an NBC-WJZ network, was known as "Your Eyes." The "Musical Showman" series brings a different form of entertainment with the addition of Martin's talks. The series is sponsored by the Shur-on Company and Professional Optical Alliance, of Geneva, N. Y. The agency for this account is N. W. Ayer & Son, New York City.

Morning Feature for Hughes

A NEW morning musical series featuring a piano team to be known as Major and Minor, and the Roundowners quartet, will be heard over the Columbia chain beginning October 5. K. A. Hughes and Company, maker of "Salicon," "Thalax" and other proprietary medicines, is the sponsor. Redfield-Coupe, Inc., New York, is the agency.

Frequency
1220 Kcs.
100%
Modulation
Power—1 Kw



Pittsburgh's
Dependable
Station

... Pittsburgh
—Heart of the Nation's
Industry.

... Industrial Payroll over
\$2,000,000 daily.

... Manufacturing Wage
Earners 147,868.

... Bank clearings approx-
imately \$10,000,000,000

... Number of telephones
—223,553.

... Automobile registra-
tion shows 187,421 pas-
senger cars.

... Metropolitan
Pittsburgh Area intensively
covered by WCAE has pop-
ulation of 3,618,629.

... Field intensity tests
WITHIN CITY LIMITS show
WCAE strongest signal.

... Entirely new facilities
—no old equipment.

... Fully equipped pro-
gram service.

... Large staff of artists.

• **WCAE, Incorporated** •

Sixth Avenue and Smithfield Street

PITTSBURGH

• PA. •

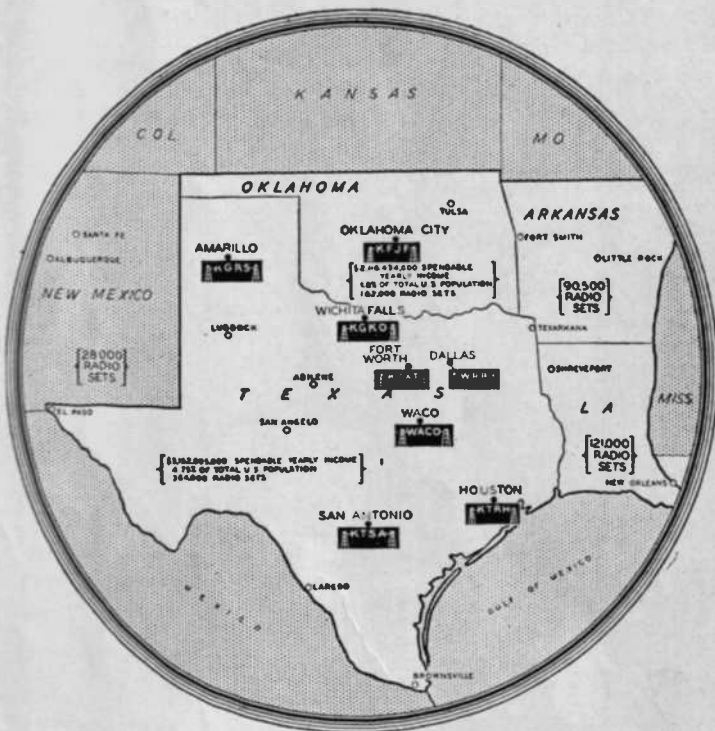
Sell to a Growing Market

Texas has been truly called the nation's last commercial frontier. In the ten years from 1920 to 1930, its population increased 24.9%, while the population of the country increased 16.1%.

Texas is undergoing no mushroom growth, is building no castles in the air on foundations of sand. People are coming to Texas to make it their home.

What is true of Texas is true of the Southwest.

And the way to reach these prospects of yours is Southwest Broadcasting Company time. Look at the map . . . eight stations strategically placed . . . carefully operated. Each covering its own territory and expecting its sister stations to cover theirs. Each bringing its advertisers more listeners per dollar of rate cost.



SOUTHWEST BROADCASTING CO.

Aviation Bldg. Fort Worth, Tex.

STATIONS:
Oklahoma City
Fort Worth San Antonio
Waco

ASSOCIATED STATIONS:
Wichita Falls
Houston Dallas
Amarillo

HUMOROUS BROADCASTS BUILD BUSINESS FOR RETAILER

By Arthur Larson

Advertising Manager, STARK-DAVIS Co., Portland, Ore.

I AM advertising manager for a plumbing, lighting and heating store that retails the above mentioned things to the public. That sounds like the beginning of a true confession, and maybe you could call it that, but the main point I want to make is that for seven months now we have been on the air and have used humor in all continuity with results that have been very gratifying. We have produced a program a little different and the radio audience has listened and responded.

In brief, a joke or a "wisecrack" is used by the announcer and immediately followed up with a selling point about our merchandising which closely or far-fetched puts it over. Following is a typical program:

ANNOUNCER: From an eastern paper it is reported that a corpulent teacher was giving a lesson on the canary to a class of small children. She asked: "Can any boy tell me what a canary can do I can't?" A small boy said: "Sure, take a bath in a saucer."

There is no class or size distinction when it comes to taking the usual Saturday night dip if you have a modern bath tub installed by the Stark-Davis Co., since 1903 preferred for exact-

ing plumbing by discriminating homes. In fact, with a new modern tub and a modern shower bath you'll take a bath every morning and night. Call AT-water 4144 and give us your name and address and we'll mail you a beautifully illustrated catalogue showing the new modern fixtures. You are under no obligation whatever.

Music.

ANNOUNCER: A California paper remarks that it is strange a man will chase a girl until she catches him. That expresses our service policy exactly at the Stark-Davis Co., since 1903 preferred for exacting plumbing by discriminating homes. You may chase a lot of other plumbers around but we will get you eventually. Sounds a bit boastful, but service, exacting work for discriminating people has made us that way.

Music.

Three half-hour programs a week in this style have caused a lot of people to tell us about this joke or that "wise crack" they've heard over the air. It puts them in a good frame of mind and they have a friendly feeling for us when they come in.

Our theme is: Preferred for exacting plumbing by discriminating homes. And every day more and more people are singing this theme song.

Classical Music and Plays Preferred by WBT Audience

A TELEPHONE survey of program preferences of the radio audience in Charlotte, N. C., made by station WBT, reveals a decided liking for classical and string music and plays. Answers to the question: What type of program do you prefer? are tabulated as follows:

Musical:	
Band	2
Operatic	8
Barn Dance	8
Sacred	17
Jazz	18
Vocal	41
Dance	42
Orchestra	98
String	107
Classical	117
Not Specified	885
Educational:	
Current Events	4
Devotional	8
Not Specified	52
Plays	91

This survey forms part of the booklet "Facts About Radio Station WBT" which contains a complete analysis of the station's programs and services, as well as a statistical study of its territory. Three maps, showing the station's morning, afternoon and evening coverage, are especially interesting.

Love Stories on Chain

STREET AND SMITH, New York publishers, are sponsoring a new dramatic series over a CBS hook-up each Thursday evening. The broadcasts are dramatized stories from their "Love Story Magazine."

More Stations for Borax Programs

THE NBC network carrying the Pacific Coast Borax program, "Death Valley Days," has been extended to include NBC stations on the West Coast.

NEW
YORK
CITY

570 Kc.—"at the Top of the Dial"

Intensive New York and metropolitan area coverage. . . . Rates that are not prohibitive. . . . Example: \$302.50 per half hour, evening time, less time discounts. . . . New York's most popular independent station. . . . A brilliant record of success for its clients as well as for itself. . . . WMCA is truly "America's premier regional station." . . . May we tell you why?

KNICKERBOCKER BROADCASTING COMPANY, Inc.
Broadway at 53rd Street, New York City

There's No Substitute for **KNOWLEDGE!**

Many radio campaigns could be more productive if the selection of stations had been based more on knowledge, and less on guess-work. There are no circulation statements for radio stations, it is true; but there is a quite definite basis for estimating their listener interest, and listener responsiveness—their range and their character.

A. T. Sears and Son, Inc., representing leading radio stations throughout the country, offer advertising agencies the benefit of their knowledge of these vital factors. A knowledge based on actual experience over a period of years.

Before deciding definitely on your next schedule of stations, consult A. T. Sears and Son, Inc. There is no obligation, and it is quite probable that we may help you—as we have scores of others—make your clients' radio advertising dollars more productive.

A. T. SEARS & SON, Inc.

National Radio Station Representatives

520 N. Michigan Ave.

Chicago, Ill.

Offices in Principal Cities

Chevrolet Start Second Year on Air with New Program

FOLLOWING a successful year on the air, the "Chevrolet Musical Chronicles" will be heard over an increased number of stations, beginning with a new series and a new program the week of Oct. 4. R. K. White, advertising manager of the Chevrolet Motor Company, announced. While only 53 stations have been used by this sponsor during the summer, the number will be stepped up to more than 160 with the launching of the new series, making the "Chronicles" the most extensive broadcast on the air.

The name "Musical Chronicles" will be retained in the new series, scheduled for thirteen weeks, but extensive changes in the type of program are contemplated, Mr. White said. The new "Chronicles" will be in fact a "radio revue," with an all-star cast in a pageant of music and humor.

Ohman and Arden, popular members of last years "Chronicles," continue in the new series with two piano duets. Miss Welcome Lewis, added to the "Chronicles" caste during the summer, also continues with two of her famous contralto numbers.

The start of the new series marks the beginning of the second year of a national Chevrolet program. Last October the first series of "Chronicles," featuring war veterans who related personal experiences, was launched, with other series in different form following throughout the year. The first series went out over 117 different stations originally, and the number was increased during the year until by spring it had grown to 167. A comparable station set-up is planned for the current programs.

A questionnaire, sent to 4,366 Chevrolet dealers a few months after the beginning of the first series of Chronicles, produced these results:

Have you heard the Chevrolet Chronicles?

Yes: 4,206
No: 161

What do you think of them?

Good: 2,642
Fair: 1,526
Poor: 316

Have your prospects mentioned them?

Yes: 3,673
No: 856

About how many prospects have mentioned Chevrolet Chronicles?

..... 97,750

What did the prospects say?

Good: 2,513
Fair: 840
Poor: 46

Do you favor continuing the Chronicles?

Yes: 3,841
No: 462

Do your associates favor continuing?

Yes: 3,837
No: 190

WABC Gets 50 KW License

ON SEPTEMBER 18, the Federal Radio Commission granted WABC, New York, key station of the Columbia Broadcasting System, authority to operate with 50,000 watts power. A construction permit for this increase was granted last year, but construction was delayed due to difficulty in finding a suitable location for the new high-powered transmitter. The station uses the 860 kilocycle channel.

Radio Helps to Reduce Illiteracy

THE marked reduction in illiteracy in the United States, from 6 per cent in 1920 to 4.3 per cent in 1930, is in a large part due to the influence of radio, according to Dr. W. J. Cooper, United States Commissioner of Education. Radio has also been a factor in replacing local dialects with more correct diction.

Publish Educational Yearbook of Radio

THE Second Yearbook of the Institute for Education by Radio, published by Ohio State University, will be issued Nov. 1. The price is \$3.00. This book contains the proceedings of the meeting held last June at Columbus, where the developments of the year in radio education were outlined.

Dance Music Still Popular, Says M. C. A. Head

CONTRADICTING the statement that dance music is on the wane as radio entertainment, J. C. Stein, president of the Music Corporation of America, declares that dance orchestras are enjoying more popularity than ever before. And he offers as proof the fall lineup of commercial programs using "name" bands handled by M. C. A.

Phoenix Hosiery has engaged Earl Burnett to make a series of electrical transcriptions. Lady Esther Cosmetics NBC programs will feature the music of Wayne King. Herbie Kay's orchestra is again advertising Yeast Foam on an NBC chain. Others are: Guy Lombardo, broadcasting for Robert Burns cigars over Columbia; Ben Bernie for Blue Ribbon malt, also over CBS; Ted Weems for Johnson floor wax, over an NBC coast to coast network; Bert Lown, for Premier salad dressing, over the Columbia chain, and Abe Lyman and his Californians, who recently began a series of commercial broadcasts over the Columbia network for Phillips' milk of magnesia.

Telephone Company Sponsors Broadcast

A SUNDAY program, "Music Along the Wires" is being broadcast over an Eastern CBS network, sponsored by local telephone companies, subsidiaries of the American Telephone and Telegraph Company. With a symphony orchestra and several soloists for entertainment, the telephone people are using this series to inform the public of the important part the telephone system plays in radio.

Scott Howe Bowen Opens New Office

SCOTT HOWE BOWEN, INC., radio station representatives, announce the opening of their Kansas City office. This office is located in the Pioneer Trust building, Kansas City, and is in charge of J. Hal Miller, recently resigned as an officer and stockholder of McElhinney Associates.

3 TRAINS LEFT CINCINNATI

Three excursions out of Cincinnati . . . the same tour . . . the same time . . . the same price: Excursion A used Station X—booked 73 passengers; Excursion B used Station Y—booked 97 passengers; **Cosmopolitan Tours (C) used WKRC—booked 129 passengers**

" . . . we feel that our tour was successful because of the announcements made over your station," wrote Mr. H. M. Smith, Cincinnati manager, Cosmopolitan Tours, Inc.

Whether you're selling tours, turnips or touring cars, you can sell more of them . . . at a lower unit cost . . . through

WKRC

"The Only Columbia Station in the Rich Ohio Valley"



The
Fall Broadcast Schedule
of
• MARSHALL FIELD & CO. •
(Store for Men)

Will Be Carried By

The Air Theatre

WBBM

• Chicago •

*"Serving an Intensive Listening
Area of 9,489,402 Population"*

Listeners Request 3,000,000 Reprints of Financial Talks

MORE than three million reprints of talks given on the Halsey Stuart program over an NBC network have been distributed both directly and through banks. In addition to talks by the Old Counsellor, representative on the air of Halsey Stuart & Company of Chicago, there are included many addresses by men prominent in national affairs who have spoken to the radio audience on this program from time to time.

For nearly three years the radio audience has been listening to the investment advice of the Old Counsellor. Over the years a large proportion of the investing public has come to regard him as a quiet philosopher and friend, and it is perhaps due to the extreme good taste shown by Halsey Stuart & Company in their commercial announcements that the Old Counsellor's program is not subject to those criticisms of heavy selling which are sometimes directed at radio programs.

A remarkably complete series of helpful booklets and personal record books has been prepared as a background for the radio programs. The amazing response from the general public to this conservative and well-moderated program indicates the extent to which an advertiser's efforts are appreciated by the American public when they are based upon a genuine desire to be of service.

Tube Makers Sponsor Rural Sketches

A NEW twice-weekly CBS program will be concerned with the happenings in a combination village store and broadcasting station, located in the imaginary town of Friendship Junction. The Hygrade Sylvania Corporation, Emporium, Pa., manufacturers of Sylvania radio tubes, who are sponsoring the broadcasts, are also planning to chart public opinion as to the different phases of broadcasting, and will stage a weekly contest with radio sets as prizes for the best answers to questions regarding radio likes and dislikes.

La Gerardine Stars Winchell on Air Series

A SERIES of 52 weekly broadcasts started recently over a nation-wide CBS chain, sponsored by La Gerardine, Inc., New York City, makers of La Gerardine hair waving liquid. With the idea that although all of their customers are women it would be worth while getting their story of wavy hair before the men of the family as well, as many women would spend more time and money on their appearance if their husbands or fathers did not object, the sponsors selected an evening period and a star who would attract a large audience of both sexes, Walter Winchell. In addition to the gossip king of Broadway, each week some other star is present as guest artist. With trade paper advertising, direct mail, broadsides, giant telegrams, counter cards and other promotional material the broadcasts are being merchandised to the trade.

Grace Hammill Joins Rogers & Smith

GRACE HAMMILL, formerly associate editor of *Radio Digest*, has joined the radio department of Rogers & Smith, Chicago advertising agency, where she will assist in creative program work.

Investors Syndicate Sponsors Sunday Broadcasts

A SERIES of Sunday afternoon orchestra programs is being presented over a coast-to-coast NBC network of 53 stations by the Investors Syndicate, of Minneapolis. Jack Pettis and his orchestra furnish the music, other talent includes Audrey Marsh and the Mariner's Trio. To merchandise the programs to its sales force and also to the public, the company is sending out an attractive but dignified folder that lists the time of the broadcasts and the stations on which they may be heard. Rudolph Guenther-Russell Law, of New York City, is the agency.

Adams to Direct Agency Radio Department

ADDISON LEWIS & ASSOCIATES, Minneapolis advertising agency, has named Cedric Adams as head of its recently formed radio department.

Maxwell House Adds Spot Programs on 20 Stations

SPONSORS of the Maxwell House program, a weekly NBC feature, are supplementing this program with a new "spot" broadcast over a group of 20 stations, beginning the week of September 28. The new program, the "Maxwell House Tune Blenders," features an orchestra directed by Victor Young and a popular radio quartet. It is to be heard twice weekly through electrical transcriptions.

These programs are supervised by Erwin, Wasey and Company, Inc., New York advertising agency, in charge of all advertising for Maxwell House coffee, a product of the General Foods Corporation.

New Molasses Series

THE "Vermont Lumber Jacks" recently opened a series of typical down East backwoods broadcasts, replete with male quartet harmonies and dialogue, over an NBC network each Monday and Thursday evening. This broadcast feature is sponsored by Penick & Ford, Ltd., of New York City, makers of molasses and syrup. The agency for this account is J. Walter Thompson Co., of New York City.

Shoe Programs Feature Baritone

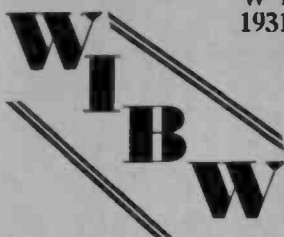
GUY ROBERTSON, operatic baritone, will be heard as guest artist in a new Wednesday evening series over a coast-to-coast NBC network, sponsored by the Brown Shoe Company, of St. Louis, Mo. The Gardner Advertising Company, also St. Louis, is agency for this account.

"A Prophet with Honor in His Own Land"

Many a prophet has been received with honor in strange lands but the real test of "prophet popularity" is the manner in which he is regarded by the home folks. W I B W is certainly a prophet with honor in its own land if the way that local accounts consistently use the station is the criterion.

Over 56% WIBW Local Accounts are Renewals

W I B W has also shown a consistent gain each month during 1931, in the number of "spot" national accounts.



MEMBER — COLUMBIA CHAIN

1,000 WATTS — 580 KILOCYCLES

THE CAPPER PUBLICATIONS

— TOPEKA —

TAKING THE *Mysterious* AND *Nebulous* OUT OF RADIO ADVERTISING

THAT is the job this organization has undertaken. In our first advertisement a month ago we stated that we were going to give a "new, constructive fact-and-figure service on radio market coverage for advertising agencies and their clients." That service, in part, is now available. ●

We invite inquiries from advertising agencies and advertisers relative to any phase of merchandising and marketing data, or radio coverage figures, in any of the important trading areas listed below:

Buffalo, N. Y.
Rochester, N. Y.
Syracuse, N. Y.
Newark, N. J.
St. Paul-Minneapolis, Minn.
Oklahoma City, Okla.
Tulsa, Okla.

Amarillo, Texas
Dallas, Texas
Fort Worth, Texas
Houston, Texas
San Antonio, Texas
Waco, Texas
Wichita Falls, Texas

We also want to re-emphasize the ability of this organization to render expert assistance in the conception and preparation of *new types* of radio programs, to direct the actual staging of the program and to supervise studio recordings, if electrical transcriptions are to be used. Address your inquiries to:

KIERNAN-LAUNDER ASSOCIATES, INC.
R A D I O S T A T I O N R E P R E S E N T A T I V E S

CHANIN BUILDING  **NEW YORK, N. Y.**

Telephone

ASHland 4-6877

**speaking
of prices!**

**Electrical
Transcriptions**

IT'S the economy of the Marsh recording system that has often decided advertisers toward Marsh electrical transcriptions. It's the *guaranteed quality* that has brought Marsh users back again and again. It's the 17 years of successful experience, together with modern facilities, that insure successful and professional results. It's the wise and conscientious radio advertiser that is getting the "low-down" on Marsh recordings.

Marsh Laboratories, Inc., originators and creators of electrical recordings, is a factor that should be considered in any plans for broadcast advertising.

Possibly you are curious . . . We will be very glad to give you an estimate on the cost of recording your present radio program or one that you may suggest. Just write us giving the length of the program and the talent required and we will give you a figure that will save you many dollars and much worry. May we submit you a new program idea? A complete and experienced radio program department is at your service.

MARSH
Laboratories, Inc.
306 So. Wabash
Chicago

Radio Census Nears Completion

THE tabulation of families owning radio sets is slowly nearing completion and before another month has passed it is expected that the complete figures will be available. Meanwhile, the following statistics have been released by the Director of the Census, as of April 1, 1930:

The number of families in Louisiana was 486,424; the number of families with radios was 54,364, or 11.2 per cent.

Tennessee contained 601,578 families, including 86,229 who reported radios, or 14.3 per cent of the total.

In South Carolina there were 366,265 families, 28,007, or 7.7 per cent of whom reported radios.

States not yet reported are: Pennsylvania, New York, New Jersey, California, Texas, Illinois and Massachusetts.

**Clark Opens Agency in
Kansas City**

EDWARD T. CLARK has established his own agency at 1002 Walnut street in Kansas City, Missouri. Associated with him in this new organization will be Avis Waddell and Ray M. Stokes.

For five years Mr. Clark was on the staff of the Roche Advertising Company, Chicago. He helped inaugurate the Studebaker Champions and Williams Oil-O-Matics, the first two programs to be broadcast from NBC studios in Chicago. Later, with Brooke, Smith & French, Detroit, he worked on Graham-Paige programs over the Columbia network. Recently he was on the sales staff of station WXYZ, Detroit. Mr. Clark's new agency will act as Midwest sales representatives for radio stations and radio services.

**Candy Quarter Hour Starts
on CBS**

A NEW series, The Candy Quarter Hour, sponsored by the National Confectioners Association, is scheduled to begin over a CBS network early this month. In make-up it will follow the prescription of nearly a hundred radio editors, whose almost unanimous advice was for "all-male entertainment—a good orchestra playing neither high-brow nor jazz music, but the tuneful melodies in between—a good male harmony team—and an announcer with plenty of personality."

**High Power Cases Again Reach
Commission**

EARLY this month the long deferred question as to which stations shall be granted 50,000 watts (the maximum power allowed any U. S. station) again reaches the Federal Radio Commission. Hearings on the examiner's reports have been heard and the RCA case, which delayed the final decision last spring, settled. Possibly at this hearing the coveted permits will be granted. Or perhaps the cases will again be postponed until some later date.

RESULTS?

Of course you want results from your advertising.

WDAY gets RESULTS— plenty of them. More than 100 advertising accounts, both local and national, will attest to the pulling power of this dominant station.

WDAY, Inc.
FARGO, N. D.

1000 watts; 100% modulation;
940 kc.

COVER
the entire
SOUTH
or selected sections
with the
DIXIE
NETWORK

*Get the enlightening
facts from*

STATION WBT
INCORPORATED

Key Station . . . Executive Offices
CHARLOTTE, N. C.

Associated Oil Again Broadcasts West Coast Grid Games

STILL carrying as the keynote of their sports broadcasting program the slogan, "Go to the games if you possibly can; if you can't go, tune in on the Associated football broadcast," the Associated Oil Company, San Francisco, this year will expand its schedule to include approximately 110 individual station broadcasts, according to Harold R. Deal, advertising manager for the company.

A total of nine stations will carry the games to all parts of the west this year. These include KPO, KFRC, KGO and KTAB in San Francisco, KGW in Portland, KOMO in Seattle, KHQ in Spokane, KOH in Reno and KFI in Los Angeles. Night as well as day games are on the schedule.

Stations Are Absolved in Medical Fight

SEVEN stations in New York and New Jersey were cleared of charges that they had broadcast medical programs of an objectional nature by a recent decision of the Federal Radio Commission. The programs, sponsored by the Hudson Clinic in New Jersey, were objected to by a disgruntled patient. "While the Hudson Clinic is being severely criticized by the medical profession," said the Commission's announcement, "the broadcasts seem to contain nothing upon which criticism might be based."

Hawaiian Stations May Join Chains

EXPERIMENTAL rebroadcasts of American programs by stations in the Hawaiian Islands have succeeded so well that these broadcasters are anxious to become associated with the networks for regular service, it is reported. A representative of station KGU, Honolulu, has been conferring with NBC officials in New York, attempting to secure a chain connection for this station.

Baking Powder Company Broadcasts Kitchen Advice

THE Mystery Chef, who tells American housewives how to slice the pungent onion without a tear, change sour cream into sweet, have gravy without making it, cook a huge dinner in a six by two foot kitchen and make muffins without milk or eggs, will be heard on a new NBC twice-weekly morning series sponsored by the Davis Baking Powder Company of Hoboken, N. J. The H. J. Cowan Company of New York City is agency for this account.

Teaching Farmers About Feeds

HINTS for livestock and poultry feeders make up a new weekly program series over the Columbia network, sponsored by the Pratt Food Company, Philadelphia, makers of animal and poultry feeds. Each of the broadcasts is based on the work of agricultural experts and scientists on the Pratt experimental farm, located near Philadelphia.

7,593 People PAID

TO SEE THE WLS STAFF ARTISTS PERFORM

On September 5th, 1931, at the Indianapolis Fair Grounds, 7,593 people paid an admission price of fifty cents each to see the WLS staff in action. Truly, an indication of the intense listener interest controlled by this powerful 50,000 watt station. A station that is enjoyed, trusted and relied upon, a station that gives its listeners good, old-fashioned entertainment, news and information. In this day and age, where thousands pay to be entertained, hundreds of thousands are constant listeners of WLS.

WLS

50,000 Watts

870 Kilocycles Clear Channel

The Prairie Farmer Station is one that farm folk trust, one with a reputation for reliability. Unless you provide a background of sincerity for your programs, your sales talk and sales curves fall flat.

Amid claims and counterclaims, one fact stands out clearly . . . WLS is the favorite of rural folk in the Midwest. It is proven by surveys and by records of results on commercial programs . . . both of which we would like to tell you about in detail.

W L S The Prairie Farmer Station
1230 W. Washington Blvd., Chicago, Ill.

Advertising Has Saved Radio From Bureaucratic Control

Says Dr. Julius Klein*

Assistant Secretary of Commerce

WE HAVE in the United States now 600 radio broadcasting stations. What a growth in this period of a little over 10 years! It was only on the night of Nov. 2, 1920, when Harding was elected, that the first lone station went on the air with many sputters and crackles, to give the election results to a band of valiant souls (about 25, I am told) who frantically juggled their ear phones and crystal sets.

The present multitude of stations are getting along together with surprisingly little interference since the Radio Commission and the Commerce Department's radio inspection service, operating under the authority of intelligent legislation, have worked out a reasonably satisfactory control of the traffic on the wave lengths. It is no unusual thing to find a radio broadcasting station today which represents \$1,000,000 investment. Probably any of the long-distance, 50,000-watt sending centrals, costs \$250,000 to install. The provision of programs and power and personnel for radio broadcasting now entails an annual expenditure in the United States of \$150,000,000.

**From an address delivered on August 2, over the Columbia Broadcasting System.*

This flowering out of radio broadcasting in this country makes us consider very seriously the advantages of American traditional insistence upon individual freedom and initiative. In most other countries radio broadcasting is a government monopoly, sustained usually by some form of special license tax on radio receivers. The American business genius and the development of advertising as an inherent feature of all our commerce have planted an institution which sustains itself, without the sinister influence of bureaucratic control so common elsewhere. Our idea seems to be that there is no more warrant for a government radio system in the United States than there is for a governmentally-controlled chain of newspapers all over the country.

The ready adaptability of Americans to co-operation has enabled us to have the advantages of broadcasting networks; and at the same time to preserve the advantages of individuality and difference. And the income available to American radio broadcasting demonstrates the final point. Sir John Reith, director of the British Broadcasting Corporation, which conducts the English monopoly, estimates that he has an

annual budget of \$7,000,000, to provide radio entertainment and education for the entire British nation. Compare that with the \$150,000,000 which is annually laid out for the American listener. Broadcasting, here or abroad, can only develop to the extent its financial foundation allows.

In spite of the alleged greater stress laid by the English and the German governmental broadcasting monopolies on educational matter, in spite of the assistance which the Russian Soviet gets from radio in its determined domination of the minds of its citizens, I think none of us would desire to see the service in the United States take the form that has been imposed upon radio abroad. At best, the governmental systems lean to heaviness and lack of variety in programs; while at worst, they degenerate to propaganda mechanisms aiming at the rigid enslavement of the popular mind to the particular ideas animating a controlling bureaucracy.

The only handicap alleged against our system is the necessity of the listener's "considering certain parts of his anatomy," or listening to the recital of the virtues of some new noiseless alarm clock. Now that objection is one that can be taken too seriously. American advertisers must undertake to educate, inform and entertain, and are perpetually under competitive fire which tends to correct errors of all degrees. I think the best judgment is in agreement that our free field for radio

**Full
time!**

SELL Greater HARTFORD

The Richest and Best Market

Over One Million People

Live Within a Radius of

W D R C

B R O A D C A S T I N G

Full 17-Hour Service
to Hartford, Connecticut

500 watts . . .
225 meters . . .
1330 kilocycles

Associated Station
of the
Columbia Broadcasting
System

CONNECTICUT HAS MORE RADIO RECEIVING SETS PER CAPITA THAN ANY OTHER STATE

We Specialize *in Electrical Transcriptions*

**Advertising Agencies
Advertising Managers
or Clients**

—following through from idea to continuity,
talent selection, recording, mailing and
checking

—A COMPLETE SERVICE

—Our clients, nationally known, will gladly
tell you how conscientiously and thoroughly
we serve their interests. May we tell you
who they are?

Studio Facilities

RECORD-O-CAST'S Chicago studio has
been recently enlarged and now is equipped
to give auditions, play test transcriptions and
assist prospective clients in every way.

**HAVE YOU AN
ELECTRICAL TRANSCRIPTION
PROBLEM?**

Write or Phone

RECORD-O-CAST, Inc.
444 N. WRIGLEY BUILDING
CHICAGO
Whitehall - 4722

broadcasting represents a compliance with American temperament and American requirement, and possesses values in operation that are available nowhere else.

Shaw Starts Station Publication

ANNOUNCEMENT has been made of the forthcoming publication of "Broadcasting—The News Magazine of the Fifth Estate," a semi-monthly periodical devoted to the professional interests of radio broadcasting and its allied services. Editorial and business offices have been established in the National Press building, Washington, D. C. The first issue will appear October 15.

The new magazine, the first in this field, will be published by Broadcasting Publications, Inc. The president of the corporation is Harry Shaw, of Waterloo, Iowa. Martin Codel, Washington newspaper and magazine writer specializing in radio, is vice president and editor. Sol Taishoff, radio editor of the United States Daily, is secretary and managing editor.

Mr. Shaw has been identified in the radio field as owner and operator of station WMT, at Waterloo. Mr. Codel formerly was radio editor of the North American Newspaper Alliance, and in the last two years has been special radio correspondent for about 40 newspapers and magazines; he will continue his special writing. Mr. Taishoff's resignation from the United States Daily is effective Sept. 19.

The advertising manager of the new publication is F. Gaither Taylor, formerly advertising manager of the Waterloo Tribune and the Sarasota (Fla.) Herald.

Bowen Enlarges Offices

SCOTT HOWE BOWEN, INC., announce that they have enlarged their offices in the Chrysler building, New York, providing some new and well-equipped audition rooms for their clients.

Australian Station Forms Club to Check Size of Audience

IN an effort to secure a "registered circulation," The Herald station, 3 D B, Melbourne, has formed a "Smile Away" Club, with a membership fee of one shilling (about 25 cents). Each night 18 double tickets for leading theaters are given out to members of the club, having been drawn by the organizer haphazardly from the total membership. Any member may win any number of tickets and this proviso keeps the total number of members tuning-in each night to see if their names are called.

About every three weeks the station purchases a thousand seats at a theater and gives these away free to members of the club. Eight thousand members were enrolled in nine weeks and the membership is increasing at the rate of a thousand a week. The names are given out at 7 p. m. and the tickets must be called for. For the last month none have been left unclaimed, which means that at least 8,000 homes are tuned in to the station each night at seven.

This station also conducted a competition lasting for over a week with a prize of a 3-tube radio set and two prizes of 5 pounds (\$25) each, with a further prize of £1-1-0 (about \$5.25) for the most distant listener. This brought in nearly 16,000 letters and the data from these, together with the Club membership, gave the management an excellent cross-section of the station's audience.

There are 143,000 licensed sets in the State of Victoria and 110,000 within 50 miles of Melbourne.

Sunday Program for Silver

A NEW musical program featuring the Eight Sons of Eli, a double quartet from the Yale Glee Club is sponsored by R. Wallace and Sons Manufacturing Company, Wallingford, Conn., silversmiths, for a half-hour each Sunday over CBS network.

BAN OBJECTIONAL BROADCASTS

(Continued from page 25)

tion of material in the public interest; to refuse our time to self promoters who have no established institutions or houses behind them; to refuse the business of professionals and individuals who strive to make personal contact between themselves and the radio audience; to permit no commercial announcement to be made which has not been carefully edited and censored—in order that the radio audience can continue to have confidence in radio advertising.

WCFL Gets Full Time

PERMISSION to operate full time experimentally on the 970 kilocycle channel has been granted by the Federal Radio Commission to WCFL, Chicago, which now uses that same channel daytime only. This channel is clear and is occupied by KJR, Seattle, which has approved the plan to give WCFL full time. KJR uses 5,000 watts power; WCFL uses 1,500 watts.

Family Drama for Paints

THE joys and sorrows, the trials and tribulations of an average family of father, mother and daughter in a small American town from the basis of a new NBC series broadcast each Wednesday morning. "Keeping Up With Daughter" is the title of the new program, which is being sponsored by the Sherwin-Williams Company, paint manufacturers. Nan Dorland, Van Harvey and Janett Kling, portray the characters. The agency for this account is Henri, Hurst & McDonald of Chicago, Ill.

W • Q • B • C

THE POST-HERALD STATION

IN THE HOTEL VICKSBURG

1360 Kilocycles • 500 Watts • Crystal Controlled • 100% Modulation

Specializing in Daytime Programs, the acknowledged Daytime favorite of the rich South Mississippi Valley.

RCA Equipment throughout. Double 78 and 33 1-3 RPM Turntables. Experienced and efficient staff of announcers and operators.

Offices and Studios in the HOTEL VICKSBURG, Vicksburg, Miss.

AFFILIATED WITH THE VICKSBURG EVENING POST AND VICKSBURG HERALD

— — A New DEAL in Station Representation

with

ALL
THE
CARDS
ON
THE
TABLE!



ARE YOU Putting National
SPOT Business on the RIGHT
SPOT?



STUDY YOUR Station's FUTURE!



FACE Your PRESENT PROBLEM!



WHAT are YOU Going to DO?

*We Have a Solution to Offer. It
will cost nothing to investigate.*

WRITE for a sample
copy of Radio Mer-
chandising Service
Every month it brings to
you over one hundred
pages of continuities and
announcements — mer-
chandising ideas — sta-
tion sales promotion
and musical programs.
. . . There is no ob-
ligation attached to
this offer.

RADIO MERCHANDISING SERVICE

75 East Wacker Drive

--

--

Chicago, Illinois

SPOT BUSINESS

(Continued from page 12)

which haven't had occasion to place much radio advertising we find this sentiment: "If I have to make up a list of stations, I'd much rather call in an experienced representative who has no particular stations's axe to grind. Besides, he'll give me competent assistance in planning and producing a program."

Then there's the chap who has just placed a schedule direct with the stations involved. After totaling up telephone and telegraph bills, chafing over delays, etc., he decides that it is cheaper and quicker to transact the business with someone sitting on the other side of his desk. He doesn't care who handles the business, just as long as we get this thing standardized as quickly as possible.

Now, about our friend the broadcaster. (Having left his ranks not so long ago, I can perhaps sympathize more readily with his problems than some others in the national field.) The bulk of his national spot business has probably come to his station from a half dozen good representatives. Barring minor irri-

tations of answering rush telegrams for open time information and filling out endless questionnaires, he is rather reluctant to cross off the list any one company that is likely to crash through with a nice piece of business. If there is a competitor nearby, carrying a few more national accounts, he feels that perhaps his affairs are not getting the right amount of attention. He thinks that if there was some outfit in the national field who could demonstrate its ability and willingness to produce for him, he might let them represent him exclusively in his market. But believe me, they'll have to show their stuff first.

Finally we come to the organizations in the national field whose business it is to secure schedules for these stations. Whatever their policy or whatever their methods at the present time, most of them are holding dampened fingers in the air, trying to find out just which way the wind is blowing.

Some are well established as time brokers and have every reason to believe that any departure from their usual methods would result in a marked decrease of revenue. Others

have relegated the placement of time to a secondary function and are devoting their energies to program production. Still another—and a comparative newcomer in the field—has been championing the cause of exclusive representation. However, this last organization has recently seen fit to alter its policy somewhat.

I HAVE referred before to the fact that everyone seems to have a panacea for our present problems. Here is the plan which seems to me most likely to succeed. And we have every reason to believe that it is going to be tried out in the near future.

The radio station will simply hire a couple of new salesmen, perhaps they will be individuals or perhaps an organization. They will open offices in New York, Chicago and perhaps one or two other centers. They will be placed on a limited drawing account against commissions. They will be in possession of all the facts and arguments concerning the stations—just the same as the salesmen pressing brick up and down the local main street.

These direct representatives will operate in the interests of only a very limited number of stations and will contact advertising agencies and time brokers as well.

Now, perhaps your first thought is that this plan brings added expense and confusion to an already obfuscated situation. But, just figure this out.

Suppose that a representative works on the basis of five per cent commission on business secured through general representatives and ten per cent on that secured directly from the agencies. This would involve total commissions of thirty-five and twenty-five per cent respectively. It is reasonable to draw a mean average here, to assume that over a period of time national business would cost the station the same amount as before, thirty per cent. But—in addition to the producing factors that have placed schedules for the station—there is now a direct representative in the field whose activities certainly should account for an increase, and at no additional cost to the broadcaster.

Naturally, as more and more stations operated under this system, the cost of getting business would gradually decrease. It involves no right

K · J · B · S

SAN FRANCISCO **CALIFORNIA**

Now installing newest

Western Electric Transmitter

Crystal Control 100% Modulation

Continuous Program
from 12:01 A. M. to Sunset

◆

TALENT--TRANSCRIPTIONS--ANNOUNCEMENTS

Western Electric Double Turntables

78 RPM 33 1/3 RPM

SAN FRANCISCO METROPOLITAN
DISTRICT

1,290,094 Population Census of 1930

about face nor lopping off of present interests. To the forces of producing and placing, it adds intensive selling—and a willingness to compensate and work harmoniously with all concerned.

Of course, in this fast moving business of ours a plan can easily become out of date in a year or two, but for the present I believe it is the brightest prospect on the broadcast horizon. In as much as it is a controversial subject, no doubt someone will be glad to show us that it's only an imaginary pot of gold at the end of the rainbow—and Detroit at the end of October will be a splendid debating ground.

RATE CARDS AND COVERAGE

(Continued from page 10)

put to good use by rearranging your station rates to such a degree that both you and the advertiser will profit. If your daytime audience is one-third that of your nighttime peak audience, make your day rate one-third that of the evening. If the audience between noon and one p. m., five to six p. m., and ten to eleven p. m. is two-thirds that of your six to ten audience, charge two-thirds the peak price. Give the advertiser a chance to make his investment in radio advertising produce at least as much as the other major mediums, otherwise our beautiful golden goose will some day find her neck and the well known ax in a most embarrassing juxtaposition.

If I have insulted anyone by this article in stressing the need for honesty on the part of station, overlook it please, for, after all, my only desire is that of seeing the day when the business as a whole will become one of the known facts, not guesswork, and a power in the field of national advertising.

Six Stations Get Increased Time

THREE pairs of mid-western radio stations which have been dividing time will experiment during the month of October with simultaneous daytime operation. The stations are:

WJBK, Highland Park, Mich., and WIBM, Jackson, Mich., sharing the 1370 kilocycle channel;

WKBH, La Crosse, Wis., and KSO, Clarinda, Ia., sharing the 1380 kilocycle channel, and

WTAQ, Eau Claire, Wis., and KSCJ, Sioux City, Ia., sharing the 1330 kilocycle channel.

October, 1931

Reinemund to Organize Farm Service at KOIL

THE appointment of J. Adam Reinemund as head of the new farm service has been announced by officials of station KOIL, Omaha. For the past three years Mr. Reinemund has been merchandise manager of KFNF, at Shenandoah, Iowa, and prior to that served as advertising manager of KTNT, Muscatine, Iowa. He will handle production of the farm period, from noon to 1 p. m., and will also assist advertisers in planning and merchandising farm campaigns.

Commission Turns Down Community Radio

PLANS for a chain of 267 low powered broadcasting stations serving as many small communities in 16 states were halted, temporarily at least, when the Federal Radio Commission issued a blanket denial of the applications of the Community Radio Corporation. Reason for the turndown was failure to comply with General Order 93. Hearings on the proposed system were cancelled by default.

Organize to Produce Radio Programs

RADIO PRODUCERS ASSOCIATES, INC., has recently been formed for the purpose of creating and producing radio programs for stations, agencies and advertisers. Ivan B. Nordhem, sales consultant and vice-president of Marketing Associates, Inc., is president of the new concern, which has offices at 799 Fifth avenue, New York City.

Radio for Hair Tonic

THE F. W. Fitch Company, Des Moines, Ia., will sponsor a new program, "The Fitch Professor," to advertise Fitch's hair tonic. This will be heard each Friday morning over a network of mid-Western CBS stations.

Advertisers Radio Service to Meet

A MEETING of the present and prospective members of Advertisers' Radio Service, cooperatively owned station representation organization, will be held in Detroit during the convention of the National Association of Broadcasters.

KNX Appoints Nissen

CARL NISSEN, formerly of the *Los Angeles Evening Herald*, has been appointed manager of the commercial department of radio station KNX, Hollywood.

Mineral Water to Use Radio

THE Los Angeles office of Lord & Thomas and Logan, placing the advertising of the La Vida Mineral Water Company of that city, is using radio, newspapers and outdoor advertising.

Radio for Foods

FOLLOWING the completion of a factory to produce canned wheat foods at Monroe, Washington, McCann Foods, Inc., is launching a radio and newspaper campaign.

K·M·B·C

"Midland Broadcast Central"

First—

in the Heart of America

First—

in its service area to install Western Electric 78 Rpm Double Turntables.

First—

in its service area to install Western Electric 33½ Rpm Double Turntables.

First—

in its service area to install new W. E. Motor equipment and pick ups for hill and dale recordings.

First—

in volume of spot business.

Midland
Broadcasting Co.
Kansas City, Mo.

HOLD FIRST RADIO SALES MEETING

(Continued from page 11)

selling chorus, was played by the KFRC orchestra and sung by the dealers and salesmen in the show-rooms. After this, Mr. Burns called for another Chevrolet song, which was followed by a series of musical renditions, all of a racy, buoyant nature that tore the cobwebs of sleep from the eyes of the salesmen and put into them the spirit of a collegiate rooting section.

After twenty minutes, breakfast was over and Mr. Burns and Mr. Fox got down to work. They outlined the "World Series" idea. They enumerated the prizes which could be won. They pointed out that the man of the selling hour is the man who is on his toes all the time. Then, promptly at seven o'clock the program ended and the salesmen went to work.

As soon as Mr. Burns got back to his office in Oakland, he found a package of telegrams awaiting him; congratulatory messages from dealers and salesmen. The radio idea was sure-fire; it was swell automotive box-office, so to speak.

Long distance telephone calls came in from happy dealers who declared their salesmen were all pepped up and that sales were rolling in. The day was an enthusiastic one, bringing those results that dealers, salesmen and factory officials love so much: Orders. And in addition to this, Mr. Burns noted the following results:

1. The salesmen were given great impetus to keep going for the entire month.

2. The Chevrolet Motor Company saved thousands of dollars by using the radio. A zone meeting of the smallest sort calls for a theater, stage-hands, scenery, a luncheon or banquet and the utilization of the entire zone organization.

3. Thousands of early morning dial fiends heard the Chevrolet sales campaign and were duly impressed by the dynamic spirit of the organization. Thus, two birds were killed with the same radio stone.

4. The salesmen and dealers and officials did not waste a minute of the selling day. This, Mr. Burns declares, was of paramount importance.

5. After a zone meeting of any sort, the dealers and salesmen take it easy for a day or two. In other words, many of them travel a long way and are tired out when they get home.

6. The uniqueness of the idea caught the imagination of the dealers and salesmen who realized they were associated with a very progressive company.

Many prominent sales managers of this territory, who listened in on the program, see this method of conducting a sales meeting as the medium which will ultimately outlast the old fashioned gathering in the big cities. And there is no agency that can perform the job like radio. And, peculiarly, there are very few commercial managers who have

given the idea a thought. Radio has been used for all sorts of exploitation, but to date has not been used for the very practical purpose that Chevrolet Motor Company used it for.

Perhaps the time is not far distant when some manufacturer will commandeer a national hook-up and hold what should be the most effective, yet inexpensive, sales meeting in history.

Better Business Bureau Finds Radio and Newspapers Most Free from Fake Advertising

IN VIEW of the not infrequent accusations that radio offers a safe refuge to the quack doctors and fake stock promoters, it is pleasant to quote from the findings of the Boston Better Business Bureau. This organization has just completed a survey of different media through which the trickster reaches the public with various questionable and fraudulent schemes.

The survey shows that the most commonly used avenues of approach are direct mail advertising and magazines of national circulation. Newspapers and radio stations of Boston, however, are remarkably free from questionable advertising. These conclusions are based on the experiences of more than 80,000 individuals whose complaints and inquiries the bureau has handled.

Sponsors Football Score Broadcasts

TROPIC-AIRE, INC., Minneapolis, maker of a hot water automobile heater, is sponsoring a series of 15-minute broadcasts of football scores and comments over a CBS network. The programs will be broadcast each Saturday evening during the football season.

Coronado wasn't so dumb—

"I have it," cried Coronado who was advertising manager for the King of Spain. "We'll concentrate our efforts on the Seven Cities of Cobola, in Quivera—in Kansas, U. S. A. 'Tis a land of boundless wealth—the richest in all the world, so I am told."

'Twas in the year 1540 and verily an era of depression was afoot. Peanuts were a glut on the market and the King was clamoring loudly for new outlets in more fertile places.

And so Coronado took his sales force and started for Kansas.

Advertisers continue to come to Kansas through the use of **K·F·H** the only station in the rich Wichita area.

KF·H offers to its clients a complete campaign including broadcast to an audience just now receiving its 50 millions for this year's crop—an extensive merchandising assistance and whole-hearted cooperation.

Columbia Broadcasting System **K·F·H** Wichita 1000 Watts



Write for our booklets "What About Kansas" and "Merchandising the Radio Program"

ATTEND THE

ANNUAL CONVENTION
OF THE
NATIONAL ASSOCIATION
OF
BROADCASTERS

MONDAY, TUESDAY AND WEDNESDAY,
OCTOBER 26, 27 AND 28

HOTEL STATLER
DETROIT

Prominent speakers will discuss every phase of the industry, particularly the problems of commercial broadcasting.

Broadcast Advertisers, Advertising Men, and Non-Member Stations are cordially invited to attend all sessions with the exception of the few hours of closed meetings restricted to active members.

NATIONAL ASSOCIATION OF BROADCASTERS
NATIONAL PRESS BUILDING
WASHINGTON, D. C.

FLEXO

Electrical Transcription

Sustaining Programs

Now Ready!

IF cost is to be considered in your campaign, FLEXO electrical transcriptions will have to be tried. A new, startling and modern group of sustaining programs woven by the finest music are now recorded on the new unbreakable FLEXO records.

Such series as "Vaud'ville of the Air", "The Amber God", "Dixie Symphony Singers", "The Home Bruisers", "Complete Condensed Operas" and many others will be outstanding in your territory. No contracts to tie you up . . . buy one or a hundred! Write us immediately for further details and complete list of programs. You will have exclusive rights in your territory!

Distributed by

GREEN Recording Studios

64 East Jackson Blvd.

Chicago Illinois

The Green Studios also specialize in checking programs by recordings. The Green system of program checking on recorded discs creates a permanent file for your radio campaign. A file that will always allow you to check back and assure yourself of NOT committing the same mistake twice . . . The only system that checks and double-checks! Write us for the cost of checking your program . . . just as it comes over the air.

Sponsors Broadcast of Fire in Own Store

WL. KATZ, Marquette, Michigan, merchant, claims credit for sponsoring the most unique commercial radio program ever put on the air. He sponsored a radio description of a fire which recently damaged his dry goods store.

Late one evening just as WBEO, the *Marquette Mining Journal* station was about to sign off, the city fire bells rang out summoning the volunteer firemen to a blaze near the station's studios. Bob Kaufman, station director, and an ex-newspaper man, grabbed a portable amplifier and rushed to the scene. Station engineers strung wires from the transmitter to the amplifier and Bob went on the air describing the fire fighting.

Al Loomis, WEBO advertising manager, following the microphone, spotted Mr. Katz in the crowd. Al suggested that the merchant sponsor the broadcast and tell the listeners about the inevitable fire sale which would follow. Mr. Katz assented and now reports excellent business at his fire sale.

"Beautiful Thoughts" Program Wins Montgomery Ward Contest

A CONTEST to ascertain what kind of program its listeners wanted, conducted by Montgomery Ward & Company, Chicago, over an NBC hook-up, ended in an outstanding victory for "Beautiful Thoughts," a program of hymns and old-time music interspersed with inspirational poetry such as that written by Edgar Guest. The other features offered for the audience to choose from were a family skit, which was second in popularity, a minstrel show and a popular orchestra. More than 70,000 votes were cast in this contest, which required entrants to use a blank sent out by the sponsor, to write a 200-word letter, and to fill in certain key words which were given only over the air, requiring the listener to hear at least one broadcast a week during the four weeks of the contest.

Straus Resumes News Talks

THE current event talks by H. V. Kaltenborn are again being broadcast over a Columbia chain under the sponsorship of S. W. Straus & Company, New York City, investment securities house. This series was interrupted for a few weeks this summer while Mr. Kaltenborn was abroad sizing up the European situation at first hand.

Issue Book on Latin American Stations

AMERICAN manufacturers who are exporting merchandise to Mexico and Central and South America will be interested in the booklet, "Listening Areas and Technical Information on Conquest Foreign Radio Stations" recently published by the Conquest Alliance Co., Inc., station representatives. Maps of the coverage areas of the various stations, population statistics, station data and other pertinent information is included.

Cecil and Sally to Tell Pepsodent Story in Antipodes

THE Pepsodent Company, Chicago, has chosen Cecil and Sally, electrical transcription program recorded by Patrick & Company, San Francisco, to carry its advertising message to the inhabitants of New Zealand, Australia and South Africa.

Other companies who have sponsored the adventures of this young couple include: Associated Oil Company, Corbet Ice Cream Company, Horn & Hardart restaurants, May Company, National Biscuit & Confection Co., Ltd., National Refining Company, J. C. Penny Company, Purity Bakeries, Raubestos Company, Shepherd Laundries, Standard Oil of California and Sussman, Wormser & Company.

Radio for Cleansing Cream

RADIO and newspapers will be used for an introductory campaign on HAV, a cleansing cream manufactured by the Schuyler Products Company, Philadelphia. Joseph R. Mickle, also of Philadelphia, is the agency in charge.

Radio Council to Sponsor Series of Educational Programs

PRESIDENT Nicholas Murray Butler of Columbia University, President James R. Angell of Yale University and Dr. Ernest L. Bogart, President of the American Economic Association will inaugurate on October 17 a weekly program of radio addresses on present day economics and psychology, sponsored by the National Advisory Council on Radio in Education and broadcast through the courtesy of the National Broadcasting Company.

These lectures will be the first of a series of 30 Saturday evening programs on academic subjects to be sponsored by the Council, which was organized over a year ago to further the art of radio broadcasting in American education.

San Francisco Station Dedicates New Plant

RADIO station KFWI, San Francisco, started the fall season in good shape on Sept. 2 by dedicating its new 1,000-watt, crystal controlled, 100 per cent modulated transmitter, located on Twin Peaks, the highest of San Francisco's many hills.

WORC

FIRST
IN

WORCESTER

Member: Columbia Broad-
casting System — Yankee
Network — Nat'l Assoc.
of Broadcasters.

And yet, many advertisers try to cover the very important Worcester territory, through stations located elsewhere in New England. That's like trying to cover one city with the newspaper of another city.

◆ WRITE FOR BOOKLET ◆

Results Speak For Themselves

ROCHESTER AND VICINITY — A MECCA OF WEALTH
With an appreciative Audience when served by

500 Watts
100% Modulation

WHEC

Automatic Crystal Con-
trolled. Full Time

Affiliated with C. B. S.

WELL PLANNED MERCHANDISING PERIODS

Shopper's Guide, 8:45-9:00 A. M., Man About Town 4-5 P. M. Want and Ad (Dialogue Harmony Team) 7:30-9:30 Nightly Transcriptions—5 min., 15 min., 30 min., W. E. 78 and 33 1/3 D. T.

Consult: SCOTT HOWE BOWEN, National Radio Advertising
World Broadcasting System, Radio Spot Time, Inc.

Facilities of **WHEC** Rochester, New York

Four Leading Omaha Department Stores Use K-O-I-L for DIRECT ACTION

Department stores are notable users of direct action advertising. Copy and media that do not attract crowds of buyers are promptly discarded. The fact that four of Omaha's largest department stores are regular users of K-O-I-L proves the selling power of this station.

The recent Price-Waterhouse survey (No. 2) proved that K-O-I-L is far and away the most popular station in this listening area.

Cash in on K-O-I-L's prestige. Tell this vast Iowa-Nebraska market about your product through this sales-getting medium.

Only full-time station in Nebraska and Iowa. Average daily schedule of 18 hours.

K-O-I-L

RADIO STATION K-O-I-L
Commercial Dept. Omaha, Nebraska

THE ONLY FULL-TIME STATION IN NEBRASKA AND IOWA

CBS Asks for "Booster" Station in Washington

ARGUMENTS pro and con the application of the Columbia Broadcasting System to operate an experimental, 250-watt "booster" station in Washington, D. C., to carry in synchronization for 17 hours daily the programs of WABC, CBS key station in New York City, will be heard by the Federal Radio Commission on Oct. 19.

Although for the past year stations have been experimentally synchronized, this is the first attempt towards the development of a chain of synchronized "booster" stations, operating on a single wave length and carrying the same program, with no station individuality. Such a chain has been prophesied as the logical outcome of synchronization, as it would eliminate the waste of employing a large number of channels to carry a single program.

Oposing the application is the Associated Broadcasters of America, organization of low powered stations, which fears the elimination of many of its members if such a plan becomes a reality. If Columbia's Washington application is granted, it says in a protest filed with the Commission, and if it is extended to other cities, then the Columbia System, which "owes its present position, its present affluence, to the stations broadcasting Columbia programs . . . would cast them off . . . Many of them would be forced to close down were they deprived of the Columbia programs."

The protest also points out that if WMAL, present CBS outlet in the Capital, is forced to depend on local advertising and local talent, it will work an extreme hardship on both WMAL and the other local stations.

KOA Appoints Spencer

RADIO station KOA, Denver, has added Allen B. Spencer, formerly of General Outdoor Advertising, to its commercial staff.

Appoints Jones Western Manager

THE Conquest Alliance Co., Inc., radio station representatives in the United States for Latin American stations exclusively, has appointed Fred R. Jones as Western manager, with offices at 201 North Wells street, Chicago.

Whiteman to Supervise Music for NBC at Chicago

THE appointment of Paul Whiteman as music supervisor of the Chicago division of the NBC was announced by Niles Trammel, vice-president in charge. Leroy Shields has been named musical director.

Specializes in Radio

SPECIALIZING in the preparation and placement of radio programs, Joseph Dana Roberts has opened studios in the Northern Life Tower, Seattle.

Canned Vegetables Use Radio in Chicago Campaign

THE Lakeside Packing Company of Manitowoc, Wis., announces through its advertising agency, Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee, Wis., a radio advertising campaign, using fifteen-minute periods three times a week over WBBM, Chicago. The campaign will include a recipe contest to promote the sale of Lakeside canned vegetables in the Chicago market.

Coffee Company Sponsors Comic

THE W. F. McLaughlin Company, Chicago, maker of Manor House coffee, is sponsoring a new quarter-hour, six days a week program over WGN, Chicago. The series is "The Gumps," a dramatization of a newspaper comic strip. If the Chicago campaign proves successful the broadcasts will probably be extended to include the entire sales territory of the company.

G. Washington Coffee Again Sponsors Sherlock Holmes Broadcasts

THE extremely satisfactory results of last season's broadcasting have led the G. Washington Coffee people to double-up their radio efforts. Again their broadcasts will be the dramatized adventures of Sherlock Holmes, but this year the programs will be fed to both the red and blue NBC networks and an additional special broadcast made for NBC's Pacific coast outlets. Two different adventures will be put on each week. One will be broadcast on Mondays for the Pacific coast and again on Thursdays for the red chain; the other will go over the blue hook-up on Wednesdays.

Last season no serial stories were attempted, but this year one of the high spots will be the broadcasting of the "Hound of the Baskervilles," which will require six broadcasts in series form. The sketches are the work of Edith Meiser.

Cecil, Warwick & Cecil, Inc., New York City, advertising agency for the G. Washington Coffee Company, supervises production of the broadcasts as well as the other advertising of this firm.

Television Not Expected for Another Year

IT will be another year—or more—before television, in its earliest commercial form, will be available for the public, in the opinion of most radio manufacturers now actively developing television in their laboratories, according to a statement by Bond Geddes, executive vice-president of the Radio Manufacturers Association. It was the consensus, Mr. Geddes stated, that leading radio manufacturers are not planning before the fall of 1932 to present television to the public. The initial presentation, it is expected, will be comparable to the crystal set stage of radio.

the newest sensation to handle all . . . electrical transcriptions!



This combination unit is standard size with 23-inch cast iron, lacquer finished legs (cut off in photo), bringing turntable level at 36 inches.

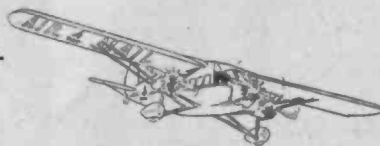
A sensation in performance, up-keep and PRICE. Built to be the best and priced for everyone. Built to meet the exacting requirements of radio stations that broadcast phonograph records and electrical transcriptions. It is ruggedly built, fool-proof, sturdy and vibrationless!

• Specifications •

The latest type pick-up heads used, give excellent response between 80 and 5,500 cycles. The motor suspended on springs is a 1/2 H. P. single phase, 60 cycle, 1,200 or 1,800 R.P.M. Speed reducer, Friction clutch (castings faced with felt). Turntables covered with green felt, work independently of each other. The finish consists of black and grey lacquer. Both tables are available at a speed of 33 1-3, or one at 33 1-3 and one at 78, or both at 78 R.P.M.

DOOLITTLE & FALKNOR, Inc.
1306 W. 74th ST., CHICAGO, ILL.
Wire or Write Immediately for Details!

F L Y



**to the
Convention**

. Oct. 26-27-28 .

— IN —

DETROIT

Four Planes from Chicago Daily

150-MINUTE SCHEDULE

Well Ventilated Cabins

Toilet Facilities

Chicago—Detroit

\$23^{.85} ROUND TRIP

55 MINUTES
CLEVELAND TO
DETROIT

AMPHIBIAN PLANES
6 TIMES DAILY

**Transamerican
Airlines Corp.**

CHICAGO, ILL.
STAtE 7100

CLEVELAND, O.
MAin 7650

DETROIT, MICH.
WHittier 8484

*Our policy
is to clear
any time for
a National
Program
account*

KGIR

"The Voice of
Montana"

**BUTTE
MONTANA**



KFJB
IS
Iowa's

Respected Low
Power Station

The Geographical Center of
The Tall Corn State
—MARSHALLTOWN—
Direct Crystal Control
100% Modulation

Co-operating with Advertising
Agencies for Effective Hand-
dling of Radio Appropriations

**AGENCIES
BROADCASTING
BUREAU, Ltd.**

520 No. Michigan Ave.
CHICAGO, ILLINOIS
WHITEHALL 4915

**THOSE SPECIAL
REPRESENTATIVES**

(Continued from page 19)

to a "special rep." Saying little more than "thank you," he took the business and handled it to the best of his ability. But instead of stopping there, the representative suggested that in a particular locality this one-minute sponsor try a fifteen-minute show. The suggestion was accepted—and lo, the thing worked! Immediately the agency wanted to go show-wise everywhere.

It was then that the "special representative" suggested a little slower action—that perhaps they should pick out a dozen towns and try varying combinations in the various communities: three for radio alone, three for newspaper alone, three for a combination of the two, and the other three for a series of different radio programs, each having a different audience appeal. And behold, such elementary logic, thought impossible in a "special representative" who lives on the "second 15 per cent," worked again.

Such instances could be listed to the point of fatigue. Instances wherein the "special representative," because of his study of radio and knowledge of what has been done and what can be done, has recommended the sponsorship of more economical shows; has changed station schedules because of his knowledge of station characteristics; has telegraphed and long-distanced to the tune of hundreds of dollars in the mere effort to be of service; has told the agency and/or the advertiser *how* to use radio to best advantage, regardless of ultimate billing, and has, times without number, actually kept clients off the air when, had they been permitted to go ahead, they would have provided radio with another black-eyed "failure."

Have you ever heard of a representative of a newspaper, magazine or billboard, telling the agency how much space to use, what color ink to employ, what commercial artist to assign the job of painting the illustration, what to pay that artist, *why* use the *Post-Dispatch* instead of the *Globe-Democrat*, or vice versa—the *Cosmopolitan* instead of *Liberty*, or the other way 'round if you prefer? Even back in the old days when space brokers fixed their

KGKB

**"The Voice of
East Texas"**

In the heart of the
world's largest oil
field.

Very thickly populated
with 6,907 farms alone
in Smith County.

It will pay you to cul-
tivate this territory
which is the brightest
commercial spot on the
American continent.

Your inquiries will be
appreciated.



TYLER « TEXAS

PERHAPS

**WE CAN
HELP YOU**

Broadcast Adver-
tisers and Adver-
tising Agencies are
invited to ask us
questions pertain-
ing to broadcasting.

Either we know.

*Or we know who does
know.*

*Or we can find out
who does know.*

*Or the information
isn't obtainable.*

Broadcast Advertising
440 S. Dearborn Street
Chicago, Ill.

Broadcast Advertising

tentacles on local newspapers, did the sales representatives give this service? Or back in the days before the ABC, when a magazine's circulation was anything the publisher's representative happened to think of at the moment—even then, did the salesmen give service?

I respectfully submit that the few earnest and sincere "special representatives" have done more for radio than any other type of space salesman has ever done for any other type of advertising.

And about this "added 15 per cent."—seemingly the sore spot with both station operators and agencies. Any one who has been a publisher, whether of the *Saturday Evening Post*, *BROADCAST ADVERTISING*, *Power Plant Engineering*, *Strawberry Point Daily Gazette*, or the *Cheese Hole Workers' Journal*, knows that out of every gross dollar he receives, he must spend from 26 to 32 cents to sell his advertising space. He has to maintain an advertising manager—probably a salesman or two, or twenty or thirty. He has to pay tribute to Pullman, Statler, and Volstead. He has to buy lunches, cigars and drinks, not to speak of research work, presentation portfolios, and extra trousers for his salesmen who await the space buyer's call. This, together with the regular 15 per cent which goes to advertising agencies, mounts the *average* publisher's sales expense to about 28 per cent of gross income.

Is the radio station so badly off when it pays 15 per cent to the agency, then another 15 per cent to the "special representative"? Many "special representatives" claim only 15 per cent of the net, which means 15 on 85, and this, for the station, means a total of $27\frac{3}{4}$ per cent sales expense. With this comparison of sales expense between publishers (about 28 per cent) and radio stations (a maximum of 30 per cent) and with the definite knowledge of the superior service rendered by radio space representatives, I submit again that the "second 15 per cent" is not only no robbery, but an extremely good investment for both the station and the agency.

School for Announcers

A COURSE in radio announcing will be given this fall for the first time at Syracuse University.

October, 1931

Automatic Heating Program on NBC

THE "Wonder Hour," new program of the Minneapolis-Honeywell Regulator Company, makers of automatic heating regulators, is now broadcast each Sunday afternoon over an NBC chain. The programs, made up of popular music by an orchestra and vocalists, are being merchandised to the dealers, who are urged to help themselves by further merchandising the broadcasts to the public. Window display cards, stickers for letters and mats for newspaper insertion are furnished by the company. With the third broadcast, a letter contest will be announced, offering a five years' fuel supply for the best letter describing "My Adventures As the Family's Janitor."

D'Orsay Program Makes Hit

THE new NBC Saturday night dance programs sponsored by Parfums d'Orsay are already proving of inestimable value in promoting the sale of the new Countesse d'Orsay line, according to Hanff-Metzger, Inc., New York, advertising agency in charge of the d'Orsay advertising. Their immediate popularity is attributed to the fact that dance music is the most popular type of radio entertainment and that Ben Selvin's orchestra is among the most popular dance bands in New York.

Law School on Air

A NEW series of broadcasts, designed to provide legal information for the layman in non-technical language, broadcast each Wednesday over WGN, Chicago, are sponsored by the Chicago Kent College of Law. They are designed to cover those phases of the law which have importance and general interest to the radio public.

Coal Company Broadcasts

THE Old Company's Anthracite program is a new Sunday afternoon NBC feature consisting of semi-classical music, with American ballads predominating. The series is sponsored by the Lehigh Navigation Coal Company of Philadelphia, and Aitken Kynett Company of Philadelphia is agency of the account.

Radio Agency Opens San Francisco Office

WALLIN & BARKSDALE, radio advertising agency, have opened an office in San Francisco, at 580 Market Street, with Charlton Barksdale in charge. Ivar F. Wallin, Jr., remains head of the Los Angeles office of this firm, which is celebrating its second anniversary this month.

Recording Firm Is Now MacGregor & Sollie

THE interests of H. E. Ingram in the firm of electrical transcription producers, MacGregor & Ingram, San Francisco, have been purchased by C. T. MacGregor and S. A. Sollie and the firm name changed to MacGregor & Sollie. Mr. Sollie has been chief engineer of the company for the past year.

||
||
We've

||
||
Never

||
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Been

||
||
Right

That is, we've never been much good at giving consistent coverage of 500 or 1,000 miles.

But, what a responsive audience we can deliver in Memphis and its territory.

This territory takes in western Tennessee, eastern Arkansas and northern Mississippi without a hitch, and usually includes corners of Missouri, Illinois, Kentucky and Alabama.

And don't forget, our announcers take a personal interest in doing their part of the national advertiser's job in the way it should be done.

All we ask is a trial!

Memphis Broadcasting Co.
Elks' Hotel Memphis, Tenn.

MEMPHIS

KFYR

"In the Rich Northwest"

2,500 Watts day time * * *
1,000 Watts night.

The strongest day-time station in North Dakota!

KFYR pulled 10,135 direct inquiries on a recent five-minute daily program.

KFYR reaches 2,000,000 people!

KFYR is listened to in North and South Dakota, Montana, Wyoming, Nebraska, Minnesota and a portion of Canada. Your campaign requires KFYR to cover the rich northwest.

Write for our schedule and rate card.

**Montana
and
So. Dakota's
Favorite Station!**

KFYR

Meyer Broadcasting Co.
Bismarck North Dakota

SHREVEPORT Louisiana

THREE hundred and fifty miles northwest of New Orleans, with no other city of competing size within two hundred miles—Shreveport is the center of wholesale and industrial activities in an enormous area.

It is a billion-dollar market covered effectively and economically by KTBS—the only full time radio station in this territory.

Write or wire for booklet and rate card.

KTBS

1,000 WATTS
100% Modulated

Studios in the
Washington-Youree
Hotel

BROADCASTERS MEET IN SAN FRANCISCO

(Continued from page 21)

getting in at the local rate. Probably most of the rate cutting occurs in taking a national account at local rate.

DON GILMAN (KGO): I agree with what Mr. Chatterton has said. After many years in the newspaper advertising business I think this is a question that we could all argue here and then settle it to suit ourselves. I think, however, that if we will all charge for everything served the client there will be less argument among us on the rate situation. I think the worst practice we run into is that of seemingly to adhere to our rate structure but departing from it for specialties of one kind or another and giving something away that costs us real money in order to get an advantage.

The newspaper men and printers learned years ago that they had to know what their costs were. My contact with radio operators is that they are not concerned with costs. They have set up an arbitrary figure at which they sell and, without any regard to the cost of operation, they go and sell competitively.

I might say that on our station we have consistently charged for the service we render. We maintain that where, as a station, we have to go out and render a lot of extra service to do some special broadcast, we had better use that broadcast for our own good will as long as we are paying for it. I think if we all will adhere to a standard practice in all departments and make a real basis of charges on costs in the program, remote control, and station time, and adhere to those practices, we won't be arguing much about rates in these meetings.

MR. CHATTERTON: I think we are encountering this difference between local and national rates. A lot of national advertisers, who get away with murder in newspaper advertising by placing their advertising through local stores, are on to the fact that they can do the same thing in radio. The only way you can get at that is to have them lay their books open, which is almost impossible.

But in radio there are very few accounts we have caught doing that. Our national and local rates have been maintained to an extremely large percentage. I think all of us really want to do that. My only advice is that we shall try as hard as we can to maintain our national rate. There are these exceptions that we will all encounter from time to time, but in the present state of things I do not know what we are going to do about it.

GERALD KING (KFWB): I think the situation varies as the station varies. Mr. Morency gave a good argument for national and local rates. However, take our particular case. We have a station with 1,000 watts power and 2,200,000 people to reach in Los Angeles county; the rest of southern California is comparatively thinly populated. Therefore, that is our service area. Why should we charge a national advertiser any more than we charge a local advertiser?

On the other hand, the situation may

be different with KFI, with 50,000 watts, located in the same area. They may wish to charge for extra coverage and make a concession to the local merchants. Sales talks, as far as we are concerned, will be the same nationally or locally. We have to sell the business ourselves locally and pay an agency commission. It is about the same as if some representative sold the business in the East and we paid a double commission. I do not think we are going to come to any understanding unless you can find some way whereby all the factors can be correlated with a common denominator. We tried the double rate at KFWB and discarded it. We are satisfied with the single rate.

MR. HEDGES: I would like to ask this: What are you going to do about the unconscious rate cutting, rate cutting which you may not be aware of due to certain practices? Let us assume that you pay the agencies 15 per cent, and you likewise pay a time broker 15 per cent. How do you know whether or not that time broker is splitting with the agency or is quoting a lower price so that he still has a differential between his, say 85 per cent net, and the actual price that he quotes?

MR. BOWEN: I think there is an answer to that question. If a concern is built up to represent stations, and makes the necessary capital investment to accomplish real representation, something more than just brokerage, they have a cost of doing business that leaves only a slim margin of profit, even when that business runs into a few million dollars a year.

An advertising agency doing business on a differential of 15 per cent has usually found that the net profit of this 15 per cent differential—if they are truly a service agency and not just a clearing house for advertising—is very, very small. The representatives of radio stations—and we are in that business, of course—do not generally get 15 per cent for selling time. These representatives get 15 per cent of the net in the majority of cases and where there are certain exclusive territorial contracts in effect they get 10 per cent of the gross, which is about 12.5; out of that they have to maintain offices.

What you speak of, though, is very true. It goes right back to the responsibility of the radio station and the necessity for the station to determine its selling policy and have its sales representation under its own control; because there are concerns, just as you speak of, who do pay back to the agency and to the advertiser. With one of the biggest accounts on the air today that very thing is being done. But a company that is a representative of radio stations and so is dependent on the income it derives from radio stations, cannot survive and make any money unless there is a reasonable sales commission. So it behooves the radio stations to appoint representatives on whom they can rely for honesty in all their dealings.

It is a very reprehensible and lamentable situation that exists in New York and Chicago today, where concerns will go to either a recording studio or a program bureau and tell the advertiser and advertising agent: "Here is a program

1ST along Euclid Avenue

Two of the three Cleveland department stores using Radio Advertising on a regular program basis, employ WGAR exclusively and every day! The third has a station in its own store.

WGAR now leads in number of Cleveland *retail* accounts! National and regional merchants are always quick to observe a new trend in local station preference.

Patronize a QUALITY Station with a QUANTITY Audience

The WGAR Broadcasting Co., Inc.

Associated Station of
NBC BLUE NETWORK

Studios and Offices:
HOTEL STATLER, CLEVELAND (Prospect 0200)

JOHN F. PATT
Vice-Pres. and General Mgr.

IN NEW ORLEANS . . . IT'S WDSU

THE HIGHEST POWERED NETWORK
STATION IN LOUISIANA
ON THE AIR 17 HOURS DAILY
WESTERN ELECTRIC EQUIPMENT

Affiliated with Columbia Broadcasting System

There's no so-called depression with WDSU—the month of June being the biggest month in the history of the station. All records for Commercial business were shattered.

The proof of the Pudding is in the Eating . . . WDSU broadcast more Commercial programs LOCAL and NATIONAL than any other New Orleans station.

Don't be MISLED! Make your dollars talk in the South's greatest market over WDSU—
The Leader.

WFBL Daylight Programs—a real buy because

"At the Hub of the Empire State" Station WFBL is a necessary part of every program effective in covering the state of New York. Eight years of leadership in service to the 1,364,000 radio listeners of this prosperous area has developed their responsiveness and their confidence in WFBL.

MAXIMUM POWER until sunset. While the evening power of WFBL is limited to 1000 watts, the daytime power has been increased to 2500 watts, through the installation of the finest modern equipment—100 per cent modulation, crystal control.

REASONABLE RATES are another reason why this rich market offers an exceptional daytime broadcast opportunity. In spite of the increase in power the daylight rates of this station are still 50% lower.

MINIMUM COMPETITION is assured as WFBL enjoys the distinction of being the only full-time network station within a radius of 75 miles. Write for further information.

ONONDAGA RADIO BROADCASTING CORP. Onondaga Hotel,
SYRACUSE, N. Y.

A Directory of Advertising Agencies

Which agencies are handling radio accounts? Which ones are recognized as good credit risks by publishers' associations?

This information is contained in a pocket-size directory, the *Broadcasters' Agency List*.

The list contains the names of 1182 advertising agencies, indicating whether or not they are recognized by the American Newspaper Publishers' Association, members of the American Association of Advertising Agencies, etc.

It indicates 443 agencies handling radio accounts, and 127 which have placed radio in the past, although not doing so at present.

The *Broadcasters' Agency List* is as free from deadwood as we could make it. Agencies dealing exclusively in outdoor advertising, direct-mail, etc., have been eliminated.

The *Broadcasters' Agency List* is not for sale. But we will send you a copy with a Three-Year subscription to *Broadcast Advertising*. If you are already a subscriber, your subscription will be extended accordingly.

DETACH -HERE-

Broadcast Advertising,
440 South Dearborn St.,
Chicago, Ill.

Gentlemen: Extend (Enter) our subscription to your magazine for Three Years and send us by return mail and without charge your *Broadcasters' Agency List*. Check for \$5 in payment for the subscription is enclosed.

Name
Company
Position
Address

we have thought of for you. We have it on discs. We would like you to listen to it."

Sometimes they sell it and then the question of radio comes up. They say, "You can have any stations you want. We are brokers for all radio stations." They go on the assumption that the agent or the advertiser believes all stations will pay them a commission. They do nothing in behalf of any particular station; they accept orders that the agent or advertiser gives them for radio stations on a prepared list, perhaps.

We have run into instances such as this where a concern of brokers in New York in the last year made a \$600 a week cut out of a list of 40 stations. They took nine programs on WHAS of Louisville, for example; they guaranteed and accepted the business at \$112, and they paid WHAS \$187. Backed by big capital, they took actual losses to get business. The stations, if they do not want that sort of thing done, if they do not want the evils of a brokerage situation to continue, will look carefully to those whom they permit to talk about their facilities, or to represent them, or to sell their time, or have anything to do with them.

PRESIDENT DAMM: There is no question that the problem is a serious one. I have had any number of instances come to my attention. A certain agency, finding out that a broker was offering business at lower than card rates, went out among the stations for himself and found out that by dealing with some of them directly he could buy time, not for 7½ per cent less, but for 15 per cent less. If stations are going to continue cutting rates for their time, you are not going to like the situation and it is going to break down radio broadcasting and the prestige that it has gained so far; you are going to cast a shadow of doubt over the entire advertising situation.

MR. SHAW: I would like Mr. Bowen to answer the question whether he thinks the proper solution to this problem is to have an exclusive representative.

MR. BOWEN: I think, Mr. Shaw, that is a very difficult question to answer. I don't think any one has thought about it more seriously than I have. We do our best where a radio station gives us an assignment to be their representative in a certain territory and makes it exclusive. We have always stood ready and willing to give up the selling of time for any other station that can be construed as competitor of that station in the same area.

It is only within the past year that the rush to use spot broadcasting has come about and it has brought confusion with it. We find, in selling time for radio stations, whether we are an exclusive representative of that station or simply an accredited representative, that not more than 45 per cent of our time on nine-tenths of the sales we make, particularly important ones where we do any creative selling, is given over to the selling of time.

After we have convinced the advertiser that spot radio is the thing he wants to use, instead of chain, or that he wants

to supplement his chain with spot, then comes up the question of the program. My company has always kept itself entirely separate from a program bureau. In other words, we have never had our own program department; there has never been any coercion. We have always been a time selling organization for such stations as wanted us to sell time for them.

Then comes the question of recording. Our position has always been to advise—being personally interested in the recording company—a concern which we knew to be reliable and one which could produce the kind of work that the stations would welcome. But there is no coercion about that; it is simply a recommendation from any time selling company: "Here are these facilities if you wish to use them." We maintain the recording studio at low cost so we can realize more money for time.

But I doubt very much the efficiency of a time selling organization in the metropolitan centers with the personnel simply going out and telling how good the stations are that they are representing. Our job seems to be much more than that; in each case we have to do much more. It is partly due to the fact that even the largest advertising agencies are not always equipped to go into production in radio. They have to lean on some one else to produce for them. Those are some of the things that enter into it, it seems to me.

I had a wonderful suggestion made to me by Mr. Louis Wasmer in Seattle the other day. We are one of two companies which have been permitted to sell time for KHQ in Spokane. Mr. Wasmer said they never recognized time brokers or time selling organizations other than National Radio and ourselves. He feels that we should sell more time for KHQ, and I think he rightfully feels so.

The stations that we are selling the most time for are the stations whose managers come to our offices most frequently and work with and through our sales organization. For those stations we sell a disproportionate amount of time as compared with other stations in cities of equal population. That is because they work intelligently with us, and also independently, in selling and calling on the advertising agents and the advertisers.

We have complete information and data concerning all of the activities of

W J A Y

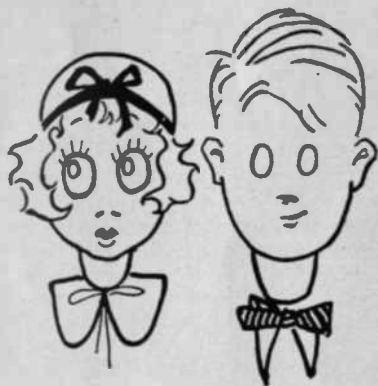
CLEVELAND

☐ Cleveland's only truly local station, with rates in accordance.

☐ Has largest foreign listening audience of any station in the United States.

For details and figures write

W J A Y
1224 Huron Rd., Cleveland, O.



THE THIRD SEASON—

More popular than ever, more firmly bound to a large, enthusiastic audience, Cecil and Sally are entering their third season of syndicating by means of transcriptions.

More stations, more territory, more results for sponsors. Foreign commitments just assigned—Australia, South Africa, New Zealand—added to the United States, Canada, Honolulu and Manila, make Cecil and Sally the most widely distributed radio program in the world.

It has become the accepted standard radio comic strip. Results are certain. Use Cecil and Sally this season on the new MacGregor and Sallie recordings. Samples are available.

PATRICK AND COMPANY
865 MISSION STREET
San Francisco, Calif.

those stations and we are able to give an absolute story of their functions in their own communities. On that basis with that station we refuse to sell time for or accept orders for any competing station in that city. We have always been ready to cooperate that way, but the stations have not been ready to.

Mr. Wasmer's suggestion was to take four or five non-competing stations in the Northwest and on the Pacific coast; let them hire a good salesman to travel the United States and let that salesman work through and with us in his calls on advertisers and agents. He arrives in New York. He doesn't know the account men in the agencies among the advertisers. If we happen to be the representatives of those stations that man comes right to our office as the national advertising manager of the *Portland Oregonian* or the *Spokane News* would come to Ormsby's office, or to the office of Kelly-Smith, or Woodward & Kelly, in New York, and work with them. They would pro-rate the cost of that salesman's traveling nationally. It would not cost the stations more than \$100 or \$200 a month.

That man would go to the important advertisers, taken in by a member of the foreign sales representatives of his stations, who would introduce him, stating, "Mr. Jones, of Spokane, is here today. He has brought some intimate recent data concerning that station that we have been unable to give you. He has merchandising helps he can offer you in connection with such and such an account. We would like you to let him tell you this first hand."

The station we do the most business with is a 50,000-watt station located in the central part of the United States. I think the chief reason why we have such a large volume of business on that station is because its manager spends anywhere from 30 to 40 per cent of his time working with us. They refer their inquiries promptly to us and we follow them up promptly in person, not by letter or telephone, and we report back to the station. Working on that basis is constructive.

MR. SHAW: What you mean to say is that the proper thing to do in this business is to follow up the newspaper idea of special representatives.

MR. BOWEN: A lot of the companies would be done away with if when a radio station appoints a representative, it would use the same tactics of immediate procedure that the newspapers use. The newspaper appoints John Jones in Chicago as its representative and notifies all advertising agents that until further notice John Jones, at such and such an address, is the sales office in Chicago for the *Decatur Bugle*; and further states that when another sales office in Chicago is named the agents will be so advised.

No good advertising agency quarrels with that. The only ones that have quarreled with the situation or have tried to force radio stations to accept business from brokers not authorized to sell for that station have been agencies who themselves are today guilty of the worst kind of agency practice.

Chicago's

WCHI

"At the bottom of the dial"

5,000 Watts
1,490 Kcyls.

It's the voice of
Chicago in the
heart of Chicago!

A station with plenty of power, with productive hours. In covering this vast area, WCHI is to be considered a motive to sell your product in a high grade economical manner.

Service of program advertising and continuity department as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs, together with fees charged for broadcasting by owners of music copyrights are included without extra charge.

WCHI

Owned and Operated by
WCHI Broadcasting
• Company •

201 Wells Street
Chicago, Illinois

Send for our
• rate card •



\$26,819,156

The National Advertising Records show that \$26,819,156 was spent in Radiocasting in 1930 (a year of depression) this is a stupendous sum.

This was an increase over 1929 of 44% plus.

\$25

For \$25 you can have the Radio Section of *National Advertising Records* come to you month by month giving you a complete checkup on the time, frequency, expenditure and in fact an accurate picture of what is happening in Radiocasting on all the chains and networks.

A complete Radio Analysis from 1927 to and including 1930 is part of this section.

A complete group analysis of the different types of Radio Advertisers is furnished in this section each month.

All of This For Just

\$25

Consult Our Nearest Office

National Register Publishing Company

Sole Selling Agents

853 Broadway, New York
7 Water Street, Boston

140 S. Dearborn Street, Chicago
929 Russ Bldg., San Francisco

It is like the question of rates on radio stations. I maintain and contend that the good radio stations, nine tenths of the stations in this country today, which the national advertiser is going to seriously consider at any time, are not cutting rates. So I think the situation is relative. I think the same evils exist in the publishing field as radio; no worse or better.

PRESIDENT DAMM: There is no question about the newspaper industry going through this mess. I have been identified with the newspaper business for about 16 years. There were times in the newspaper industry when advertising agencies and brokers could buy the space and sell it for what you will. They took potatoes, hay, pigs and horses in trade for it in some cases. But why should radio go through the same troubles and tribulations when we have the most clear picture before us of another industry selling advertising, and having practically the same problems we have—with the sole exception that we must be asked, nine times out of ten, whether we have time available and when it is available—why should we go through those difficulties when we can take a page out of their book, read it word for word, and model an organization after it?

Let's face the facts! Isn't it a fact that most of the stations operating on that basis do not really consider certain people they are doing business with as their representatives? They know, down in their hearts, these firms are not representing them, but they get a letter that says: "If you will pay me 15 per cent, I will see that you get a certain piece of business," and they are afraid to turn it down. And isn't it a fact that some of us are afraid to refuse to recognize this man John Jones—whom we don't know—who may not even have an office—who, as Mr. Bowen has said, may only have an idea to sell, and who, after he has sold it, wants to place the business and get another 15 per cent.

The newspaper representative does not make electrotypes; he does not write copy—he sells newspaper advertising and leaves the job of manufacturing the ad to the advertising agency. They, in nine cases out of ten, leave the job of manufacturing the mats and the plates to some one else. Why shouldn't radio be sold on the same basis?

If we have a representative who is going to sell radio advertising, then it is the advertising agency's job to manufacture the program. The sales representative. I firmly believe, should not mess with the manufacture of the program. That is distinctly a specialized job. If the advertising agency is not prepared to serve the client, then let us have some radio advertising agencies who will specialize in this field. I think there is plenty of material in the United States now for the organization of such agencies. I think the sooner we realize it, and the sooner the advertising agencies realize it, the better it is going to be. The way the situation is today the advertising agency is taking as much as it can for nothing, from wherever it can get it, and that is the time broker.

..... **sure,**
I'll send you one ..
then you'll want a
million!

—Haynes—

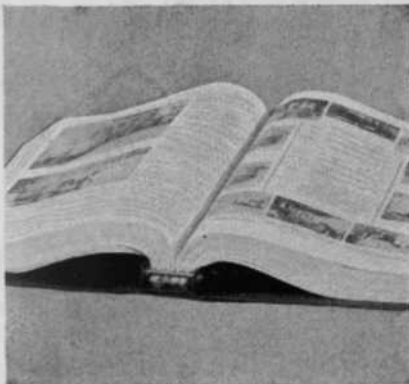
HAYNES'

Radio Logs
Auction and Contract
Bridge Calculators
Football Schedules

Have all been vital to the nation's good will towards radio sponsors and stations . . . Inexpensive, clever specialties for listener responses and direct "build-up" campaigns.

Walter Haynes Publications
608 So. Dearborn St.
Chicago Illinois

Save Your Copies of Broadcast Advertising



You would appreciate "Broadcast Advertising" more if you systematically saved each copy in a binder especially designed to hold a year's supply. Each issue would be slipped into the binder easily without mutilation when you receive it—to be removed at any time. There are many articles you'd like to save but haven't the time to clip them out or the facilities for saving them. The Barrett Multiple binder solves your problem.

The binder is attractively made up—you'll be proud to have it in your library or on your desk. It is bound in Dupont Fabrikoid—washable; its sturdy construction will afford years of service.

Price \$2.50 each, postpaid.

THE BARRETT BINDERY
COMPANY
1330 West Monroe Street
Chicago

October, 1931

MR. CHATTERTON: From my experience in newspaper work I want to endorse what Mr. Damm has said. I believe that exclusive representation is the only thing for us to have. In the past we have had different representatives, but I am firmly sold on the idea of exclusive representation and it is a matter of a short time before we are going to have only one representative.

PRESIDENT DAMM: There is, as I said, one problem that radio has that the newspaper doesn't have, and that is this matter of being able to furnish time only when it is available. We can have the best representative in the world—Mr. Church can have one, Mr. Hedges another one. Mr. Chatterton still another one—they can represent exclusive stations; they can give a fairly good group of representatives, can give fairly good national coverage, but you are always going to find certain agencies that will want to supplement that group.

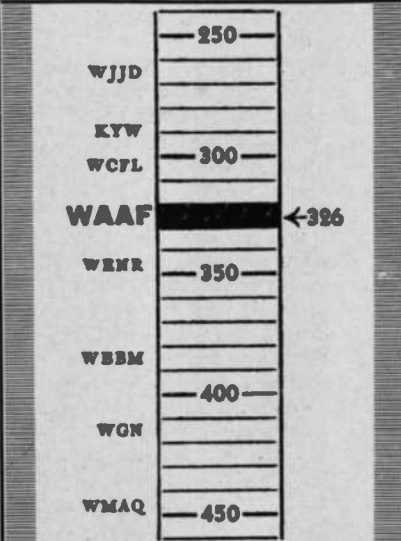
The problem of the radio industry, as I see it, is this: How are we going to get to the advertising agency a service that he can use to find out when and where and at what hours he can buy time? That is the job that the man we are calling a broker is offering for nothing to the agency. I am not talking now of legitimate representatives; they are performing their duty; they should have your support; if you do not want to affiliate yourself with one, affiliate yourself with another one. I think that there are several that are good. But what are we going to do to organize some kind of a clearing house? Where would the banks be if they did not have a clearing house? They would pass their checks all around. That is what we have got to have, and the sooner we realize it and do something about it, the better off we will be.

Take a picture of the New York situation. If Mr. Bowen's organization wants to send out a piece of business, if it gets a call from an advertising agency. Mr. Bowen has to wire out to all the stations that are on the list. "Can you give us the time?" and God knows we all get plenty of those wires. Maybe they do not deal exclusively with Mr. Bowen; maybe they have another account and the work is duplicated. The agencies are getting tired of it and that is why they are not placing more business.

We all know that we have one of the greatest means of advertising there is. But we haven't the facilities to give the advertiser and the agency the information that they have got to have before they can give us the business. They may have a million-dollar campaign and cannot wait until your representative gets there, and you cannot send them a letter every day. You cannot expect all of the advertising agencies to maintain their own files because you yourself would go broke trying to keep them supplied with the information.

Gentlemen, that is the problem, and I do not care whether you affiliate yourself with Bowen, or John Jones, or Alex Smith—all of those fellows will have to do the same thing to stay in business. Why shouldn't there be one clearing house?

CHICAGO'S Greatest Publicity Investment



WAAF
 is in the Center of
 the Quality Stations
 on Chicago's dial.
 920 Kilocycles—325.9 Meters
 WAAF - - Chicago, Ill.



WORLD'S TALLEST HOTEL.
 46 Stories High
2,000 ROOMS
\$2.50 UP

The Morrison Hotel is in the heart of Chicago's Loop and is nearest to stores, offices, theaters and railroad stations.

Each room in the Morrison Hotel is outside, with bath, circulating ice-water, bed-head reading lamp, telephone and Servidor.

MORRISON HOTEL

Clark and Madison Streets
 Chicago

Leonard Hicks, Managing Director

And frankly I ask Mr. Bowen, and the other men in the representative field, why shouldn't they join in that movement and support it?

MR. BOWEN: I think it is going to be essential, as time goes on and this medium becomes a serious one in advertising budgets, that there be some centrally located source of authoritative information on all commercial radio stations. We are functioning today as a library for the biggest agencies in New York. We find that J. Walter Thompson built up a tremendous overhead in a radio department. Even with that tremendous radio department overhead they found that they were depending on us, not decreasingly, but increasingly, for information. The result was that they made an examination of their costs of doing spot radio business and decided to curtail their radio department and cut it down to its original form because there is no profit to them in handling spot radio.

Touching on the matter of getting time, as brought out by Mr. Damm, we have a constant monthly expenditure of at least \$2,000, and sometimes it runs as high as \$3,000, for telegrams and telephone calls in order to get time on stations that we are selling for. The stations could send us, easily, their open and closed time chart each week and have it authentic and reliable. Their own salesmen in the same city have it.

The thing goes back to the radio stations themselves and what they want to do.

PRESIDENT DAMM: That is it—what do we want to do?

With that question the discussion ended—for the time being. But not for long, for there is not the slightest doubt that rates and representatives will be major topics in Detroit next month. Perhaps it is too much to look forward to any concerted action by the broadcasters this fall,

but that action is surely coming, and the time for it is much riper now than it was a year ago.

Record-Breaking Audition Travels 3845 Miles

WHILE sponsors of a proposed program listened at 4:30 a. m. in Buffalo, N. Y., an audition of the entertainment was held in San Francisco, Calif., and wired 3,845 miles for their approval, according to CBS officials who arranged the feat recently. A distance record for auditions is believed to have been established.

The program is broadcast over the seven Pacific coast stations comprising the Don Lee unit of the Columbia network. The sponsor, the Hecker-H-O Co., Inc., in Buffalo, was unable to have its officers present at the tryout in San Francisco as had been planned.

Harrison Holloway, manager of KFRC in San Francisco, called the entertainers to the station at 12:30 a. m., Pacific time, and reversed the circuit that ordinarily brings WABC's programs to the west coast. This carried the program to WABC in New York, whence it was switched to station WGR in Buffalo.

Nine persons, including I. R. Lounsberry and Walter Amidon of the WGR staff and the officers of the sponsoring company, were the sole audience for the record-breaking transmission.

P. S. They took the program.

WTMJ Gets Television Permit

PERMISSION to build a television station has been given to the *Milwaukee Journal*, owner and operator of station WTMJ, by the Federal Radio Commission. The new sight broadcasting station will have the call W9XD and will use the ultra-high frequencies between 43,000 and 46,000 kilocycles, 48,500 and 50,300 kilocycles, and 60,000 and 80,000 kilocycles.

USING ROMANCE TO SELL SHOES

(Continued from page 24)

It is found that little human interest stories can be used to attract and hold the public's attention, especially where there is continuity, that they will follow each broadcast in the same way that people read weekly magazines, and that they are anxious to pick up the following week's episode. In this way also a convincing sales story can be woven in on each broadcast with telling effect.

"It has worked out exceptionally well," concluded Mr. Graham. "We find that we can get specific tangible results over the air and have traced increased sales to certain commodities which we have so advertised. Radio advertising is just as important as newspaper advertising. It plays its necessary part in good building and in keeping your name and your merchandise constantly before the public.

"It goes right into the home where your products are in daily use and talks directly with the person who is most likely to buy your shoes, hosiery and other merchandise. If the program is interesting and entertaining it will naturally hold the attention of the listener. A successful broadcast will tap almost every home which has a radio, if the program is on a par with Amos 'n' Andy or furnishes the same thrill that reading a continued story in a magazine does."

50% MORE CHAIN PROGRAMS

than any other station in Southeast Texas has established
the preference for

Houston **K T R H** Houston

Associate Station of the Southwest Broadcasting Company and Columbia
Broadcasting System.

ONLY A LIMITED NUMBER OF GOOD SPOTS LEFT

MORE CHAIN HOURS THAN ANY STATION IN TEXAS

For rates,
schedules, etc.,
Address

J. G. BELCHER
Commercial Mgr.

K T R H

In the Rice Hotel
"Houston's Welcome
to the World"

New Accounts on the Air

The Principal New Accounts of Radio Stations with
the Exception of Chain and Strictly Local Programs

(Where no address is given, the advertiser is located in the same city as the radio station)

ARIZONA
KTAR—Phoenix
Sears, Roebuck & Co., Chicago (Local Store).
Ingraham Mattress Co.

CONNECTICUT
WICC—Bridgeport
Sears, Roebuck & Co., Chicago (Local Store).

WDRG—Hartford
Acme White Lead & Color Works, Detroit (Paint).
The Maryland Pharmaceutical Co., Baltimore, Md. (Cough Syrup).
Philadelphia Storage Battery Co., Philadelphia (Philco Radios) (Local Dealer).

FLORIDA
WFLA—Clearwater
Strickland Motor Lines, Tampa, Fla.
Firestone Tire & Rubber Co., Akron, Ohio (Stores in Tampa & Vicinity).
Frigidaire Corp., Dayton, Ohio (Local dealer).
Celo Co. of America, Tampa (Celo drinks).
Glidden Co., Cleveland (Paint) (Local dealer).

ILLINOIS
WMAQ—Chicago
Atlantic Coast Fisheries Corp., New York.
Campbell Cereal Co., Northfield, Minn. (Breakfast Foods).
Carson, Pirie Scott & Co. (Wholesale).
City of Benton Harbor Fruit Market, Benton Harbor, Mich.
E-Z Mills, New York (Children's Underwear).

Furst-McNess Co., Freeport, Ill. ("McNess" Products).
Henry Glass Co., New York (Happy-lad Shirts).
Hess Witch Hazel Cream Co., Brooks, Ind. (Cosmetics).
Joseph Hilton & Sons, New York & Chicago (Men's Clothing).
Karastan Rug Mills, Philadelphia.

INDIANA
WOWO—Fort Wayne
Acme White Lead & Color Works, Detroit (Paint).
Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Craddock-Terry Co., Lynchburg, Va. (Natural Bridge Shoes).
Indiana Service Corp., Indianapolis, Ind. (Railway Service).
Zorolo Sales Co., Ada, Ohio (Medicine).

IOWA
WMT—Waterloo
L. P. Larson Co., Chicago (Peptomint Gum).

LOUISIANA
KTBS—Shreveport
Sun-Maid Raisin Growers Association, Fresno, Calif.
Spartan Refining Co. (Oil & Gas).
Sears, Roebuck & Co., Chicago (Local Store).

MARYLAND
WBAL—Baltimore
McCormick & Co. (Bee Brand Teas & Spices).
General Baking Co., New York (Bond Bread).
C. D. Kenny Co. (Norwood Coffee).

MASSACHUSETTS
WAAB—Boston
New England Coke Co.
Nature Food Ctr. Inc.
Master Oil Burner, Worcester, Mass.

WNAC—Boston
Colpitts Tourist Agency (Tours).
Close Co., Cambridge, Mass. (Candy).
Little Tree Farms, Farmingham, Mass. (Nurseries).
Acme White Lead & Color Works, Detroit (Paint).

General Foods Corp., New York (Walter Baker's Chocolate).
Butler & Co., New York (Silver).
Florida Citrus Exchange, Tampa, Fla.
Sophia Co., New York (Hair Goods).
Rosebud Tea Room.
Friendly Food Shops.
Sears, Roebuck & Co., Chicago (Local Store).
Lynn Chamber of Commerce, Lynn, Mass.
Cleansers Service (Cleansers).
New England Coke Co. (Coal).

WBSO—Needham
Warren Soap Mfg. Co., Boston.
Great Dane Knitting Mills.
American Garment Co., Boston (Raincoats).

N. E. Road Machinery Co., Boston.
Heveatex Corp., Malden, Mass. (Hevea Rubber).
Lynch Heel Co., Chelsea, Mass. (Rubber & Leather Heels).
Cosmopolitan Mfg. Co., Cambridge, Mass. (Waterproof Clothing).
Ocean Spray Preserving Co., South Hanson, Mass. (Ocean Spray Cranberry Products).
F. M. Hoyt Co., Amesbury, Mass. (Peanuts).

WTAG—Worcester
Bunsen Oil Burner Corp., Hartford, Conn.
Oil Heat Institute (Oil Burners).
Becker College.

MICHIGAN
WBCM—Bay City
F. F. Hewitt (Fly Killer).
Saginaw-Cornell Tractor Co., Saginaw, Mich. (Agricultural Equipment).
D. H. Chapman Bottling Works, Saginaw (Soft Drinks).
Acme White Lead & Color Works, Detroit (Paint).
Specialties Distributing Co., Detroit (Radio Tubes).
Transcontinental Hotels, Inc.
Detroit News, Detroit.

WJR—Detroit
R. & B. Clothes (Men's Clothing).
Finsterwald's (Fintex Clothes).
Commercial Milling Co. (Henkel's Flour).
Selberling Rubber Co., Akron, Ohio (Tires) (Local dealer).
Kroger Grocery & Baking Co., Cincinnati, Ohio (Chain Store).
Phoenix Hosiery Co., Milwaukee (Local dealer).
General Foods Corp., New York (Maxwell House Coffee).
Campbell Cereal Co., Northfield, Minn. (Local dealer).
National Association of Merchant Tailors of America, New York (Men's Clothing) (Local dealer).
Rumford Chemical Co., Rumford, R. I. (Baking Powder).
Acme White Lead & Color Works (Paint).
Charis Corp., Allentown, Pa. (Foundation Garments).

WOOD—Grand Rapids
Holland Furnace Co., Holland, Mich.
Detroit News, Detroit.
Process Corp., Chicago (Christmas Cards).

MINNESOTA
WEEB—Duluth and Superior, Wis.
J. A. Folger & Co., San Francisco (Coffee).
Ford Motor Co., Detroit (Coal & Coke).
Household Finance Corp., Chicago (Personal Finance Service).
Mist-tox Co., Minneapolis (Fly & Vermin Spray).
Elmer Richards Co., Chicago (Mail Order Wearing Apparel, etc.).
Shur-on Optical Co., Geneva, N. Y.
United Drug Co., Boston.

WCCO—Minneapolis—St. Paul
Sears, Roebuck & Co., Chicago (Local Store).
Zinsmaster Baking Co., Duluth (Local dealer).
White Eagle Oil Corp., Tulsa, Okla.
Nash Coffee Co.
Ford Motor Co., Detroit (Coal & Coke).
Phoenix Hosiery Co., Milwaukee (Local dealer).
Shur-on Optical Co., Geneva, N. Y.
National Refining Co., Cleveland, Ohio.
Walker Properties Association, Austin, Texas (Chile Con Carne).
Alice Corry, Inc., Chicago (Cosmetics).
Andresen Ryan Coffee Co., Duluth, Minn.
O'Gara Coal Co., Chicago.

MISSOURI
KFEQ—St. Joseph
J. C. Penney Co., Inc., New York (Local Store).
Farmland Products Co., Lincoln, Nebr. (Chloralide).
Arvill Co., Chicago (Gray Hair Remedy).
D. & M. Finance Co., Chicago (China, etc.).

Airway Distributing Corp., Chicago (Linen).
Thoma Glass, Fairfield, Iowa.

MONTANA
KGIR—Butte
Acme White Lead & Color Works, Detroit (Paint).
Walker Properties Ass'n, Austin, Texas (Chile Con Carne).
National Carbon Co., New York (Anti-Freeze).

NEBRASKA
KOIL—Omaha
Master Laboratories, Inc. (Crazy Crystals & Kala Tablets).
Ayer Co., Lowell, Mass. (Cherry Pectoral, etc.).

WOW—Omaha
W. & J. Sloane, New York (Floor Covering).
Selchow & Righter Co., New York (Games, etc.).
Rumford Chemical Co., Rumford, R. I. (Baking Powder).

NORTH CAROLINA
WSOC—Gastonia
J. W. Dorman, Louisville, Ky. (Medicine).
Sears, Roebuck & Co., Chicago (Local Store).

WPTF—Raleigh
Southern Bed Springs Co., Atlanta, Ga.
Acme White Lead & Color Works, Detroit (Paint).

NORTH DAKOTA
KFYR—Bismarck
Dakota Colloidal Co., Jamestown, N. D. (Dak-O-Nite Products).
Chicago Hairdressing Academy, Fargo, N. D. (School).
Farmers' National Grain Corp., St. Paul.
Mist-tox Co., Minneapolis (Fly & Vermin Spray).

WDAY—Fargo
Phoenix Hosiery, Milwaukee (Local dealer).
Barnsdall Refining Co., Kansas City, Mo. (Gas & Oil).
National Carbon Co., Inc., New York (Anti-Freeze).
Sporting News, St. Louis, Mo.
Sun-Maid Raisin Growers Association, Fresno, Calif.
Fawcett Publications, Minneapolis.
Chevrolet Motor Co., Detroit (Local dealer).
Go-Far Cereal Mills, Inc.

KLPM—Minot
Acme White Lead & Color Works, Detroit (Paint).
Phoenix Hosiery Co., Milwaukee (Local dealer).
Nash Coffee Co., Minneapolis.

OHIO
WSPD—Toledo
Hickok Oil Corp., Toledo, Ohio (Oil & Gas).
Finsterwald's, Detroit (Fintex Clothes).

OKLAHOMA
KFJF—Oklahoma City
Jiffie Mfg. Co. (Shoe Cream).
Kroger Grocery & Baking Co., Cincinnati, Ohio (Chain Store).
Prayson Candy Co.
Ward Chemical Corp.

OREGON
KEX—Portland
Esbencott Laboratories (Skin Lotion).
PENNSYLVANIA
WGAL—Lancaster
Household Finance Corp., Chicago (Personal Finance Service).
KQV—Pittsburgh
Sweet Mfg. Co. (Furniture Polish).
RHODE ISLAND
WEAN—Providence
Close Co., Cambridge, Mass. (Candy).
Well-McLain Co., Chicago (Bollers).

TENNESSEE
WNOX—Knoxville
J. Allen Smith Co. (White Lily Flour).
Plough, Inc., Memphis, Tenn. (Cosmetics).
The B. F. Goodrich Co. (Silvertown Tires) (Local dealer).
Southern Spring Bed Co., Atlanta, Ga. (Local dealer).
International Bible Students' Association, New York.
The Curran Laboratories, Inc., Brooklyn, N. Y. (Jo-Cur Waveset, etc.).

TEXAS
KTAT—Fort Worth
McGaugh Hosiery Mills.

Capudine Chemical Co., Raleigh, N. C. (Medicine).
Triple XXX Co., Galveston, Texas (Root Beer).

KFUL—Galveston

Walker Properties Association, Austin, Texas (Chile Con Carne).
D. & M. Finance Co., Chicago (China, etc.).

KPRC—Houston

Nu-Fut Products Co. (Foot Ointment).
Charis Corp., Allentown, Pa. (Foundation Garments).
Geo. H. Dentler & Sons (Food).
J. A. Folger & Co., San Francisco (Coffee).
General Foods Corp., New York (Maxwell House Coffee).
Martin-Senour Co., Chicago (Paint).

KTLC—Houston

American Maid Flour Mills.
Louis K. Liggett Co., New York (Drugs) (Local Store).
Sal-O-Dent Laboratory, San Antonio (Toothpaste).
Walgreen Co., Chicago (Drugs) (Local Store).
Allan Academy, Bryan, Texas (School).

KTSA—San Antonio

Walker Properties Association, Austin, Texas (Chile Con Carne).
Charis Corp., Allentown, Pa. (Foundation Garments).

KGKO—Wichita Falls

Chevrolet Motor Co., Detroit (Local dealer).
Walker Properties Association, Austin, Texas (Chile Con Carne).
Acme White Lead & Color Works, Detroit (Paint).

VIRGINIA

WRVA—Richmond

S. C. Johnson & Son, Racine, Wis. (Floor Wax).
Sears, Roebuck & Co., Chicago (Local Store).
Barbara Gould, Inc., New York (Cosmetics).
Charis Corp., Allentown, Pa. (Foundation Garments).

WISCONSIN

WTMJ—Milwaukee

G. B. Van Norman & Co., Milwaukee (Live Stock).
Walker Properties Association, Austin, Texas (Chile Con Carne).
Ford Motor Co., Detroit (Coal & Coke).
Shaft-Pierce Shoe Co., Faribault, Minn. (Shoes).

WIBU—Portage

Philadelphia Storage Battery Co., Philadelphia (Philco Radios) (Local dealer).
O'Gara Coal Co., Chicago (Local dealer).
Seiberling Rubber Co., Akron, Ohio (Local dealer).
Skelly Oil Co., Kansas City, Mo.
Montgomery-Ward & Co., Chicago (Local Store).
Firestone Tire & Rubber Co., Akron, Ohio (Madison, Wis. Branch).

WRJN—Racine

Philadelphia Storage Battery Co., Philadelphia (Philco Radios) (3 Local dealers).

Columbia Classifies Programs

BREAKING down the 3,407 hours of chain programs broadcast over the nation-wide CBS network, during the first six months of 1931, into various program types, this system has found the following percentages of time allotted to each kind of entertainment:

MUSIC	Per Cent
Popular	32.8
Novelty	4.1
Semi-classic	6.0
Classic	14.1
Religious	3.8
Light	9.5
Foreign	1.6
TALK	
Educational	1.4
Events	4.7
Script acts	13.8
Humor	2.0
Religion	1.6
Economics	4.6
	100.0

MIXING LOVE WITH DECORATING IDEAS

(Continued from page 17)

you how to do it at the lowest cost. He is the Martin-Senour dealer located in your community. Be sure to get acquainted with him today and if you do not know his address, just write to Don and Betty and they will tell you all about him."

How this merchandising plan works out for the dealer is illustrated in the following quotation from a letter written last June, at the end of the spring campaign, by an Arkansas merchant:

"This is to thank you very sincerely for the wonderful advertising campaign you have put over this spring and the results obtained therefrom. We have tried to cooperate with you in every way possible and do not regret one penny we have spent in that direction. We appreciate the money and effort you have spent and if your results have been in proportion to ours, we know you are highly pleased.

"We, of course, do not know just what per cent of our paint business is due to your radio and handbill tie-up, but we are frank to say that we have sold more paint in the last ninety days than in any like period in the history of our company, which covers a span of about twelve years. This is particularly gratifying to us in view of the fact that our section of the state is just coming out of the worst period of depression ever known, due to the floods of 1927, '28 and '29 and followed by the drouth and bank failures of 1930."

On the company's side, radio has done far more than was expected of it. First, it has made thousands of American women familiar with the name Martin-Senour. More than that, the friendly feeling engendered by Betty Martin and the confidence built up by the sound advice given in each broadcast have combined to make every listener think of this name whenever a paint problem comes up. By helping the dealers to tie up with this radio advertising, Martin-Senour has built up a dealer loyalty and enthusiasm that alone would be worth the entire cost of the broadcasts.

And finally, all of these factors together have set up a record for sales of Martin-Senour products

that clinches their conviction that mixing paint and romance on the air was the best advertising idea that they have ever had.

Automobile Accident Causes Death of Harry C. Goodwin

HARRY C. GOODWIN, head of the advertising agency of that name, died in Rochester N. Y., on August 28 as a result of injuries received in an automobile accident the week previous.

Mr. Goodwin was among the first advertising men to become interested in radio and was well known in advertising circles for his work in that field. His most outstanding success was the Enna Jettick shoe advertising series, of which he had complete charge. Harry Lauder, Will Rogers and other headliners have appeared on these programs.

Radio Campaign for Pops

TIME on two Chicago stations is being used to introduce "Pops," a new breakfast food manufactured by Foodtown Kitchens, Inc., Chicago. Five minutes each weekday noon on station WBBM and a half-hour children's period on KYW, featuring Uncle Bob, three evenings weekly, are carrying the advertising of this new company, which is headed by John L. Kellogg, son of the Battle Creek breakfast food king. The campaign, which is handled by the McJunkin Advertising Company of Chicago, began with a week of teaser programs, after which the new rice and wheat Pops were announced. Newspapers and car cards are also utilized in the introductory drive, which will be extended throughout the Middle West if Chicago takes kindly to the new foods.

Sells Advertising on Phonograph Records

NEW as it is, advertising by radio is already successful enough to encourage imitation. Durium Products, Inc., makers of durium phonograph records, are now selling space to advertisers.

The new service is based on the durium Hit-of-the-Week record, which is sold from news-stands, cigar stores, etc., in weekly issues exactly like a national magazine. In the envelope in which the record is sold, buyers of the issue of October 1 will find, in addition to the dance record they buy, a miniature record four inches in diameter which contains several college melodies and a short sales talk for the magazine *College Humor*—a radio program in miniature. This, and others of its kind that will follow, constitute the advertising "pages" of the musical "magazine."

New Series for Shoes

THE Natural Bridge Shoemakers of Lynchburg, Va., are sponsoring a new program, "Footprints in the Snads of Time," a dramatic series starring Nat and Bridget. These programs are broadcast by electrical transcription over a number of stations throughout the country.

SPOT YOUR CAMPAIGNS WITH Radio Outline Maps



These maps, recently revised, indicate every city in the United States in which there is a commercial radio station. By writing the call letters of stations together with circles outlining approximate coverage, advertising agencies and station representatives can present suggested spot broadcast campaigns to clients with utmost clarity. The maps are also useful in keeping a visual record of completed campaigns.

Radio outline maps are printed on ledger paper, permitting the use of ink without smudging. They are 10x16 inches—the size of a double page spread in "Broadcast Advertising."

Printed on the backs of the maps is a complete list of commercial stations in the country, arranged alphabetically by states and cities. The power of each station and the frequency in kilocycles is clearly indicated.

PRICES

25	\$2.00	100	\$5.00
50	3.00	200	9.00

Sample map for the asking provided request is made on your business letterhead.

Broadcast Advertising

440 South Dearborn Street Chicago, Illinois

WGES*

Advertisers REPEAT!

They come back for more because they get more—complete Chicago coverage at conservative cost: see WGES rates and data on another page of this issue. Chicago's concentrated millions are the WGES market—reached effectively through the newest 1,000-watt transmitter. Loyal WGES listenership brings returns. A thousand percent business increase in one year proves it!

*“—in the HEART
of Chicago”

Gene T. Dyer, Operator

THEME SONGS

IDENTIFY your program with a distinctive, catchy theme song. Successful composer will set words to music or compose arrangements for melodies. Details supplied without obligation.

Address Box 101
BROADCAST ADVERTISING
440 South Dearborn St.
Chicago, Ill.

Riblet and Murphey Form Radio Agency in Chicago

ANNOUNCEMENT has been received of the organization of Riblet and Murphey, specialists in radio advertising with offices at 333 North Michigan avenue, Chicago. Carl Riblet, formerly with J. Walter Thompson Company, is president and Douglas J. Murphey, formerly in the merchandising department of Wilson Brothers, haberdashers, is vice-president and treasurer. Francis E. Brennan is art director.

The organization, one of the few exclusive radio advertising agencies in the country, is associated with Clarence M. Sullivan and Company, general advertising.

Mr. Riblet, who has worked on newspapers throughout the country during the past seven years, is also creator and author of "Headlines" with Flash and Mac, which is broadcast from Station WENR every Monday and Thursday at 10:30 p. m. The program, sponsored by Wilson Brothers, is scheduled for broadcast throughout the coming year.

Emery to Head St. Louis Office of Bureau of Broadcasting

CARLYLE EMERY, formerly president of Emery Advertising Company of St. Louis, has been appointed St. Louis district manager for the Bureau of Broadcasting, Inc., Chicago, pioneer producers of spot programs. He will be assisted by Mr. Fred Butterfield.

Mr. Emery has created and produced a number of successful programs including: "The Village Rhymester," "The What Would You Do Sketch Book"—and the "Twinkle Friendship Club for Children."

Baking Company Sponsors Health Talks

ANEW series of health talks, sponsored by the General Baking Company, has been inaugurated by Senator Royal S. Copeland of New York as a regular Wednesday morning feature over the Columbia Broadcasting System.

RCA-Victor Shortens Commercial Credits

TOO much talk spoils the program, in the opinion of E. A. Nichols, general sales manager of the RCA-Victor Company.

"The radio advertiser who so gluts his program with advertising that it becomes a source of annoyance to the listener automatically defeats his own purpose in sponsoring the program," he said recently. "We look upon our weekly radio program more as a builder of public good will toward our radio products, rather than as a direct selling agent. Accordingly, we have limited the 'advertising talk' in the RCA-Victor program to approximately fifteen seconds at the beginning and at the end of the thirty-minute broadcast. This leaves all but thirty seconds, or 1.67 per cent of the half-hour, devoted to pure entertainment."

Classified Advertisements

Rates: 5c a word per insertion. No order accepted for less than \$2.00. Cash must accompany order.

Broadcast Advertising,
440 South Dearborn St., Chicago.

SITUATIONS WANTED

Wanted—Position as manager with radio station that permits unhampered development of ingenuity for the best commercial interests of the organization. Five years intense research and work in development and management of two stations, and complete familiarity with broadcast field except technical. Pre-radio commercial experience as owner of business establishment. At present connected with 10,000 watt unit. Will go anywhere in United States, provided possibilities are apparent. Address Box 102, Broadcast Advertising.

HELP WANTED

Continuity Writer—Wanted, experienced continuity writer. Must have major station experience. Salary reasonable to start. Excellent opportunity with a principal station. Address Box 103, Broadcast Advertising, 440 S. Dearborn St., Chicago.

Correction

THROUGH error last month our proof reader made a last minute alteration in the advertisement of station KSTP in the belief that it contained an inadvertent misstatement. The original copy contained the statement that KSTP has "double the power" of any station in its service area. This was erroneously changed to read "more power," etc.

AXEL CHRISTENSEN

MASTER MIRTH MAKER
PIANIST—ENTERTAINER



Available for commercial programs.

Humorous character impersonations, comedy or serious pianologs, monologues, novelty piano solos, etc.

Has over 100 15-minute programs ready to go—ideal for recording.

Address AXEL CHRISTENSEN,
717 Kimball Bldg., Chicago
Phone Harrison 5670

Subscribe Now!

▼
Fifth Successful Year

▲
HEINL

Radio Business Letter
405 Insurance Bldg.,
Washington, D. C.

Broadcast Advertising