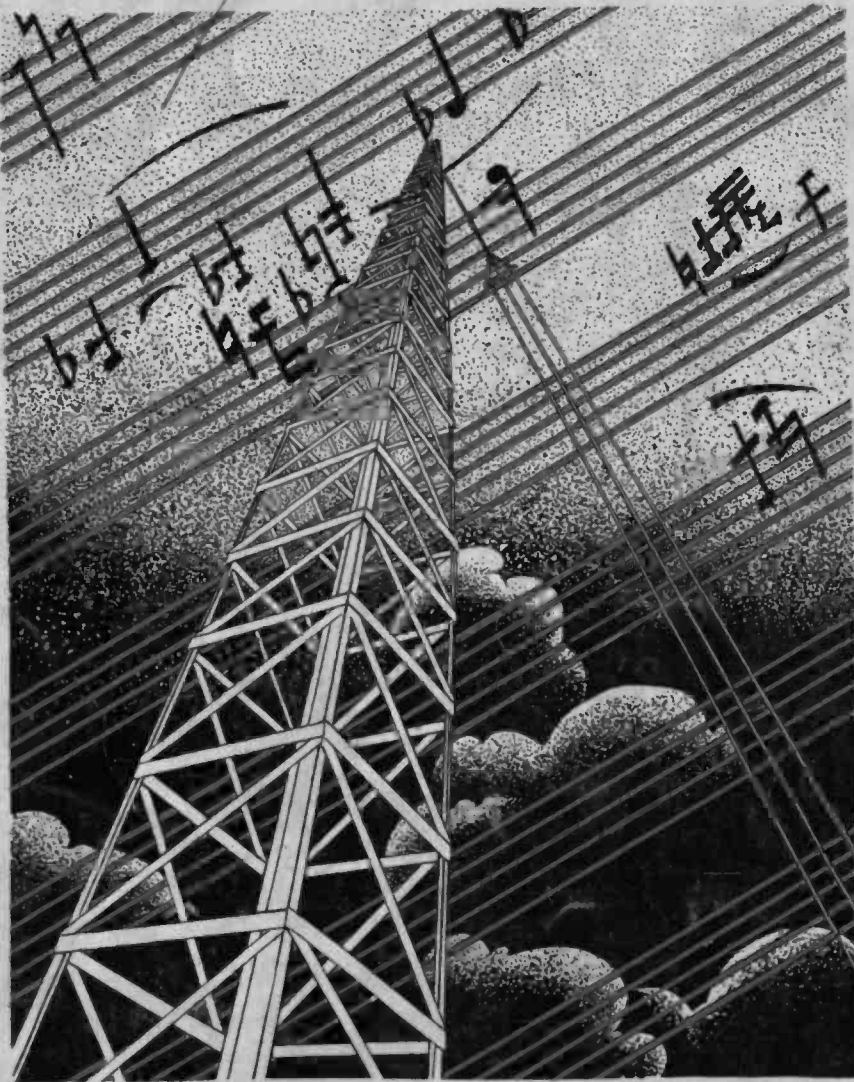


Broadcast Advertising



NOVEMBER, 1931

INTENSIVE CO-OPERATION

With Advertisers and Agencies

Has Given

W O L

More local accounts than all other Washington stations combined. And furthermore—they renew. There must be a reason. If you want complete coverage of a metropolitan area that knows no depression write

AMERICAN BROADCASTING CO.

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

INDEX TO ADVERTISERS

	Page		Page
Agencies Broadcasting Bureau, Ltd.	52	McElhiney & Associates, Inc.	4th Cover
American Institute of Food Products	29	Morrison Hotel	56
Barrett Bindery Co.	56	Music Corporation of America	51
Bowen, Scott Howe	27, 45	National Association of Broadcasters	59
Byers Recording Laboratory, Inc.	45	National Register Publishing Co.	58
Christensen, Axel	72	Radio Merchandising Service	43
Doolittle & Falknor, Inc.	47	Record-O-Cast, Inc.	41
Flexo	7	Riblet & Murphey	6
Green Recording Studios	48	Sears, A. T., & Son, Inc.	33
Haynes, Walter, Publications	50	Southwest Broadcasting Co.	31
Heinl Radio Business Letter	72	Transamerican Airlines Corp.	57
Kiernan-Lauder Associates, Inc.	37	Westinghouse Radio Stations	25
Marsh Laboratories, Inc.	38	Wiley, John, & Son	46
		Yankee Network	3rd Cover

Radio Stations

	Page		Page		Page		Page
CALIFORNIA		LOUISIANA		MONTANA		OKLAHOMA	
San Francisco		New Orleans		Butte		Oklahoma City	
KJBS	44	WDSU	53	KGIR	52	KFJF	31
CONNECTICUT		Shreveport		NEBRASKA		Tulsa	
Bridgeport		KTBS	54	Omaha		KVOO	5
WICC	3rd Cover	MASSACHUSETTS		KOIL	49	PENNSYLVANIA	
Hartford		Boston		NEW YORK		Pittsburgh	
WDRC	40	WAAB	3rd Cover	New York City		KDKA	25
WTIC	3	WBZ-WBZA	25	WMCA	32	WCAE	30
DIST. OF COLUMBIA		WNAC	3rd Cover	Syracuse		RHODE ISLAND	
Washington		Worcester		WFBL	55	Providence	
WOL	2nd Cover	WORC	49	NORTH CAROLINA		WEAN	3rd Cover
ILLINOIS		MICHIGAN		Charlotte		TENNESSEE	
Chicago		Detroit		WBT	38	Memphis	
KYW	25	WJR	28	NORTH DAKOTA		WNBR	53
WAAF	50	WXYZ	34	Bismarck		TEXAS	
WRBM	35	Grand Rapids		KFYR	54	Fort Worth	
WCHI	52	WOOD	34	Fargo		KTAT	31
WGES	72	MINNESOTA		WDAY	38	Houston	
WLS	39	St. Paul-Minneapolis		OHIO		KTRH	60
WMAQ	8	KSTP	1	Cincinnati		San Antonio	
IOWA		MISSISSIPPI		WKRC	36	KTSA	31
Marshalltown		Vicksburg		WLW	4	Tyler	
KFJB	52	WQBC	42	Cleveland		KGKB	53
KANSAS		MISSOURI		WGAR	55	Waco	
Topeka		Kansas City		WJAY	48	WACO	31
WIBW	49	KMBC	26				
Wichita							
KFH	55						

(Station Rate Directory, page 61)

Volume 4 BROADCAST ADVERTISING Number 8

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.



Sally Ayers and Fred Wade, familiar to the New England audience as the Songland Girl and Boy of Station WTIC.

★

(Above) The Merry Madcaps, directed by Norman Cloutier, popular feature of Station WTIC.

★

★

VERSATILITY

■ At the disposal of the program sponsor of WTIC is a wide diversity of talent. Whether his choice be a string trio or a modern symphonic dance orchestra, the talent required is available through the WTIC program department.

A corps of more than forty musicians form the nucleus of the permanent salaried staff, which is unrivalled in size or versatility. About this nucleus

is gathered a competent group of announcers, writers, entertainers.

WTIC, operating 115 hours a week on cleared channels, is the only 50,000 watt station in New England. Through its unexcelled technical facilities, you can thoroughly cover this fertile area . . . and more, too, for within a 300-mile radius of its transmitter lives one-fourth of the nation's population.

There is no better "buy" in radio.

WRITE FOR DESCRIPTIVE BOOKLET

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

WLW

"the Nation's Station"

WLW

In Ever-Widening Circles the Voice of WLW Goes Out to Waiting Millions

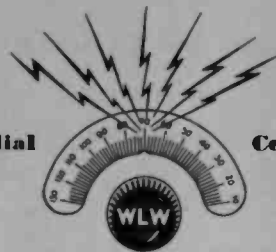
"King of Hoboes"



Jeff Davis, "King of Hoboes," a colorful, forceful and unique character, relates thrilling incidents of his life over the microphone at WLW. He has captivated thousands with his interesting narratives. Equally colorful characters, artists and programs are available or can be arranged. Inquiries welcomed.

Located near the center of population—powered by 50,000 watts—operating on a clear channel with 100% modulation, WLW reaches out to the rich, industrial and farm market of Ohio, Indiana, Kentucky and West Virginia. By careful and extensive research we know that WLW is the *preferred* radio station in this highly receptive and profitable market. This means that the advertisers' message is heard and heeded by waiting millions who are willing and able to buy. Our free 48-page brochure gives the whole WLW story in facts, figures and illustrations. Send for it.

Near the
Center of the dial



Near the
Center of population

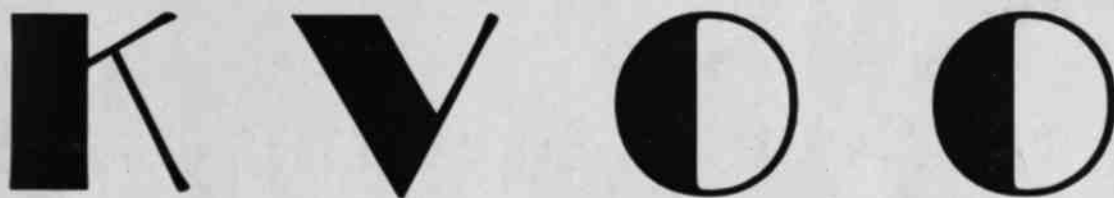
THE CROSLEY RADIO CORPORATION
Powel Crosley, *President*

CINCINNATI

CONGRATULATIONS TO KDKA AND WBZ

Pioneer users of Consolidated Press Association Service in America
and the East

FROM



First to Adopt This Service in the Great Southwest

THE LATEST DEVELOPMENT IN RADIO BROADCAST SERVICE

KVOO inaugurated Consolidated Press Association service at its studios in Tulsa, Monday, October 12. It was **instantly** popular with listeners, who appreciated the frequent broadcasts of the dispatches edited by a competent KVOO news staff before being put on the air. Under the capable management of DAVID LAWRENCE, assisted by many other nationally and internationally known writers and experts, the Consolidated Press Association furnishes by leased wire into KVOO's studios a great number of stories on a wide variety of subjects of interest to everyone.

New booklet, "FACTS ABOUT KVOO", sent for the asking . . . write today to Commercial Department, Southwestern Sales Corp., Tulsa, Okla.

1140 KILOCYCLES

5000 WATTS

NATIONAL CLEARED CHANNEL



IMAGINATION

Radio demands ideas --- and something more. Imagination must perceive the potentiality of the idea in proper relation to the product. From imagination flows the energy to transform the latent idea into *action*. ● The idea, the imagination and the ability and facilities to capitalize both with sound production, merchandising and publicity are necessary to your broadcast advertising. ● This alert organization, built to fill a logical position in your advertising plan, is particularly fitted to supply them. An interview will prove our point. We invite your inquiry.

R I B L E T A N D M U R P H E Y

R A D I O A D V E R T I S I N G
3 3 3 N O R T H M I C H I G A N A V E N U E , C H I C A G O

First Again



Sustaining Programs

with the new "Synco-Lateral Process"*
requiring no change in your equipment!

FLEXO

Electrical Transcriptions

*are true tone with NO
distortion plus*

Non-breakage • Long Life • No "Gravel"
Light Weight • Shipped via Parcel Post

⌈ *The new process permits a 30-minute program to
be recorded on each side of a 16-inch transcription! ⌋

Sustaining Programs

Here are only a few of our "four star" features:

Vaud'ville of the Air

The Amber God

The Home Bruisers

Dixie Symphony Singers

The Buccaneers

Complete Condensed Operas

Straight Musical Transcriptions

Radio stations are playing them . . . Advertising agencies are
recommending them and Advertisers are using them . . .
THEY'RE ECONOMICAL.

Samples are waiting for your request . . . wire immediately as
each territory is sold on the exclusive basis. No contracts to tie
you up . . . you can buy one or a series! . . . and the price? . . . you
cannot afford NOT to know them!

GREEN RECORDING STUDIOS

64 East Jackson Blvd.

Chicago, Illinois

WMAQ--pfd.

Yes—preferred by discriminating advertisers. Time on a broadcast station is purchased upon the station's ability to serve the market within its range. The following advertisers now broadcasting prefer WMAQ!

(Network advertisers on WMAQ not included)

American Family Soap	Hinckley & Schmitt
Atlantic Coast Fisheries Corp.	Illinois Automobile Club
Bookhouse for Children	Karastan Rug Mills
Campbell Cereal Co.	London Mode, Inc.
Carson Pirie Scott & Co.	Marquette Petroleum Products
Chevrolet Motor Co.	Marvelette, Inc.
Chewaukla Mineral Springs	Maryland Pharmaceutical Co.
Chicago Board of Trade	Nahigian Bros.
Chicago Civic Opera Co.	National Biscuit Co.
Chicago Daily News, Inc.	Northern Trust Co.
The Davis Company	Parker Pen Co.
Elgin National Watch Co.	Princess Pat
E-Z Mills	W. & J. Sloane
Furst McNess Co.	Spaulding-Gorham, Inc.
General Mills, Inc.	Sprague, Warner & Co.
Henry Glass Co.	Stokely Brothers & Co.
Hamlin's Wizard Oil Co.	Universal Research Service, Inc.
Hess Witch Hazel Cream Co.	Vaughan's Seed Store.

For rates and details write or wire

WMAQ— THE CHICAGO DAILY NEWS
BROADCASTING STATION

Daily News Plaza, 400 West Madison Street, Chicago

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

NOVEMBER, 1931

\$2.00 a Year

Number 8

N. A. B. Convention Allows Much Time for Discussion

Broadcasters Will Attack Problems from Every Angle at Annual Meeting

"BUSINESS" will be the keynote of the Ninth Annual Convention of the National Association of Broadcasters, meeting at the Hotel Statler, Detroit, the 26th, 27th and 28th of this month.

Glance at the convention calendar; notice the large amount of time for open discussion. This did not just happen; the convention committee, if it wished, could have filled every minute of the three days with addresses by interesting and able speakers. But the committee felt that there are more important things than speeches.

Broadcasting is today probably the most rapidly growing industry in this country. In spite of the general depression that has blocked progress in most businesses until they are doing little more than mark time until better days arrive, broadcasting is striding ahead as never before. Advertisers and agencies, no longer hesitant, are awake to radio's possibilities for themselves and their clients and are using its facilities at every opportunity. The broadcasters, too, have passed the hesitant stage and are better craftsmen with a surer knowledge of their medium's uses and limitations.

All of this is progress and progress brings profit. But it also brings

problems and broadcasting is no exception to prove the rule. Should there be a differential between local and national rates, or one rate for all users of station time? Should representatives be general or exclusive? Should they be paid a salary or a commission? On what basis should the value of time be figured? How can rate cutting be prevented? In preparing information for advertisers and agencies what is important and what is not?

Those are but a few of the questions that must be answered, not individually but by the industry as a whole, if broadcasting is to continue to develop. Many of them cannot be answered by the broadcasters alone; they need the advice of the agencies and advertisers. That is why the committee has left so much time open for discussion and why everyone present is urged to take part, whether or not he is a broadcaster and an N. A. B. member. Meetings like this occur only once a year and while they are on no time should be wasted.

No apologies need be made for the men who have been invited to speak. Each of them is a recognized authority in his field with a message of real importance to deliver. Of especial interest is the

fact that President Hoover will deliver the opening address by special wire from the White House.

Outside of the convention hall, other activities have been arranged by the convention committee. The N. A. B. Golf Tournament on Sunday at the Tam O'Shanter golf club; the annual banquet, with the finest entertainment that the combined forces of Detroit's radio stations can deliver; these and other activities insure a good time as well as a good week's work for all who attend.

Registration should be made on arrival at the N. A. B. desk, which will be prominently located at the Hotel Statler. The fee, which includes admission to all open sessions, the banquet ticket, and a copy of the proceedings of the convention, is \$10 for members and \$15 for non-members.

ROOM 1046-1048,
Hotel Statler. That's where
BROADCAST ADVERTISING
will set up headquarters for the
duration of the N. A. B. Con-
vention. We'll be looking
for you.

The NINTH ANNUAL CONVENTION of the NATIONAL ASSOCIATION of BROADCASTERS

DAILY CONVENTION CALENDAR

Sunday, October 25, 1931

Morning—10:00 A. M.

N. A. B. Golf Tournament.

Afternoon—1:00 P. M.

Registration begins.

Evening—7:30 P. M.

Meeting of Board of Directors.

Monday, October 26, 1931

Morning

Committee Meetings. See Official Bulletin Board for time and place.

Noon

(The following half-hour program, which will formally open the Convention, will be broadcast over both the CBS and NBC networks.)

Call to order by President Damm.

Address of Welcome by Mayor Murphy of Detroit.

Response by William S. Hedges (WMAQ), former President of the N. A. B.

Address by the President of the United States (by special wire from the White House at Washington).

Address by Major-General Charles McK. Saltzman, Chairman of the Federal Radio Commission.

Address by President Damm.

Afternoon—12:30 P. M.

Address by Senator Wallace H. White, Jr., of Maine.

Address by Major-General Charles McK. Saltzman.

Address by John Benson, President of the American Association of Advertising Agencies.

Address by Clyde P. Steen, American Radio Association.

Announcements.

Tuesday, October 27, 1931

Morning—9:30 A. M.

Annual Report of the Managing Director, Phillip Loucks.

Address by Bond P. Geddes, Executive Vice-President, Radio Manufacturers' Association.

Reports of Committees.

Open Discussion.

Announcements.

Afternoon—1:30 P. M.

Address by Levering Tyson, Director of the National Advisory Council on Radio in Education.

Reports of Committees.

Open Discussion.

Announcements.

Evening—6:45 P. M.

Annual N. A. B. Banquet—Entertainment by prominent radio stars, arranged by Detroit, broadcasting stations.

Presentation of N. A. B. Golf Cup.

Wednesday, October 28, 1931

Morning—9:30 A. M.

Committee Reports.

Open Discussion.

Announcements.

11:00 A. M.

(Closed Session for N. A. B. Members only).

Report of Resolutions Committee.

Election of Officers.

Installation of Officers.

Unfinished Business.

Afternoon—3:00 P. M.

Reorganization Meeting of the Board of Directors.

Standard Brands'

3 RULES

for Radio Success

Are Disclosed by D. P. Woolley

Vice-President in Charge of Advertising, STANDARD BRANDS, INC.

WE'VE been in the yeast and coffee business for a great many years, and during that time have naturally gained a workable knowledge of its details as well as some grasp of how these products should be advertised in the different media which we have used during a period of years.

So far so good. However, a few years ago a new medium poked up its head and loudly demanded attention. For a time we smiled indulgently at this precocious youngster; listened to its amazing story of its own accomplishments; discounted them, sometimes as much as 150 per cent to 200 per cent, and were convinced that while it might have some merit, as most things do, it was not for us—our problem was different.

As we all must do, however, if we live within hearing distance of neighbors, we listened to the radio a lot and thoroughly enjoyed it. Gradually we came to visualize the different programs as our own and began to get a glimmer of how people in general might be further influenced to purchase our products if they were properly presented on the air. We enjoyed all kinds of programs—good, because we would like to have them associated with our products—and the bad ones because they were giving us potent "dout's."

Our determination to broadcast and give this new medium a trial was predicated on conclusions which we believed were sound then, and still do, although a lot of water has gone over our aerial dam since that time.

These conclusions were:

1. That we were using an en-



D. P. Woolley

tirely new medium, and unlike any with which we had had experience, and that its fundamental characteristic was entertainment. To get the maximum number of listeners and to put them in a frame of mind to listen to our advertising story in a receptive mood, *our entertainment must be outstanding.*

2. That our own personal likes and dislikes, while interesting, were to be absolutely disregarded if we had adequate reason to believe they were not shared by a majority of our potential audience.

3. That every product has its own particular market and, for lack of a more appropriate word, let us say its own personality or theme (by this I do not mean, of course, that a product must be dramatized or that quartets, soloists, etc., must be named after the product, but that just as a jewel has its proper back-

ground against which it fits best, so has every product).

The Fleischmann program is a good example of how this principle can be applied. Our featured star, Rudy Vallee, unquestionably pulls the tremendous audience—young and old, rich and poor—which is essential for a product as generally used as Fleischmann's Yeast. He, and the guests he presents, portray romance, happiness, success, youth—all qualities which are made possible or more enjoyable by good health—the purpose for which our product is used. The addition of Graham McNamee lends the atmosphere and excitement of his vigorous sports background.

On the Chase & Sanborn program, our purpose is to furnish a background of quality and freshness to a quality product with "fresh" appeal, by an excellent orchestra, playing the best of popular music with new and interesting arrangements, in addition to outstanding theatrical stars.

Nothing, however, in our opinion, can take the place or should be allowed to overshadow point number one—*outstanding entertainment.*

With reference to the advertising part of the program, we are convinced that the public does not buy from gratitude; consequently we take as much time as necessary to tell our sales story in a straightforward, convincing and, we hope, interesting manner. We are not concerned with the "professional" criticisms of radio advertising that are so prevalent today. After all, the public is the judge and they will censor our advertising in a much

(Continued on page 34)

Radio Gave This Sponsor Results Worth \$250,000 at a Cost of Only \$20,000

Says Harrison Holliway
Manager, KFRC, San Francisco

“IF we were planning on introducing a new evaporated milk to the market,” said one of their competitors recently, “we would expect to spend \$250,000 in advertising to equal the distribution already enjoyed by the Golden State Company after their evaporated milk has been on the market but four months.”

This \$250,000 worth of distribution has cost the Golden State Company, Ltd., \$20,200! How come? The answer is contained in the incomprehensible magic of radio—virtually the only medium used to introduce this new product of a pioneer company.

About two years ago, this concern, which is one of California's largest distributors of dairy products, began to use radio with the idea of developing prestige and good will for the Golden State line. Instead of gambling with an entirely new program, this company avoided risk and insured itself of an enthusiastic audience from the very beginning by assuming the sponsorship of the Blue Monday Jamboree of KFRC.

Originated by that station in January, 1927, and broadcast from 8 to 10 each Monday evening over the Don Lee Broadcasting System, this program had become an outstanding favorite with West Coast audiences. In nature it is a radio revue, fashioned much as is a revue on the stage—a mixture of music and dialogue, comedy and serious material, held together by a master of ceremonies. Sixty-eight artists, on the average, are employed in each program, including an orchestra of twenty-two pieces. The entire two hours are released to the Don Lee stations in California and the second



Harrison Holliway

hour, without commercial announcements because the sponsor has no distribution in the Pacific Northwest, goes to all eleven of Columbia's Pacific Coast stations.

The key of the Jamboree's success is its spontaneity and all possible pains are taken to keep this from being disturbed. Each number or "scene" is, of course, carefully rehearsed, but there is no dress rehearsal of the program as a whole. There is not even any complete manuscript and the master of ceremonies ad libs his lines as the production progresses.

Adhering to the plan mentioned above, Morrison Stewart, advertising manager of the Golden State Company, had confined the promotional activities of the programs to purely institutional advertising. Then, in May of this year, the company entered the highly competitive evaporated milk field.

During the first two months no special promotional effort was made to push this new product, beyond the routine dealer contacts in connection with the entire line. Then it was decided to change the radio policy and to attempt direct selling on the air. Supported only by counter cards, the Blue Monday Jamboree was assigned the task of introducing Golden State evaporated milk to the public.

As a direct check on radio's results a dignified and artistically prepared folder containing an eight by ten inch group picture of all of the artists of the Jamboree and a seven-color picture of the Golden State "Baby"—a duplicate in miniature of the baby shown on the above-mentioned counter cards—was offered to every listener who sent to the sponsor ten labels from either small or large cans of the evaporated milk. Needless to say, the management of KFRC, which originates the program, felt that the purchase of as many as ten cans of milk was too high a premium to place on the picture.

ON August 1st, when the programs began to "plug" the latest edition to the Golden State line, only 10 per cent of the stores stocked the product. On October 1st, two months later, 50 per cent distribution was attained and this did not include the chain stores in the metropolitan areas. During the first week after the announcement of the picture, eighty-four grocers in San Francisco alone telephoned to Golden State and voluntarily ordered the new product.

In two months 25,000 pictures were mailed out, each of which represented the purchase of ten cans of milk from a dealer. But due

to the minimized distribution virtually each consumer purchase represented an order from the dealer to Golden State for an average of two cases.

Conclusive evidence of the power of radio for immediate results is contained in the fact that, after only four months on the market, Golden State evaporated milk boasted distribution equal to that of some companies which have been in the same field for years.

This company has always been conscious of the intense listener interest enjoyed by its Blue Monday Jamborees and has used this for promotional effort on many occasions. A little over a year ago the municipal auditorium in Oakland, California, was employed to give an "in-person" broadcast of their program. Because their butter had wide distribution in the Eastbay section, inserts were placed in every carton which, when mailed to Golden State, would entitle the sender to any number of seats desired at the forthcoming performance. This fact was announced on the regular Jamboree program about two weeks previous to the date of the auditorium production. Anticipating the possibility of failure to fill every seat, "hangers" were placed on all milk bottles one week previous to the show with the same offer as that contained in the carton inserts.

The capacity of the Oakland auditorium is 11,000. Imagine the embarrassment of the sponsor when 16,000 demanded admittance. The obligation to produce a second performance was evident and such was done three Mondays later. The auditorium was again filled, with an overflow of 3,000 fans.

No promotional possibilities were overlooked in the presentation of these two shows. Because the program was broadcast on its regular 8:00 to 10:00 p. m. Monday night schedule over the Don Lee Broadcasting System, a special studio was constructed, sixty-two feet in length with a tremendous glass front facing the audience. Framing the studio were two giant cartons of Golden State butter, two huge replica bottles of the sponsor's milk and two sixteen-foot ice cream cones. What an advertiser's dream—44,000 pairs of eyes trained on that "billboard" for two hours and glad of it. At



This photograph shows a portion of the thousands who jammed the Oakland Auditorium to see as well as hear the Golden State Company's "Blue Monday Jamboree"

the end of the shows each guest was served with a small cup of the sponsor's ice cream.

Two years ago marked the only "out-of-studio" appearance of the Jamboree artists in San Francisco. On that occasion they taxed the capacity of the San Francisco Civic Auditorium before a crowd of 17,500 interested fans. At the California State Fair in Sacramento, California, last fall they attracted a crowd of 35,000. Neither of these programs were broadcast. The appearances were sponsored by

different--

A NEW and different kind of survey was tried out this summer by KMBC, Kansas City, Mo. Instead of using letters to count its audience, this station sent out one of its most popular programs to make public appearances. Proudly KMBC announces these results:

The novelty of radio has not worn off.

The personality of a station's talent is of primary importance.

There is plenty of interest in radio in summer and an audience too large to justify any cutting down in broadcast advertising during the warm season.

More than half a million people gathered in the town squares of 14 representative towns and stood for an hour or more in the broiling Kansas sunshine to watch and listen to the radio stars and to get themselves counted.

the Golden State Company merely as a good-will gesture to the interested public.

"One of the greatest values of the Golden State Blue Monday Jamboree radio program to this company," said Morrison Stewart, "is the power of the program as a 'door opener.' It is as though our representatives—whether they be milk deliverymen calling at private homes; salesmen calling on the grocer or ice cream dealer; or the field men calling on the farmers from whom we buy our raw product—have each had a personal introduction to the prospect.

"Cold solicitations in which the salesman must introduce not only the product he is selling but also convince the prospect that the company he represents is reliable and worthy of a hearing, are greatly minimized since our sponsorship of this program.

"Just as every salesman knows the value of being able to say to a prospect: 'Our mutual friend Mr. Jones has suggested that I come to see you,' knowing that the man addressed has every confidence in Mr. Jones, so our salesmen mention the Blue Monday Jamboree program and are immediately assured of a sympathetic hearing. It is no exaggeration to say that nine out of every ten people in California know this company and its products, and are thereby favorably inclined towards us, by reason of this radio program."

Not "REST" but "ZEST"

Proves Successful Radio Theme for Milwaukee Mattress Manufacturer

TWO ideas for the presentation of a product over the air may be controversial, yet both, if properly followed out, can be successful. This is strikingly illustrated by a comparison of the divergent types of entertainment used by two concerns to promote the sale of mattresses.

In BROADCAST ADVERTISING for October, 1931, it was related how the International Bedding Company chose *rest* as its theme in advertising mattresses over WBAL, Baltimore. Soothing melodies and a simple presentation are used to create an atmosphere of rest and relaxation.

On the other hand, the Cream City Bedding Company, advertising its mattresses over station WTMJ, Milwaukee, built a series of successful programs about an opposite theme—zest and animation. The Cream City Bedding Company wished a program that would reflect the health and vigor that are built up through restful sleep. The reason for sleep is to restore bodily energy for work and play; this was the theme to be developed in the programs. And so WTMJ suggested a dance orchestra, playing popular music of the melodious type, selected briefly from successful shows of recent years.

This musical entertainment is carefully tied up with the product in such announcements as these:

We hope that you will enjoy the modern melodies which the next half-hour will provide. We also hope that we may show you how each hour of your day and evening may have the sparkle of invigorating music . . . how nights of perfect slumber may



give you the energy to work and play. The secret is this . . . enjoy each night the entire rest that See See Mattresses and Resilio Springs will give you.

In the modern dance tunes which this program features, we see reflected energy, harmony and vitality. These are the qualities that you must possess if you hope to fulfill your ambitions and hopes . . . to dance, to play, to work, to achieve.

words and music--

THE transmitter of WABC, Columbia's key station, loosed 663,056,445 notes of music into airy space during the last year, according to CBS statisticians, who figure 5,640 notes to the average musical number, counting all parts, and an average of 320 musical numbers a day. Spoken words passing through WABC's tubes, figured on the basis of 115 per minute for a total of 1,898 hours during the year, added up to 13,096,200, words of songs not included.

The keynote of this entertainment is gaiety. The tempo is fast. That's the tempo of life today. And that's why See See Mattresses and Resilio Springs are meeting with such universal favor. They assure refreshing sleep and enable you to greet each day with energy restored to work and play in tune with the times.

The programs have been timely. For instance, Spring suggested a tie-up with outdoor sports which require vigor and energy for successful competition—Summer, the need for equipping summer homes with See See Mattresses for the most beneficial results from vacations.

Listener surveys regularly show the popularity of dance music, so that the Cream City Bedding Company was assured of a large audience, composed of both the young and old. By using energy as its continuity theme the WTMJ program department has been able to present broadcasts for this sponsor in which the entertainment has thoroughly enforced the spoken word. As might be expected, the results from the broadcasts have been gratifying. The audience has been shown to enjoy the programs and the forceful presentation of a "good idea" has promoted sales.

The experience of these two mattress makers in presenting a similar product in these two different ways is interesting evidence of the adaptability of radio. That both types of entertainment have been successful is proof that a good idea, intelligently carried out, will produce the desired result, and that radio, as a medium, is thoroughly flexible, accommodating the widest range in effectively presenting a selling program.

HOW SHOULD THE RETAIL MERCHANT USE RADIO?

Survey Outlines Current Trends and Profitable Practices

WHAT kind of radio program is best suited to the needs of the retailer? If he wishes to use this new medium of broadcasting to augment his other advertising, how can he compete for the attention of listeners with those national advertisers whose costs for a month's broadcasting are often more than his entire year's advertising appropriation?

These questions are being heard frequently these days. For the national advertiser radio is no longer a novelty. He has been experimenting with it for several years now and, while there are still many disputable points, on the whole radio is no longer an uncharted wilderness but a comparatively well-mapped country. True, it is still possible to go astray, as did the cosmetics manufacturer whose programs built up a tremendous audience of girls of high school age, whereupon he discovered too late that these girls spend little money for cosmetics, preferring to use mother's and to save their allowances for candy and movies. Today, however, such experiences are the exception and not the rule.

The retailer, however, is a newcomer to radio. Having little money to gamble on an unknown medium, he preferred to sit back and leave the pioneering to the big, national concern, to whom a loss was a less serious matter. With few exceptions, then, the retailers stayed out of radio until the last year or two, after its permanent place in advertising had been won. And then they found that, after all, they must do their own exploring, that the programs which had worked such wonders for national advertisers were no more for them than a series of full-page advertisements in the *Saturday Evening Post*.

In an attempt to help the retailers and to answer their questions about radio, the Dartnell Corporation, Chicago, has recently made an extensive study of the situation, the results of which have just been published under the descriptive title, "Radio Programs Found Most Profitable by Retailers." This report analyzes and outlines the various types of retail programs that have proven successful and indicates the latest program trends.

For example, approximately 74 per cent of the merchants whose broadcasts were studied have come to the belief that "the shorter the announcement the greater the benefit to the advertiser because of the increased listener interest." Most of those who hold an opposite point of view are located in the smaller communities.

Another change in attitude is the growing acceptance of radio by retailers "as a supplementary medium, not replacing other media, but making a new place for itself in the advertising plans of retail stores, and paying its own way in increased business."

Other facts noted include: the growing recognition that short programs, repeated frequently, are more effective than longer programs broadcast at long intervals; the increased effort to plan programs that will appeal specifically to these listeners who are prospects for the articles advertised; the improved quality of programs sponsored by retailers, and the trend away from long merchandise announcements and toward programs that entertain the listener and build good will for the merchant.

Many retailers have had satisfactory results from short comic or human interest programs. The Odell Company, department store, sponsors a daily 15-minute dialogue feature, followed by brief merchandise announcements. Says Mr. Odell, "a single announcement will produce from 50 to 250 sales within two hours of the broadcast."

ABOUT one-fifth of the stores who have used announcements are no longer using advertising messages unaccompanied by some form of entertainment as they find "more actual sales resulting from briefer announcements inserted between musical numbers." When putting on a musical program some stores insert a very brief announcement after every number, while others prefer a longer announcement after three or four selections have been played.

Daily talks for housewives "radio shoppers" on styles, bargains, etc., are being used by a number of department stores with very good results.

Many "quality" stores, who have this year been forced to add an economy appeal to their "exclusive" story and yet who do not want to

(Continued on page 46)



They Couldn't Dramatize the Product So They Dramatized the Place!

Stories of Early Days in Death Valley Boost Sales of Twenty Mule Team Borax

“**H**OW can we increase sales?”

The old question pounds everlastingly at the sales manager's brain. “Well,” his thoughts run on, “we can get more people to use our product; that's one way. And we can get people to use it in more ways; that's another. But before we can do these things we've got to tell the public about all of its uses. Now, what's the best way to tell them?”

So far this might be about any business; every sales manager is constantly carrying on the same silent argument with himself, seeking the best answer for his particular product. As it happens, however, this particular product is borax, Twenty Mule Team Borax, to be more exact, and the hard-thinking sales manager is E. R. Haddox.

“There's practically no limit to our market,” his thoughts continue. “Few products have a wider range of uses than borax or can be used by more people. Borax is a fine water softener, a mild antiseptic, a definite deodorant. It helps in washing clothes, or glass, or tile or painted surfaces. It makes a bath more restful, a shampoo more thorough. It can be recommended as an after-shaving lotion or a gargle. Baby's bottle, baby's diapers and baby herself can all be safely cleansed with the help of borax. It will drive away roaches or water bugs.” (He goes on thinking these things for what would be page after page if it were written out, but you probably have grasped the idea by

now that borax is not a one-use product.)

For such a product radio appeared to be an almost perfect medium. Borax is a mass product, sold in every grocery store and used by individuals of every class and occupation. Radio is a mass medium, reaching all classes of people. Borax advertising must be largely educational. Radio is recognized as an outstanding educational medium. Borax does not require personal selling but can be sold by advertising, another point in favor of radio. And finally, radio offered the Pacific Coast Borax Company the chance to entertain the American

public and so to build up a large amount of good will for itself and for Twenty Mule Team Borax.

“The problem of what kind of program to use, often so worrisome to advertisers planning a broadcast campaign, was no problem at all to us,” says Mr. Haddox, “for while few people would be interested in a program about borax itself, everyone is interested in Death Valley, where our mines are located. Of all the historic West, no spot is more romantic than this desert country where borax was discovered. Long before we thought of going on the air, we had often discussed the idea of developing a series of stories about the old mining days, when the borax was carried out to civilization by twenty mule teams and coming of the railroad was a dream of the future.

“Radio fitted in admirably with this plan. We sent Ruth Cornwall, continuity writer, to Death Valley, where she went over the territory formerly covered by the old mule teams under the guidance of Wash Cahill, superintendent of the Tonopah & Tidewater Railroad, that took over the job of hauling supplies in and borax out about 1907.

“Miss Cornwall hobnobbed with such old desert characters as Johnny Mills and Death Valley Scotty, gathering considerable local color and atmosphere. She also made an intensive study of the history of the deserted “ghost towns” that mark the sites of Goldfield, Tonopah, Rhyolite and other mining camps. In addition to this she delved into the history of the Overland Trail

debt--

THE American public owes a great deal to those industries and businesses whose use of broadcast advertising has, for the individual citizen at least, provided without fee, instruction, entertainment and amusement. Night and day in our country, and in fact in all parts of the world, there is broadcast a panorama of events in which those who participate represent the highest and best attainments in their respective fields of endeavor. All this the public has come to expect, without expense, and at the turn of the dial. Broadcast advertising has been of vast service to the public.

—Written by the late H. P. Davis, Vice-President of Westinghouse Electric and Manufacturing Company, in his foreword to Frank Arnold's “Broadcast Advertising.”

days of 1849-52 when the gold seekers were trekking west.

"As a result of this research the backgrounds of our broadcasts are all historically correct. When we went on the air, the first of October, 1930, over an NBC chain of 11 stations, we immediately gained an enthusiastic audience for our Death Valley Days programs. While we are, of course, not sure of the exact size of this audience, the mail ensuing after each program seems to us a fair indication that our broadcast expenditures are not being wasted.

"During the winter months our only radio offer was a folder descriptive of Furnace Creek Inn, a new hotel operated by our company on the edge of Death Valley. From 500 to 1,000 letters a week resulted. Then, at the end of March, we celebrated six months on the air by offering a souvenir book, Death Valley Days, in return for the top of a package of 20 Mule Team Borax. Optimistically, we purchased 50,000 books. Three broadcasts of this offer, however, showed us how much we had to learn about the listening public. Not only were our 50,000 books gone, but we found ourselves back-ordered to the tune of 25,000 more. And more requests (and package tops) were coming in every mail."

THESE returns proved rather conclusively that the broadcasts were being listened to and that they were building good will for the sponsor and his product. That, however, was only one of the desired results. The task of educating the public in the many uses of borax had also been assigned to radio. And while the listeners were undoubtedly learning a lot about the pioneer days of the old West, the dramas in themselves could not appropriately contain much information about borax in the home. At the same time, it was obvious that a 50-word commercial credit could not do much of an educational job.

The solution to this problem can

HOW TO WRITE FOR RADIO

CLASSIFYING radio advertising programs from the point of view of the writer, Katharine Seymour and J. T. W. Martin, authors of "How to Write for Radio" (Longmans, Green & Company, New York, \$3.00), divide them into seven categories.

First is "the dramatic sketch whose characters, setting and plot have been established for a particular sponsor; a radio show whose atmosphere is that in which the product is normally used." A household product requires a drama of domestic life; a children's product takes a children's program, etc.

Next is the "straight" musical program, with selections and style of announcements that "typify and suggest the product." Clicquot Club's program, with "brief, breezy and always sparkling" announcements and music that is "a combination of banjos and other tinkling instruments, suggests the cool, bubbling, refreshing qualities of the ginger ale."

The third method, "planning a program to appeal primarily to the potential users of the product . . . is advisable only when the product is of limited appeal." A cigar program, for instance, should be built to appeal to men.

Fourth are "Quality" programs,

best be illustrated by quoting from a recent program. The broadcast opens with a bugle call, at first clear and loud, then repeated fainter and fainter. As the last notes fade away the announcer's voice is heard:

As the old morning bugle call of the covered wagon trains dies away among the echoes, another episode of "Death Valley Days" is brought to you by the Pacific Coast Borax Company, producers of the famous 20-Mule Team brand of Borax.

From the scorching sands and rugged canyons of Death Valley to the pink-and-white perfection of the modern nursery is certainly a far cry. Yet that is where much of the 20-Mule Team Borax finds

for sponsors who want to impress their listeners with the idea that the product advertised is of the highest grade. The Atwater Kent Hour is a perfect example of this type of program.

Then there are the "sure-fire" programs with a wide general appeal. Jazz bands, light popular ballads and comedy-dramatic acts largely compose these programs, which are directed at the entire public.

Another type of commercial show is a series of "one-time shots," a different type of program each week, with a "name" star big enough to put it over and each a surprise.

Finally, there are those fortunate sponsors whose product gives them a program ready made. Magazines whose stories may be put on the air and investment houses who can broadcast financial advice are good examples.

Dealing, step by step and chapter by chapter, with the various kinds of radio writing, the authors give the reader a good picture of what kind of material radio needs and how it should be written. Miss Seymour writes continuities for the National Broadcasting Company; Mr. Martin is a radio writer with Batten, Barton, Durstine and Osborne, Inc., and they both have more than a few successful programs to their credit.

its way. Being the world's most harmless antiseptic, it is invaluable in caring for everything pertaining to a baby. Wash your baby's bottles with borax to leave them hygienically clean. Launder all his clothes in water that contains borax, to make them snowy-white, fresh and sweet-smelling. Put borax in his bath to soften the water and protect his tender skin.

(Laughs) If we'd tuned you in on the Old Ranger a few minutes ago, we could have spared ourselves the trouble of making this announcement about the use of borax for babies. For the Old Ranger himself has just been talking about the very same thing with a young mother. Let's pick up the tag end of their conversation, anyhow.

(Continued on page 56)



RADIO CONDITIONS IN LATIN AMERICA

Broadcasting Is "Class" Medium in Southern Countries, Says Government Bulletin

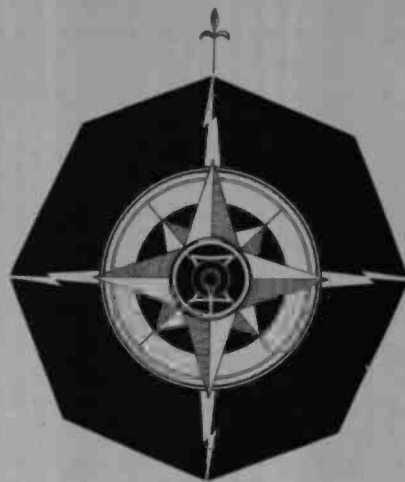
THE success of broadcast advertising in the United States has caused many manufacturers whose goods are sold in foreign lands as well to speculate on the opportunities for exploiting this medium abroad as well as at home.

To these gentlemen the bulletin, "Broadcast Advertising in Latin America," recently published by the U. S. Department of Commerce, will be of unusual interest. Based on first-hand studies made by foreign representatives of the departments of State and Commerce in the early summer of this year, it gives a comprehensive picture of broadcasting conditions in those Latin American countries that are known to accept commercial broadcasts.

"Until now," the bulletin commences, "many questions have been unanswered as to the feasibility of employing radio as an advertising medium for American products in foreign lands. In certain countries commercial broadcasting is definitely prohibited; in others the restrictions upon owners of radio sets are such as to discourage their general use. In Latin America existing regulations are, in general, favorable to the development of this form of publicity.

"The language factor is a prime consideration in foreign broadcasting. In Latin America, except in Portuguese-speaking Brazil, the Spanish language is almost universally used.

"Another radio characteristic of Latin America is that ownership of receivers is largely confined to a relatively small portion of the total population. Only the well-to-do



people have sets, yet these are the ones most likely to purchase goods advertised over the air, since many of the poorer classes lack the necessary buying power.

"In former years climatic conditions were great hindrances to suitable reception in the warm, humid countries, but with the installation of improved transmission equipment in recent years, this difficulty has been partially overcome. However, reception in summer is nowhere as good as it is in winter, and North American concerns using the radio in Central and South America should not forget the difference in seasons on either side of the Equator. This factor is important both in planning campaigns and in the actual presentation of programs.

"Latin Americans are naturally lovers of high-class music. And while the quality of their own native music may not have a general appeal in North America, their artists perform to the delight and

satisfaction of their countrymen. Hence, some advertisers have found it desirable to sponsor local orchestras and singers of good reputation in preference to records made in the United States."

Even where good local talent is available, however, programs consist for the most part of phonograph records. Several American firms are already sponsoring recorded programs with advertising, but due to language difficulties the general practice is to use records containing music only and to leave the advertising part of the program to a studio announcer.

Records must usually be of the 78 r.p.m. variety, as only a few stations are equipped with special turntables. Most of them use phonographs of the orthophonic type. It appears probable, however, that this condition is only temporary and that turntables of both 78 and 33½ r.p.m. will be installed as soon as the volume of advertising warrants the expense.

THE individual studies describe at some length the operation of the stations, rates for time and talent, government regulations, use of records, etc. Without going into detail, it may be interesting to glance at the high spots of some of the reports.

Argentina has 29 principal stations, 19 of them located in Buenos Aires. All except the municipal-owned **LSI** are commercial. The American system of radio "hours" has been tried out but does not appear to be suited to this country. Classical and "national" music is preferred and, as many listeners are not able to distinguish be-

(Continued on page 60)

TUNING IN THE ADS

By The Dial Twister

“A FEATURE of less than 15 minutes' duration is hardly a program,” writes Edgar Felix in *Advertising & Selling*, “it being next to impossible to develop a theme, script or musical, in that time. Furthermore, the proportion of advertising and announcement would be too great to be tolerated.”

May we humbly suggest that Mr. Felix tune in the “Life Saver” program some evening soon? Here is a program that entertains, educates and sells; that opens and closes with music; that includes a talk by a guest speaker and a brief biography of that speaker by the “Life Saver Success Reporter”; that does it all and does it well in five minutes flat.

Dedicated to the American credo of “success,” each program presents to the Life Saver audience a man (or woman) who is a success and who tells his listeners just what made him one. The announcements are cleverly tied up with these talks, showing in each case how the Life Saver habit will help one to acquire the particular trait to which the speaker has attributed his success.

Short, snappy and 100 per cent American, these programs are already a success with the public, and we hope with the sponsor as well.

In a printed advertisement emphasis may be obtained by varying the size, face and font of the type. In radio emphasis has heretofore been limited to the range of the announcer's voice. Now the “March of Time” programs have introduced a broadcast layout that is both novel and effective by using two announcers for a single announcement. We quote from the opening announcement of a recent program.

Five points distinguish *Time* from all other reviews:

IT'S COMPLETE—for the man of wide interests.

AND ORGANIZED—for his convenience.

IT'S MATTER-OF-FACT—*Time* respects your intelligence.

IT'S BRIEF—every word tells.

IT'S UP-TO-DATE—from cover to cover.

To *Time* also goes the laurel for the best sound effects of the month. The muted bugle playing “Taps” as a background for obituary announcements for three famous men, the roar of the world's series crowd and other such effects put the “March of Time” at the head of the sound effects list, in the position held for so long by the late “Empire Builders.”

Speaking of sound effects, the Remington people have added a typewriter (or at least the sound of one) to their radio orchestra, largely replacing the drums. This fits in admirably with their message of “rythm typewriting” and their slogan, “Learn to type to music.” Their theme song, naturally enough, is “I've Got Rythm.” Whoever writes this program certainly learned the lesson on “coherence and unity” when he took Composition I.

A precedent in broadcasting was set by Calvin Coolidge (no pun intended) when he guest-spoke at the inaugural program of the New York Life Insurance Company's new series. To our knowledge, this is the first time a sponsor has had his guest of honor deliver the sales talk. But if they could all do as good a job as Mr. Coolidge, it might not be such a bad idea.

“It pays to advertise your program,” is a motto some advertisers on the air never seem to learn. Many of them could profit by taking a page from Philco's book. The one reproduced herewith is from the

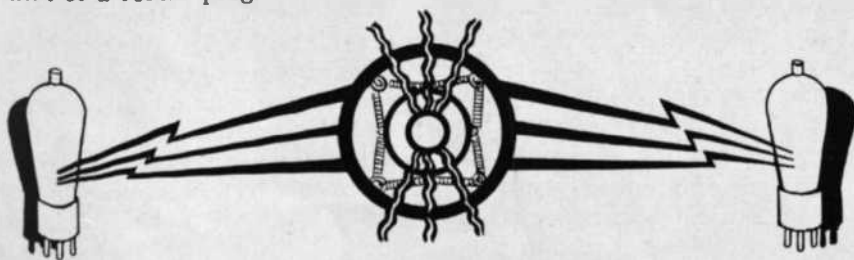
but...there are no seats for sale!

Saturday Evening Post for the week preceding the first broadcast Stokowski concert of this season.

Every rule, they say, has its exception but few have such pleasant exceptions as the young lady who breaks the “no. feminine announcers” ruling all to bits by her excellent announcing of the Ponds program. In a languid Southern way that is “cuteness” itself she puts over a beauty talk to the ladies without losing a single masculine listener.

Our personal nomination for radio's best master of ceremony is Ray Perkins on Fleischman's new Sunday program. And for the best close harmony we select the eight “Sons of Eli” who entertain for Wallace Silverware.

The month's worst announcement was that of a rouge company whose product “is the only rouge with the coloring of the human blood!” Before we could catch the name of the sponsor, Mrs. Twister had dialed the program out with an exclamation of disgust.



How a Bank Projects Its Personality Over the Air

Is told by J. M. Easton

Advertising Manager, THE NORTHERN TRUST COMPANY, Chicago,
to James C. Grant

(EDITOR'S NOTE: Radio has sold everything from hairpins to automobiles, with varying degrees of success. Always, there are program post-mortems to explain why this program sold more goods than the manufacturer could produce and why that one was only successful in a mediocre way. There are almost as many reasons given for the success of such outstanding programs as "Amos and Andy" and "The Stebbins Boys" as there are listeners. But these programs all merchandise a tangible product. What would be radio's place in the field of more intangibles—in such a thing as bank advertising, for example? We had James C. Grant ask J. M. Easton, advertising manager of The Northern Trust Company, and here is his answer.)

RADIO is advertising's most personal medium. If you would have it successful, look to the personality of your business and project that into your program as its major premise.

This is the advice of J. M. Easton, advertising manager of The Northern Trust Company, one of Chicago's oldest and most conservative banks, who has turned to this most modern form of promotion to supplement the bank's regular schedule of newspaper and direct mail advertising.

The Northern Trust Company has been "on the air" now for something over six months. In that time it has had three types of programs. At present, its broadcast over WMAQ Thursday evening at 8:30 is known as "The Northerners." It features a male octette of qualified artists, a guest singer and "The Family Banker" who in a few minutes tells something of what a bank like The Northern Trust Company offers its patrons, not as a merchandising talk or "commercial" but as a narrative. The Banker offers advice and suggestions and invites listeners to present him with their own personal banking and estate problems.



J. M. Easton

After having checked the three types of programs, Mr. Easton scans the lists of tangible results and knocks the theories of program builders more or less into a cocked hat. "The type of entertainment—music, drama, dialogue—makes little or no difference," he says.

This bank first went on the air with a series of dramatized sketches, presented by The Northern Trust Players, a group made up of bank employees who yearly present one or two plays in Chicago. These sketches were based on a series of newspaper advertisements which, in turn, were based on real incidents in the bank's history—stories of real happenings to real persons—dramatic stories of life in which the files of The Northern Trust Company abound.

One told of a frail and gentle lady whose son had but seven years to live—how officials of the trust de-

partment of The Northern Trust Company after carefully studying all facts in the case advised spending a part of the principal of the lady's small estate which they held in trust in order that the doomed boy might have, during his few remaining years of life, comfort which the income would not permit. Another, based on The Northern Trust Company's budget plan of saving, told of a little girl with musical talent,—and how, by taking advantage of their budget account, her parents were able to give her the musical training necessary when the time arrived.

The response to these programs, based on letters which the bank received, might have been considered discouraging. But it was other considerations rather than this that caused a change in the broadcast. After the first few weeks, a program built around Chicago's history was developed. This was designed to show how The Northern Trust Company had been an integral part of Chicago's development and growth throughout four decades. Bits of Chicago history with music of the period made up the program. Again response was limited.

However, this program was planned to cover only a limited number of weeks and at its conclusion the present type of "show" was built and broadcast. And again, results—if these results are measured in terms of basketsfull of letters—were disappointing.

Tangible returns from radio were then checked against the tangible returns from newspaper advertising and radio was found a poor second. It looked on the face of the comparative showings as if radio had failed as a bank medium. (An exception to this should be noted, however. In the savings department

of the bank it was found that the returns from the broadcasts exceed to a considerable degree those from the bank's other advertising.)

Then other evidence was sought. The entire problem was confronted squarely. What, after all, was radio supposed to sell?

In considering the medium, it was necessary to realize first that in this instance radio was dealing with a product in which motivation is slow. A man's bank is like his dog or his briar pipe. He does not discard it easily. He will see an advertisement of shirts at a reduced price. He may immediately go out and buy some or make a mental note that he will buy some at the first opportunity. He does not ordinarily react in this way to a bank advertisement. Until something fundamental arises to change his preconceived conceptions of his own bank, he does not consider a change of affiliation.

Thus any advertising campaign for a bank must have the ultimate end in view—the long haul outlook—the cumulative effect of dozens of advertisements—scores of broadcasts. It must create a conception of the institution which, when the man does decide to change, will bring him into the doors of the particular bank for the reason that its advertising message has instilled in his mind the idea that here is the type of institution with which he would like to do business.

Thus for bank advertising, it is not so much the program as the *personality* of the program which matters. For it is here that radio becomes all powerful.

WE are not used to forming opinions of people by their handwriting or by the things which they write. We are used to judging them by their voices—by the things they say. For this reason, the same words put in a newspaper advertisement do not carry the same force of personality building that they would if said in the warm, friendly voice of "The Family Banker" over the air.

Then, too, the Banker's voice reaches the prospect at a time when he is relaxed—when he is at home amid the surroundings which he has built up for himself—among the people for whom he provides and for whom his financial security is

NOW SPARTON CLAIMS FIRST RADIO SALES MEETING

A Letter from T. W. Cate

Mgr. Radio Dept., THE MAYERS COMPANY, INC., Los Angeles

TRULY "there is nothing new under the sun." And, just as truthfully, when any accomplishment is designated as "the first in history," watch out. There is always someone ready to bob up with proof that this same accomplishment is old stuff. Thus the editor starts a nice little controversy for "first time" honors—circulation goes up—and everybody is happy.

All of which is preliminary to an attack on the article in the October issue of BROADCAST ADVERTISING entitled "First Radio Sales Meeting Is Held on Pacific Coast."

Back in 1929—on October 15th to be exact—this office planned and executed a radio sales meeting for our client, Pacific Wholesale, Ltd., distributor for Sparton radios for Southern California. The circumstances were almost identical with the Chevrolet dealer problem—a large number of dealers scattered over a wide territory and an important message that had to be put over with the utmost force and speed. Curiously enough, the plan adopted by Chevrolet almost exactly parallels our own.

The sales drive featured two important promotion ideas: first, a national Telephone Day, designed to demonstrate the effectiveness of telephone selling methods; second, a sales contest entitled "Sparton Football Series." Various methods of putting over these promotion ideas were discussed and it was finally decided to use the radio for the initial smash, plus the followup of a

vitaly important. In the press and hurry of the office, or even on a commutation train, a thought regarding his estate or the future independence of his wife and family will not strike him as forcefully as when he is in his arm-chair by his fire—his wife near him—his children playing happy and content.

Then it is that a thought from "The Family Banker" strikes fertile soil. And if it does not motivate

weekly sports newspaper, titled "Dynamite," during the remainder of the Fall selling season.

The advance publicity consisted of a mailing piece inserted in a red mailing tube labeled "Dynamite." Naturally this piece created a great deal of attention and helped to sell the dealers on the idea of getting their staffs together for the radio breakfast sales meeting. The first issue of the sports extra was prepared and a supply sent out to each dealer with instructions to distribute it at the end of the meeting.

Promptly at 7:30 on the morning of the 15th the meeting opened with some snappy music, a few wisecracks and a general air of good fellowship. To heighten the effect, we actually had breakfast served in the broadcasting studio. President Walter M. Fagan of Pacific Wholesale, Ltd., delivered the main sales talk which was carefully prepared for its effect on consumers as well as the assembled dealers. The high spot of the program was a timely message from Capt. Wm. Sparks, president of the Sparks-Withington Company, makers of Sparton radios. This message was telephoned from Jackson, Mich., and picked up and broadcast over the air.

With the initial impetus gained by the radio sales meeting, plus the sustained interest created by the weekly sports extra, Sparton dealers had a most successful Fall season at a time when competition was particularly keen.

at once, it sows the seed. The idea has been implanted and through the Banker's personality, has been created an idea of the bank itself—warm, friendly, careful.

The flexibility of radio permits the carrying out of this idea. Words can be said, which, put into type, would be either weak and pointless or would fail to carry the real message of the bank. Through-

(Continued on page 48)

"PICKUPS" PROGRAMS COMBINE SELLING AND ENTERTAINMENT

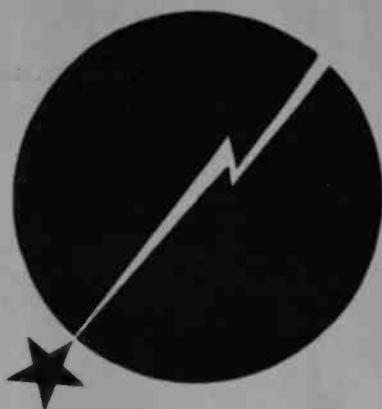
ADVERTISERS who are experienced in the use of paper and type have long realized the necessity for a central idea in their advertising, a theme around which each advertisement can be built. But when radio entered the advertising field with its strange mixture of selling and entertainment, this idea was tossed overboard along with many others, which are now being salvaged one by one as the realization sinks home that radio after all is just another advertising medium whose rules are much the same as those of the older media.

Proof that this principle of a "central idea" is just as sound on the air as it is in type is furnished by "Bissell Pickups," a quarter hour after-breakfast program recently begun over the NBC blue network, which uses it to bridge that gulf between entertainment and selling which so often also separates the sponsor and his prospects. This program is sponsored by the Bissell Carpet Sweeper Company, of Grand Rapids, Michigan, manufacturer of the familiar Bissell Sweeper.

The Bissell Company believes radio to be an important supplementary advertising medium and is using it as an adjunct to other forms of advertising in a carefully planned sales program. One of the reasons for this concern's looking with favor upon radio is because it desires to jolt the millions of women whose mothers, aunts, cousins, and friends have owned Bissells "ever since anybody can remember" into consciousness of the fact that the carpet sweeper is a modern, up-to-date device, as necessary to the bride of 1931 as it was to her maternal ancestors.

Radical improvements in the Bissell also needed to be brought to the attention of women. Radio, a modern medium if there ever was one, seemed to provide the way to achieve these objectives.

As might be expected of an advertiser of such long experience, the Bissell Company went about radio



advertising in a methodical, scientific manner. In 1930, a testing of the air was begun on a couple of stations. Bissell Pickups was devised by the advertiser as a means of weaving a sales message and a program of entertainment together. A main talking point in publication advertising has been the extraordinary pickup ability of the Hi-Lo Bissell Sweeper, as the new model is called. What could be more logical and pat than to extend the meaning of this expression to include interesting tidbits of information and music, gathered from this corner

squeak--

A FEW weeks ago the sound of oarlocks was needed in a "Harold Teen" episode on WGN, Chicago. Everything in the studio was tried, from scraping files on pipes to swinging hinges, but the sound remained elusive. A microphone had been hung beside a sink of water (the lake); two little paddles were provided to make the sound of oars; reels, rods and bait pails were all "soundly" effected, but still no squeak for the oarlocks. Then, accidentally, Giggles knocked her arm against the microphone, one of the hanging kind, and set it to swinging. Instantly there came a squeak and another effect problem was solved.

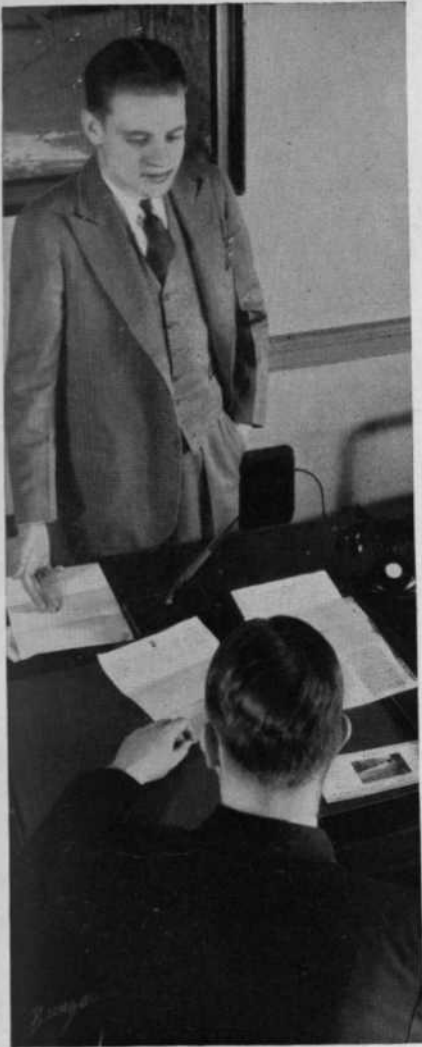
and that? And what more logical time to put it on the air than right after breakfast, when women are about to start picking up their homes?

On this platform, the Bissell program was built. Jean Bright, counsellor on women's affairs, delved here and there and turned up a series of pickups designed to reveal to the modern women the romance of everyday things. Larry Larsen, whose organ playing had already won for him a wide following in the middle west, contributed musical pickups.

The program was put on over WGN, Chicago, in the Fall of 1930. Results led to its extension this year over an NBC network. The chain program has been augmented to include "Fay and Norma, the Hi-Lo singers." "Hi-Lo," a coined expression descriptive of the brush action of the modern Bissell Sweeper, proved able to perform a double duty on the radio program. It is used not only as a soubriquet for the singers but the conventional "Hello everybody" becomes on this program, "Hi-Lo everybody."

Another advantage of the "Pickup" idea proved to be that it permits the three entertainment features of the program to be combined in any desired way. Also, it makes possible the introduction of new entertainment features when desired without at any time destroying the essential unity or identity of the program. Furthermore, "Pickups" is so closely related to the theme of picking up the home, which is the sales argument of the Bissell Sweeper, that it translates both selling and entertainment into one common language.

In radio as in printed advertising "the story's the thing." The first essential is to get an idea. Once one is found that "clicks," the various elements of a program automatically become one harmonious whole. The Bissell Company, an experienced advertiser, realized the im-



•

THERE'S NO SUBSTITUTE FOR AUDIENCE VALUE IN PLANNING A RADIO CAMPAIGN

•

When you're buying time on the air you may be interested in the number of persons who could listen if they wanted to. That's "coverage".

But what really counts is the number of people who actually do listen. That's "audience".

Find the way to measure AUDIENCE VALUE and you have found the basis for reaching the most LISTENERS at the lowest cost per listener.

A new method, introduced by Westinghouse Radio Stations, provides facts upon which to base an appraisal of AUDIENCE VALUE with unprecedented accuracy.

The surveys from which this method was developed have disclosed facts such as these regarding Station KDKA:

During the first six months of 1931 a letter was received for one out of every 35 persons living in the Primary Zone

of Influence of KDKA. One family in eight was heard from. One family out of every four having a receiving set responded.

A check of single-station programs (available from one station only and not a chain) heard by 4,200 owners of radio sets in the KDKA Primary Zone of Influence showed that, among programs of this type mentioned, 77 per cent came from Station KDKA.

Station influence today is built on program appeal . . . and the programs of Station KDKA have built an audience which dominates the area encompassed in Station KDKA's Primary Zone of Influence.

A representative of Westinghouse Radio Stations will give you further details regarding the new method of measuring audience. Get in touch by letter, wire or phone, with one of the offices listed below.

WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA

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

November, 1931

KDKA

— COMMERCIAL OFFICES —
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX

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

K·M·B·C

"First—
in the Heart
of America"

Now
Becomes
a Key
Station
of the
Columbia
Network

Adding—
Additional
Prestige
Listener Interest
Value

Midland
Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

portance of this and in entering this new field, had the advantage of a sound, basic principle to work on. The "Pickups" program is the result.

Wrigley to Spend \$1,000,000 for CBS Program

THE William Wrigley Jr. Company, Chicago gum manufacturers, will spend more than \$1,000,000 for radio advertising during the next year. Five times a week, over a coast-to-coast Columbia network, they will sponsor "Myrt and Marge," a 15-minute dialogue skit, the adventures of two chorus girls. The new series, which begins November 2, is prepared and directed by the Frances Hooper Advertising Agency of Chicago.

Like Amos and Andy, the programs will be broadcast twice nightly. Also like the Pepsodent boys, Mr. Wrigley's girls will be broadcast in the East at 7:00 p. m. Will they be able to vamp the notoriously fickle American public away from the blackface team? Radiodom and the advertising world are both prepared to watch developments with more than usual interest.

Fewer Radio Stations

ALTHOUGH there were 11 new broadcasting stations licensed during the fiscal year of 1931 (July 1930 through June 1931) the total number was reduced from 621 to 612. Twenty stations either left the air or were consolidated with other stations.

Get Association Account

APPOINTMENT of Brooke, Smith & French, Inc., Detroit agency, to handle the advertising program of the Florists' Telegraph Delivery Association, has been announced by Albert Barber, secretary of the association, at the Detroit headquarters. An extensive campaign to awaken a broader appreciation of this organization's world-wide service will shortly be under way, and it is probable that radio advertising will play an important part in the program.

Special Series for Cranberries

MRS. JULIAN HEATH, food expert, is broadcasting a special series of cranberry talks, sponsored by the American Cranberry Exchange of New York City, over WJZ. The agency for this account is McMullen, Sterling and Chalfant, of New York City.

Crab Packers Use Radio

A SERIES of Friday afternoon broadcasts over the Pacific Coast Network of the NBC is part of an advertising drive recently begun by the San Francisco office of N. W. Ayer & Son, Inc., to introduce the Japanese King Crab to America. Five brands of crabmeat are advertised in this campaign, which is placed by the King Crab Packers' Sales Corporation of Tokyo, Japan.

Don't Use "Crowd-Voices," Linn Tells Announcers

JAMES WEBER LINN, professor of English at the University of Chicago and author of a daily column, recently discussed the subject of radio speech.

"Every last announcer that I have heard talks exactly as if he thought he was addressing a crowd. Of course he is not. He is addressing millions of individual hearers, but he is addressing each one as an individual. His intonations therefore should be, always, the intonations of a conversationalist. They are not. They are the intonations of an actor. At their best they are the intonations of a good actor. At their worst they are the intonations of a terribly poor actor. But whether the voices in themselves are good or poor, they are always *crowd-voices*."

They talk to him, he continues, as if he were a public meeting. "Doggone it all, I am, when I listen over the radio, not a public meeting. I am sitting by my own fireside, listening to some one speak to me, or trying to listen."

For years young copy writers have been taught to address the individual. "No matter how many millions of people will read the advertisement," they are told, "each reader reads it as an individual and he must be addressed as such."

This law is just as true for broadcasting as for any other medium. Why, one wonders, didn't some advertising man remember it without having it pointed out by an English professor?

WGBS Sold to Hearst

RADIO station WGBS, New York City, has been purchased by the American Radio News Corporation, a Hearst organization, from the General Broadcasting System, owner and operator of the station. Started by Gimbel Brothers in 1924, the company has recently been owned by Daily Paskman, Fred Gimbel and J. W. Loeb, whose stock Mr. Hearst acquired. It is reported that \$100,000 will immediately be spent in improving the station equipment and that the call letters will be changed to WINS, presumably for the International News Service, the Hearst press association. Mr. Hearst also owns WISN, Milwaukee, and operates KYW, Chicago, on lease from Westinghouse. WGBS will be managed by Clark Kinnaird.

Broadcast Advertising

We are pleased to announce

THE APPOINTMENT OF *

NATHANIEL SHILKRET

as Musical Counsel for all Recorded Broadcasting

and

DRAMATIZED RADIO MERCHANDISING

comprising: BETTY VANDEVENTER
LEONARD E. L. COX
MARY OLDS

as our Program Bureau

* To increase our effectiveness as leading radio station representatives, to aid in the sale of their time and to better our service to advertisers and their agencies.

SCOTT HOWE BOWEN, Inc.

C H R Y S L E R B U I L D I N G

NEW YORK CITY

Chicago Detroit Kansas City Boston
Wrigley Bldg. Fisher Bldg. 1016 Baltimore Ave. 185 Devonshire St

Omaha San Francisco
502 Barker Bldg. 865 Mission St.

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

Vick Launches Spot Campaign to Introduce New Products

VICK CHEMICAL COMPANY, makers of Vicks VapoRub, is this season, for the first time, using radio on a comparatively large scale in its program of advertising. Its radio program is being devoted to the introduction of two new Vick products—Vicks Nose & Throat Drops and Vicks Medicated Cough Drops—and to the introduction of Vicks VapoRub in a new stainless white form.

Beginning October 16, over fifty-five stations selected for national coverage, one-minute announcements were made three times a day for one week. Then, beginning October 25, two fifteen-minute programs a week will be given for three weeks over forty-six stations—Sunday and Wednesday nights. Following this, for twenty weeks, there will be one fifteen-minute program each week—Sunday nights—over these same stations.

The first few days of one-minute announcements will be devoted largely to calling attention of the public to free samples of new Vick products at all druggists. The rest of these announcements will be devoted to Stainless VapoRub, and to advertising the series of fifteen-minute programs to follow.

The programs are musical, presenting an orchestra and soloists in "Songs Our Mothers Used to Sing." They are broadcast by electrical transcription, produced by World Broadcasting System, Inc., and Sound Studios of New York City.

In addition to radio, extensive newspaper and magazine space will be used during the winter months and 10,000,000 samples will be distributed through druggists.

Moon Songs on Blue Moon Cheese Programs

MOON songs and cheese recipes make up the new CBS programs sponsored by the Blue Moon Cheese Products Company, Minneapolis. A male trio does the singing, while Ida Bailey Allen, dietitian, describes the various ways to use cheese in cooking. The programs are heard each Friday morning. Evans, Nye & Harmon, Inc., New York, is the agency.

Coffee Matinee on NBC

THE "Coffee Matinee," a new Thursday afternoon musical program, is sponsored by the Brazilian American Coffee Promotion Committee of New York over an NBC network. The agency for this account is N. W. Ayer & Son.

Joins Erwin, Wasey

CHESTER H. MILLER, formerly with the Columbia Broadcasting System, and more recently manager in charge of the production in the Chicago office of the Judson Radio Program Corporation, has been appointed by the New York office of Erwin, Wasey to serve in their radio production department.

Gleason Represents Bureau in West

THE Bureau of Broadcasting, Chicago organization of station representatives, has appointed W. L. Gleason, San Francisco station representative, as western manager. Mr. Gleason has recently represented KTAB, Oakland; KYA, San Francisco; KQW, San Jose; KRE, Berkeley, and the Southwest Broadcasting Company. Miss Beth Chase has been appointed Oakland representative of the Bureau.

Radio Campaign for Clothes

A NEW radio series over a CBS network is sponsored by Hart, Schaffner and Marx, makers of men's clothing. Edwin C. Hill, reporter for the *New York Sun* since 1910, relates each week one of his numerous experiences, as the featured entertainment. These broadcasts are part of an intensive campaign, which also calls for large space in newspapers, trade papers and the *Saturday Evening Post*. "Back to the Prices of 15 Years Ago" is the slogan of the drive, which is being directed by Batten, Barton, Durstine and Osborn, New York.

New Socony Series

CINDY and Sam, a blackface team, are to be heard in a new Tuesday and Thursday morning series, sponsored by the Socony-Vacuum Specialties division of the Standard Oil Company of New York. These programs go over an NBC network similar to that used during the Monday night broadcasts of the Soconyland Sketches, which have been heard on the air since November, 1927. The agency for this account is Batten, Barton, Durstine and Osborn of New York City.

300,000 Radios in Australia

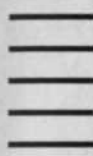

AUSTRALIA has issued 329,134 licenses for radio receiving sets, mainly in the provinces of Victoria and New South Wales. There are now 46 broadcasting stations in active operation in the Commonwealth.

Royal and Witmer Become NBC Vice-Presidents

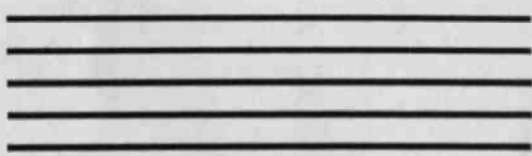
THE appointment of John F. Royal and Roy C. Witmer as vice-presidents of the NBC has recently been announced. Mr. Royal, vice-president in charge of programs, was formerly manager of station WTAM at Cleveland, leaving there early this year when NBC leased that station to go to New York as program director. Mr. Witmer, vice-president in charge of sales, joined the chain in 1927 as an advertising salesman and has been sales manager for the past year.

Joins WCAO

ROLAND ISRAEL, radio director and account executive of The Joseph Katz Company for the past four years, is now associated on the executive staff of radio station WCAO, Baltimore.



• The Third Party Endorsement



of Food Products

A FOOL there was who inaccurately quoted
"If you don't blow your own horn, no one
will blow it for you."

For instance, there was the old lady . . . a
gentlewoman, suddenly forced to earn her own
living . . . One morning she walked up one street
and down another . . . "Raspberries for sale . . .
raspberries" . . . in a soft tone of voice . . .
scarcely above a whisper . . . "Raspberries . . .
Oh dear, I hope nobody heard me" . . .

The American Institute of Food Products has
conducted two years of successful food mer-
chandising via the third party endorsement,
using radio exclusively. Editorial educational
programs limited to one product in each field
that has undergone rigid analysis and plant in-
spection, are now serving an outstanding list of
national accounts . . . Institute programs carry
conviction because third party endorsement
idea inspires confidence.

**AMERICAN INSTITUTE
OF FOOD PRODUCTS**

Palmolive Building



Chicago

November, 1931

Illinois

Broadcasts Hair Talks

CONSTANCE PARKER YOUNG, authority on the care of the hair, has inaugurated a new two-a-week series over a mid-west group of the Columbia network. The program is presented under the sponsorship of the Kenton Pharmacal Company, Covington, Ky., manufacturer of "Browntone."

Thomas Forms Radio Agency

EDWARD F. Thomas is president of the newly formed Edward F. Thomas and Company, an advertising agency specializing in radio, in New York City. The other officers are M. A. Nahon, secretary, and H. R. Sitler, treasurer.

U. S. Chamber of Commerce Sponsors Series

A SERIES of six weekly radio programs, entitled "Satisfying Mrs. Shopper" and presenting such speakers as Mrs. Sipple, president of the General Federation of Women's Clubs; Kathleen Norris, novelist; Katherine Fisher, director of the Good Housekeeping Institute, is on the air each Thursday night over a CBS network, sponsored by the Chamber of Commerce of the United States.

Elected by NBC

FRANK MASON, former president of the International News Service, was elected a vice-president of the NBC at a recent board of directors' meeting.

Chicago Situation Changes Rapidly as Chains Swap Stations

WHEN the NBC bought a part interest in the *Chicago Daily News* station, WMAQ, as was announced last month, a series of events was begun that have made considerable changes in Chicago's radio set-up. First of all, this purchase moved WMAQ from a CBS affiliate to the NBC ranks, leaving Columbia with no full-time evening outlet.

It was now Columbia's move, and Columbia did, buying a number of hours daily over WGN, station of the *Chicago Tribune*, which has heretofore been an NBC associate. As WGN and WMAQ will both change sides on November 1, neither chain can claim any gain over the other so far.

Just as we are going to press, however, comes the news that the Federal Radio Commission has granted the application of WJKS of Gary, Ind., for the 560 kilocycle channel, now occupied by stations WIBO and WPCC, Chicago, and has ordered those two stations to leave the air.

This is the most drastic step taken so far by the Commission in carrying out the redistribution program by which it hopes to bring the spread of broadcasting stations into conformity with the requirements of the Davis amendment. At present Illinois is more than a dozen units over its quota of broadcasting facilities, while Indiana is over two units under quota.

As WPCC, owned by the North Shore Church, is only on the air a short time each week, WIBO has had practically full time, much of which is given over to NBC programs. Thus indications point to renewed activity in the battle of the networks for more Chicago outlets. The ruling goes into effect on November 5, unless it is meanwhile appealed.

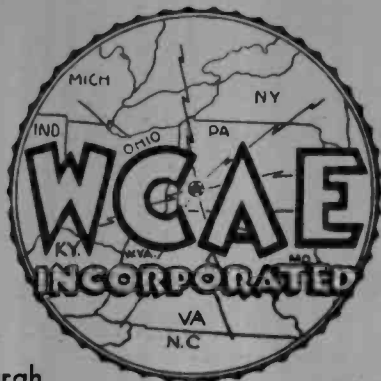
Broadcasts Portray Fight Against Disease

"DANGER FIGHTERS," a new series of dramatic presentations based on Paul de Kruif's books, "Microbe Hunters" and "Hunger Fighters," broadcast each Saturday over an NBC chain, is sponsored by the Health Products Corporation of Newark, N. J., makers of Feen-a-mint. The agency for this account is McCann Erickson, Inc., of New York City.

WCAU Building New Studios

THREE additional floors are being built on the top of the Franklin Trust Building in Philadelphia by the Universal Broadcasting Company, owner of WCAU, which will use this space for studios. In addition to the regular studio equipment, plans call for a laboratory, specially built for Dr. Stokowski, where this noted conductor will continue his experiments in the transmission of music, with the aid of a radio engineer who is assigned to him for this work.

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. •

★ ★ ★ ★ ★ ★ ★ ★

Local Merchants point the Way!

Their choice of radio stations is a mighty good guide post for national advertisers looking for profits from broadcasting. Their advertising investments most show a profit . . . must sell goods.

Here in Oklahoma City, KFJF is doing a job for local merchants . . . is selling goods for them in Oklahoma City and its trade territory.

We've a few fifteen- and thirty-minute periods preceded and followed by popular Columbia features available for spot broadcasting. KFJF is the only Columbia station in the entire state.

5,000 WATTS—FULL TIME

KFJF, one of the oldest stations in the Southwest, is the most powerful of the Oklahoma City area . . . licensed to operate full time with 5,000 watts.

Oklahoma City, lying in the midst of the richest oil producing, stock raising, and agricultural sections of the state, is the distributing point for 75% of the commodities sold in Oklahoma. It is one of the few large cities in the country whose population increased over 100% in the last decade. During the year 1930, retail business showed an increase of 5% over 1929.

KFJF

OKLAHOMA CITY

DIVISION SOUTHWEST BROADCAST CO.

STATIONS:
Oklahoma City
Fort Worth San Antonio
Waco

ASSOCIATED STATIONS
Wichita Falls
Houston Dallas
Amarillo

K F J F OKLAHOMA CITY

THE MORRIS PLAN COMPANY OF OKLAHOMA
OKLAHOMA CITY October 1, 1931

Mr. J. W. Clark
K F J F
Oklahoma City, Oklahoma

Dear Mr. Clark:
You will be glad to know that our Board of Directors today approved the renewal of our contract with your station for another season. Our carefully kept records show that your station brought us in good business throughout the summer. Even in the face of our reduced advertising budget, we feel that we cannot afford to be without KFJF's help.

Very truly yours,
L. D. Lacy
L. D. Lacy
Vice-President & Manager

KERRY BAY CORP. CLAIMS
OKLAHOMA CITY OKLA.

Mr. James W. Clark, Sales Mgr.
Radio Station K F J F
Oklahoma City, Oklahoma

Dear Mr. Clark:
You will be interested to know that during your absence from the city we received inquiry concerning the status of your station from one of the country's leading manufacturers of shoes. You will, I know, be pleased to learn that it was our pleasure to reply as follows:

"Referring to your letter of September 25, regarding station K F, J. F. This station has recently been reorganized, and in our opinion is one of the strongest stations in the South, and is very popular. Also, we use the station ourselves a great deal."

If you will call at my office, I will be glad to give you detailed information concerning this prospective client.

Sincerely yours,
John M. Anderson
JMA:DP

The Booterie, Inc.
110 WEST MAIN STREET
OKLAHOMA CITY, OKLA.

McEWEN-HUNTER-BURTON CO.

LEWINSOHN'S
OKLAHOMA CITY

October 5, 1931

Mr. James W. Clark
Station K F J F
Oklahoma City

Dear Mr. Clark:
We have gone over the fifty-two weeks contract you left with us, signed it and attached hereto.

If you will drop in our office between the 12th and 15th, we will discuss our copy plans. Trusting that this broadcast will come up to the expectations of all concerned, we are

very truly yours,

Sears, Roebuck and Co.
The World's Largest Store

Mr. Jimmie Clark
Radio Station K F, J. F.
Oklahoma City, Okla.

August 7, 1931

Dear Mr. Clark:
On behalf of Sears, Roebuck & Company, I want to heartily congratulate you and your organization on the marvelous broadcast on our new S-R motor oil last Tuesday.

The program was interesting and varied, the oil announcements were forcefully announced. Such efforts are sure to reap the reward due them, and are sure to popularize K. F. J. F. more than ever with Oklahomans.

Best wishes for your continued success, I am

Lyman
Lyman
Sears, Roebuck & Co.

Nine Stations Get Maximum Power; Six Others Are Granted 25 KW.

EARLY in October the Federal Radio Commission granted temporary permission to use the maximum power of 50,000 watts to nine broadcasting stations, thus, temporarily at least, settling the high power issue which has been pending for more than a year.

The decision, which accords with the provision that high powered stations can operate on only four cleared channels in each zone, will become effective when the Commission formally adopts its statement of facts and grounds for each case. At that time any aggrieved applicants will be allowed twenty days in which to file their objections with the Court of Appeals of the District of Columbia. Some litigation is certain. Already WOWO, of Fort Wayne, Ind., operating on the 1160 kilocycle channel midway between and only 10 kilocycles away from WCAU and WHAM, has filed a formal protest, asking the Commission to rescind its grants to these two stations.

The stations granted 50 kilowatts are WOR, Newark, N. J.; WCAU, Philadelphia; WSM, Nashville; WSB, Atlanta; WHO-WOC, Des Moines and Davenport; WCCO, Minneapolis; KOA, Denver; KSL, Salt Lake City, and KPO, San Francisco.

At the same time, the Commission also awarded the following stations with 25,000 watts: WAPI, Birmingham; WBT, Charlotte; WHAM, Rochester, N. Y.; WHAS, Louisville; KFAB, Lincoln, and KVOO, Tulsa.

WKBH Joins CBS

STATION WKBH, in La Crosse, Wis., has just been added to the network of the Columbia Broadcasting System on a permanent basis. The station operates on 1000 watt power at the 217.3 meter, 1380 kilocycle level.

Leigh E. Ore Joins Washington Agency

LEIGH E. ORE, for several years manager of radio station WLBW at Oil City, Pa., and more recently of WJSV, Mount Vernon Hills, Va., has joined R. D. Wyly, Inc., Washington, D. C., advertising agency, as director of radio. Mr. Ore has had unusual success with children's programs and has also built radio campaigns for such concerns as the Quaker State Oil Refining Company and the Pennzoil Company.

Express Company Puts on Test Program

THE Railway Express Agency, New York, recently broadcast a test program over station WSPA, Spartanburg, S. C. Previous to the broadcast the company sent out 70,000 letters to its employees, requesting them to try to hear the program and to report on its reception, with any criticisms they might care to make as to the program content or performance. The broadcast was made at 8:30 p. m. and repeated at 2:30 a. m. A nation-wide spot program is said to be contemplated by the Railway Express Agency.

New Florsheim Series

A NEW series of Florsheim Frolics is now to be heard over an NBC chain each Friday evening. An orchestra led by Ferde Grofe, Pratt and Sherman, as masters of "unceremony," and Jane Froman, blues singer, furnish the entertainment.

Imitations on Shoe Program

IMPERSONATIONS of famous actors of the stage, screen and air are featured in the new series of programs sponsored by the Regal Shoe Company, Whitman, Mass., over a CBS chain each Friday night.

N. Y. U. Offers Course in Radio Law

A COURSE in radio law is now offered by the law school of New York University, with Bethuel M. Webster, former general counsel of the Federal Radio Commission, as lecturer and instructor. The course will deal with the origin, construction and constitutionality of the radio act of 1927 and the decisions under that act; the present and proposed amendments; procedure before the Commission; copyright legislation, and the rights of states and municipalities to regulate radio.

Tanlac Extends Its Radio Advertising

THE success of the Tanlac program during the spring and summer was so pronounced that International Proprietaries of Dayton, Ohio, Manufacturers of Tanlac, have inaugurated a fall program over forty-eight stations. This fall program again features Captain Tim Healy, the famous "Anzac" and Staff Captain in the Intelligence Department, Australian Imperial Force, who will tell of some of his adventures "Hunting Spies in Wartime." The Tanlac programs were prepared and placed by the Charles C. Green Advertising Agency of New York.

Radio Board of Review Denies Censorship Charges

CHARGES that the National Radio Board of Review will be a censorship organization have been emphatically denied by George Perryman, tube manufacturer, who is sponsoring the movement. Instead, he says, his proposed board may possibly avoid censorship. More than half of the 250 clubs petitioned have planned to cooperate with him, Mr. Perry reports, among them the National Federation of Music Clubs.

WMCA

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

YOU, too, *will be convinced!*

If you have a radio problem you don't quite know what to do about . . .

If you are not sure whether to recommend day or evening broadcasts . . .

Half hour once a week, quarter hour twice a week, or announcements every day . . .

If you are not sure what type program to recommend, or where to secure the talent . . .

If you are not up on recent developments in recording, and don't know where to have your transcriptions made . . .

If you are not equipped to ship the discs to stations, check their receipt, use and return . . .

And last, if you are not familiar enough with station characteristics, power, wave, range—or with listener interest and preferences, to be sure of your station schedule recommendation . . .

Five minutes conversation with a representative from A. T. Sears and Son, Inc., will convince you that you are talking with someone who knows radio—in all its phases—from long experience . . .

—and one who offers you the benefit of that experience and knowledge freely, with no obligation. But with a very sincere desire to serve you, your client, and the stations he represents to the best of his ability.

We'd like to serve you.

A. T. SEARS & SON, Inc.

Radio Station Representatives

520 N. Michigan Ave.

Chicago, Ill.

Representatives in Principal Cities

Announcements Used by Standard Oil

THE Standard Oil Company of Indiana is using brief announcements on 31 stations as part of an extensive campaign to introduce its new gasoline. The agency is Stack-Goble, Chicago.

Columbia Appointments

THE Columbia Broadcasting System has announced the appointments of Burt McMurtrie as manager of its commercial program division, George Dawson as manager of the new business department and H. P. Hayward as chief of the department of current productions.

WXYZ

1000 W. 1240KC.

DETROIT

FIRST IN
LISTENER
INTEREST!

Has jumped from 4th to 1st place in Detroit listener interest in one year!

Covers adequately Michigan's greatest population center.

Owens the most modern equipment of any Michigan station.

Presents the most persistent program quality of any Michigan station.

Offers the experience of Michigan's greatest showmen.

**KUNSKY - TRENDLE
BROADCASTING
CORP.**

Madison Theatre Bldg.
Detroit Michigan

—Under Same Management—

IN GRAND RAPIDS

—STATION WOOD—

Selected by all national radio advertisers for its coverage of Western Michigan.

500W. 1270KC.

WOOD

THREE RULES FOR RADIO SUCCESS

(Continued from page 11)

more effective way than could any individual or group.

We've found radio a real sales getter and a valuable supplement to our magazine and newspaper advertising. We are learning more about this interesting medium every day and sincerely believe that radio advertising intelligently handled can do big things. It is simply a question of being willing to learn as we go along, not being too wildly enthusiastic about it, to the point of sacrificing established media or ready to damn every abuse or weakness as permanent.

Sponsor Publishes Paper

A TABLOID newspaper, "Headlines," has been published by Wilson Brothers, creators of Advance Guard fashions for men, as promotional matter for their radio program of that name, broadcast twice weekly from the NBC studios in Chicago. The Wilson advertising is handled by Riblet and Murphey, Chicago radio advertising agency. Mr. Riblet is also author of the programs.

Kelvinator Broadcasts Household Hints

A NEW NBC weekly morning program, in which Mrs. A. M. Goudiss offers helpful hints to listening housewives, is sponsored by the Kelvinator Sales Corporation of Detroit. The agency for this account is Brooke, Smith & French, also of Detroit.

Advertise Football Game

THE Hammel Advertising Corporation, Los Angeles, is using radio and trade papers in a fall advertising campaign for the Howard Jones Collegiate Football Game.

Capudine Offers New Radio Feature

THE Capudine Chemical Company of Raleigh, N. C., are offering a new musical radio feature by electrical transcription over stations in the Southwest, South and Middle Atlantic States. The program features a string ensemble and a series of dramas with Eileen Douglas and Robert Griffin. This new Capudine program was prepared and placed by the Charles C. Green Advertising Agency. The transcriptions were produced by Byers Recording Laboratory, Inc.

New Agency for Midland Flour

CALKINS & HOLDEN, INC., New York, is now directing the advertising of the Midland Flour Milling Company and its subsidiary, Town Crier Food Products, Inc., Kansas City, Mo., in which radio has played an important part.

No Best Program, but Many Good Ones, Say Ad- vertising Men

FORTY-THREE different radio programs were named by 100 members of the Association of Advertising Men as being "the best example of effective advertising on the air" at a recent meeting of that organization, which is made up of the younger men in advertising in New York City.

Four programs were tied for first place with six votes each, which seems to prove that there is no one program that stands out as "best," but that many advertisers are doing a good broadcast job. In announcing the results of the balloting, which took place at the end of the association's monthly "problem meeting," President Howard Warner said:

"The club member who asked for this ballot told me that he expected five or six programs would run nearly equal among the membership, because no matter how carefully an advertising man studies the sales results of broadcasting he will be influenced in his preference by his own enjoyment of the program to some degree. But certainly none of us expected so many programs would be selected as the most effective."

Kitchen Kleanser on Air

AIRWAYS SALES ENGINEERS Merchandise Mart, Chicago, have been appointed to handle the radio advertising of Fitzpatrick Bros., Inc., of Chicago. Programs advertising Kitchen Kleanser and Automatic soap flakes have been placed on stations WBBM and WLS, Chicago. Additional outlets have been arranged for in Detroit, Youngstown and Buffalo.

Broadcast Club Luncheons

ADDRESSES at the noon meetings of the Advertising Club of New York are broadcast over a CBS hook-up. James W. Gerard, former ambassador to Germany, gave the initial talk in this series.

Ask Permission to Omit Chain Breaks in Air Dramas

REPRESENTATIVES of both the NBC and CBS networks have appeared before the Federal Radio Commission recently to request that the order requiring radio stations to announce their call letters every 15 minutes be modified so that dramatic programs need not be interrupted.

Kastor Appoints Owings

H. W. KASTOR & SONS COMPANY, PANY, INC., New York advertising agency, has appointed Dorsey Owings as radio director.

Old Dutch Girl Continues

THE early morning broadcasts of the Old Dutch Girl three mornings a week over a CBS chain have been renewed for a second year by the Cudahy Packing Company, Chicago, maker of Old Dutch Cleanser.

C O V E R A G E !

Serving
An Intensive
Listening Area
of
9,489,402
Population

The Air Theatre

WBBM CHICAGO

Western Key Station of the Columbia Broadcasting System

NBC Official Writes Book About Advertising by Radio

PUBLISHER for twelve years, agency executive for nine and Director of Development of the National Broadcasting Company since 1926, Frank Arnold ought to know something about both advertising and radio. This knowledge is interestingly set forth in his new book, "Broadcast Advertising, the Fourth Dimension" (John Wiley & Sons, Inc., New York. \$3.00).

Written in entertaining narrative form, the volume deals with broadcasting from its pioneering days to a discussion of its probable future. Obtaining radio circulation, planning programs and adapting them to subject and audience, reaching the audience, the advertising agency and broadcasting, re-selling the broadcast program, broadcasting as an aid to distribution, does broadcast advertising pay?—these are a few of the topics discussed.

About them Mr. Arnold writes sound sense, from the point of view of the chain program put on to build good will and sales for a national advertiser. Those agency men and advertising managers who are interested in the national field will find here nearly all they need to know about radio. However, such recent developments as spot broadcasting, electrical transcriptions and station representatives are not discussed by the author.

Indian Stories for Young Gum Chewers

ANEW educational program called "The Lone Wolf Tribe, An Indian Story," written especially for children and dealing with Indian life and adventure, is broadcast over a midwest group of Columbia stations every Monday, Wednesday and Friday afternoon, sponsored by the William Wrigley, Jr., Company. The author is Elmo Scott Watson, Indian authority, whose writings on Indians and Indian lore have been widely published in newspapers and magazines.

One of the features of the episodes is that the children are taught the different calls of birds and animals, and their meaning. Their instructor, who does the imitating, is Evergreen Tree, a Pueblo from New Mexico. Other Indians will be used in the series to supply the color and give the series a genuine Indian atmosphere, among them a real chief, Chief Whirling Thunder of the Winnebagos. This program is directed by the J. Walter Thompson Company, Chicago.

McKesson Magazine Returns to Air

THE McKesson Musical Magazine, broadcast successfully last year, has returned to the air for another series over an NBC hook-up. These programs are sponsored by McKesson & Robbins, manufacturing druggists, of Bridgeport, Conn. Their agency is Lambert & Feasley, Inc., New York City.

Rochester Firms Resume Broadcasting

TWO advertisers to resume their broadcast advertising schedules this fall are the Good Luck Food Company, Rochester, manufacturers of Good Luck Desserts, and the Puritan Soap Company, Rochester, manufacturers of Puritan Anti-Freeze. Both of these accounts are placed by Hughes, Wolff & Company, advertising agency of Rochester, N. Y.

San Francisco Agencies Merge

LEO N LIVINGSTON and Harry Bercovich, Jr., have merged the advertising agencies operating under their names into one company, The Leon Livingston Advertising Agency. Mr. Livingston will be president of the new firm; Mr. Bercovich vice-president.

French Music for Perfumes

GEMS from the golden age of French music, played by a 35-piece symphony orchestra, are offered during the Melodies de France series of Sunday afternoon programs over an NBC network. The series is sponsored by Houbigant, Inc., perfume manufacturer of New York City. The agency for this account is H. J. Cowan Company of New York City.

Representatives in New Offices

THE Manhattan Broadcasting System, radio station representatives, is now located at 655 Fifth Ave., New York City.

Labor Station Gets Television Permit

THE Chicago Federation of Labor, operator of station WCFL, has been granted permission to erect a new experimental television station with the call letters W9XAA. The new sight broadcasting station will operate with 500 watts power in the band between 2750 and 2850 kilocycles.

Shoe Repairers to Broadcast

ACO-OPERATIVE campaign, planned by the shoe repair men of Salt Lake City, Utah, will use radio as its major medium.

Malted Milk Advertising to Young & Rubicam

THE Borden Company, 350 Madison Avenue, New York City, announce that, effective January 1, 1932, Young & Rubicam, Inc., will handle the advertising of Thompson's Malted Milk.

"CALL OFF YOUR CUSTOMERS..."

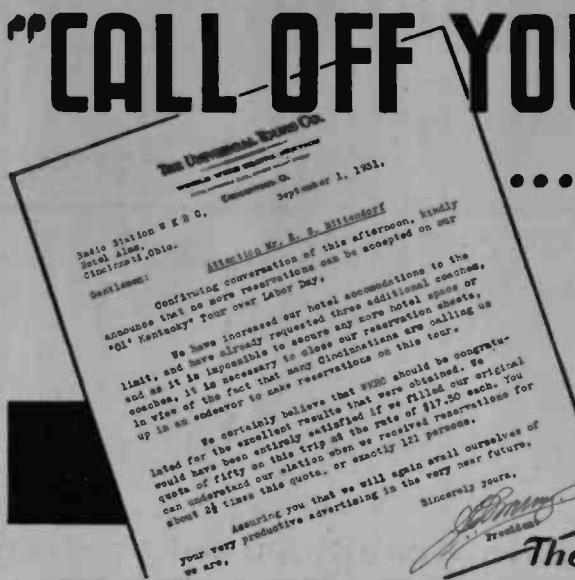
...they're swamping us!"



The vast, responsive WKRC audience swamped Universal Tours Co.... on a \$17.50 purchase! Buying power and responsiveness are characteristics you want in your Cincinnati radio audience. Reach the buyers... through:

WKRC

The only Columbia Station in the rich Ohio Valley



GET DOWN TO

“Brass Tacks”

WHILE conjecture in radio can never be eliminated, much can be done to reduce it through the application of modern fact-finding methods.

For the use of advertising agencies and advertisers, we are continuously collecting and studying facts and figures relative to merchandising, market data and radio coverage. This information is kept up to the minute, and is, we believe, most unusual in its scope.

At the present time we can give particularly complete information in any of the important trading areas listed below:

Davenport, Iowa	Oklahoma City, Okla.
Des Moines, Iowa	Tulsa, Okla.
Topeka, Kansas	Pittsburgh, Pa.
Wichita, Kansas	Amarillo, Texas
Boston, Mass.	Dallas, Texas
Springfield, Mass.	Fort Worth, Texas
Worcester, Mass.	Houston, Texas
St. Paul, Minn.	San Antonio, Texas
Newark, N. J.	Waco, Texas
Buffalo, N. Y.	Wichita Falls, Texas
New York City, N. Y.	Salt Lake City, Utah
Rochester, N. Y.	Madison, Wis.
Syracuse, N. Y.	

In addition to supplying data on markets and their radio coverage, this organization will give expert assistance in the preparation of new types of radio programs. We will also, if desired, direct the actual staging of programs and the supervision of studio recordings if electrical transcriptions are used. Please 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

**Carborundum Resumes
Broadcasts**

THE fifth year on the air of the Carborundum Company, Niagara Falls, N. Y., will be inaugurated on Oct. 31, when it resumes broadcasting over a CBS network. The programs, as heretofore, will feature the Carborundum band and the narration of authentic Indian legends.

**Heads Bureau of Broadcasting's
Buffalo Branch**

R. N. McCARTY, formerly head of the R. N. McCarty Advertising Agency, Detroit, and more recently with station WKRC, Cincinnati, has been appointed manager of the Buffalo office of the Bureau of Broadcasting.

**Uses Radio for Industrial
Alcohol**

OHMAN and Arden, popular piano team, play modern popular tunes during a new Monday evening series over an NBC chain sponsored by the U. S. Industrial Alcohol Company of New York City, to advertise "Pyrol," an anti-freeze mixture for automobiles. Each program also presents a radio "find." The agency for this account is J. Walter Thompson of New York City.

**"It's the Girl" Most Popular
Song**

TABULATING the fan mail to select the numbers for an all-request program, the sponsors of the Gold Medal Fast Freight programs found "It's the Girl" in first place, with "On the Beach with You" a close second.

**Launch Prune and Apricot
Campaign**

THE Long Advertising Service of San Jose, Calif., has launched a fall and winter campaign for Sunsweet prunes and apricots, grown by the California Prune and Apricot Growers Association. Radio, newspapers and magazines are the media.

Old Songs in New Series

SONG hits, fashions, sports and historic events from the days of 1860 on down into the present decade are woven into a new Sunday radio series, Barnsdall Musical Memories, over 15 stations of the Columbia network. The sponsor is Barnsdall Refineries, Inc., of Tulsa, Okla. This account is handled by the Stanley J. Ehlinger Advertising Agency, also of Tulsa.

**Contest Campaign for Dairy
Products**

RADIO, posters and newspapers are all being used by the Western Agency, Inc., of Seattle, to advertise a thousand dollar prize contest for modern nursery rhymes which can be used in the advertising of the Washington Dairy Products Bureau.

WDAY

is the *only* station that can offer you **COVER-AGE** in western Minnesota, North Dakota and northern South Dakota, as well as in Manitoba.

WDAY

covers **PEOPLE**—not square miles!

WDAY, Inc.
Fargo, N. D.

1000 watts

940 kc.

develop
the
Southern
market
•
the
Dixie Network
will do it!

Facts from
Station **WBT, Inc.**

Key station and executive offices,
the Dixie Network of the Colum-
bia Broadcasting System

Charlotte . . North Carolina

Broadcast Advertising

Station Issues Fan Paper

"THE KSTP WEEKLY," a listener paper containing news and pictures of radio programs and artists and the full program schedule of this station, is now published weekly by radio station KSTP, St. Paul, Minn.

Ludens Back on Air

WITH the advent of winter, Ludens, Inc., maker of menthol cough drops, Reading, Pa., is back on the air with another series of musical programs. This year the Luden broadcasts go out over a coast-to-coast CBS network, each Sunday evening.

Oil Company Appoints Agency

KEELOR & STITES CO., Cincinnati, has been named to direct the advertising of the Valvoline Oil Company and its subsidiary, the Galena Oil Corporation. Radio, outdoor advertising and trade papers will be used.

Aspirin Goes on Air

A NEW NBC Sunday program series, "The American Album of Familiar Music," is sponsored by Bayer Co., Inc., aspirin manufacturer, New York and Chicago. The agency for the Bayer account is Blackett-Sample and Hummert, Inc., of Chicago.

Icyeast on CBS

COMEDY songs by the team of Reis and Dunn are featured in the new series of programs sponsored each Tuesday over a CBS chain by the Icyeast Corporation of Dayton, Ohio, maker of a frozen yeast confection.

Agency Appoints O'Brien

THE Leichter Company, Los Angeles advertising agency, has placed Frank P. O'Brien, formerly with station KHJ, in charge of its radio activities.

Industrial Bankers Use Radio

A NEW radio campaign, sponsored by the Industrial Bankers, Inc., of Massachusetts, has been placed on station WBZ-WBZA, Boston, by the Manhattan Broadcasting System, Inc., through the agency of Lyman Irish & Company.

Carolina Stations Join NBC

TWO Carolina broadcasting stations, WWNC at Asheville, N. C., and WIS, of Columbia, S. C., became NBC affiliates last month. WWNC operates on the 570 kilocycle channel; WIS operates on a frequency of 1010 kilocycles; both stations use 1,000 watts power. The NBC roster now includes 82 stations.

WFIW to Resume Operations

RADIO station WFIW, at Hopkinsville, Ky., which was completely destroyed by fire the latter part of July, is now reconstructing its operating plant with the newest broadcasting equipment and expects to be back on the air on November 10.

November, 1931

'folks'...

WLS advertising programs bring results because they are built by people who understand FOLKS. They reach an audience that has learned to depend on this station for programs that are sincere. This is one of the reasons why your advertising message is accepted in the homes of our listeners, so that it brings immediate and profitable results. Your product and your company are not strangers when they are brought into the home by the friendly voice of

It may be that your product needs the careful study and interpretation that our program department has given so successfully to others. May we have the pleasure of helping you?



The Prairie Farmer Station

50,000 Watts - 870 Kilocycles

1230 W. Washington Blvd., Chicago, Ill.

HURRIDGE D. BUTLER, President

GLEN SNYDER, Commercial Manager

Commission Hears Columbia's Request for Booster Station

THE future of synchronized broadcasting is on trial as the Federal Radio Commission ponders on the application of the Columbia Broadcasting System for permission to erect in Washington, D. C., a "booster" station to re-broadcast in that city the programs of WABC, Columbia key station in New York City.

Lawrence W. Lowman, secretary of CBS, testified that this station, if erected, would make full-time Columbia service available to the more than half a million listeners of Washington. He declared that "the whole attitude of Columbia in presenting a definite synchronization project to the Commission is that if synchronization offers any hope for improving the broadcasting service of the public, or if it offers any hope of relieving some of the congestion in the broadcasting spectrum, certainly the project should be given a fair trial. Only by the age-old rule of cut and try can the Commission—and the public which it represents—be aided in improving the usefulness of the nation's greatest entertainment and service-rendering resource—its patrimony of wave lengths."

Oposing the application on the ground that if extra broadcasting facilities are to be given to Washington the Commission should first grant its request for increased power, station WOL of that city filed a brief protesting against the granting of Columbia's plea. The protest filed with the Commission by the Associated Broadcasters of America was withdrawn previous to the hearing when CBS officials pointed out that any apprehensions that this was the first step in a nation-wide system of booster stations which would replace the existing network stations, were a bit premature. It was further explained that synchronization is still in the experimental stage and it is too early to tell how it can best be utilized for public interest.

messengers--

ENGINEERS of KSTP recently toured the state of Minnesota and various parts of the Northwest to check reception of the new 50,000 watt experimental transmitter. Wishing to send back reports from places of limited mail facilities, they carried with them a corps of carriers pigeons, which were released at various places along the route. Each of these special messengers delivered its message at the Twin Cities swiftly and without mishap.

American Institute on WBBM

THE American Institute of Food Products, Chicago, has recently selected WBBM of that city as its key station. Started in Los Angeles two years ago by Thomas E. Yerxa, the Institute last year had programs on 32 stations from coast to coast. Serving such clients as the General Electric Company, Elam Mills, Curtiss Candy Company, Monarch Foods, Coco Cod Liver Oil, Lipton's Tea and Old Manse Maple Syrup, the Institute tests and analyzes each product carefully before giving it an indorsement. The programs are educational, with a musical background and are prepared by Mr. Yerxa and L. E. Tappe, in the company's offices in the Palmolive Building, Chicago.

Westinghouse Denies Rumors of Station Sale

RUMORS that the National Broadcasting Company is to purchase or lease station KDKA at Pittsburgh from Westinghouse Electric and Manufacturing Company, have been emphatically denied by Westinghouse officials.

Adams Takes Over Judson Program Corporation

THE Judson Radio Program Corporation, of New York, which was acquired by Columbia last year as part of the merger that resulted in the formation of the Columbia Concert Bureau, has been taken over by John T. Adams, who also assumes title to the subsidiary organizations, Radio Spot, Time, Inc., and Adams Broadcasting Service. The entire organization will be operated under the name of Adams Broadcasting Service, which was Mr. Adams' own company until he merged it with the Judson Radio Corporation in 1928.

Josef Pasternack, well known for his conducting of the Atwater-Kent Hour, will be musical director of the Adams company. Mr. Adams' brother, A. F. Adams, Jr., will also be associated with him.

Many Rumors on Ford as Radio Advertiser

HENRY FORD is (is not) going to broadcast. He will sign long-term contracts with a large number of stations for electrical transcription, following the Chevrolet plan. He will spend his entire appropriation for radio for the biggest "one-time shot" in broadcasting history by buying all the time on all NBC and CBS stations for an entire day. No day goes by without its new Ford rumor and a contradiction of yesterday's. It can be positively stated, however, that several prominent advertising agencies are sufficiently convinced that Ford is ready for radio to be devoting considerable time and effort towards landing the account.

Nusheen Plans Campaign

THE J. Dresner Company, New York advertising agency, is planning a campaign for Nusheen, a hair rinse made by Nusheen, Inc., New York. Radio, newspapers, trade papers and general magazines will be used.

full
time!

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

Associated Station
of the
Columbia Broadcasting
System

Write for Booklet.

SELL Greater HARTFORD

The Richest and Best Market

Over One Million People

Live Within a Radius of

W D R C

BROADCASTING

Full 17-Hour Service
to Hartford, Connecticut

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?**

We are pleased to announce the addition of the following national
accounts, to the clients we are now serving:

MARS, INCORPORATED, makers of "Milky Way", "Snickers" and
"Honey Almond". Five Programs a Week Over the Yankee Network.
J. Edw. Long, Advertising Agency.

CARNATION FLAKED WHEAT, product of THE CARNATION COM-
PANY, Milwaukee, Wisconsin. Williams and Cunningham Adver-
tising Agency.

Write or Phone

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

Big Stores Are Strong Believers in Morning Programs

BAMBERGER'S, Wanamaker's, Macy's, Bloomingdale's, Gimbel's and other big stores throughout the country are strong believers in morning broadcasts for promoting merchandise events. Such stores check up on sales by segregating the goods advertised on the air. "Radio specials" are not otherwise advertised. "Spotlight" announcements of the radio talks are featured in newspapers and in the store displays. Bulletins of the "radio specials" are issued to the selling forces as inside tie-up. Resultant sales can be fairly attributed to the pull of the broadcast, and the advertising costs can be calculated and allocated. All departments are given a turn at the microphone, singly or in groups, as merchandise policy and season indicate.

Many retailers take it for granted that broadcasting is good only for seasonal advertising. They accept the theory that people do not listen to air programs between June and late September. WOR, the Bamberger station in Newark, contests this point. Bamberger's are convinced of the value of air advertising all the year round.

"Fortunately for retailers," says an official of station WOR, "life is a continuous performance. People don't cease to exist or to need supplies of the things stores sell just because summer comes. In fact,

summer uses up goods, perhaps, faster than winter does. Listeners-in may leave their homes for two weeks, possibly a month or more. They are away from their usual base of supplies. Only the radio can reach out after them.

"Wisely used, summer air programs can build up a mail order business that pays big returns on the investment. They also do direct selling to the majority of people, who spend most of their summer at home. These people depend on the radio for entertainment, and they appreciate quick news of summer sales and bargain opportunities."

Undoubtedly retailers have missed many chances in the use of radio advertising during its experimental period. However, the element of chance is gradually being eliminated by wide-awake merchants who use air advertising. Sound sales promotion is taking place.—J. Ralph Corbett, of Corbett & North, Merchandise Consultants, in the *Dry Goods Economist*.

Station Manager Coins New Word

A NEW word has been coined as a direct result of the influence of broadcasting upon the people of this age. According to Philip G. Lasky, manager of KDYL, at Salt Lake City, Utah, originator of the word, "Radioligion" will soon be in general use to briefly describe and define that fast growing institution of religious broadcasting.

Numerology Only Fair at Predicting League Winners

LAST spring—April 4th, to be exact—the CBS publicity department released a story on the final standings of the big league baseball teams for the year as predicted by Lorna Fantin, numerologist, who was then on the air in the interests of Old Gold cigarettes. Admittedly without knowledge of baseball, Miss Fantin picked the winners solely on her calculations made on the basis of the science of numbers in relation to the names and birthdates of the clubs, the managers and the individual players.

Here are the clubs, listed in the order in which Miss Fantin predicted they would finish. The order in which they actually did come out is indicated by the figures in parentheses immediately following the names.

NATIONAL LEAGUE

1. St. Louis Cardinals (1)
2. Chicago Cubs (3)
3. Brooklyn Robins (4)
4. Boston Braves (7)
5. Pittsburgh Pirates (5)
6. New York Giants (2)
7. Cincinnati Reds (8)
8. Philadelphia Phillies (6)

AMERICAN LEAGUE

1. New York Yankees (2)
2. Philadelphia Athletics (1)
3. Washington Senators (3)
4. Cleveland Indians (4)
5. St. Louis Browns (5)
6. Detroit Tigers (7)
7. Chicago White Sox (8)
8. Boston Red Sox (6)

Daily Broadcasts for Dog Food

ASERIES of daily broadcasts over a number of stations is being sponsored by Spratts Patent, Ltd., of Newark, N. J. The programs are electrical transcriptions, made by the Byers Recording Laboratory, Inc., New York, and consist of dog stories, advertising Spratt's dog food. The agency for this account is Paris & Peart, New York.

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

NOW— Controlled Sales Representation!

A New Deal in Station Representation

Radio Merchandising Service has worked out a plan on controlled sales representation that you've been praying for We know you need your own solicitors in Chicago Well, we're ready. Wire or write for details immediately. ●

★ If you haven't received a sample copy of our merchandising and continuity service . . . write today. You'll be surprised at the help it will give you.

*You pay for
Representation
Now you can get
your money's worth!*

RADIO MERCHANDISING SERVICE

75 East Wacker Drive ●

Chicago, Illinois

Radio Census Nearly Complete

FIGURES on the number of radio sets in three states as of April 1, 1930, were handed out by the Bureau of Census this month, leaving just four more to go. The states for which figures have not yet been released are Pennsylvania, New York, New Jersey and Illinois.

California contained 1,618,533 families, including 839,846 families who owned radios, or 51.9 per cent of the total.

In Massachusetts there were 1,024,527 families, of which number 590,105, or 57.6 per cent, reported radios.

Of the 1,383,280 families in Texas, 257,686 families, or 18.6 per cent of the total, were set-owners.

WBBM Publishes Book of Facts

A SIZEABLE book of "Facts about Station WBBM," Chicago, has recently been published. Unlike most station brochures, this one is devoted exclusively to facts about this station's coverage, audience and advertising clients, and contains no pictures of staff artists, and similar material of interest to the listener.

Providence Station Now WPRO

THE Cherry and Webb Broadcasting Company, Providence, R. I., has received permission from the Federal Radio Commission to change its call letters from WDFW-WLSI to WPRO, effective immediately. WPRO divides time with WPAW, Pawtucket, R. I., operating on the 1210 kilocycle channel.

Program Sells 400,000 Gallons of Gas in 30 Days

TWENTY thousand motorists, each one buying 20 gallons of gasoline, each one receiving a miniature glider for his children, each one also receiving a button and a membership card in the Macmillan 'Round the World Club—these are the results of a month's broadcasting of a new program feature over KMPC, Beverly Hills, Calif., owned by the Macmillan Petroleum Corporation, Los Angeles.

New Advertisers Using the Yankee Chain

AMONG the advertisers who have recently signed contracts for broadcasts over the stations of the Yankee Network, New England radio chain, are the following firms: L. P. Rogers, Northern Fur Company, Association of Furniture Warehouses, Cobb, Bates & Yerxa, Arthur D. Healy, National Carbon Company, Florida Citrus Exchange, Otis Clapp, Inc., Mars, Inc., Close Confectionery Company and Mello Glo Face Powder.

Baseball in Spanish on KABC

THIS station is broadcasting the world series baseball games in Spanish," writes R. E. Willson, general manager of station KABC in San Antonio, Texas. "So far as we know, this is the first time the series has been broadcast in Spanish in the United States."

Good Diction Week

THE last week in October was Good Diction Week, when the American Academy of Arts and Letters concluded its annual search for the best voice of radio. The committee on radio is composed of Hamlin Garland, author; Prof. George Pierce Baker, director of Yale's dramatic school; Dr. John Finley, associate editor of the New York Times; Prof. Irving Babbit of Harvard and Augustus Thomas, playwright and critic.

Program Listings in Classified Space in Post

SPACE in the *Saturday Evening Post* is now available to advertisers on the air who wish to announce their programs each week to this magazine's readers. A company called "Radio Listening Post" has been formed in New York City and has made an arrangement with the Curtis Publishing Company whereby space is sold to sponsors at straight line rates.

Cigarette Delivery Advertised

CIGARETTES delivered to your home is the message that the Cigarette Service Company of Covington, Ky., is telling Ohio listeners over WKRC, Cincinnati. What makes such service possible is the fact that Ohio has a two-cent tax on cigarettes, while Kentucky has no cigarette tax.

Governor Appoints Harder

THE radio-minded Gov. Joseph B. Ely of Massachusetts has placed George A. Harder, program and editorial features chief for Westinghouse stations in New England, on his staff as official advisor on all radio questions. Mr. Harder will continue his duties at WBZ-WBZA.

Helen Heint to Play on Two Programs

HELEN CORBIN HEINTL, well known concert pianist and wife of the equally well known radio writer, Robert D. Heintl, was heard on the Arco program on October 22 and will also be guest artist with the Jack Frost Melody Moments orchestra on November 25.

Reynolds Joins Sears & Son

FRANK W. REYNOLDS has joined the Chicago office of A. T. Sears & Son, Inc., national radio station representatives. Mr. Reynolds was formerly western manager of the Judson Radio Program Corporation and prior to this was associated with radio station WHAM, Rochester, N. Y.

M. J. B. Coffee Campaign

THE San Francisco office of Lord & Thomas and Logan is placing a new campaign for M. J. B. Coffee via radio and newspapers in the Middle West. The twice weekly radio programs over the Pacific Coast NBC chain continue.



..... Now!

Ready to Serve You

K J B S

Announces

Recent installation of newest Western Electric Transmitter.

100% Modulation. *

Crystal Control. *

Vertical and Lateral Reproducing Equipment. *

Western Electric Double Double Turntables 33 1-3 and 78 RPM. *

Let us handle your Spot Program in this district—for your satisfaction.

Complete modern equipment.

K · J · B · S

Center of San Francisco Metropolitan District

1,290,094 Population 1930 Census

THERE'S NOTHING NEW BUT THE BALLYHOO!

One month ago Byers Recording Laboratory announced the perfection of an improved method of hill and dale (vertical cut) recording. We predicted similar announcements by other companies. This prediction has since been fulfilled.

However, the concluding statement of the announcement . . . "J. G. Byers standard LATERAL CUT transcriptions will continue to be available through this laboratory" . . . caused considerable comment.

Here are the facts behind it.

The art of hill and dale or vertical cut recording is not new. In fact, it is the older of the two methods. Thomas Edison used it in 1876 when he invented the phonograph. The cylinder records you make on your office dictating machine are cut hill and dale—and always have been! This system was abandoned by most commercial recording companies years ago, in favor of the then "new" lateral system. Reasons given were "superior tonal qualities".

Byers Recording Laboratory simply applied their exclusive system of electrical recording to a fifty-five year old principle. After many tests, a product resulted which is infinitely superior to the "old" hill and dale. It offers certain advantages over the standard lateral cut. Principal among these advantages are longer playing records. Therefore the announcement of one month ago.

But, Byers Recording Laboratory is not restricted to one service. Each system—hill and dale or lateral—has advantages peculiar to it. The job, therefore, must determine the choice. Byers Laboratory makes all systems available. Hill and dale or lateral—78 or 33 1/3 R. P. M.—standard shellac or acetate cellulose records . . . whatever sound judgment dictates.

For unprejudiced guidance in recording problems, communicate with this laboratory—and remember—there's nothing new but the ballyhoo!

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

SCOTT HOWE BOWEN, Inc.

National Sales Representatives

New York City
Chrysler Bldg

Chicago
Wrigley Bldg.

Detroit
Fisher Bldg.

Kansas City
1016 Baltimore Ave.

Boston
185 Devonshire St.

Omaha
502 Barker Bldg.

San Francisco
865 Mission St.

HOW THE RETAILER SHOULD USE RADIO

(Continued from page 15)

stress low prices, are using indirect methods. One of the most successful is a dialogue between two young women, supposedly on a shopping trip, who discuss social events, boy friends, and other subjects, and yet find ample opportunity to mention special merchandise and low prices, and to make other favorable comments about the store. This "third party" method of telling its story permits the sponsor to say many things that he could not say directly without appearing boastful or ridiculous.

Seventy-eight per cent of the stores studied agree that the best results are obtained from "a series of programs of similar type, continued without interruption at a specified time each day or on specified days each week."

For special sales, however, special methods may be used. One store engaged a popular orchestra to broadcast direct from the store's main window. Another store spon-

sored daily musical programs and for six days used only "teaser" announcements, without mentioning the name of the firm until the day before the sale began. The opening day of the sale was the largest single day in the history of the store.

Many retailers are taking the view that the chief value of broadcasting is its general effect over a long period and are using it purley for institutional advertising. A furniture store sponsoring Sunday evening organ recitals reports a noticeable improvement in the reception by housewives of its house-to-house salesmen. Dramatizations of local history have been successful good will builders for a number of stores.


Educational programs have proved successful for a large number of retailers. With programs of this sort care must be taken to make them entertaining as well as instructive. A paint store sponsors painting and decorating hints, put on in semi-narrative form. A furniture store broadcasts talks on furniture history, telling how different countries and civilizations

have left their imprints on the chairs and tables we use today.

Contrasted with this type of program, which requires considerable skill in its preparation, is local sponsorship of a network sustaining program, which insures the store of a good program with no effort save writing the announcement. Other dealers have broadcast local sports events with very good results. Children's programs, too, are often good will builders and offer an opportunity to approach the parent through the child.

Service programs, time signals, weather reports, etc., produce a grateful audience who think kindly of the sponsor and his product. Contests are acknowledged to be the best mail pulling programs.

Fitting the program to the product, tying in with newspaper advertising, and a number of specialized radio successes are also dealt with in this study, which should prove invaluable to any retailer using radio or planning to do so. Non-subscribers to the service may obtain copies of the report from The Dartwell Corporation, Ravenswood and Leland Avenues, Chicago. The price is \$3.50.



DO YOU KNOW
the WHY and HOW of

- planning a radio program?
- obtaining radio circulation?
- reaching the audience - - ?

Read

BROADCAST ADVERTISING

The Fourth Dimension

By Frank A. Arnold
Director of Development of the National Broadcasting Co., Inc.

Mr. G. T. Hodges, President of the Advertising Federation of America, says regarding this book:

"I have read your new book . . . with much interest and in my official capacity as president of the Advertising Federation of America let me say that in my opinion you have made one of the most valuable contributions to the work of organized advertising of the year.

"In your history of radio you have not only made a permanent record of the early traditions of this new industry but you have also made it most fascinating and instructive.

"Your book will be extremely valuable to the student as well as the practitioner of advertising for it presents this new advertising medium in a calm but forceful manner and it dispels the many illusions and false impressions which always attach to a new entry in the field.

"The book will be of permanent value because it is so factual and so fair. You have presented the advantages of radio advertising with a full appreciation of the merits of other mediums and without any attempt to disparage them.

"It will fill an important place in every business and advertising library for all time to come."

\$3.00

ON APPROVAL COUPON

John Wiley and Sons, Inc.,
440 Fourth Ave., New York.

Gentlemen: Kindly send me a copy of "Broadcast Advertising" by Arnold. I agree to remit the price of the book (\$3.00) within five days after its receipt, or return the book postpaid.

Name

Address

Position or Reference

BM 11-31

Dance Program for Face Cream

A SERIES of dance programs over a CBS network is sponsored by the Pompeian Company, Elmira, N. Y., maker of Pompeian Cream. Brief talks by Jeanette de Cordet, beauty adviser, are also featured on these broadcasts.

New Fleischmann Series

A SUNDAY evening program has been added to the radio schedule of Fleischmann Yeast. Broadcast over a coast-to-coast NBC network, the new series is dedicated to the baking industry, each broadcast featuring some single bakery product, doughnuts one week, sweet rolls the next, etc. The programs are musical, with Ray Perkins as master of ceremonies.

Radio for Gold Medal Cider

RADIO, newspapers and outdoor advertising are being used by S. Martinelli & Company, Watsonville, California, to promote the sale of Gold Medal cider. The slogan, "Drink Your Apple a Day" is featured in all media.

Paper Mills on Air

THE Seattle office of Botsford, Constantine & Gardner, Inc., is using radio and newspapers in an advertising campaign for the Pacific Coast Paper Mills of Bellingham, Wash., featuring their M. D. bathroom tissue.

Doolittle & Falknor

Announce

a new feature for Radio Stations • Program Sponsors Advertising Agencies

MODERN equipment, plus experienced recorders, are the secrets of the success of this new service presented by Doolittle & Falknor. It is with pleasure that we announce a checking service for broadcast programs that are absolutely guaranteed to your satisfaction.

Program Checking with Electrical Recordings

Doolittle & Falknor laboratories have engineered a method whereby recordings of broadcast programs are reproduced EXACTLY as received on the receiving set. Just as clear, with high tonal value and a vast range of depth.

Program checking is now regarded as the "insurance policy" of programs. An assurance that your expenditures and investments of broadcast advertising are worthy. It is the only medium whereby you can actually check your pro-

gram positively. It will show you all breaks, highlights and flaws. It will give you the chance to rectify any mistakes immediately. Program checking has proven its ability to pay for itself over and over again.

The price for such a service is practically nil. It costs but a few dollars per program. Regardless of length, your recordings will be absolutely complete. Write or wire now for further details and let us make a test check of your program for your files.

Electrical Transcription Turn Tables

The newest and most economical turntables you can buy. Just the thing for representatives and advertising agencies. Popular with many radio stations.

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 1/4-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.

Electrical Engineers

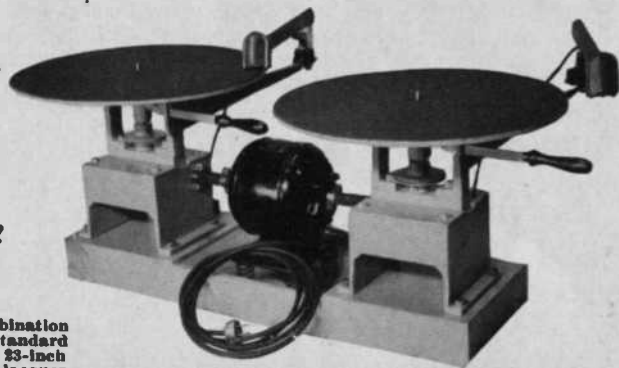
1306 W. 74th ST. CHICAGO, ILL.

Wire or Write Immediately for Details!

Please send me (without obligation) further

details on **Program checking**
Electrical transcription
Turntables

This combination unit is standard size with 33-inch cast iron, lacquer finished legs (cut off in photo), bringing turntable level at 38 inches.



CHECK YOUR PROGRAM



with
Recordings

The quality of Green System of program checking through the use of recordings is unsurpassable. Check your present program on a record just exactly as it is received over anyone's radio. It is wise! Following is a partial list of advertisers for whom we have recorded:

Packard Motor Car Co.
Quaker Oats Co.
Montgomery Ward
Halsey-Stewart
Wilson Bros. Shirt Co.
Allied Quality Paint Group
Swift & Company
Blue Ribbon Malt Co.

*Send for further details
and new low prices*

GREEN

Recording Studios

60 East Jackson Blvd.

Chicago

Illinois

BANK PERSONALITY OVER THE AIR

(Continued from page 23)

out the growth of The Northern Trust Company, it has been a tradition to keep its "personalized service." In all its departments—trust, sayings, bond, and commercial banking—its officers have been kept kindly, interested and above all, easy to see. It has been somewhat difficult to convey this, except in words, in the cold type which bank advertising in newspapers permits. Radio has successfully done it as letters which are received show. Here are two typical examples:

The first comes from the wife of a college professor:

We have been listening in to your program which comes to us every Thursday night and want to thank you for it. We enjoy your good music, but especially do we enjoy the talk by "The Family Banker."

He has a marvelous voice over the radio and the quiet, intimate way in which he talks makes us feel that, indeed, he is a family friend visiting with us in our own living room. His friendly way of explaining things gives one confidence once more in our future prosperity and the integrity of our banks.

The other is on the stationery of a smart apartment hotel in Chicago:

The writer wishes to say how much he enjoys your Thursday evening program over WMAQ, "The Family Banker," especially the delightful sympathetic character of the Banker himself. This portrayal is so well done that it makes one feel that warm, friendly confidence that one would like to feel towards his bank and banker.

I feel sure that the part must be played by some good, fine banker of long experience.

And letters are not the only evidence which the bank has of the personality of its programs nor of their far-reaching effect.

It is a frequent occurrence for depositors and other clients of the bank to come up to one of the officers and mention to him how much they have enjoyed the broadcasts. No one would ever approach a bank official to discuss today's newspaper advertisement. They will stop him and talk about the radio program. It is personal.

There is another psychology which has been developed in connection with "The Family Banker."

His talks are addressed primarily to younger persons, who are, in the main, more receptive to suggestions. Were he to tell a seasoned business man these facts, the man might properly resent it with the assumption: "I don't need any banking advice."

But when the message comes to the man's sons and daughters, he is apt to recognize its wisdom, to back it up with a "Now, if you'd only take some of that advice" and unconsciously absorb some of the teaching himself.

So when analysis goes deeper, the score in favor of radio goes up. Since The Northern Trust Company has been broadcasting, actual business of the bank has greatly increased. How much credit should go to the radio is hard to say, but the programs are given credit for being a vital force that has contributed its share to the bank's growth. Mr. Easton thoroughly believes it is much more direct and penetrating than any other advertising medium the bank is using.

So, if you would make a success of broadcasting,

"Watch your program's personality!"

Ban on Evening Announcements

ANNOUNCEMENTS without accompanying entertainment have been banned in the evening hours by stations WGR and WKBW of Buffalo.

Plan Clothes Campaign

NATIONAL campaign for Society Brand, men's clothing manufacturers, will be launched about January 1, 1932, featuring value at the lowest prices in clothing history. Radio, newspapers and magazines will be used, according to present plans of Henri, Hurst & McDonald, Chicago advertising agency in charge of Society Brand advertising.

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.

WORC

FIRST
IN

WORCESTER

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

Latest and most improved equip-
ment, throughout.

16 hours daily of the finest possible
programs: news, sports; dance, con-
cert, and symphonic music; women's,
children's, educational, and religious
features.

And so, preferred by local and re-
gional advertisers, three to one.

◆ WRITE FOR BOOKLET ◆

“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 —

K-O-I-L Announces its new FARM DINNER HOUR



K-O-I-L—always the favorite station in the Omaha-Council Bluffs metropolitan area—now offers you a large farmer audience in addition.

The Farm Dinner Hour was an instant success. Carefully geared to the farm audience, it drew hundreds of appreciative letters from 81 towns during the first month. The states of Iowa, Nebraska, Missouri and Kansas were represented.

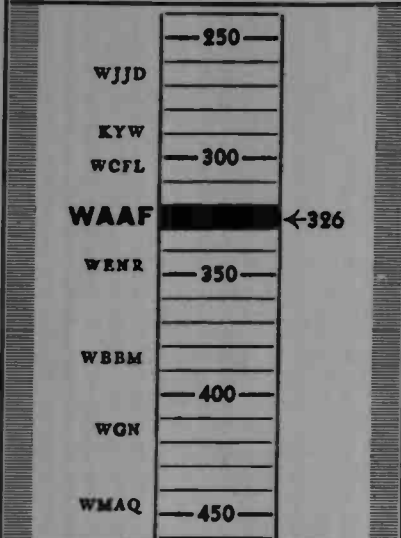
Broadcast from noon to 1 p. m. daily except Sunday. Includes music, market news, weather, educational talks, etc. Write for complete details and rates.

RADIO STATION K-O-I-L

Commercial Dept. Omaha, Nebraska

THE ONLY FULL-TIME STATION IN NEBRASKA AND IOWA

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.

... . **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

We Increased Our Feed Sales by Radio

Says G. F. Swanson*

BETWEEN 60 and 100 requests for Ady & Crowe feed-sales literature are being received by that firm each day since the inauguration of a farmer's early morning program on a local radio broadcasting station in Denver, Colo.

Our feed talk, supplemented by a musical program, issues each morning over the air between six and seven o'clock. The hour has proved an excellent one to obtain results from the rural audience. At that time in the morning there are approximately 40,000 listeners, 80 per cent of whom comprise the rural audience. This 80 per cent is catered to in preference to the 20 per cent city audience both in the matter of language used and the type of music played.

With programs of the old-time fiddling tunes, and a preponderance of Hawaiian music, the ear of the rural folks is captured and retained to the extent of a daily business increase. Harmonica selections and the Hill-Billy singer "sob-songs" are also popular, as is proved by the many requests coming in to the radio station each morning.

About one request per minute of the broadcasting hour is the average. Some of these come by telephone, some by mail. All are given careful consideration.

One big reason for the success of this rural hour is the fact that I, "the radio salesman," am a firm believer in every product I advertise. Another is the absolute money-back guarantee which we give to all customers. There is an assurance of unquestionable refund upon any merchandise returned; no questions asked. The customer's wishes are absolute law.

Acquainting the farmer with the

*Reprinted from the National Miller and American Miller.

fact that I am learning about his business, that I am studying about the things discussed for his benefit each morning, I have been able to interest my rural listeners in this educational feature of my feed company. By making frequent trips into the country to visit various farms and learn the intimate habits of the farmers, I have created a confidence which enables me to sell successfully the merchandise I am advertising.

We discuss the condition and ages of the livestock, and the poultry, the planting of crops, the time for meals, getting-up time, going-to-bed time. He gives me a general knowledge of conducting a farmer's business. I am then enabled to talk over the air, using an understandable language, the farmer's own.

To back up this general information I keep closely in touch with conditions by reading government bulletins and various publications. The average farmer is quick to understand that I know what I am talking about and is ready to buy.

The Ady & Crowe booklets which are offered for the asking consist of concise, definite information upon the given subject. Inquirers are requested to designate exactly which information is desired. In this way the increasing mailing list is kept alive and accurate.

The poultry raiser, the hog fancier, the dairyman, all have their particular interests catalogued in order that we may better serve them in the future. One booklet called "Mineral Proteins" is a treatise on the subject of which mineral proteins should be included in good balanced feeds. "Poultry Feeding" tells of the different types of feed which should be used at the various times in the life of a growing chick and at times when the chick needs a radical change in his diet!

"Dairy Feeds," "Hog Feeds," and

"Turkey Feeds" treat their subjects extensively and comprehensively. And because these farmers have confidence in what I tell them, they are studying these booklets more and more and profiting by them.

With each booklet mailed, a complete catalogue of our line is sent, and a very noticeable increase in sales has resulted. Listeners are advised to purchase from the nearest dealer in the nearest town which handles these products. If convenient, they are invited to trade with the Denver plant.

To sum up: We have increased sales of our feeds by educating the farmer over the radio.

Statement of the Ownership, Management, Circulation, Etc., Required by the Act of Congress of August 24, 1912,

of "Broadcast Advertising," published monthly at Chicago, Ill., for April 1, 1931. State of Illinois, County of Cook, ss.— Before me, a notary public in and for the state and county aforesaid, personally appeared G. W. Stamm, who, having been duly sworn according to law, deposes and says that he is the publisher of "Broadcast Advertising" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:

Publisher—G. W. Stamm, Chicago, Ill.
 Editor—R. B. Robertson, Chicago, Ill.
 Managing Editor—None.
 Business Manager—G. W. Stamm, Chicago, Ill.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)—G. W. Stamm, Chicago, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: L. E. McIlvain, Chicago, Ill.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

G. W. STAMM.
 Business Manager.

Sworn to and subscribed before me this 7th day of October, 1931.

(Seal) P. J. MANDABACH.
 (My commission expires May 17, 1932.)

November, 1931



... names make news

The following names, all under the exclusive management of the Music Corporation of America, make radio news each week:

- | | |
|----------------|--------------|
| GUS ARNHEIM | WAYNE KING |
| BEN BERNIE | ART KASSEL |
| EARL BURTNETT | HERBIE KAY |
| COON-SANDERS | GUY LOMBARDO |
| BERNIE CUMMINS | BERT LOWN |
| JACK DENNY | ABE LYMAN |
| ARTHUR JARRETT | JACK PETTIS |
| GEORGE OLSEN | TED WEEMS |

These nationally known orchestras bring to their programs an assured audience favorably disposed towards the advertiser's message. Through their long established popularity they command space in the newspapers and attention on the air. The peculiar character which has built each orchestra's reputation serves further to distinguish its programs from the mass of factory-made radio productions.

The MUSIC CORPORATION OF AMERICA is the exclusive manager and representative of these finest and best known orchestras in the country. Advertising agencies will effect a great economy for their clients by dealing directly with this organization.

Inquiries will be answered immediately.



*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 Han-
dling of Radio Appropriations

**AGENCIES
BROADCASTING
BUREAU, Ltd.**

520 No. Michigan Ave.
CHICAGO, ILLINOIS
WHITEHALL 4915

**Technique of Radio Talks
Is Discussed by Scientist**

"RADIO talks given in a man-
ner even remotely suggestive
of a desire to instruct are bound to
be pathetic failures. They must be
wholly devoid of any suggestion that
the speaker is better informed or
more learned than the listeners."

So said Austin H. Clark, Curator
of Echinoderms at the Smithsonian
Institution at Washington, D. C., in
a statement regarding the technique
of broadcasting on scientific sub-
jects. While his remarks were made
primarily for the guidance of his
fellow scientists who might be called
on to broadcast, the following para-
graphs are quoted because they ap-
ply equally well to advertisers who
use their time on the air to tell their
listeners about the value and uses of
their products, rather than sponsor-
ing programs of a purely entertain-
ing nature.

"In a radio talk the opening paragraph
must include something sure to interest
the listener so much that he or she will
continue to listen. For instance, suppose
I am giving a talk on the cow-bird and
I begin, 'Our cow-bird, like most cuckoos,
the honey-guides of Africa, some weaver-
finches, some hang-nests, and a South
American duck, and according to recent
information one of the paradise-birds,
lays its eggs in the nests of other birds
which hatch these eggs and raise the
young,' the number of listeners will be
reduced to the vanishing point long be-
fore I have reached the end of the sen-
tence.

"In the first place the title—'The Cow-
bird'—is too grimly prosaic and means
nothing to most people. In the second
place, honey-guides, weaver-finches and
hang-nests, wholly unfamiliar names of
foreign birds, would cause the mind to
skid unpleasantly and finally to run off
the road entirely.

"But if I change the title of the talk
to 'Abandoned Bird Babies' and begin,
'Those unfeeling mothers who leave little
babies upon the doorsteps of prosperous
peoples' houses have their counterparts
among the birds,' etc., I shall be able to
follow it up with a very considerable
amount of information, and many people
will learn that there are many different
kinds of parasitic birds, of which our
common cow-bird is a typical example.

"A radio talk must be so written as to
be an elaboration of the idea conveyed in
the first paragraph. It must be a closely
knit unit from beginning to end, and the
last paragraph must be as strong as the
first.

"All radio talks before delivery should
be edited by someone familiar with the
difficult and highly specialized technique
of writing for popular consumption, and
who will not be afraid to commit the

**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 ad-
vertising and continu-
ity department as well
as announcing and op-
erating staff in secur-
ing talent, arranging,
presenting and adver-
tising programs,
together with fees
charged for broadcast-
ing by owners of music
copyrights are includ-
ed without extra
charge.

WCHI

Owned and Operated by
WCHI Broadcasting
Company

201 Wells Street
Chicago, Illinois

Send for our
rate card

WDSU

"The Leader" in New Orleans.
1000 Watts, 100% modulation.
Western Electric Transmitter.
Operates 17 hours daily.
Affiliated, Columbia Broadcasting System, Inc.

Population 50-mile radius of
W D S U Transmitter, 704,035.
Population radius 100 miles
W D S U, 1,240,813.

The largest Hardware Company,
Music Company, Furniture Com-
pany, and Department Store in
the entire South use W D S U
exclusively.

Western Electric 33 1-3 Turntables.

WDSU

Hotel DeSoto—New Orleans

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

most fearful sort of butchery if neces-
sary.

"If no trained writer is available, a
good plan is to read a prospective radio
talk to someone with no more than a high
school education and then find out from
him or her what is the chief idea which
has been conveyed—if any. The chief
idea conveyed by a radio talk to an av-
erage person is often most disconcertingly
at variance with the main point of inter-
est in the opinion of the writer. Never-
theless, painful as the process may be,
the talk should be rewritten along the
lines suggested by the listener.

"Dialogues are always popular. Talks
on distant and more or less wild regions,
or regions commonly supposed to be wild,
are very effective if presented as dia-
logues between traveler and a young lady
with a voice that sounds as if she were
very pretty who asks more or less silly
questions. The whole dialogue, of course,
must be written by one person, and the
participants must go over it several times
before they give it.

"It is needless to remark that all radio
talks must begin and end exactly on the
second.

"There is one other point to be consid-
ered in regard to radio talks. The sub-
ject matter must be presented in more or
less condensed form. In a lecture the
subject matter must be well diluted, for
otherwise the audience will tire.

"In a lecture the audience is only partly
occupied in listening to what is being
said; a considerable part of the interest
on the part of the listeners is taken up
in watching the mannerisms and subcon-
sciously appraising the personality of the
speaker. In a radio talk the audience is
to all intents and purposes blind; the
visible mannerisms and personality of the
speaker are wholly eliminated, and the
listeners are entirely occupied in hearing
what he has to say. The result of this
is that quite as much information can be
conveyed in a radio talk of 15 minutes
length as in a lecture occupying an hour."

Publisher Fights Broadcasting

A LETTER urging newspapers to
unite for the purpose of driving
advertising from the air has been sent
to newspapers throughout the country
by H. O. Davis, publisher of the Ven-
tura Free Press of Ventura, Calif. "The
present system of commercial broadcast-
ing supported by advertising is wrong,"
says Mr. Davis. "It is an actual and
potential danger to American character,
culture and institutions."

Lavoris Sponsors Bridge Skit

"EASY ACES," a comedy program
built around the troubles of a
bridge player and his wife who tries
to play but can't, is being sponsored three
nights a week over WGN, Chicago, by
the maker of Lavoris, a mouth wash. It
is said that if this program proves suc-
cessful it will be put on a national net-
work by the sponsors. The series was
formerly broadcast over KMBC, Kansas
City, where it produced good results for
its local sponsor.

POPULAR



VARIETY PROGRAMS

Of local appeal

which can be heard on no
other station are vitally inter-
esting to the buying public of

MEMPHIS

WEST TENNESSEE
EAST ARKANSAS
NORTH MISSISSIPPI

A big audience (look at your
map) where business conditions
are not so bad as in some sec-
tions of the country. A popu-
lar station, operated personally
by its owners, who give direct
attention to every program.

Finest studios, newest equip-
ment, attractive rates. Send
your orders and inquiries to

W N B R

Atop the Elks Hotel

MEMPHIS

On the Mississippi

◀ KFYR ▶

In the Great Northwest!

2,500 Watts - - - - Day
1,000 Watts - - - - Night

THE STRONGEST DAY-TIME STATION in NO. DAKOTA

Complete installation
Western Electric turntables for 78 and 33 1-3 transcriptions. Montana, South Dakota, Wyoming, North Dakota, favorite station

◀ KFYR ▶

MEYER BROADCASTING CO.
Bismarck, North Dakota

There's a Big Farm Trade

at

SHREVEPORT Louisiana

TWO million farm people in the Shreveport trade area will have more money to spend this fall and winter than last year. The preference for K T B S is outstanding among these folks. You can tap this rich market most effectively through this station.

Write or wire for booklet and rate card.

K T B S

1,000 WATTS
100% Modulated

Studios in the
Washington-Youree
Hotel

NEW WAY TO COUNT STATION LISTENERS

(Continued from page 19)

popularity of these programs, it must be kept in mind that this survey covered only the territory within KDKA's Primary Zone, and that a nation-wide survey of program popularity might produce far different results. The following list includes those programs which were mentioned by fifty or more individual set owners.

POPULARITY OF PROGRAMS

Program	Times Per Week	Total Mention
Amos 'n' Andy	6	3259
Lowell Thomas	6	1699
Lucky Strike Program	3	1107
Phil Cook the Quaker Man	4	1052
Don Bestor (Hotel William Penn Orchestra)	12	1045
Tastyest Jesters	3	999
Gene and Glenn (Quaker Oats)	6	660
Fleischmann Sunshine Hour	1	503
Clara, Lu and Em	5	385
Real Folks	1	385
Collier's Radio Hour	1	375
Interwoven Pair	1	308
Empire Builders	1	283
Death Valley Days	1	282
Little Orphan Annie	6	276
Sacred Songs (7:30 to 8:00 P. M.)	1	273
Sisters of the Skillet	3	265
True Story (McFadden)	1	256
Sherlock Holmes (G. Washington Coffee)	1	255
Morning Parade (8:00 to 8:15 A. M.)	6	232
Camel Pleasure Hour	1	228
Blackstone Plantation	1	228
German Band, Dilworth's Coffee (6:15 to 6:45 P. M.)	1	225
Teaberry Sports Reporter	12	219
Palmolive Hour	1	215
Cheerio	6	207
Allied Quality Paint (Paul Whiteman)	1	188
20 Fingers of Sweetness (Swansdown Sugar)	1	165
Black and Gold Room Orchestra	6	163
Seth Parker	1	143
Edna Wallace Hopper	2	142
Campbell Soup	5	138
Detective Story (McFadden)	1	129
Morning Devotions	6	126
Home Forum (9:00 to 9:15 A. M.—3:00 to 3:15 P. M.)	11	100
Clicquot Club of the Air	1	97
Uncle Abe and David	4	93
Blue Chasers (10:15 to 11:15 A. M.)	6	91
Daddy and Rollo	3	88
David Lawrence Dispatch (5:25 P. M.)	6	87
First Nighter (Campana's Italian Balm)	1	85

Cremo Military Band	6	83
Blackstone Plantation	1	77
Floyd Gibbons (Libby, Owens, Ford)	1	74
Barn Dance (10:00 to 10:30 P. M.)	1	73
Armstrong Quakers	1	70
A & P Food Program	6	68
Chicago Serenade	2	65
Yeast Foamers	1	64
Arabesque	1	62
General Electric Hour	1	60
Red Arrow Quartet (6:30 to 6:45 P. M.)	1	59
Chase and Sanborn	1	59
Gimbee Family	4	57
Moonshine and Honey-suckle	1	57
Bradley Kincaid	12	55
Westinghouse Salute	1	54
Vincent Lopez	2	53
Ted Lewis (Club Valspar)	1	53
Peter Paul Limericks (5:30 P. M.)	6	52
Tower Health Exercises	6	51

Radio for Ginger Ale

A RADIO series will be the main advertising medium in a campaign for Hollywood Dry Ginger Ale and Hollywood Pomona Dry, products of the recently reorganized Hollywood Dry Corporation. The broadcasts will be backed up with newspapers, posters and window displays. The Hammel Advertising Corporation of Los Angeles is in charge of this account.

PERHAPS

WE CAN HELP YOU

Broadcast Advertisers and Advertising Agencies are invited to ask us questions pertaining 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

First Along Euclid Avenue!

Three of the four Cleveland department stores using Radio Advertising on a regular program basis, employ WGAR exclusively and every day! The fourth has a station in its 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

N.B.C. BLUE NETWORK

The WGAR Broadcasting Co., Inc.

G. A. RICHARDS
President

Studios and Offices
HOTEL STATLER, CLEVELAND

JOHN F. PATT
V. Pres. & Gen. Mgr.



OH WELL

70 MILLION IS \$70,000,000

Hard times? Oh yeah? Don't forget that Kansas' bumper wheat crop is worth about \$70,000,000 in cold cash to Kansas folks and that's just one of the many sources of revenue in this land of milk and honey.

K F H AUDIENCE HAS THE MONEY TO BUY. If you would like to know what this modern radio station means by "COMPLETE MERCHANDISING SERVICE" send for our booklet, "Merchandising the Radio Program".

RADIO STATION **KFH**
WICHITA, KANSAS

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

BORAX DRAMATIZES DEATH VALLEY

(Continued from page 17)

Mother: (Laughing) It really is funny!

Old Ranger: What is?

Mother: To hear an old 20-mule teamster like yourself discourse learnedly on the care and feeding of infants!

Old Ranger: (Good naturedly) Well, why not? Ain't we the fellers that for years hauled the borax outa Death Valley . . . for mothers an' nurses an' . . .

Mothers: Even so, how could you know?

Old Ranger: There's jest about nothin' us mule skimmers an' our swampers didn't know. For that job a man had to know everything from blacksmithin' an' harness-makin', to animal trainin' an' . . . an' the vocabulary of mules. We had to be expert veterinaries, too. Many's the time I've sat up all night nursin' a sick mule.

Mother: (Laughing) Nursing twenty sick mules wouldn't account for your being such an authority on babies as you appear to be.

Old Ranger: Well, believe it or not . . . as Ripley would say . . . we even did take care of a baby once . . . a real live ten months old infant.

And so into the evening's story. When the drama is finished, the announcer briefly tells the listeners that 20 Mule Team Boric Acid is also invaluable in the nursery and that both products may be bought at neighborhood stores. Each week one use of borax is explained in this manner, tied up with the drama in such a way as to be neither objectionable nor noticeably inappropriate.

Another way in which radio has helped the educational campaign is through fan mail, each piece of which is followed up by mailing the writer "Better Ways to Wash and Clean," "Everyday Uses of Borax" and other literature.

But all of these things are means to an end, which is more sales of 20 Mule Team Borax. What has broadcasting done here?

"As to checking results," says Dr. Haddox, "we find that sales increases follow closely the territories where we have adequate radio coverage. There are, of course, some exceptions that are hard to account for, but the results from broadcasting are so satisfactory that we have extended our programs over a coast-to-coast network of 25 stations. We have in mind an extension to include more stations as they can be secured and a very substantial portion of our appropriation for the next year will be spent on radio."

Save Your Copies of Broadcast Advertising



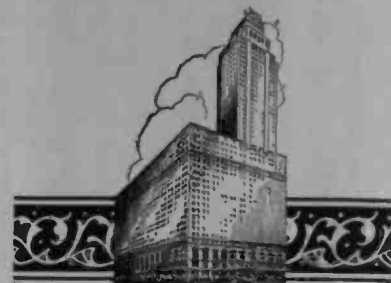
You would appreciate "Broadcast Advertising" more if you systematically saved each copy in a binder especially designed to hold a year's supply. Each issue would be slipped into the binder easily without mutilation when you receive it—to be removed at any time. There are many articles you'd like to save 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



WORLD'S TALLEST HOTEL
46 Stories High

2,500 ROOMS
\$3.00 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

● NOW THAT YOU ARE HERE . . . OR
 THERE . . . OR ANYWHERE, HOW ARE
 YOU GOING TO THE NEXT PLACE? . .
 . . FLY . . .  YOU SHOULD TRY
 IT . SO COMFORTABLE, SO SMART . AND
 SO ECONOMICAL . . AND OF COURSE
 . . **TRANSAMERICAN**  **AIRLINES**

CHICAGO . . .
 . . . DETROIT

4 planes each day
 9 passenger tri-motors

FARES

one way \$13.25
 round trip \$23.85

Flying time, 2½ hours

STAtE 7110 for
 reservations

DETROIT . . .
 . . . CLEVELAND

6 planes each day
 6 passenger amphibians

Fares . . . \$11.90

Flying time, 55 minutes

Plngree 7000 for
 reservations

Transamerican Airlines Corp.

CHICAGO, ILL.

STAtE 7110

November, 1931

CLEVELAND, O.

MAIn 7650

DETROIT, MICH.

Plngree 7000



\$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

Brief Announcements Are Best for Haberdashery

“BRIEF descriptions of merchandise with a word on style bring the best results in inquiries and resulting sales by dealers,” writes R. A. Johnston, Jr., in a recent issue of *The Haberdasher and Clothier*, and he goes on to tell of a brief announcement broadcast during one of his company’s programs which advised solid color shirts with ties of contrasting colors for the “well-dressed” man.

“The day following this announcement, we received a telegram from a merchant who had not handled our line, reading, ‘Ship (. . . quantity) ensemble shirts and ties.’ Not knowing what sizes, colors, and price range were wanted, we called over long distance for more detailed information. We were told that three men had called that morning for these shirts and ties and that, though this merchant had other shirts and ties of solid colors, he couldn’t, as he expressed it, ‘Convince the nuts that they were in as good style as the ones the manufacturer advertised over the radio.’”

For a half hour program he recommends announcements of 75 words at the beginning, 120 in the middle and 90 words at the end. although, he continues, if sufficiently dramatic they may be lengthened considerably. To introduce the Sandman Soldier Safety Play Suit, a bright colored garment for children, the announcer told a dramatic story of a child who was run down by an automobile at dusk. The driver couldn’t see the child because he was dressed in dull clothes! Although greatly exceeding the usual announcement in length, Mr. Johnson says that this one was “repeated several times and always brings a large number of requests for sample swatches, names of dealers, and frequently several mail orders from distant states in which we do not have dealers.”

New Campaign for Vapex

WINTER approaches and Vapex advertising again may be heard on the air and seen in the papers. The current campaign, handled by the New York office of N. W. Ayer & Son, Inc., for E. Fougera & Co., importers, is stressing the slogan, “Breathe Your Cold Away with Vapex.”

Broadcast Advertising

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.

LATIN AMERICA'S RADIO CONDITIONS

(Continued from page 20)

tween actual orchestras and their records, the latter are generally used.

Bolivia's single station is at present advertising: "American automobiles, general importers; local brewery, soda water, soft drinks; local jeweler, importing from Germany; local stockbroker and money exchange; steamship agent; imported men's furnishings; local race track; three local theaters; international cable stations; national charity lottery; local tax-collecting agency; ladies' apparel, novelties; and one evening paper and two morning papers broadcasting news items."

Although Brazil's eight commercial stations have been used by local manufacturers and by dealers in American products, the only American concern to use radio to any extent is an automobile manufacturer introducing a new model.

All stations in Chile accept advertising. Products now on the air range from insecticides and tooth pastes to automobiles and electric refrigerators.

Venezuela has only one station, which is popular with listeners and is being used by many local firms.

In Cuba, all of the important stations have English-speaking announcers, although Spanish is used principally in broadcasting. About 17 of the 60 stations are commercial.

There is one commercial station in Honduras. "It is claimed that radio is an excellent form of advertising because of the interest of the people and the frequent custom of using loud speakers in the parks of most of the cities."

Starting with two low-powered advertiser-owned stations in 1925, Mexico now has no less than 30 commercial stations, all of them equipped with turntables and electric pick-ups. "In the growth of radio advertising Mexi-

can-big business has borne the brunt of the burden. For a long time only those organizations which were fortunate in their control of capital could afford to experiment, and the cost was hardly worth the result. Now, however, even small retail shops are buying programs on short announcements, and the returns have been gratifying. Advertisers realize that any person of sufficient means to own a radio set is a prospective customer for all of those products customarily sold at retail. The large department stores have taken great interest in radio possibilities, and they are continually advertising their sales, bargains, and staples over this medium."

The estimated number of receiving sets in the Latin American countries as of July, 1931, follows:

North America:	
Bahamas	300
Barbados	250
Bermuda	700
British Honduras	82
Canal Zone	300
Costa Rica	250
Cuba	28,875
Dominican Republic	1,375
French West Indies	100
Guatemala	250
Haiti	1,000
Honduras	86
Jamaica	250
Mexico	100,000
Netherland West Indies	50
Nicaragua	50
Panama	300
Porto Rico	5,000
Salvador	1,000
Trinidad and Tobago	40
Virgin Islands	50
South America:	
Argentina	400,000
Bolivia	100
Brazil	190,000
British Guiana	25
Chile	35,000
Colombia	5,000
Ecuador	150

Falkland Islands	16
French Guiana	8
Paraguay	150
Peru	70,000
Surinam	18
Uruguay	60,000
Venezuela	2,500

Copies of the bulletin (Trade Information Bulletin No. 771) may be obtained from the Superintendent of Documents, Washington, D. C. The price is ten cents.

Prince Albert Starts on Chain

THE R. J. Reynolds Tobacco Company of Winston-Salem, N. C., is using the NBC red network for 15 minutes every evening except Sunday to broadcast a new program series in behalf of Prince Albert smoking tobacco. The programs are musical, featuring Alice Joy, a new singer who was discovered by Charles F. Gannon, radio director of Erwin, Wasey, Ltd., advertising agency for Reynolds. Songs and tunes are of the reverie type.

These programs are broadcast three times each night, for the East, Middle West and Pacific Coast. In addition to the Prince Albert broadcasts, the Reynolds Company also sponsors the Camel program over a CBS network each night except Sunday.

83 Educational Stations

THERE are 83 stations in the United States which are operated by schools, universities, churches, charitable institutions and municipalities. Thirty of these offer some time for sale, while 53 are entirely non-commercial.

Sea Romances for Scott's Emulsion

A SERIES of "Sea Romances", broadcast each Sunday and Tuesday over a CBS network, are being sponsored by Harold F. Ritchie & Company, New York, distributors of Scott's Emulsion.

75 HOURS PER WEEK of COLUMBIA CHAIN FEATURES

More than 50% in excess of the chain programs of any other station in Southeast Texas.

That's Why

The Rice Hotel
Station

KTRH

"Houston's Welcome to the World"

offers you a listener interest second to none in this productive territory. A few good spots left.

MORE CHAIN PROGRAMS THAN ANY STATION IN TEXAS

Associate Station of the Southwest Broadcasting Company

For schedules,
rates, etc.
Address

J. G.
BELCHER
Commercial
Mgr.

DISTRICT OF COLUMBIA

Washington

WOL

100 Watts 1,310 Kc.
Annapolis Hotel, Washington, D. C. Le Roy Mark, President. Owned and operated by the American Broadcasting Co.

Contract Regulations.
*General, and in addition, discounts earned are deductible only at completion of contracts. No confidential prices.

Sponsored Programs.
(After 6:00 P. M.)
1 Hr. \$135.00 \$128.25 \$121.50 \$114.75
(Before 6:00 P. M.)
1 Hr. 67.50 64.13 60.75 57.38

Announcements.
(100 words. To be used not less than 3 times weekly between electrical recordings.)
(Less than 30 announcements, \$20.00 each. 30 announcements, \$800.00. 78 announcements, \$1,140.00. 156 announcements, \$2,160.00. 312 announcements, \$4,104.00.)

Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables. Electrical transcriptions at regular time rates.

ILLINOIS

Chicago

WAAF

500 Watts 920 Kc.
Live Stock Exchange bldg., Chicago, Ill. Owned and operated by the Chicago Daily Drivers Journal.

Contract Regulations.
*Sponsored Programs.
(Daily or Sunday.)
(After 6:00 P. M.)
1 Hr. \$150.00 \$142.50 \$135.00 \$127.50 \$120.00

Announcements.
(75 Words Maximum.)
(After 6:00 P. M.)
One announcement daily except Sunday:
1 Wk. \$35.00 4 Wks. \$31.50 13 Wks. \$29.75 26 Wks. \$28.00 52 Wks. \$26.25

Special rates for three time and six time per week contracts furnished on request.
Announcements.
(75 Words Maximum.)
(After 6:00 P. M.)
One announcement daily except Sunday:
25.00 22.50 21.25 20.00 18.75

*General Contract Regulations, etc.—Unless otherwise noted under the station listings, the following general regulations apply to the purchase of time on the air.
1. Rates include time on the air, facilities of the station in arranging programs, preparing announcements, securing talent, services of staff announcers, and blanket fees charged for copyrighted music.
2. Rates do not include talent, travel-

Two announcements daily except Sunday:
40.00 38.00 34.00 32.00 30.00
Special Feature Periods.
Electrical Transcriptions.
33 1/2 and 78 r.p.m.

WBBM

25,000 Watts. CBS 770 Kc.
Wrigley Bldg., Chicago, Ill. J. Kelly Smith, Commercial Manager. Owned and operated by the Atlas Co., Inc.

Contract Regulations.
*Sponsored Programs.
Class "A."
(7:00 P. M. to 11:00 P. M. weekdays and after 4:00 P. M. Sunday.)

Class "A."
1 Hr. \$400.00 \$360.00 \$340.00 \$320.00 \$300.00
Class "B."
(6:00 P. M. to 7:00 P. M., weekdays only.)
1 Hr. 300.00 270.00 255.00 240.00 225.00

Class "C."
(9:00 A. M. to 1:00 P. M.; 5:00 P. M. to 6:00 P. M.; 11:00 P. M. to 12:00 Midnight weekdays, and Sunday until 4:00 P. M.)
1 Hr. 210.00 180.00 178.50 168.00 157.50

Class "D."
(6:00 A. M. to 9:00 A. M.; 1:00 P. M. to 5:00 P. M.; 12:00 Midnight to 2:00 A. M. weekdays only.)
1 Hr. 175.00 157.50 148.75 140.00 131.25

Class "E."
Special rates for three-time and six-time per week contracts.
(Week days only, during Class "C" hours.)
Per week
3 Tl. 6 Tl.
1 Hr. \$304.00 \$840.00

*7 minutes only is allowed for talk, remainder of time must be used for musical presentation.
†This time may all be used for talk and is for institutional, agricultural, beauty or household information only.
These special rates are subject to the following discounts, on contract for:
13 to 25 weeks.....10%
26 to 51 weeks.....15%
52 weeks.....20%

*General, except Par. 3; no commission allowed on talent charges.
Sponsored Programs.
(Evening Programs.)
1 Hr. \$800.00 \$750.00 \$740.00 \$510.00 \$450.00
(7:00 P. M. to 11:00 P. M.)
1 Hr. \$200.00 \$180.00 \$175.00 \$160.00 \$150.00

Special Feature Periods.
See above.
Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables. Rates on application.

WCHI

5,000 Watts 1,490 Kc.
201 N. Wells St., Chicago, Ill. Henry N. Weiss, Commercial Manager; John Stamford, Studio Director and Announcer. Owned and operated by WCHI Broadcasting Co.

Contract Regulations.
*Sponsored Programs.
(After 6:00 P. M.)
1 Hr. \$200.00 \$190.00 \$180.00 \$170.00
(7:00 P. M. to 11:00 P. M.)
1 Hr. \$450.00 \$427.50 \$405.00 \$382.50

ling expenses, tolls and mechanical expenses for remote control, or other extras.
3. Recognized advertising agencies are allowed a commission of 15% on both time and talent.
4. If advertisers prepare their own announcements or provide their own talent, these must be approved by the station well in advance before broadcasting.
5. Periodic broadcasts must be con-

(Before 6:00 P. M.)
1 Hour..... 125.00 118.75 112.50 106.55
1/2 Hour..... 75.00 71.25 67.50 63.75
1/4 Hour..... 45.00 42.75 40.50 38.75

Announcements.
(After 6:00 P. M.)
100 Words..... 1 Tl. 30 Tl. \$125.00 \$250.00
(Before 6:00 P. M.)
100 Words..... 7.50 150.00
Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables.

WGES

1,000 Watts, Sundays. 1,360 Kc.
500 Watts, Weekdays.
Guyon's Paradise Ballroom, Crawford and West End Aves., Chicago. Gene T. Dyer, Manager; Arnold Hartley, Studio Director. Owned by Oak Leaves Broadcasting Station, Inc. Operated by Gene T. Dyer.

Contract Regulations.
*Sponsored Programs.
(6:00 P. M. to 10:30 P. M.)
1 Hr. \$150.00 \$135.00 \$127.50 \$120.00
(4:00 A. M. to 6:00 P. M.)
1 Hr. 75.00 67.00 63.00 59.00

Announcements.
5 Minutes..... 20.00 19.00 18.00 17.00
10 Minutes..... 35.00 33.25 31.50 29.75
Daily (except Sunday.)
(9:00 A. M. to 6:00 P. M.)
30 two-minute announcements.....\$100.00
(9:00 P. M. to 10:30 P. M.)
30 two-minute announcements.....\$200.00
Special Feature Periods.
Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables.

WLS

50,000 Watts 870 Kc.
1230 W. Washington Blvd., Chicago, Ill. Glenn Snyder, Commercial Manager; Burridge D. Butler, President; C. P. Dickson, Advertising Manager. Owned by the Agricultural Broadcasting Co. Operated by Prairie Farmer.

Contract Regulations.
*General, except Par. 3; no commission allowed on talent charges.
Sponsored Programs.
(Evening Programs.)
1 Hr. \$600.00 \$570.00 \$540.00 \$510.00 \$450.00
(8:00 P. M. to 11:00 P. M.)
1 Hr. 375.00 356.25 337.50 318.75 291.25

(Daytime Programs.)
1 Hr. 309.00 295.00 270.00 255.00 225.00
1/2 Hr. 187.50 178.12 169.75 159.37 140.62
1/4 Hr. 117.18 111.32 105.46 99.60 87.88
5 Min. 60.00 55.00 51.00 46.50 41.00

Announcements.
(Daytime Only.)
100 Words or less..... \$50.00
No time or quantity discounts on announcements.

Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables. Daytime only. Additional charge \$25 net per program for recorded programs.

WMAQ

5,000 Watts. CBS 670 Kc.
400 W. Madison St., Chicago, Ill. Bill Hay, Commercial Manager; Wm. S. Hedges, President; Judith C. Waller, V. P. and Manager. Owned by WMAQ, Inc., a subsidiary of the Chicago Daily News.

Contract Regulations.
*General, also add to Par. 3; agency commission will not be allowed unless payment is made on or before the twentieth of the month following broadcast.
Sponsored Programs.
(7:00 P. M. to 11:00 P. M.)
1 Hr. \$450.00 \$427.50 \$405.00 \$382.50
(7:00 P. M. to 11:00 P. M.)
1 Hr. 140.00 133.00 126.00 119.00

tracted for in advance and broadcast at least once a week to earn period discounts.
6. Stations reserve the right to reject any broadcast which might mislead radio listeners, which is against state or government regulations, or which is not in keeping with the policy of the station.
7. No contracts accepted for a period of more than one year.

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)

ARKANSAS

KTHS—Hot Springs

International Oil Heating Co., St. Louis, Mo. (Oil Burners).
Mantle Lamp Co. of America, Chicago (Mantle Lamps).
Douglas Candy Co., Kansas City, Mo.

CALIFORNIA

KNX—Hollywood

D. & M. Finance Co., Chicago (Hosiery).
Speedo Sales Co., Los Angeles, Calif. (Can Openers).
Eson Ltd. (Antiseptic).
Alligator Co., St. Louis, Mo. (Raincoats).
Rainier Brewing Co., San Francisco (Soft Drink).
Shasta Water Co., San Francisco.
Philadelphia Storage Battery Co., Philadelphia (Philco Radios) (Local dealer).
Miracul Wax Co., St. Louis (Floor Wax and Polish).
McCoy's Laboratories, Inc., New York (Cod Liver Oil Tablets).
Challenge Cream & Butter Association.
Louis Philippe, Inc., Port Chester, N. Y. (Cosmetics).
Vick Chemical Co., Greensboro, N. C. (VapoRub).
Rals Products, Ltd., Los Angeles, Calif. (E-Z to Jell).

CONNECTICUT

WICC—Bridgeport

Maryland Pharmaceutical Co., Baltimore, Md. ("Rem" for Coughs).
Mars, Inc., Chicago (Confections).

WDRG—Hartford

Compression Anchor Co., New York City (Shoe Laces).
Finsterwald's, Detroit, Mich. (Fintex Clothes).
Craddock-Terry Co., Lynchburg, Va. (Natural Bridge Shoes) (Local dealer).

FLORIDA

WFLA—Clearwater

Chevrolet Motor Co., Detroit.
Louis Philippe, Inc., Port Chester, N. Y. (Cosmetics).
Citrus House Exchange, Winter Haven, Fla. (Fruit).
Estate Stove Co., Cincinnati, Ohio (Heaters).
Purity Products, Tampa, Fla. (Silver Polish).

WIOD—Miami

Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Louis Philippe, Inc., Port Chester, N. Y. (Cosmetics).
Craddock-Terry Co., Lynchburg, Va. (Natural Bridge Shoes) (Local dealer).
Chocco Yeast, Inc., Springfield, Mass. (Candy).

WQAM—Miami

Chevrolet Motor Co., Detroit.
Norris, Inc., Atlanta, Ga. (Candy).
Phoenix Hosiery Co., Milwaukee, Wis. (Local dealer).
Walker Properties Association, Austin, Texas (Chile Con Carne).
Selberling Rubber Co., Akron, Ohio (Tires) (Local Dealer).
Acme White Lead & Color Works, Detroit (Paint).
Brooks Scanlon Lumber Co., Foley, Fla.
Coleman Lamp & Stove Co., Wichita, Kan. (Heaters).
Victor Neustadt, New York City (Gesundheit Malt).

IDAHO

KIDO—Boise

Coleman Lamp & Stove Co., Wichita, Kans. (Gas Lamps).
Scientific Laboratories of America, San Francisco (Reduceoids).
Chevrolet Motor Co., Detroit.
Acme White Lead & Color Works, Detroit (Paint).
Empress Orchid Co., San Francisco (Cosmetics).

Radio & Television Institute, Chicago (School).
Sperry Flour Co., San Francisco.

ILLINOIS

WBBM—Chicago

Willys-Overland Co., Toledo, Ohio (Automobiles) (Local dealer).
Just Rite Bird Seed Co.
Berland Shoe Co.
Olson Rug Co.

WGN—Chicago

Gruen Watch Makers Guild, Cincinnati.
Hinckley & Schmitt, Chicago (Corinnis Water).
Lavoris Chemical Co., Minneapolis (Antiseptic).
Maryland Pharmaceutical Co., Baltimore, Md. ("Rem" for Coughs).
Mickelberry Food Products (Packers).
National Carbon Co., New York (Eveready Prestone).
Simplex Shoe Mfg. Co., Milwaukee (Simplex Flexies).
Standard Oil of Indiana, Chicago.

INDIANA

WOWO—Fort Wayne

Hanna Coal Co., Cleveland, Ohio (Coal).
Perfection Biscuit Co. (Crackers).
Icyeast Co., Dayton, Ohio (Icyeast).
International Proprietaries, Inc., Dayton, Ohio (Tanlac).
Tom Huston Corp., Columbus, Ga. (Peanuts).
Reese Chemical Co., Cleveland, Ohio (Thoxine Cough Syrup).
Vick Chemical Co., Greensboro, N. C. (VapoRub).

IOWA

KFJB—Marshalltown

Nash Coffee Co., Minneapolis, Minn.
Skookum Packers Association, Wenatchee, Wash. (Apples).
Selberling Rubber Co., Akron, Ohio (Tires) (Local dealer).

WMT—Waterloo

Acme White Lead & Color Works, Detroit (Paint).
Everett, Aughenbaugh & Co., Minneapolis, Minn. (Eaco Flour).
Electric Motors Corp., Cedar Rapids, Iowa.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal).
International Proprietaries, Inc., Dayton, Ohio (Tanlac).

KENTUCKY

WCKY—Covington

The Verkamp Corp., Cincinnati, Ohio (Philgas).

LOUISIANA

WWL—New Orleans

Peoples Tobacco Co. (Mino Cigarettes).
Garvey, Inc. (Vinegar).

MASSACHUSETTS

WAAB—Boston

Peter Paul Candy Co., Naugatuck, Conn.

WEEI—Boston

Curtice Brothers Co., Rochester, N. Y. (Ketchup) (Local dealer).
Geo. E. Warren Corp. (Coal).

WNAC—Boston

John Cain's Mayonnaisse.
Philip Morris Co., Ltd., Inc., New York (Marlboro Cigarettes).
Sherwin-Williams Co., Cleveland, Ohio (Paint).
Elmwood Farm (Chicks).
Richfield Oil Corp. of N. Y., New York (Petroleum Products).
Phoenix Hosiery Co., Milwaukee, Wis. (Local dealer).

WBOS—Needham

Battle Creek Dog Food Co., Battle Creek, Mich. (Miller's Dog Biscuits).
Wolverine Oil Co., Boston.
Signet Hosiery Co., Cambridge, Mass.
Rustrcraft Publishing Co., Boston (Greeting Cards).

MICHIGAN

WBCM—Bay City

Durkee Famous Foods, Inc., Elmhurst, N. Y. (Troco Margarine).
Mizone Research Laboratories, Detroit. (Hair Tonic).

WXYZ—Detroit

Cottage Creamery Co.
Automobile Equipment Co.
Bond Clothing Co. (Men's Clothing).
E. T. Wright & Co., Rockland, Mass. (Shoes).
Maryland Pharmaceutical Co., Baltimore, Md. ("Rem" for Coughs).
Radio & Television Institute, Chicago (School).
White Star Refining Co., Detroit (Petroleum Products).

WOOD—Grand Rapids

Reese Chemical Co., Cleveland, Ohio (Thoxine Cough Syrup).
Willard Storage Battery Co., Cleveland, Ohio (Local dealer).
Kingsbury Beverages, Chicago (Local dealer).
Household Finance Corp., Chicago (Personal Finance Service).
Edna Wallace Hopper, Inc., Chicago (Cosmetics).
Selberling Rubber Co., Akron, Ohio (Tires) (Local dealer).

MISSOURI

KFEQ—St. Joseph

Glycerine Producers Association, New York (Anti-Freeze).
Standard Oil Co. of Indiana, Chicago.
Craddock-Terry Co., Lynchburg, Va. (Natural Bridge Shoes).
Mantle Lamp Co. of America, Chicago (Lamps).
Velvetina Laboratories, Omaha, Nebr. (Hair Tonic).
Co-Ed, Inc., Chicago (Cosmetics).
Letz Mfg. Co., Crown Point, Ind. (Farm Implements).

MONTANA

KGIR—Butte

Chevrolet Motor Co., Detroit.
Nash Coffee Co., Minneapolis, Minn.
Vick Chemical Co., Greensboro, N. C. (VapoRub).

NEBRASKA

WJAG—Norfolk

Chevrolet Motor Co., Detroit.
Nash Coffee Co., Minneapolis, Minn.

KOIL—Omaha

Vick Chemical Co., Greensboro, N. C. (VapoRub).
Marshall Field & Co., Chicago (Department Store).
Universal Producing Co. (Theatrical Bookings).

WOW—Omaha

Carnation Co., Milwaukee, Wis. (Condensed Milk).
American Cranberry Exchange, New York City (Eatmor Cranberries).
Phoenix Hosiery Co., Milwaukee, Wis. (Local dealer).

NEW YORK

WLWL—New York

Vick Chemical Co., Greensboro, N. C. (VapoRub).
Summit Brass & Bronze.

WMCA—New York

Vick Chemical Co., Greensboro, N. C. (VapoRub).
Firestone Footwear Co., Boston (Rubbers, etc.).
Raladam Co., Detroit ("Marmola" Reducing Tablets).
Sakela Perfume Co. (Cosmetics).
Edros Institute of Health (Health Products).
Loughran Food Co.
General Baking Co. (Bond Bread).
Ralston Purina Co., Inc., St. Louis (Cereals).

Breakstone Cheese Co. (Dairy Products).
Peter Paul Candy Co. Naugatuck, Conn.
Marvellete Co. (Corsets).
Quaker Oats Co., Chicago.
Technical Color & Chemical Co., Brooklyn (Dyes).
Rokeach Food Products.
Life Savers, Inc., Port Chester, N. Y. (Life Savers).
Edna Wallace Hopper, Inc., Chicago (Cosmetics).
Chevrolet Motor Co., Detroit.
Richfield Oil Corp. of N. Y. (Petroleum Products).

WGY—Schenectady

Delaware, Lackawanna & Western Coal Co., New York.
G. W. Van Slyke & Horton, Albany, N. Y. ("Peter Schuyler" Cigars).
National Carbon Co., New York (Eveready Prestone).

NORTH CAROLINA

WSOC—Gastonia

Velvetina Laboratories, Omaha, Nebr. (Hair Tonic).
Chevrolet Motor Co., Detroit.

WBIG—Greensboro

Brame Chemical Co., Winston-Salem, N. C. (Vapomenth).
El Moro Cigar Co.
Acme White Lead & Color Works, Detroit (Paint).
Carolina Baking Co.

WPTF—Raleigh

Baltimore Sun, Baltimore, Md.
Norris, Inc., Atlanta, Ga. (Candy).
Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Capudine Chemical Co. (Headache Powders).

NORTH DAKOTA

KFYR—Bismarck

Popular Fiction Magazine, Chicago.
The Mantle Lamp Co. of America, Chicago (Lamps).
Nash Coffee Co., Minneapolis, Minn.
American Cranberry Exchange, New York (Eatmor Cranberries).
Chevrolet Motor Co., Detroit.
Minnesota-Northern Pr. Co., Minneapolis (Gas Service).

OHIO

WGAR—Cleveland

E. W. Rose Co. (Zemo).
Empress Orchid Laboratories (Cosmetics).
K-B Clothing Co.
Miracle Wax Co., St. Louis, Mo. (Floor Wax).
Wovenright Knitting Co. (Knitting Mills).
WHK—Cleveland

W. & J. Sloane Co., New York (Argonne Rugs).
Shur-on Optical Co., Geneva, N. Y.
National Carbon Co., New York (Eveready Prestone).
Wander Co., Chicago (Ovaltine).
Strasska Laboratories, Los Angeles, Calif. (Toothpaste).
Shadowfoam, Inc. (Reducer).
Friend Brothers, Boston (Food Products).
Maryland Pharmaceutical Co., Baltimore, Md. ("Rem" for Coughs).
Ramsdell Co. (Food Products).
Midwest Combustion Eqpt. Co. (Gas Saver, etc.).
Phoenix Hosiery Co., Milwaukee, Wis. (Local dealer).
Marly Perfumes.
Firestone Footwear Co., Boston (Rubbers, etc.).
E. T. Wright & Co., Chicago (Shoes).
Association of American Soap & Glycerine Producers, New York (Radiator Glycerine).
United Drug Co., Boston.

WCAH—Columbus

Harshaw Essential Foods, Cleveland (Malted Milk).
Maryland Pharmaceutical Co., Baltimore, Md. ("Rem" for Coughs).
Sunday Creek Coal Co.

WSPD—Toledo

Germania Herb Tea, Canton, Ohio.
Interstate Transit Co., Cincinnati, Ohio (Bus Transportation).
VI-Zoy (Medicine).

OKLAHOMA

KFJF—Oklahoma City

Vick Chemical Co., Greensboro, N. C. (VapoRub).
Southern Cotton Oil Co., New Orleans, La. (Wesson Oil & Snowdrift).

OREGON

KTBR—Portland

Mantle Lamp Co. of America, Chicago (Lamps).
Calumet Starch Co., Chicago.
Schwarz Ginker Ale, San Francisco.
Oregon Macaroni Co.
Tux Mfg. Co. (Glass Cleaner).

PENNSYLVANIA

WGAL—Lancaster

Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Reese Chemical Co., Cleveland, Ohio (Thoxine Cough Syrup).

WCAU—Philadelphia

Association of American Soap & Glycerine Producers, New York (Radiator Glycerine).
Chocco Yeast, Inc., Springfield, Mass. (Candy).
Curtice Bros., Inc., Rochester, N. Y. (Tomato Juice).
Doughnut Machine Corp. (Waffles).
Ayer Co., Lowell, Mass. (Cherry Pectoral).
C. A. Kimball Co., Winthrop, Mass. (Household Supplies).
G. R. Kinney Co., New York (Shoes).
Sapollin Co., Inc., New York (Paint).
Selchow & Righter Co., New York (Indoor Games).
International Proprietaries, Inc., Dayton, Ohio (Tanlac).
Stephen F. Whitman & Son, Inc. (Candy).

WCAE—Pittsburgh

Puritan Soap Co., Rochester, N. Y.
International Proprietaries, Inc., Dayton, Ohio (Tanlac).
Craddock-Terry Co., Lynchburg, Va. (Natural Bridge Shoes).
Maryland Pharmaceutical Co., Baltimore, Md. ("Rem" for Coughs).
Finsterwald's, Detroit (Fintex Clothes).
Anderson, Davis & Hyde, Inc., New York (Argonne Rugs).
Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Colvin Appliance Co. (Easy Washer Machine).
National Association of Merchant Tailors of America, New York (Merchant Tailored Clothes).

RHODE ISLAND

WEAN—Providence

Shur-on Optical Co., Geneva, N. Y.

TENNESSEE

WDDO—Chattanooga

Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Chevrolet Motor Co., Detroit.
Coleman Lamp & Stove Co., Wichita, Kans. (Lamps).
Phillip Morris Co., Ltd., Inc., New York (Cigarettes).
Vick Chemical Co., Greensboro, N. C. (VapoRub).

TEXAS

KFDM—Beaumont

Walker Properties Association, Austin, Texas (Chile Con Carne).
The Wessell Co., Chicago (Auto Supplies).

KFUL—Galveston

Edna Wallace Hopper, Inc., Chicago (Cosmetics).

KPRC—Houston

Southern Cotton Oil Co., New Orleans, La. (Wesson Oil & Snowdrift).
Vick Chemical Co., Greensboro, N. C. (VapoRub).
International Proprietaries, Inc., Dayton, Ohio (Tanlac).
Plato-Pan crust (Food).
Southland Implement Co. (Marvo).
Phoenix Hosiery Mills, Milwaukee, Wis. (Local dealer).
I. Ollendorf Co., Inc., New York (Watches).
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal).
American Maid Flour Mills.

KTLC—Houston

Buloya Watch Co., New York (Local dealer).
New York Wall Paper Co.

KTRH—Houston

Chevrolet Motor Co., Detroit.
Capudine Chemical Co., Raleigh, N. C. (Headache Powders).

KTTA—San Antonio

Duerler Mfg. Co. (Candy).

Super-Maid Cookware Corp., Chicago (Aluminum Ware).
E. T. Wright & Co., Inc., Rockland, Mass. (Arch Preserver Shoes).
Capudine Chemical Co., Raleigh, N. C. (Headache Powders).
Douglas Candy Co., Kansas City, Mo.
Arzen Laboratories, Inc., Clinton, Iowa (Cold Remedy).

KGKO—Wichita Falls

Peaslee Gaubert Corp., Fort Worth (Gloritone Radio).
Edna Wallace Hopper, Inc., Chicago (Cosmetics).
Sherwin Williams Co., Cleveland (Paint).
Selberling Rubber Co., Akron, Ohio (Tires) (Local dealer).
Capudine Chemical Co., Raleigh, N. C. (Headache Powders).

UTAH

KDYL—Salt Lake City

International Proprietaries, Inc., Dayton, Ohio (Tanlac).
Gruen Watch Makers Guild, Cincinnati, Ohio.
The Ayer Co., Lowell, Mass. (Cherry Pectoral).
National Carbon Co., New York (Eveready Prestone).
Firestone Footwear Co., Boston (Rubbers, etc.).
Utah Fuel Co. (Clear Creek Coal).
Independent Coal & Coke Co.

VIRGINIA

WRVA—Richmond

Mantle Lamp Co. of America, Chicago (Lamps).
Chevrolet Motor Co., Detroit.
Rich-Maid Mfg. Co. (Baking Powder).
Continental Baking Corp., New York (Local dealer).
Puritan Soap Co., Rochester, N. Y. (Anti-Freeze).
Chocco Yeast, Inc., Springfield, Mass. (Candy).
International Proprietaries, Inc., Dayton, Ohio (Tanlac).
Acme White Lead & Color Works, Detroit (Paint).
United Drug Co., Boston.

WASHINGTON

KOL—Seattle

Van Duyn Candy Co.

WISCONSIN

WIBA—Madison

Mantle Lamp Co. of America, Chicago (Lamps).
Radio & Television Institute, Chicago (School).
Process Corp., Chicago (Cards).
Empress Orchid Laboratories, Chicago (Cosmetics).
Chevrolet Motor Co., Detroit.
Edna Wallace Hopper, Inc., Chicago (Cosmetics).
Selberling Rubber Co., Akron, Ohio (Tires) (Local dealer).

WTMJ—Milwaukee

Maryland Pharmaceutical Co., Baltimore, Md. ("Rem" for Coughs).
McInnes Bros., Inc. (Hostess Coffee).
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal).
John Puhl Products Co., Chicago (Bo-Peep Ammonia).
Charis Corp., Allentown, Pa. (Foundation Garments).
Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Sherwin-Williams Co., Cleveland, Ohio (Paint).
International Proprietaries, Inc., Dayton, Ohio (Tanlac).
Shur-on Optical Co., Geneva, N. Y.
Hudson Motor Car Co., Detroit (Local dealer).
Life Savers, Inc., Port Chester, N. Y. (Life Savers).
Phoenix Hosiery Co., Milwaukee, Wis. (Local dealer).
Chevrolet Motor Co., Detroit.
Association of American Soap & Glycerine Producers, New York (Radiator Glycerine).

WYOMING

KDFN—Casper

Standard Oil Co. of Indiana, Chicago.
Rocky Mountain Fur Industries, Casper, Wyo. (Fur).
Selberling Rubber Co., Akron, Ohio (Tires) (Local dealer).
Nash Coffee Co., Minneapolis, Minn.

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

*New Towers!

Same Low Cost!

*For Blanket Coverage
of Chicagoland!*

THE mammoth new WGES towers on Hotel Guyon touch the highest point on Chicago's West Side—and gain welcome admittance for WGES programs into more homes than ever before. Another sign of WGES progress and extra service—but WGES rates remain the same!

Chicago's four millions are the WGES audience—because WGES features appeal to Chicagoland's people. Chicagoans will listen to your message as the new WGES 500-1,000 watt transmitter, located in the HEART of metropolitan Chicago, sends it to them.

Note WGES rates on another page. They'll show you how to cut coverage costs in Chicago territory. One year's business increase of 1900% proves it's wasteful to spend more!

WGES

★—"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.

CBS Production Manager Offers Six "Don'ts" for Air Speakers

A LIST of "Don'ts" for radio speakers has been compiled by John Carile, production manager of the Columbia Broadcasting System, which he believes will help to make many broadcast addresses less painful to those on both sides of the microphone. His six important things not to do are:

1. Don't take it for granted you can make a good radio talk without preparation.
2. Don't orate. A talk delivered in a conversational tone and intimate manner is much more effective than one offered in the style of platform or pulpit addresses.
3. Don't speak from a bound manuscript. Loose sheets can be dropped to the floor as they are read, which eliminates the rustling of paper.
4. Don't cough or clear your throat near a microphone. The microphone magnifies these noises until they sound like the roars of jungle beasts.
5. Don't hiss your sibilants.
6. Don't guess at the number of minutes your speech requires. Each speaker has a time allotment which his talk should exactly fill.

Second Coast Chain for NBC

THE NBC has recently put into operation a second Pacific Coast network of broadcasting stations, providing listeners in Pacific states with a choice of two NBC programs. One of the chains includes stations KFI, Los Angeles; KGO, San Francisco; KGW, Portland; KOMO, Seattle, and KHQ, Spokane. The other network takes in these stations: KECA, Los Angeles; KPO, San Francisco; KEX, Portland; KJR, Seattle, and KGA, Spokane.

The new arrangement makes it possible to broadcast simultaneous coast-to-coast programs from both WEA and WJZ, which could not formerly be done. When the Western networks are used independently of the East the programs will originate in San Francisco.

Shoe Company Broadcasts

"SHOE-ING Away the Blues" is the title of a new program series, broadcast by electrical transcription and sponsored by the G. R. Kinney Shoe Company.

Overall Program on WLS

"HEROES In Overalls" is the title of a new program on WLS, Chicago, three mornings a week, sponsored by the H. D. Lee Co., in which tribute is paid to the working men and farmers who have proven heroes.

Bowen Appoints Shilkret

THE appointment of Nathaniel Shilkret as musical counsel has been announced by Scott Howe Bowen, Inc., station representatives, with headquarters in the Chrysler Bldg., New York City. This organization has also installed a department for the production of dramatized radio merchandising.

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

Station Executive—Handles mike, writes, produces. Knows all types of broadcasting; actor; college degrees; recently resigned as manager of good station. Best references. Would like to hear from station owners and managers. Write or wire Box 111, Broadcast Advertising.

Radio Station Manager—Position wanted by experienced radio executive with recognized sales and managerial ability. Applicant has a background of training in advertising, program and general management with leading publications, and four years in radio with outstanding sales accomplishment. Wants management and sales of station where hard work and experience will bring him the business. References as to character, past connections, etc., on request. Address Box 112, Broadcast Advertising.

Fewer Broadcast Applications

APPLICATIONS for broadcasting permits received by the Federal Radio Commission are decreasing, according to a compilation of figures made by V. F. Greaves, assistant chief engineer, covering the period from May to October of this year. A gradual climb during the year of 1930 had brought the average in April, 1931, to 36 applications a week. Since May, however, this number has been steadily decreasing until the weekly average is now no more than 20.

Subscribe Now!

Fifth Successful Year

HEINL

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

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