

DEC 7 '31

Broadcast Advertising



DECEMBER, 1931

**National and Local
Advertisers Know That**

WOL

**is
the Latchkey to
Washington Homes!**

WHY?

**66.1% of present Contracts are
RENEWALS**

AMERICAN BROADCASTING CO.
Annapolis Hotel Washington, D. C.

" - - consistently pleasing
the larger audience on

KSTP"

10,000 WATTS
100% MODULATION

◇
Full Time
Schedule
19 Hours
Daily

◇



Listeners in the Twin Cities and adjacent Northwest rural and urban communities depend on KSTP for their principal radio entertainment. The famous Weber and Fields comedy team is one of the many outstanding features presented by this station.

Day and night throughout the year, the larger radio audience in the great Twin Cities and surrounding Northwest market listens most to KSTP because this station broadcasts by far the heaviest schedule of the outstanding entertainment features. Such listener approval assures a better response to the advertising message. It will pay you to add KSTP to your sales staff right now.

◇
STUDIOS
Hotel Radisson
Minneapolis
—
St. Paul Hotel
St. Paul

◇

SAINT PAUL—MINNEAPOLIS
NORTHWEST'S LEADING RADIO STATION

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Volume 4 BROADCAST ADVERTISING Number 9

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RADIO STRATEGY



IF Napoleon were to plan a radio invasion of New England HIS FIRST MOVE would be to choose the station in that territory with the greatest

POWER

WTIC

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

WLW

"the Nation's Station"

For Double "Listener Interest"

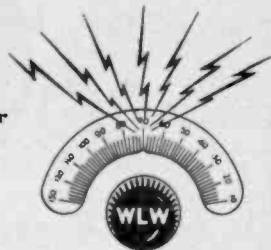
... *use* WLW

RADIO listeners throughout the Middle West, and there are millions of them, turn to WLW exclusively for complete radio entertainment. Serious-minded advertisers have no difficulty in selecting the radio station to carry their message to this rich industrial and farm market. They know that WLW permeates this territory to the very core. Extensive research and phenomenal results support this statement. The whole WLW story in facts, figures, and illustrations is yours in our free, 48-page brochure. Send for it.



You've probably heard the rich, mellow, appealing voice of "Ramona" over WLW. As a "blues" singer she is unexcelled. This lovely lady is typical of the splendid feminine talent at WLW.

Near the Center
of the Dial



Near the Center
of Population

THE CROSLY RADIO CORPORATION
Powel Crosley, Jr., *President* **CINCINNATI**

TULSA

OIL CAPITAL OF THE WORLD



KVOO

ALONE IN THIS TERRITORY

For reservation of time this winter, immediate communication is advisable. Address Commercial Department.

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

1140 KILOCYCLES

5000 WATTS

NATIONAL CLEARED CHANNEL

WMAQ--in demand

◀ ||| Advertisers seek ||| ▶
WMAQ Facilities
BECAUSE...

WMAQ has the TIME

20 hours daily on one of the forty nationally cleared channels.

WMAQ has the AUDIENCE

Primary listening area includes 84 cities of more than 10,000 population in 5 states, a total of 6,596,435 persons.

WMAQ has the MARKET

Concentrated coverage of America's second richest market available for the discriminating advertiser.

WMAQ has the TALENT

Unexcelled musical and dramatic artists; experienced and successful production department; proven continuity writers.

WMAQ has the POPULARITY

Listeners prefer WMAQ; advertisers solicit its facilities.

WMAQ has the PROGRAMS

Completely diversified and well-rounded schedule of the best in local and network broadcasts.

and above all

The WMAQ AUDIENCE IS A BUYING AUDIENCE

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 West Madison Street, Chicago, Illinois

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

DECEMBER, 1931

\$2.00 a Year

Number 9

Preparation of Commercial Copy Is Hardest Task of Radio Advertiser

Announcements Should Be as Interesting as the Entertainment They Displace

*Says Howard Angus**

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Chairman, Radio Group, New York Council, A. A. A.

IT has become the custom of those with goods to sell to use broadcasting for advertising these. Nothing more is needed to prove it is an advertising medium. Neither opinion nor reason has any weight against a custom.

Herodotus, the "Father of History," discovered that several thousand years ago. He told of a conqueror who captured a city in which people buried their dead and offered its citizens their freedom if they would cremate their dead. As they would not, he sold them into slavery. Then he came to another city where the dead were cremated and he offered its citizens freedom if they would bury their dead. As they would not, he sold them into slavery. And Herodotus drew the conclusion that nothing is as powerful as custom.

The National Broadcasting Company reports that its business increased almost fifty per cent in 1929 over 1928, almost fifty per cent in 1930 over 1929 and almost fifty per cent in 1931 over 1930—all this during a most severe depression. I'm told that 35 per cent can be substituted for fifty to give the story of

broadcast advertising as a whole during the same years.

No means of mass communication ever sprang into being for the purpose of becoming an advertising medium. It came into existence because it filled some common purpose or need, usually one of entertainment. Entertainment— isn't that the reason for a magazine, a newspaper or broadcasting? Have not advertisers used all three in about the same way for their own ends? And have not advertisers gone out on the highways with their billboards because driving an automobile has become another form of entertainment. Strange as it may sound now, all the objection to advertising in broadcasting that we have listened to during the last five years was raised against advertising in magazines and newspapers and will be raised again when a new way of reaching the masses is found.

It isn't enough that something does something. Like the little boy with the watch, we must know what makes broadcast advertising click as it does. We are rapidly finding out.

First the census came along to tell us that there were thirteen and a half million radios in use in the United States. Somebody provided

the figure of three as the average number of listeners per set and that gave a potential audience for a national broadcast of 40,000,000. The broadcasting companies—not noted for understatement—had used 20,000,000. This discovery would have been staggering if we hadn't learned to talk in such big numbers in the late demented twenties.

In our company we like to know where the people live who have money with which to buy products. We assembled these figures and those of the census bureau on location of radio sets and we discovered that, as far as the two large chains were concerned, all three—radio stations, radio sets and buying power—were bunched in the same spots.

Progress is being made in finding out how many radio sets are turned on each day, each hour of the day and on each program. These surveys have progressed far enough to give some inkling of the facts. They are being extended and continued. Some day we will be able to say how many people listened to any program, whereas it has been our habit to ask who can count the hairs in a man's head, or the sands of the sea, or the number of listeners to a radio program.

We now can almost say that nine

*An address delivered at the 12th annual convention of the First District Advertising Federation of America, at Providence, R. I., October 23, 1931.

and a half million sets are tuned in each day; and that any chain advertiser in the evening, if his network is anywhere near national in scope, will have over a million radios tuned in with a rather ordinary program, something like three million with a good program and more than four million with the best on the air as listeners judge programs. These are radio sets; multiply them by three and you have three, nine and twelve million listeners.

Broadcast advertising has been developed with the speed of things that belong to the air rather than the earth. Broadcast advertising began when some company built a radio station for publicity purposes. It took another step forward when some advertiser put on a program and timidly mentioned his name for good will purposes.

Six months ago a study of commercial programs revealed that 10 per cent to 15 per cent of their time was given over to commercial announcements. Whether we like it or not broadcasting is now being used by practically every advertiser on the air for hard, direct selling. The depression did that.

That broadcasting should become a selling medium was inevitable. The selling of goods until comparatively recently was carried on almost entirely by word of mouth rather than by writing. Sales managers have been telling advertising managers for years that you sell by talking, not by writing. One of the most common expressions is that "he talked me into doing it," not "he wrote me into doing it." It is not strange, then, that broadcasting which can carry a whisper all over the United States is actually being used to sell goods. It would be strange if it were not.

And so, during the last two years evidence of the selling value of broadcasting has become available by actual cases. Of course, there weren't such cases as long as broadcasting was used only as a background to other forms of advertising. Some advertisers are confining all of their efforts to radio. We all know of manufacturers who have increased their sales through broadcasting alone during the last two years, while the sales of their industry as a whole have declined.

We made a further study in our

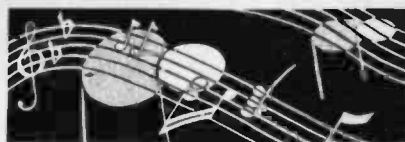


Howard Angus

company. We divided the national advertisers into two divisions—one group was those who used radio and magazines or newspapers and the other group was those who used magazines and/or newspapers, as the lawyers say, but not radio—and we found that the group using radio decreased their advertising less in magazines and newspapers than the group that didn't.

I'M not going to discuss program building, but I would like to point out how a commercial radio program differs from a printed advertisement, and also what a commercial announcement must do besides sell.

Broadcasting was started by two manufacturing companies—by one who had radio stations and by another who had receiving sets to sell. These two companies might have developed broadcasting by themselves providing entertainment to the American public. In the event they might have sold time—say two or three minute spots—at intervals—say of fifteen minutes—to advertisers. Then they would have done just what magazines did when they supplied the entertainment and sold blank pages to advertisers. In that event, preparing a radio advertise-



ment would present about the same problem as preparing a magazine advertisement—except one would be for the ear, the other for the eye.

But these two companies were in the business of manufacturing electrical gadgets—not entertainment. That wasn't exactly their line. To do that in the beginning of radio cost money—didn't make it. So they naturally looked for somebody else to furnish the entertainment so necessary if they were to sell radio stations and sets. Some bright boy had an idea. He said advertisers ought to be willing to put on programs for publicity. So these companies said to advertisers, "If you will put on an orchestra and a singer on our station we will let you mention your name." And so sponsored or commercial programs were born.

Now it was the advertiser who found himself with the magazine publisher's job as well as his own. He actually had to produce his own magazine of the air and then put his own advertisement in it. He had to build his own circulation if his advertisement was to be heard. And that makes the building of a commercial radio program quite a different job than the preparing of a magazine advertisement.

And then the advertiser found his commercial announcement on his program in an entirely different situation than his advertisement in a magazine. He couldn't talk about his goods and sing at the same time. He found his selling interfering with his entertainment and he began to wonder just what good that was doing him with his dear public. At first he tried to make his selling as brief and as quick as possible. That was begging the question. Then he simply got hard boiled and turned on full steam. His attitude was, "You have to pay for the entertainment I'm sending you by listening to what I have to say about myself and my goods." In that he was defeating his own purpose.

The only solution of the dilemma is to make a commercial announcement as interesting as the entertainment it displaces. And that calls for a higher art than the writing of copy for an advertisement to go in a magazine or newspaper. The commercial announcement is something that isn't getting the attention, study or genius it demands.

Common Sense and Good Taste Are Broadcasting Essentials

Uninteresting Programs Produce More Silent Sets Than All of Radio's Professional Attackers

Declares Jose Rodriguez
Continuity Editor, KFI-KECA, Los Angeles

RADIO advertising has been under fire ever since it became a definite medium. Newspapers have turned upon it their heaviest batteries of crumps and heavies; academic groups have deluged it with high explosive and shrapnel; orthodox musicians have flooded it with the poison gas of disparagement. Hundreds of thousands of docile listeners have followed up these attacks under one or the other banner.

Radio stations have up to now borne the brunt of the attack. It is well, therefore, to say a word pointing to the responsibility of the advertiser who is drawing upon the broadcasters' heads this barrage of adverse criticism. Let us first examine the motives that prompt the attacks.

Newspapers which attack radio are guided by a pure trade rivalry. Radio stations apparently sidetrack revenue that some newspapers are accustomed to regard as their immemorial and divine right. So they naturally attack radio "commercialism," poke jibes at radio artists and render publicity aid to the other attackers.

Academic groups attack radio's "lack of dignity and culture" and humorously pretend that it is not an educative force. Musicians of the capellmeister type, unsuited to modern repertoire and technic, attack radio because it regards them as obsolescent and uninspired and because it does not employ them.

Many listeners follow each major assault, mostly from the natural instinct of following a leader, but all these attacks will dissipate before the fierce machine-gunnery of facts. Radio is rapidly proving beyond question that the attacks are motivated by hard-boiled and unscrupulous commercial greed or by envy.

There is one weakness in radio's

armor, however—a weakness created by the very person who should be radio's best friend and sometimes is: the advertiser. He is adopting tactics of salesmanship that notoriously antagonize the public and give real ammunition to enemies of radio as an advertising medium. Moreover, the advertiser is frequently defeating his own purposes.

Perhaps it were well to present a few specific instances which have come across this writer's desk while he was engaged—as he still is—in editing copy submitted for broadcasting by KFI-KECA, Los Angeles.

These stations have laid down definite restrictions concerning good taste, veracity, responsibility and

admissibility for all commercial accounts. When the advertiser signs his contract, he finds these restrictions incorporated in the contract form. But nevertheless, these cases have arisen:

Case A: The agency for a nationally distributed toothpaste used this phrase: "No matter how stained or discolored your teeth may be, a single tube of Blank's tooth-paste will make them shine like beautiful pearls."

This writer has a discolored incisor which he considers fatal to his personal beauty. He first deleted the phrase, then he consulted with dentists and actually used one tube of Blank's toothpaste without the promised result. The agency was indignant, threatened cancellation. The station stood by the deletion on the ground that the statement was absurd, extravagant and not based on facts, and that the phrase was deliberate misrepresentation.

Question: Was this phrase good advertising? Was it in good taste? Was it truthful? Would it promote good will for the product?

Case B: A national advertiser, when asked to relinquish his regularly scheduled program to make way for a network non-commercial program of a great religious event, refused to yield his rights.

The station, faced with a vigorous popular protest, offered to cancel its contract voluntarily. Finally the advertiser changed front at the eleventh hour and the religious event was broadcast, but not before several daily publications and the diocesan newspaper of the denomination were aware of the situation and had editorialized acidly thereupon.

Question: Was it wise for the advertiser even to intimate that he

(Continued on page 53)

census--

A YEAR and eight months have passed since the census takers made their rounds, but the counting hasn't been finished yet. The end is near, however, as far as radio is concerned. Figures on the set-owning families in New York, New Jersey and Illinois, have been released since our last issue and only one more state, Pennsylvania, is still to come.

In New Jersey on April 1, 1930, there were 987,616 families, including 625,639 families who reported radio sets, or 63.4 per cent of the total.

New York contained 3,162,118 families, of which number 1,829,123 families, or 57.8 per cent of the total, were set-owners.

Of Illinois' 1,934,445 families, 1,075,134, or 55.6 per cent, were found to possess radio receivers. This makes an approximate total of 11,000,000 sets that have been reported so far.

A Few Suggestions for MAKING BROADCAST ADVERTISING PAY

*Are Offered by Roy C. Witmer**
Vice-President in Charge of Sales, NBC

WHEN it was first suggested that I talk here today, someone conceived the idea that the subject should be: "Does radio pay?" The answer to that is so obvious, automatic and brief, from my standpoint, that two speeches, if I may call them that, seem to be in order. To this question: "Does radio pay?" the answer is: "Yes, it most decidedly does, if properly done"; and the qualification, I think, should be an indication as to what I would rather talk to you about. You are probably more interested in how to obtain the best results from broadcast advertising than in anything else I might tell you.

First let me say that although radio as an advertising medium has been in existence several years and its growth has been very rapid, there is much still to be learned about it; hence, I am only giving you my personal reactions as a result of four years' experience in the business.

It has been my observation that, with few exceptions, those who become interested in radio as a medium do not regard it with nearly as much deliberation and calmness as they do the other phases of their business activities. I think that is because radio seems to be surrounded with a great deal of mystery. As a matter of fact, there is no mystery about it, provided we can use a reasonable amount of imagination.

I am sure that every one of you will agree that all advertising should render a service to the public. If it doesn't do that it is valueless to the advertiser; if it does it is just bound to produce results. More and more



Roy C. Witmer

that fundamental is overlooked. In this respect radio is a "set-up" for the advertiser: it can render a two-fold service—entertainment, education or instruction—together with a message of interest or benefit to the public, and such a message is extremely effective if done in a friendly way. Furthermore, radio is fast and real service to the public these days means speed.

The second thought that we should always have constantly before us, is that radio is predicated entirely upon interest. By that, I mean that any successful radio program must contain interest of some kind to a marked degree. It may be entertaining, instructive or educational, but in any event it must obtain and hold interest.

The third fundamental has to do with the audience. In this connection, we should always have in mind that as far as this country and Can-

ada are concerned the audience consists of all kinds and classes of people—rich and poor, educated and uneducated, people with widely varied likes and dislikes concerning music, drama and "what-not." It is utterly impossible to hold the interest of such a vast cosmopolitan group by means of any one radio program. There is much criticism at all times on the part of the individuals of one class or another about programs, all of which is perfectly justifiable from each individual standpoint. And that brings me to another point of emphasis, namely: that any one person's opinion of a radio program is of relatively slight importance.

We in the broadcasting business will be perfectly happy and satisfied if we can please half of the people half of the time. You or I may feel that some certain program is perfect. That is our opinion as individuals, but it means nothing, because there are bound to be thousands who will not like it.

Now please don't think that we, in the broadcasting business, have any monopoly on ideas. We are constantly seeking, and most diligently, for new ones. Our business is to coordinate and apply ideas in accordance with our experience. In so doing we try to eliminate personal likes and dislikes. NBC during the first six months of this year, received over two million audience letters. No radio survey has yet been made comparable to that. I want to assure you that this mail plays an important part in our knowledge of what kind of programs get attention and please the listeners.

If all users of radio as an advertising medium would constantly hold to these three thoughts—interest, plus the vast audience consisting of

*An address delivered at the New England District Convention of the Advertising Federation of America, Providence, R. I., October 23, 1931.

so many different kinds of people with their various likes and dislikes, plus the importance of rendering a two-fold service to the public—I am sure that the path to results from radio would appear less complicated and the work of all those involved would be simplified tremendously.

PROBABLY the most astounding part of broadcast advertising is the fact that practically all users of the medium have obtained beneficial results, and, of course, I could go on endlessly with instances of users who have obtained very remarkable results indeed. However, I know of no case in the latter category where the user has not applied a reasonable amount of imagination and has not seen the picture clearly and proceeded accordingly.

Too often, unfortunately, the advertiser who has never used radio suddenly decides that he should use it and almost as suddenly (in some cases more so) requests time and begins to generate his own idea as to what his program should be. Right there, unknowingly, he is on the danger line. He does not use his imagination. In other words, he does not stop to consider the fact that his tastes, from an entertainment standpoint, are different from the average of the mass that he wishes to reach—the people who buy his product. The program he is so sure he should have is probably the very one that he should not use.

Frankly, one of our greatest problems is to convince the man who pay the bills that what he likes in the way of entertainment, or his wife or relatives or friends care for, is not necessarily the kind of entertainment that will get and hold an audience for him. The development and maintenance of a constantly increasing audience is the one thing that he positively must have to produce results.

Always have in mind that in this particular respect, radio is different from any other medium. First, radio requires a great deal of showmanship and everyone seems to like to get into the show business. Second, for some unknown reason almost everyone feels that he knows good music when he hears it. Finally, the user of radio, through his very deep interest in the two factors just mentioned, becomes very

(Continued on page 50)

CO-OP CAMPAIGN FOR WEDNESDAY AS RADIO NIGHT

AN invitation to a "snug, enjoyable evening at home" each Wednesday—"the big night on the air" is appearing weekly in 44 daily newspapers in 40 cities from coast to coast. This new campaign is sponsored cooperatively by Mobiloil, Halsey-Stuart, Palmolive and Coca-Cola, whose programs are broadcast during two and one-half consecutive hours each Wednesday evening over the NBC red network.

While none of the four advertisers is a newcomer to radio they all realize that there are many sets which their programs are not reaching. By advertising the evening as a whole, they believe they can attract more listeners to each program than would be possible by individual advertisements. This is especially true in the 25 cities where the programs follow each other over a single station, so that the listener can tune in at the beginning of the evening and hear all four programs without turning the dial of his set.

Except for a few cities in which only three of the programs are broadcast, the space runs 160 lines, single column. Sixteen lines are used by each advertiser to describe his own program for that particular week. The remainder of the space goes for headline, illustration and copy stressing a full evening's entertainment "every Wednesday evening."

La Gerardine Lends Winchell to Lucky Strike

WALTER WINCHELL, popular gossip columnist who has been acting as monologist and master of ceremonies of the weekly CBS programs sponsored by La Gerardine, Inc., has been borrowed from them by the American Tobacco Company, to act in a similar capacity on the Lucky Strike programs. In a letter to BROADCAST ADVERTISING, V. J. Thill, advertising manager of La Gerardine, Inc., writes as follows:

"Winchell will appear on Lucky Strike's regular program three times a week for a limited engagement, the length of the engagement to be determined by Lucky Strike and the Gerardine Company. In other words, the Gerardine Company is willing to have its star appear on the Lucky Strike programs so long as his appearance does not detract from the novelty and value of the regular weekly Gerardine broadcasts."

WEDNESDAY



Hard to beat this brilliant foursome of outstanding programs which roam the air after-dinner every Wednesday evening. A solid two and one-half hours of sparkling entertainment and useful information. Join the millions for whom these programs provide a snug, enjoyable evening at home. You'll get the habit too—and enjoy it.

MOBILOIL Nathaniel Shilkret's orchestra, Gladys Rice, soprano; Douglas Stanbury baritone, master of ceremonies, in a great program, including Heidelberg Stein Song; 6 hits from Noel Coward's operetta, Bittersweet.

HALSEY-STUART Special American Gas Association program featuring Mendelssohn Glee Club of New York, Hallie Stiles, soprano; Phil Spitalny's orchestra, Lew White, organist; and talk by C. W. Paige, Pres., A. G. A.

PALMOLIVE Olive Palmer's glorious soprano . . . Paul Oliver's matchless tenor . . . The Revellers, harmonizing special favorites . . . Erno Rapee's orchestra captivating with scintillating dance tunes and popular melodies.

COCA-COLA Grantland Rice interviewing "Hunk" Anderson, the great Knute Rockne's successor at Notre Dame. Glorious melody by Gustave Haenschen and the Coca-Cola all-string orchestra. Lewis James, soloist.



A RARE COMBINATION

- Distinguished Orchestras
- Famous Singers
- Worth-while Information

TONIGHT!

Broadcasters Make United Stand on Mutual Problems



WHEN the National Association of Broadcasters met in Cleveland in 1930, business was the primary consideration. How to get more advertisers on the air, how to work with the advertising agencies to the best mutual advantage, how to deal with the new development of spot broadcasting by electrical transcriptions—these and similar problems occupied most of the time.

At Detroit this year the story was different. Broadcasting has developed considerably during the past year. Whether it is due to the depression or for other reasons, advertisers generally have awakened to the vast and immediate response of the radio audience and as a result many stations are for the first time writing their balances with black ink. With a number of them the problem of where to put the advertisers who would like to broadcast is more pressing than where to find them.

This is not to say that the commercial side of the broadcasting industry did not get any attention from the ninth annual convention,

for it did. But this year the broadcasters had other things to worry about. Mexico, for example, who was left out of the picture when the United States and Canada divided between them the radio facilities of the North American continent, but who has refused to remain that way. The educational interests, for another, who are clamoring for 15 per cent of the country's wave lengths to be turned over to them. And the copyright situation. And the stirring up of public opinion against advertising on the air by other media who think that broadcasting is cutting in on income that belongs to them.

These problems are not those of the individual broadcaster, although they all affect him seriously. They must be met by concerted action of the entire industry and to organize for that action was the principal consideration of the 1931 convention.

In the brief summary of the general proceedings that follows, stress has been laid primarily on the action affecting advertising.

PRESIDENT HOOVER, who addressed the broadcasters (as well as that portion of the public reached by any NBC or CBS outlet) by remote control from Washington at the opening session, spoke of the early days of radio when, as Secretary of Commerce, he was intimately concerned with its development.

"The decisions reached at that early date," he said, "have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

"It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought

Broadcast Advertising



(Photograph courtesy of Detroit News)

Representing the U. S. Department of Commerce at Detroit were W. D. Hayes, Chicago radio supervisor, at the left; Arthur Batcheller, traveling supervisor of radio, and William A. Terrell, director of radio, at the right.

most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment."

Also from Washington, James W. Baldwin, secretary to the Federal Radio Commission, read the speech of the chairman of that body, Major General Charles McK. Saltzman, who was suffering with a bronchial cold. Addressed mainly to the listening public, the talk explained the Radio Act of 1927 and the work of the Commission in seeing that its provisions are carried out for the protection of the public.

Answering the insinuations that "radio has sold itself out to advertising," and that "this country should have imposed on it the British system of government operation," NAB'S president, Walter Damm of WTMJ, Milwaukee, said. "If we were to adopt the English system in the United States, it would require a tax of from \$20 to \$25 per radio set. . . . It is possible that much of the criticism of present day broadcasting having to do with commercialism is not due to the fact that there is too much advertising on the air, but that too much advertising is still too poorly done."

Senator Wallace H. White, Jr., of Maine, who as chairman of the House Committee on Marine and Fisheries played a major part in writing the Radio Act of 1927, gave the opinion that the coming Congress will make few important changes in radio law. He warned the broadcasters, however, that:

"There is constant pressure upon those of us who have been interested in radio legislation, to do something to restrict advertising over the air. There are indications, which may not be overlooked, that there is restiveness on the part of the public and of the Congress because of the extent to which broadcasting facilities are today given over to personal or to purely private commercial uses. I hazard the opinion that through the pressure of public sentiment or through the

exercise of regulatory power, there will be in the future a more restricted use of radio for these individual purposes."

John Benson, president of the American Association of Advertising Agencies, urged closer cooperation between broadcasters and agencies as the only way in which the problems of advertising by radio could be solved. (Mr. Benson's talk will be included in the January issue of BROADCAST ADVERTISING.)

Bond Geddes, executive vice-president of the Radio Manufacturers Association, spoke of the common problems of the manufacturers and broadcasters. Mr. Geddes said that contrary to all expectations radio sales have recently shown a marked increase, which he attributes to the depression.

"Radio broadcasting is so entertaining," he explained, "and receiving sets so reasonable in price that I believe thousands of families are economizing by turning to radio for their chief entertainment." He also warned the broad-

casters to profit by the sad experience of the manufacturers with price-cutting.

The report of the commercial committee, which came next, is reproduced in full on page 16 of this issue. Following the ensuing discussion, Dr. Frank W. Elliott, Central Broadcasting Company, Des Moines, Ia., chairman of the ethics committee, stated that:

"If there is any one thing that we ought to keep before us today as a profession or as an industry it is that sacred duty and trust that we owe to the public. . . . Measure all of your activities by that yardstick."

Reporting for the membership committee, Paul Morency, WTIC, Hartford, chairman, said that from 87 members in good standing on Nov. 19, 1930, the Association had grown to 166 members in good standing on Oct. 19, 1931.

Opening the Tuesday afternoon session, Levering Tyson, director of the National Advisory Council on Radio in Education, told the convention that while education by radio in this country has been largely neglected, he believes that the educators can make more progress by working with the broadcasters and using the present set-up to the best advantage than by sitting back and criticising.

A tempestuous discussion of advertising policies was started by Dr. Frank W. Elliott's charge that stations will take programs from the chains that they would not accept locally, but before it could really get under way it was cut short by the arrival of Henry Bellows, CBS vice-president, who reported for the legislative committee. He warned the broadcasters that they must watch Congress closely and be ready to act concertedly on any proposed legislation that might affect their interests.

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AMONG THOSE PRESENT

THE official roster at Detroit showed 228 registrations; 94 stations represented; 17 non-members of the NAB. These figures were reported by Edwin Spence, WPG, at the convention's final session. Among those present were:

S. E. Adair, Jenkins & Adair, Chicago; John Aitkenhead, WADC, Akron; Jerry Akers, WCKY, Covington, Ky.; Ralph W. Armstrong, American Telephone & Telegraph Company, New York; K. L. Ashbacher, WKBZ, Ludington, Mich.; Ralph Atlass, WLAP, Louisville, Ky., and WJKS, Gary, Ind.

I. R. Baker, WEA, Flint, Mich.; Russell L. Ballard, WFDF, Flint, Mich.; Glenn H. Bancroft, WHEC, Rochester, N. Y.; Howard C. Barth, WSYR, Syracuse, N. Y.; Arthur Batcheller, U. S. Department of Commerce, Washington, D. C.; Henry A. Bellows, CBS, Minneapolis; K. H. Berkeley, WRC, Washington, D. C.; S. Bernheimer, Chicago; Edgar L. Bill, WMBD, Peoria, Ill.; Ford Billings, National Radio Advertising,

New York; F. C. Bisbee, Electrical Research Products, Inc., New York; Frank Bishop, KFEL, Denver; S. H. Bliss, WCLO, Janesville, Wis.; Fred Bock, WADC, Akron; Charles Bohon, WJBK, Detroit; Robert D. Boneil, WTMJ, Milwaukee; Scott Howe Bowen, New York; H. J. Brennen, WJAS, Pittsburgh; W. C. Bridges, WEBC, Superior, Wis.; J. E. Brown, U. S. Department of Commerce, Washington, D. C.; John H. Buchheit, KQV, Pittsburgh; Miss Vera E. Burke, WMT, Waterloo, Iowa; Charles W. Burton, WEEL, Boston; Harry C. Butcher, CBS, Washington, D. C.; Leonard Byars, KVOO, Tulsa.

Tony Cabooch, KWK, St. Louis; Louis G. Caldwell, Washington, D. C.; Martin Campbell, WHAS, Louisville, Ky.; H. K. Carpenter, WPTF, Raleigh; Ralph H. Carpenter, WBCM, Bay City, Mich.; Joe A. Chambers, WLW, Cincinnati; George E. Chase, WFAA, Dallas; Arthur B. Church, KMBC, Kansas City, Mo.; Betty C. Clair, WKBN, Youngstown, Ohio; Arthur M. Clarke, WLAP, Louisville, Ky.; E. H. Clarke, WMBC, De-

(Continued on page 48)

Standard Market Data Form for Broadcasting Stations

Is Discussed by H. K. Carpenter

General Manager, WPTF, Raleigh, N. C., and Chairman, NAB Commercial Committee

The "Standard Market Data Form" discussed by Mr. Carpenter is a file folder of blue paper. Its front cover bears two maps, illustrating primary and secondary coverage, and a description of the city's retail trading area. Inside are a population analysis; a descriptive section dealing with climate, schools, colleges, parks, shopping days, labor, churches and theaters; a section on transportation, and a chart of the wholesale and retail outlets in the 35 and 90 mile areas. The outside back cover has sections on indus-

try, standards of living and public works, and of general information about the state. This folder will fit into any agency file and may be used to hold any supplementary information about the station or stations concerned.—Editor's note.

IN working out the standard market data and station data forms, we cooperated very closely with the A. A. A. A. The form is based on a newspaper form which

they have gotten out in a general way. We checked with them a number of times during the year and included, I believe, every suggestion that they made in this form.

At the last joint meeting of the NAB commercial committee with the radio committee of the A. A. A. A.'s they stated before we could say this had their approval, it had to be approved by that committee and by the former committee of the A. A. A. A., and I believe the board of directors also.

About the time we were compiling this report, we received word from Mr. Gamble of the A. A. A. A. that a number of things had happened which made them feel it was inadvisable to get out the form at this time. In a letter which he sent, I will quote just this much of it which will give an indication of their feelings:

"The feeling was expressed that we did not want to encourage your station people to go to the expense and effort necessary to produce these forms unless we were certain they would serve a very useful purpose in our agency offices. We think it advisable for you to hold up a bit on the form until our people consider them useful enough to be worth the cost to the station."

I communicated with Phil Loucks, NAB's managing director, and he felt that we should go ahead with this form and get it out to you even though it does not have the A. A. A. A.'s approval because there has been a tremendous interest in this form as to exactly what it was.

So we are bringing it to you today with the suggestion that it is the best form we have been able to devise up to the present time and suggest, if you care to get out information on your stationery, that this form be considered.

(Continued on page 44)

Broadcast Advertising

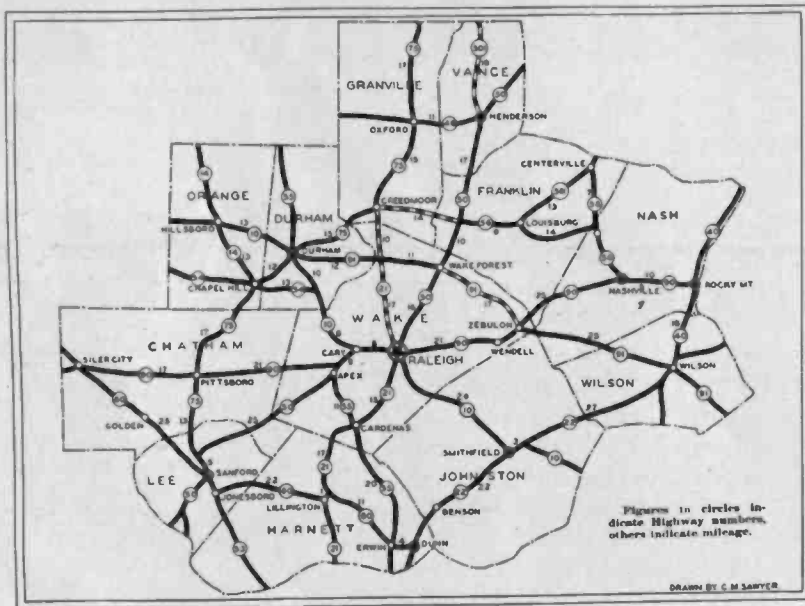
October 15, 1931

STANDARD MARKET DATA

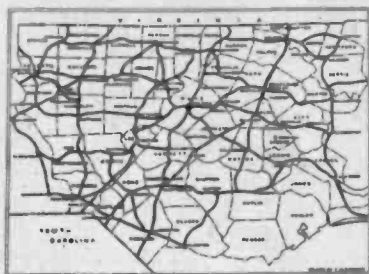
... Issued for ...

BROADCASTING STATION WPTF

RALEIGH, NORTH CAROLINA



PRIMARY COVERAGE—35 MILES



SECONDARY COVERAGE—90 MILES

Retail Trading Area

Raleigh's Retail Trading area embraces a territory roughly within a thirty-five mile radius. Durham, one of the most important industrial cities of the State, cuts into Raleigh's retail business in the western portion of this area, but on the eastern side, the area from which Raleigh draws heavily is pushed rather deeply into the coastal plain section of the State, thereby giving the area served by this city an elliptical shape. Just outside this thirty-five mile radius on the other three sides are a half dozen smaller sub-distributing centers including Henderson, Rocky Mount, Wilson, Greenville, Goldsboro and Fayetteville.

Raleigh, by reason of its location along the fall line, early became an important concentrating and distributing point for the eastern third of the State; and by reason of the fact that it is the capital city it has become the political and social center of the entire State. While Raleigh is in the heart of a substantial industrial and agricultural wealth-producing area, which gives the city stability, these factors alone do not give a true index to the city's importance, for as the seat of the State Government and the home of hundreds of State employees, she becomes in many ways the predominating city of the State.

Prepared in Conformity with Recommendations of the NATIONAL ASSOCIATION OF BROADCASTERS

Cover of Standard Data Form

NATIONAL ASSOCIATION OF BROADCASTERS

Officers



Harry Shaw, WMT
President



John Storey, WTAG
First Vice-President



Paul Morency, WTIC
Second Vice-President



M. A. Howlett, WHK
Treasurer



H. A. Bellows, CBS



W. S. Hedges, WMAQ



Frank Russell, NBC

Executive Committee



Quin Ryan, WGN

Board of Directors

No photographs were available of the other directors, Don Lee, KHJ, and George McClelland, WEAF.



Leo Fitzpatrick, WJR



A. B. Church, KMBC



H. K. Carpenter, WPTF



J. G. Cummings, WOAI



A. J. McCosker, WOR



Walter Damm, WTMJ



E. B. Craney, KGIR



Gene O'Fallon, KFEL



Edgar Bill, WMBD



Frank Elliott, WOC

Standard Business Practices for Broadcasters Are Recommended by NAB Commercial Committee

CALLING service to listeners the primary requisite to commercial success of a broadcasting station, the commercial broadcasting committee of the NAB offered a series of recommendations for standard business practices in its annual report before the Detroit convention of the Association.

Most of the discussion, however, centered around the proposed resolution to request the Federal Radio Commission to allow stations to announce electrical transcription programs once instead of twice, and in their own language instead of the stereotyped phrase: "This is an electrical transcription prepared exclusively for broadcast purposes."

The report, which was read by H. K. Carpenter, WPTF, Raleigh, follows:

THE members of the committee this year included Harry Howlett, WHK, Cleveland; Martin Campbell, WHAS, Louisville; Jack Bryan, Southwest Broadcasting Company, Fort Worth; John Karol, WABC, New York; John Shepard, WNAC, Boston; E. H. Gammons, WCCO, Minneapolis; William S. Hedges, WMAQ, Chicago; P. W. Morency, WTIC, Hartford; A. B. Church, KMBC, Kansas City; R. C. Witmer, WFAF, New York, and H. K. Carpenter, WPTF, Raleigh, chairman.

Two meetings were held in New York during the year, the first on February 12 and 13, and the second on September 23 and 24. Both meetings were well attended and both times the committee met in joint

session with the radio committee of the American Association of Advertising Agencies.

The basis for our approach to this year's work can probably best be summarized by repeating the introduction to our special report issued on April 27:

"The commercial committee of the NAB believes that broadcasting in America is the finest in the world, that programs of the highest quality are available to the radio audience of the United States without cost either in fees to broadcasters or tax to the government. The committee believes it the duty of broadcasters to exercise every effort to still further improve broadcasting.

"Despite the great progress and high standards of American broadcasting, criticism has been directed against current practices—such criticism being inspired largely by various advertising media which fear broadcasting and choose to regard it as a competitor rather than as an additional medium for mass communication. Such critics have no concern for the welfare of the 60,000,000 people in the United States who constitute the radio audience, nor for the effect that their hostility may have on the broadcasting structure of the United States.

"It may be appreciated by the radio audience that it costs approximately \$75,000,000 a year to maintain broadcasting in the United States and that this revenue is provided by program sponsors each of whom is competing for the attention of the radio audience, and is offering as an inducement programs of high quality."

Miscellaneous Recommendations

A. Following is a list of miscellaneous recommendations of the committee to the Association and its members:

1. That the following general principles

be placed at the beginning of our "Standards of Commercial Practices" as adopted by the Association on March 25, 1931:

(a) Service to the listener is a primary requisite to commercial success.

(b) Quality of production should never be sacrificed to commercial expediency.

(c) Each advertiser should be required to make a contribution to the entertainment or education of the listener, for the privilege of reaching the radio audience with his message.

(d) It should be the object of each commercial station to maintain itself on at least a self-sustaining basis, since any other basis may be characterized as unfair competition with other stations or other advertising media.

2. The committee recommends to station managers and commercial managers that in order to make radio campaigns most effective, they give close study to the use of additional merchandising tie-ups, and that they recommend to clients use of such tie-ups as will best promote the success of broadcast advertising.

3. The committee recommends that member stations look with suspicion on any so-called "free services"—such as "educational talks," "institutes," and other propaganda with which every station is now being deluged. While the material may be authentic and acceptable in itself, it nevertheless constitutes advertising copy for some enterprise, and should therefore be accepted only on a commercial basis. Income is the life blood of broadcasting stations—they should be self-supporting.

4. In the matter of station surveys, the committee is of the opinion that they may be of some value to the individual station, but that results obtained in any one locality do not indicate that the same

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The delegates caught by the photographer in this picture are, reading from left to right: A. H. Stackpole, WHP, Harrisburg, Pa.; Lambdin Kay, WSB, Atlanta; Ralph Atlass, WLAP, Louisville; Dr. Halley, KMBC, Kansas City; Edgar Bill, WMBD, Peoria, Ill.; Carl Myers, WGN, Chicago; Arthur Church, KMBC, Kansas City; Walter Evans, Westinghouse Radio Stations, and John Patt, WGAR, Cleveland.

(Photograph courtesy of Detroit News)



(Photograph courtesy of Detroit News)

While others listened, these men delivered addresses and read reports. From left to right, they are: H. A. Bellows, CBS, Minneapolis; Cesar Saerchinger, CBS representative in London; Edwin Spence, WPG, Atlantic City; William S. Hedges, WMAQ, Chicago; Walter Damm, WTMJ, Milwaukee; U. S. Senator Wallace H. White, Jr., of Maine; Clyde P. Steen, American Radio Association, and John Benson, president of the American Association of Advertising Agencies.

Avid Discussion Greet Report

ALTHOUGH the discussion following the reading of the commercial committee's report was based principally on the recommendations of that committee, it was not confined to those topics but covered such remote aspects of commercial broadcasting practice as the good taste of the Lucky Strike programs and the most profitable way to operate a time-telling service. The discussion was started by the resolution regarding shorter and freer announcements for transcribed programs.

What Is a Transcription?

SCOTT HOWE BOWEN (Scott Howe Bowen, Inc., New York): It would possibly be advisable to put into that resolution a definition of what is an electrical transcription. That might ultimately do away with any special announcements in connection with that so that they are not differentiated at all. An electrical transcription might be defined as an original recording and never a dubbed recording except for certain sound effects incidental to the presentation.

You see, with dubbed recordings, oftentimes called electrical transcriptions, which are sold very cheap by certain companies, there is a very decided loss of frequencies. Low notes are gone. High notes are gone. There are other noises in them that make them inferior products and certainly they are not as good as a phonograph record, which is an original recording.

BENEDICT GIMBEL (WIP-WFAN): If I am right in understanding you to refer to a different wording for the announcement on electrical transcriptions, wouldn't it be more advisable to definitely present to the Commission a wording which would take the place of the one now used?

MR. CARPENTER: That was discussed by the members of the committee. They decided one of the things to be accom-

plished by this resolution would be defeated if we did that because we are trying to get away from the cut and dried thing that becomes so monotonous on the air.

I. R. LOUNSBERRY (WGR): I would like to ask the committee as to the possibility of the Commission permitting certain recognized producing companies to make statements, leaving out the electrical transcription announcement completely.

PRESIDENT DAMM: That would call for a general modification of Order 78. I do think this, that paragraph two of this resolution covers that when it says any form of brief announcement which accurately conveys the information that the program was broadcast by electrical transcription.

MR. BOWEN: I suggest that the commercial committee consider the advisability of accurate definition of the phrase "electrical transcription" for the purpose of maintaining the standard of presentation in broadcasting so that for electrical transcriptions there may not be substituted recordings of either phonograph material or previously used electrical transcription material, that the only recording that be permitted in connection with electrical transcription be purely for sound effects incidental to the presentation as a whole.

HAROLD E. SMITH (WOKO): I might bring to the notice of every one here at the time that the Victor Recording Company are putting out a new 33½ disc which is also known as an electrical transcription.

PRESIDENT DAMM: That is the one for commercial use?

MR. SMITH: I am under the impression it is being made for home use now.

PRESIDENT DAMM: I wonder if there is any one here who can explain that. My impression is that that is not called "electrical."

RICHARD E. O'DEA (WODA): We have received samples of the new R. C. A. discs. The word "electrical" is not used on the label. They are called R. C. A. Victor transcription programs.

HOWARD S. MEIGHAN (Scott Howe Bowen, Inc., New York): It strikes me that if Victor is coming out with what is known as a transcription, that "transcription" is the descriptive term and not "electrical," and that we are going to have a great deal of confusion. I wonder if it might not be wise, before Victor gets out on the market commercially, to suggest that they consider another name inasmuch as any name would accomplish the purpose. It probably would save us a lot of confusion in the future.

PRESIDENT DAMM: I might call to your attention that General Order 78 reads, "any record made for commercial sale is a phonographic record."

Now, this transcription still is a record made for commercial purposes, but I do agree with you, Mr. Meighan, there is going to be confusion. I don't doubt that a number of stations incidentally will pick this thing up and feel that it being called a transcription, they are at perfect liberty to announce it as such. But, under General Order No. 40, they still have to announce "made exclusively for broadcast purposes" and this Victor disc is not made for broadcast purposes.

R. E. O'DEA: Regarding the use of the term phonograph record, personally I would say it is unfortunate whoever drafted the original order for the Commission didn't know phonograph history, because a phonograph record was made only by the Thos. A. Edison Company, an old wax record. Victor never made a phonograph record. Columbia, in the early days of wax recording, made graphophone records.

We were forced to face that issue in the broadcasting of programs for sales purposes for our stores, when we insisted we were authorized representatives of Victor, and in putting on programs we wanted to announce the new Victor *orthophonic* recordings, not *phonographic*, and at one time we were brought up on charges for announcing them as such. We went to Washington. While the ruling was never changed, we continued to

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Kroger Uses Informal Broadcasts to Build Good Will and Sales

By Ralph Patt, Jr.

WJR, THE GOODWILL STATION, INC., Detroit



Ralph Patt, Jr.

“GOOD morning, neighbor;” These three words of cheerful greeting form the keynote of the radio campaign now being carried on by the Detroit branch of the Kroger Grocery and Baking Company, which is sponsoring a series of half-hour morning programs, presented daily except Sunday, on WJR. From all tangible indications the grocery store executives have every reason to consider the results highly satisfactory.

The time of the Kroger broadcast, from 9:30 to 10 a. m., was chosen because it finds the housewife alone and undistracted, after the husband has gone to the office and the children to school. It aptly follows the labor of finishing the breakfast dishes and precedes that of cleaning up the house. It is the time during which the woman of the home sits down to peruse the morning paper and to consider the problem of purchasing grocery supplies.

When she turns on the radio she wants music that will give her a pleasing background without disturbing her thoughts or interrupting her reading. Programs that are all talk or that otherwise demand her complete attention will be quickly dialed out. So ran the Kroger reasoning and the Kroger program was patterned accordingly.

A 13-piece orchestra, a male harmony duo and a crooning contralto bring Detroit housewives each morning a program made up mainly of the softer, sweeter sort of popular music. All announcements are concise and to the point and are written and read in an informal manner, as though the speaker and entertainers were paying a friendly call upon Mrs. Housewife for the purpose of diverting her from drudgery and, at the same time, hinting at household economy with timely tips for money-saving and time-saving menus.

The selection of a suitable name for the group was readily suggested by Kroger's own brand name, “Country Club.” Hence they are known as the “Country Club Entertainers.”

Another of Kroger's featured brands is that of Stokely canned

vegetables. One program every week is devoted to the “boosting” of this brand and a feminine voice is introduced as “Sally Stokely,” a cooking expert, who subtly suggests the use of her canned vegetables in the kitchen-tested recipes which she gives.

The Kroger programs have been on the air now for ten weeks and since their inception have brought in a mail response which averages more than three hundred letters daily. This number, of course, is largely accounted for by a contest offer in which ten baskets of food are awarded to winners every day. These baskets each contain seventeen full size packages of food, such as a pound of coffee, a sack of flour, a loaf of bread, canned fruits and vegetables and other items. They are given for the best slogans of ten words or less, the slogans to include the words, “Kroger store.”

Additional evidence of the spontaneous response to the radio presentations is the fact that announcements of bargains in particular lines of merchandise have resulted in record sales of those items. In an instance in which picnic hams were given special stress, all stores reported an unexpected and highly satisfactory demand for them. Another evidence of the pulling power of the program has to do with the distribution of a Kroger Food Foundation booklet on canning and pickling. These booklets had been supplied to stores for several weeks in advance of the announcement on the air and very few had been distributed. Following the announcement, however, the supply in almost all stores was completely exhausted and

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necessity--

A RADIO set is a necessity for a family whose income is \$30 a week, ruled Judge Walter A. Kipp, Second Judicial District of Bergen County, N. J., in deciding the case of Frank Choma, who refused to pay for a \$425 combination radio-phonograph ordered by his wife.

What About *EVENING* *ANNOUNCEMENTS?*

Combination Programs Have Solved Problem of Small Advertisers

Says William J. Adams

Publicity Director, WHEC, Rochester, N. Y.

IS there a place in radio for the small "bread and butter" advertiser who wants to put his message on the air but who cannot afford to sponsor more than a one- or two-minute commercial announcement?

That was the question that confronted us at the beginning of this year. A number of advertisers who were thoroughly sold on radio advertising and satisfied with the results received from previous broadcasts wanted to buy evening spot announcements over WHEC. At first this sort of business looked good, but after putting these announcements on for a period of time we began to get a positive and pronounced "kick back."

Salesmen encountered the statement that "I won't sponsor a program until you stop announcements during the evening hours." Letters from listeners protested against "cluttering up the air" in this way. Frankly, we hated to pass up this source of income, yet we had just about decided to do so rather than to tear down the station's good will and popularity when some one had a bright idea.

Why not, he said, turn these announcements over to the "Songwriters" and let them put them all together into a half-hour program? The "Songwriters" were a harmony team who had built up quite a following by their programs of original and current popular songs. This plan did not arouse any wild enthusiasm, but as nobody had anything better to suggest and as any idea was better than none at all, it was passed along to the boys.

They took the copy of the advertisers who were on the air at that time and rewrote it dialogue form, inserted enough music to keep the program varied, wrote a theme song and put on an audition for the station officials, who liked the idea. Immediately thereafter a new program went on the air over WHEC, "Want and Ad, the Classified Two," who broadcast a half-hour of songs and chatter each evening except Sunday.

IN the beginning the dialogue was a bit stiff and rather flat, but as the boys became more familiar with the program idea and the type of chatter that would go over the program improved. With this improvement came a steady increase in the number of sponsors. Thus from a rather inauspicious start the program has grown until now 60 advertisers are using it to tell Rochester and vicinity of their products.

For the information of the station a careful check was made on the results of the "Classified Two," which we found surprising. For example, a local furniture house made a \$1,000 sale of furniture as a direct result of the program. A contest on the program sponsored by the Mandell Drug Company of this city drew over 1,000 letters,



William J. Adams

The same company used "Want and Ad" to advertise a prescription of theirs, and right now the advertiser is having difficulty in filling the demand for this medicine.

The program has great flexibility and the plan evolved by the boys of putting just one advertiser in each kind of business on the program the same evening, with one minute of sales talk and two minutes of music, has proved successful. To illustrate how diversified the advertising may be a typical program will handle the credit lines of a theater, florist, shoe shop, apparel shop, electric shop, heating units, automobile dealer, credit system, schools, travel bureau, furniture, dentist and tire shop.

The success of the program is definitely assured by a 95 per cent renewal of all contracts, many of which now show September and October, 1932, as their expiration dates. This average is one of the highest we have ever encountered in

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KROGER BROADCASTS BUILD GOOD WILL

(Continued from page 18)

it was necessary to replenish them several times.

Very little price quoting is done on the air. The Kroger stores are, of course, users of extensive space in daily newspapers and their prices are listed in detail. A small portion of the newspaper space is devoted to tie-in ads, calling attention to the broadcasts each day.

Store managers have reported a slow but steady stream of new visitors and that they have received appreciative comments on the radio program from both new and old customers. Many of them have instructed their clerks to adopt the radio greeting. In fact, that greeting is rapidly becoming almost a by-word among housewives and not infrequently is one's attention arrested on the street by a stranger's use of those three friendly words of salutation:

"Good morning, neighbor!"

Mantle Lamp Appoints Behel & Harvey

THE Mantle Lamp Company of America, Chicago, manufacturers of Aladdin lamps, have appointed Behel & Harvey, Inc., also Chicago, to direct their advertising. Radio will continue to be a major medium.

Gets School Account

AUSTIN C. LESCARBOURA and Staff, Croton-on-Hudson, N. Y., has been placed in charge of the advertising of Radio Training Schools, Inc., New York and Boston. Plans call for the use of broadcasting and newspaper and magazine space.

Raymond Goes to KGER

C. M. C. RAYMOND, formerly commercial director of station KHJ, Los Angeles, has joined the staff of KGER, Long Beach, as advertising representative.

Columbia Buys WCCO

JAMES F. BELL, President of General Mills, Inc., has announced that the Columbia Broadcasting System, Inc., has purchased all of General Mills, Inc., holdings of the capital stock of Northwestern Broadcasting, Inc. owning and operating Station WCCO, Minneapolis. This purchase gives the Columbia Broadcasting System complete ownership of the station.

Heads Young & Rubicam Radio Department

ARTHUR BERGH, for the past nine years musical supervisor and director of recordings of Columbia Phonograph Company, has joined the advertising agency of Young & Rubicam, Inc., as head of the radio department. Mr. Bergh was formerly associated with both Edison and Dr. Lee De Forest as musical director for their first talking pictures and was a first violinist with the New York Symphony Orchestra and with the Metropolitan Opera House Orchestra.

Lumber Account to Frank

ALBERT FRANK & COMPANY, Chicago advertising agency, has been appointed to direct the radio advertising of the Edward Hines Lumber Company.

Malt Company Doubles Time on Air

THE Blue Ribbon Malt program, with Ben Bernie and his orchestra, broadcast each Tuesday night over a CBS chain, has been expanded from 15 minutes to a half-hour by its sponsors, the Premier Malt Products Company, of Chicago.

Airway Sales Engineers to Represent WMBD

EDGAR L. BILL, president of the Peoria Broadcasting Company has announced the appointment of Airway Sales Engineers, Merchandise Mart, Chicago, as exclusive sales representatives for WMBD, Peoria.

decision--

"THE mere placing of a disc so that a comparison of rates can be given or the request for a person's age, cannot be construed as the procurement of insurance," stated Magistrate Edward Weil of New York City, and he dismissed the complaint of the New York State Insurance Department against station WOV.

The station broadcast a transcription program sponsored by The-Union Mutual Life Insurance Company of Des Moines, Iowa, which is not licensed to do business in the state of New York. The station was to be paid a percentage of the premiums paid on new policies. The complaint charged that the station was therefore guilty of soliciting business for a foreign company. The judge ruled that the station "merely gave information" which is not the same as solicitation, and found the station not guilty.

Valvoline Sponsors Lopez Series

THE Keelor & Stites Company, Cincinnati, which was recently appointed advertising counsel for the Valvoline Oil Company, Cincinnati, has announced contracts with twelve key stations from which weekly programs of Vincent Lopez and his Valvoliners will be broadcast for fifteen minutes each.

National Radio Advertising, Inc., New York, is recording and placing these electrical transcriptions. The concerts will be on the air weekly for twenty-six weeks as of November 1st. In addition to the twelve "backbone" stations, the Keelor & Stites Company also are placing contracts for the Valvoline Company for an additional seventy-five stations on the company's "fifty-fifty" dealer cooperative basis.

WBT Appoints Weber

WILLIAM J. WEBER, for several years national advertising manager of the *Charlotte (N.C.) News* has been appointed director of sales and sales promotion for WBT and the Dixie Network of the Columbia Broadcasting System, succeeding C. D. Taylor, commercial manager, who resigned November 1st.

Correction

THE address of Radio Producers Associates, Inc., is 799 Seventh Ave., New York City, and not 799 Fifth Ave., as was incorrectly stated in a news item in October issue of BROADCAST ADVERTISING.

New Paramount Directors May Mean More Business for CBS

COMMENTING on the appointment of John Hertz, founder and chairman of the Yellow Cab Company; William Wrigley, Jr., and Albert D. Lasker, chairman of Lord & Thomas and Logan, to the Board of Directors of the Paramount Publix Corporation, Heintz Radio Business Letter points out that this "may be responsible indirectly for the turning of broadcasting business toward the Columbia Broadcasting System. Paramount owns 50 per cent of the stock of Columbia.

"The three new Board members are among the most influential business men in Chicago. Wrigley recently went on the air over a nationwide CBS hookup. It is not unlikely that the new members of the Board may, through their various affiliations, turn more than this one account Columbia's way."

Joins Universal Broadcasting Syndicate

TOM BURKETT, until recently commercial manager of station KMBC, Kansas City, Mo., is now associated with the Universal Broadcasting Syndicate of that city.

— AND NOW, ON
 WBZ-WBZA, THE
 NEW YARDSTICK
 OF
 AUDIENCE VALUE



Six months ago Westinghouse Radio Stations announced "a new yardstick to measure AUDIENCE VALUE in radio advertising." From North, South, East, and West have come requests for added information. The whole radio advertising world, apparently, has become aware that something unique and significant has resulted from our studies of listening habits and audience response in areas reached by KDKA.

One question, many times repeated, has been, "How soon can we obtain similar information for New England? When can we have the benefit of the new Westinghouse yardstick on Stations WBZ-WBZA?"

Plans which were already under way when our first announcement was made have now been carried out. Today we have, for WBZ-WBZA, the same kind of information as is available for KDKA.

We can tell you, for instance, that the average daily audience of WBZ-WBZA in New England alone totals

421,000. We can show specifically that this audience spreads out over EVERY TRADING AREA OF NEW ENGLAND. We have evidence showing that ONLY THROUGH WBZ-WBZA WILL YOU REACH, WITH A SINGLE GROUP OF STATIONS, EVERY TRADING AREA OF THE FERTILE NEW ENGLAND MARKET.

To advertisers interested in New England, the data we have on WBZ-WBZA is as vital as the KDKA information has been to those concerned with Pittsburgh and its nearby trading areas. No radio advertising plans in New England should be made without a careful study of this new material.

Let a representative of Westinghouse Radio Stations give you detailed evidence. This is a good year to pass up conjecture and get down to FACTS.

WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA

KDKA

KYW-KFKX

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

COMMERCIAL OFFICES

Pittsburgh, Pa., Hotel William Penn

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

Holbrook Wins Diction Award

JOHAN W. HOLBROOK, NBC announcer in New York, was awarded the gold medal of the American Academy of Arts and Letters for the best radio diction of the year. Runners-up were David Ross, CBS, New York; Sen Kaney, NBC, Chicago, and William Abernathy, N. B. C., Washington, D. C.

Ibbett Joins CBS

FRED IBBETT, formerly of the British Broadcasting Company and more recently with NBC, has joined the production staff of Columbia's Chicago studios. Mr. Ibbett has aided realism in radio by his creation of unusual sound effects, many of which he developed in connection with the "Empire Builders" series.

WJR to Double Power

THE Federal Radio Commission has granted WJR. The Goodwill Station at Detroit, permission to increase its power to 10,000 watts. WJR now operates with 5,000 watts.

Weed Chains on CBS

ANEW musical quarter-hour weekly program series over a CBS network is sponsored by the American Chain Company, Bridgeport, Conn., makers of Weed Tire Chains. The programs feature a symphony orchestra and vocal soloists.

BROADCASTERS MAKE UNITED STAND

(Continued from page 13)

The representatives of the local station present met separately and discussed their own problems. Roy F. Thompson, WFBC, reported that it was hard for many of the managers of small stations to get away for national conventions and suggested that state or regional meetings of the small stations should be held three or four times a year and that each of these groups should send a delegate to the national convention who could then report back to his neighbors. The small stations also asked the Association to seek an amendment to the Order of the Federal Radio Commission requiring all stations operating on unlimited time to be on the air at least 12 hours daily. It was claimed that this works an undue hardship on stations in places where the supply of good talent is limited.

Twenty resolutions were adopted. The Association went on record as "accepting the definition that broadcasting is that form of wireless transmission wherein the service is designed to reach all classes of listeners, without exception" and opposing "the segregation of any broadcast channels for any form of special interest."

It was "definitely opposed to the enactment of state legislation regulating radio transmission, on the ground that all broadcasting, as interstate commerce, is subject to federal regulation."

It favored "an amendment to Section 29 of the Radio Act of 1927 prohibiting the broadcasting of any statement, proposal, offer or other verbal communication which, if written or printed, would be subject to exclusion from the United States mails under the postal laws."

It instructed its executive committee to ask permission to intervene in any case before the Interstate Commerce Commission dealing with the regulation of rates for broadcast advertising to present the Association's claim "that a radio broadcasting station is not and cannot be regarded as a common carrier under the law."

It also instructed the executive committee to attempt to secure a clarification of orders affecting the broadcasting of phonograph records and electrical transcriptions. (The discussion on this subject appears on page 17 of this issue.)

Harry Shaw, WMT, was elected president of the NAB for the coming year; John Storey, WTAG, vice-president; Paul Morency, WTIC, vice-president; M. A. Howlett, WHK, treasurer, and Henry A. Bellows, CBS; Leo Fitzpatrick, WJR; E. B. Craney, KGIR; Walter Damm, WTMJ; and Quin Ryan, WGN, as new directors.

Coal Company on Air

THE Western Agency, Inc., Seattle, is directing a broadcast advertising campaign for the Pacific Coast Coal Company, also of Seattle.

This Picture Tells the Story • •

• • • now read this letter too!

ATHERTON & CURRIER
INCORPORATED
ADVERTISING
GRAYBAR BUILDING - 420 LEXINGTON AVENUE
NEW YORK CITY

September 22d, 1931

Mr. J. Leslie Fox,
Radio Station KFH,
Wichita, Kansas.

Dear Mr. Fox:

Mr. Craig of Scott Howe Bowen, Inc., has given us your letter of September 19th and we are very pleased to note the exceptional co-operation which you are giving our client, The Rumford Company.

This letter is to express our appreciation for the exceptional work you are doing. We know that it will be instrumental in increasing the sale of Rumford in your trading territory which we trust will result in a continuation of a lengthy radio schedule.

Yours very truly,
ATHERTON & CURRIER
Incorporated.
W. F. Tleman
W. F. Tleman

WIT:AM



One of a large group of windows installed by our Merchandising Department in the Rumford Campaign.

KFH BROADCAST PLUS KFH MERCHANDISING
EQUALS A SUCCESSFUL CAMPAIGN

[Advertisers and Agencies: We'll be pleased to send you our booklets "What About Kansas" and "Merchandising the Radio Program" which explain how and why your campaign over KFH will be most effective. Free on request.]

RADIO STATION KFH

1,000 Watts — Complete Western Electric—Only Station in a radius of 100 miles

Shilkret Novelties[★]



The greatest series of Electrical Transcriptions ever produced under the masterly direction of Nathaniel Shilkret himself



A month ago we announced this new series of personally directed broadcasts as an ideal 15-minute or half-hour presentation for commercial sponsorship.

So favorable has been the reaction to this offer, and so immediate the response that not many good territories remain open where the broadcast rights for this series can be secured.

"Shilkret Novelties" are outstanding—not only from a talent point of view, but also from an economical point of view. For the stars, orchestras and showmanship behind many of radio's most successful programs are combined in this series of presentations. Programs ordinarily beyond the reach of both station and advertiser are here in "Shilkret Novelties."

Wire immediately for open territories and complete details.

★ Released exclusively through Scott Howe Bowen, Inc.

SCOTT HOWE BOWEN, Inc.

Chrysler Building

New York City

CHICAGO

DETROIT

KANSAS CITY

BOSTON

Wrigley Building

Fisher Building

1016 Baltimore Ave.

185 Devonshire St.

OMAHA

SAN FRANCISCO

502 Barker Bldg.

865 Mission St.

NAB RECOMMENDS STANDARD PRACTICES

(Continued from page 16)

results will hold true in other localities. In other words, the matter of station surveys is still one for individual stations to handle.

5. There is quite a discussion on the matter of paying a 15 per cent commission on talent as well as time charges, and while agencies seem to feel that nothing should be done which will give the advertiser the impression that the agency and the station are combining to increase his cost of talent, there nevertheless is the feeling, quite prevalent, that the securing

of commercial broadcasts will be made somewhat easier if the agency knows it will get a 15 per cent commission on its entire expenditure.

There is another question which will possibly be settled within the next year or two. One point, however, cannot be disguised and must be borne in mind by the broadcaster—that in the end, it is the advertiser who pays.

6. The committee recommends that, where it is expedient or necessary to place a local dealer announcement immediately preceding or following a chain program, a rate should be set for that announcement—whether it be a spot rate or a full rate covering the time of the program to

which it is connected. But the committee does not feel that there should be any objection to local announcements on transcription programs, where the program is sold at a general rate and time for the announcement is included in the time sold.

7. The committee recommends that a transcription program which is made for a national client should carry the general rate, even if it is placed on the station by a local firm handling the national client's products.

8. Attention of members is once more called to the standard "questionnaire" form. [For presenting specific station data to advertising agencies.] This form has the approval of both the NAB and A. A. A. A.

B. Two sub-committees were appointed during the year—one on recordings and the other on agency and representative recognition. The sub-committee on recordings has encountered difficulties which make it inadvisable to submit any report at this time. The sub-committee on agency and representative recognition did submit an excellent report and the commercial committee wishes to pass its findings on to the Association with this definite recommendation: That the Association instruct the executive committee to appoint a committee of any number they deem advisable to work on the matter of agency and representative recognition. And that this committee take what steps are necessary and feasible to set up at the office of the managing director in Washington data of advertising agencies and station representatives, or time brokers, so that this information can be given to any member station upon request.

Retail and General Rates

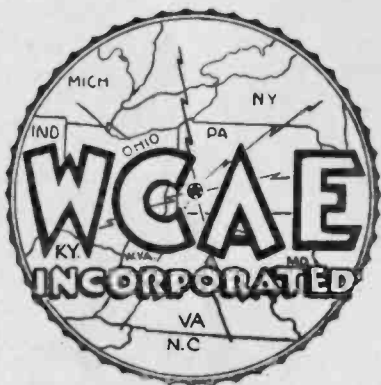
C. The committee recommends that member stations substitute the words "retail" and "general" in referring to double advertising rates instead of the terms which have been used in the past, "local" and "national." The committee furthermore recommends that, when a station employs both retail and general rates, that the following be used as a guide in determining whether or not a particular account should fall within retail or general classification:

"An advertiser shall be entitled to retail rates only when he sells direct to the consumer through one or more retail stores which he alone owns and controls. If the retailer named is also territory jobber, wholesaler or distributor, the advertising is not local retail copy.

"Retail rates apply to cooperative advertising confined strictly to a group of bona fide retail advertisers, provided the advertising is paid for by the merchants involved. General rates apply to all cooperative advertising where both retail and general advertisers are involved. General rates apply to advertising over the signatures of two or more retailers, of separate ownership, offering the product of some manufacturer.

"General rates apply to all advertising other than that of strictly bona fide retailers, selling at retail exclusively, paid entirely by themselves, and offering goods or services to the consumer at outlets owned by themselves without reference to

Frequency
1220 Kcs.
100%
Modulation
Power—1 Kw.



Pittsburgh's
Dependable
Station

Pittsburgh—Heart of the Nation's Industry—
is fully covered by WCAE.

Additional studios and offices to meet increasing demands opened November first.

Large staff of Favorite Artists.

Full program service, including very latest equipment to handle any electrical transcription.

Metropolitan Pittsburgh area intensively covered by WCAE has population of 3,618,629.

• **WCAE Incorporated** •

Sixth Avenue and Smithfield Street

PITTSBURGH

• PA. •

FIRST **in CHICAGO**

- ● In Total Number of Local Clients
 - ● In Total Number of Local Commercial Programs
 - ● In Total Number of Local Commercial Hours
 - ● In Total Dollars and Cents Revenue
 - ● In Percentage of Renewals (Renewal Ratio)
-

The Air Theatre

25,000 Watts
389.4 Meters

WBBM

100% Modulation
Clear Channel

Western Key Station of the Columbia Broadcasting System

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.

whether copy is placed direct or through an advertising agency."

The foregoing simplified definition of advertising classifications was adopted by the Newspaper Advertising Executives' Association. The committee felt that while the above definition still left room for argument in some instances, at least it was a step in the right direction and might be used until more detailed definitions were devised.

Information for Agencies

D. At the joint meeting with the radio committee of the A. A. A. A. several matters were discussed which have not been mentioned otherwise in this report.

1. Plan for collecting at a central point, general information on stations—particularly open time. Our committee suggested that this movement could be handled more easily by the A. A. A. A. and stated that they felt that many of our member stations would be interested. We believe that this matter is to be brought to the attention of the Association during the convention and we recommend that members give it serious consideration and cooperate in any manner that local station policies will permit.

2. The radio committee of the A. A. A. A. expects to devise a standard order form to be used by agencies in ordering time on stations. Their desire is to include on this form sufficient data to make it unnecessary for agencies to sign station contracts, and thus simplify the matter of placing time on stations. This form has not been completed, but our committee suggested that the following were some of the ideas the broadcaster would like, or would not object to:

(a) Guarantee of same rate for similar service if used within one year of beginning of contract.

(b) The agency shall hold the station blameless from any liability for infringement of copyright or patent on material the agency asked to be included in the program.

(c) Station must have authority to change time, but agency may have authority to cancel if change of time is not satisfactory; any notice in this connection should be made by registered mail.

(d) Time cannot be resold to another advertiser.

(e) All material included in the program must be subject to final approval of the station.

(f) Bills should be paid by the 15th or 20th. (There was a feeling by some of the members of the committee that that date should be placed the 10th. The position of the agencies, however, is that their billings read the 10th and that if we make ours the 15th or 20th, or whatever individual station policy might dictate, it would simplify things materially, allowing them to get their money in on time to pass on to the stations.)

(g) The form must be understood to be an order for time and the regular station announcer, unless stated otherwise.

(h) The face of the order should describe in detail just exactly what the order calls for.

Standard Data Forms

E. We should like to call particular

Mr.
ADVERTISER

N

B

C

Programs
are now
available
to
Montana
Listeners
over



KGIB

"The Voice of Montana"

Butte

to cover

Montana



I M A G I N A T I O N

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

WIBO

WILL SELL YOUR
MERCHANDISE
TO A
MILLION
CHICAGO
FAMILIES

There is no idle talk in that strong headline. It is backed with a complete service of skilled people who go into action and actually help make sales.

A
MERCHANDISING
SERVICE

Experienced merchandisers are at the command of agencies and advertisers. This staff comprises nationally recognized experts in the ACTUAL SELLING of many products, as well as persons now engaged in producing successful national radio programs and merchandising them to insure more dollars in the cash register.

Ask us how we deliver the Chicago Market.

WIBO

"At the top of the Dial"
CHICAGO

Chicago's leading independent station

attention to the standard "Market Data" and "Station Data" forms. These forms have not been sent to member stations, however, because the American Association of Advertising Agencies is somewhat doubtful as to whether this contains all the information which the agencies would like to receive. The committee will send sample forms to all member stations as soon as the A. A. A.'s approval is secured. [Mr. Carpenter's discussion of these forms will be found on page 18.]

There are two more things not included in the report. First, John Shepard of the Yankee Network has been working with one of the agencies on a standard order form. It conforms with the recommendations of the committee but that order form, of course, is something to be devised by the agencies and then submitted to the National Association of Broadcasters for their approval. They are working on that, however, very actively.

The next thing before completing the report is this resolution which possibly should be passed on to the resolutions committee, offered by the commercial committee. [A copy of the suggested resolution is not available. However, it requested the executive committee to confer with the Federal Radio Commission regarding a change in the ruling that requires electrical transcriptions to be announced at both the beginning and conclusion, and in a prescribed manner. The resolution suggested that one announcement only be required, "— the announcement to be worded in any brief form which accurately conveys the information that the program was broadcast by electrical transcription."]

F. Finally, the committee would like to repeat its constant urge to all member stations that card rates be maintained. It has been the policy of the commercial committee to put that as a final word of every report we have gotten out in the last three years, and I actually believe we are gaining some ground as an Association.

In conclusion, the committee wishes to take this opportunity to thank all members who have cooperated with them during the past year, and to thank particularly the officers of the Association, Mr. Loucks and the members of his staff in Washington, Mr. Benson, Mr. Gamble, Mrs. MacKenzie, and members of the radio committee of the A. A. A.

Commission Turns Down CBS Booster Station

BY a vote of three to two, the Federal Radio Commission denied the application of the Columbia Broadcasting System for permission to erect a "booster" station at Washington, D. C. The plan was to synchronize this station with WABC, New York, CBS key, so that all WABC programs would be broadcast simultaneously by the "booster" in Washington. The petition was protested by station WOL, of Washington, which claimed prior right to any additional facilities that might be granted to that city.

WSPD

NORTHWEST OHIO'S
ONLY STATION

YOU MUST USE

WSPD

TO REACH AUDIENCE
IN NORTHWEST OHIO

WSPD

LEADER IN SURVEY
BY PROF. ELDER

BASIC
COLUMBIA STATION

TOLEDO, OHIO

WWVA

5000 WATTS ON
CLEARED
CHANNEL

SERVING RICH
OHIO VALLEY

MEMBER OF
COLUMBIA

WRITE FOR
FACTS AND
FIGURES

WWVA

WHEELING, W.VA.



• The Third Party Endorsement



of **Food Products**

THE American Institute of Food Products has conducted two years of successful food merchandising 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 inspection, are now serving an outstanding list of national accounts . . . Institute programs carry conviction because third party endorsement idea inspires confidence.

Our service is proving to be interesting to those concerns manufacturing or distributing food products or household necessities. May we briefly tell you just exactly what we can do for you?

**AMERICAN INSTITUTE
OF FOOD PRODUCTS**

Palmolive Building



Chicago

December, 1931

Illinois

Sshh

**"Speak-Easy" is
the newest sen-
sation on the air!**



A DAILY, 5-minute broadcast on the use of good English, presented in a manner original and new . . . It is something DIFFERENT — which is what all radio stations desire—can fit any spot on your schedule—and requires only an announcer to present . . .

. . . It contains a daily word-study and a question and answer feature which is bound to bring the audience back for more . . .

. . . The price is low enough so that you can make a good profit if you obtain a sponsor, and low enough so you can afford to put it on sustaining, if you desire . . .

SPEAK-EASY

. . . Scores of stations are also using our "RADIO PROMOTION SERVICE" with profit. . . Have you seen it? . . . "PAUL and PEGGY" and "BREAKFAST FOOD" will fit your schedule and budget, too! . . . We'll be glad to submit prices and samples. . . .

BROADCASTERS' SERVICE

(A Division of Audio Service)

326 West Madison Street

C H I C A G O

Send for one week's service of "SPEAK-EASY" free!

..... Director

Station

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

NBC Adds Honolulu Station to Chain

FOR the first time in radio history American broadcast advertisers can regularly reach an Hawaiian audience with programs produced in New York City. This became possible on November 14, when KGU, Honolulu, became an associated station of the National Broadcasting Company, available to network advertisers using the NBC Pacific Coast facilities, whose programs will be short-waved across the 2100 miles of Pacific Ocean as easily as they are wired from station to station in the U. S.

"KGU," says the announcement sent out by Roy C. Witmer, NBC vice-president in charge of sales, "is owned by the Advertiser Publishing Company, Ltd., has full time operation with 1,000 watts, and is the highest powered station in the Hawaiian Islands. Founded on May 11, 1922, it is one of the first established broadcasting stations. NBC has made arrangements with RCA Communications to use the new short-wave service which has been inaugurated by that company. This is the first regular short-wave link to be operated in connection with any network."

New Organization Will Pipe Programs to Small Stations

A NEW kind of service for small stations in the New York area is announced by G. August Gerber, president of Radio Times Sales Corporation, which has recently established offices and studios at 220 W. 42d street, New York City. Acting in the capacity of a chain headquarters, this organization will supply these stations with program services for as much of the day as is desired, putting the programs on in its own studios and sending them out by wire to the stations. It is also planned to establish a transcription service for broadcasters too far away for wire hook-ups to be practical.

Behrman Now Manager of WBOW

W W. BEHRMAN, for the past 18 months manager of WGBF in Evansville, Indiana, and assistant to the president of the Curtis Radiocasting Corp., has been appointed manager of Station WBOW in Terre Haute, Indiana. Clarence Leich succeeds Mr. Behrman as manager of WGBF. Robert Bullard, formerly with WKBF at Indianapolis, and Mr. James Walsh, recently associated with WOWO in Fort Wayne, have joined the Evansville staff.

WDRG Issues Brochure

IN an attractive brochure just issued by station WDRG, Hartford, Conn., the station answers five questions that every prospective advertiser asks: What broadcasting facilities can WDRG offer the advertiser? What kind of programs does WDRG feature? What is the listening area? What is its value? Who are the clients of WDRG, and what do they say?

WIBU

100% Modulation--Crystal Control
247.8 Meters 1210KC

The STATION Serving
the HEART of WISCONSIN

49,617 Farms in
Area

It will pay you to cultivate
this territory with your elec-
trical transcription programs.

33 $\frac{1}{3}$ —78 RPM Turntables

**WIBU Commercial
Dept.**

First National Bank Bldg
Portage, Wisconsin

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

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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

A Unit Of The Southwest Broadcasting Company
Fort Worth, Texas

STATIONS:
Oklahoma City
Fort Worth San Antonio
Waco

ASSOCIATED STATIONS
Wichita Falls
Houston Dallas
Amarillo

K F J F OKLAHOMA CITY K F J F ★

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

KENNY CORDS COMPANY
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 merits 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 Southwest. It has the full Columbia chain program, 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,
KENNY CORDS COMPANY

The Booterie, Inc.
OKLAHOMA CITY, OKLA.

MCGILWEN-HALLIBURTON 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 at and attached hereto.
If you will drop in our office between the 12th and 15th, we will discuss our reply 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
Radio Station K. F. J. F.
Oklahoma City, Okla.
Dear Mr. Clark:
August 7, 1931
On behalf of Sears, Roebuck & Company, I want to heartily congratulate you and your organization on the marvelous broadcast on our new 3-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 Oklahomaans
Best wishes for your continued success. I am
Very truly,
L. J. French
L. J. French
Mgr. Manager
Sears, Roebuck & Co.

AVID DISCUSSION GREET'S REPORT

(Continued from page 17)

announce them as the "new Victor ortho-
phonic records."

THOMAS PATRICK CONVEY (KWK): I think we need only follow the lines of showmanship that are so clearly before us. What have we followed in radio? We have all the great successes of the theaters that have come along. Scott Howe Bowen brought out the point of losing a lot of high and low notes. What do they do in sound pictures? They have their screen room and somebody comes along and offers a picture or sound production. They listen to it, and what happens? Pathe, Fox and Warner Brothers have sold American productions.

Get into transcriptions and we hear this "electrical." What the devil is electrical about a piece of wax we receive at our stations? I think that name should be eliminated. I think we should put ourselves in a position with producers of transcriptions so they will go out and sell the world their wax productions with a trade name.

I want to leave this thought with your committee. If I were putting out transcriptions, I would say Victor or Columbia, Smith Production or Jones Production, and not say that this is an electrical transcription. Just say it is Jones or Smith. The result is the smaller stations naturally will get the third run of those transcriptions; the big stations will get the first run. You will gradually bring back of broadcasting a national campaign for the audience to listen to a Victor (for instance) transcription.

You can use the word "transcription." You can get away from "electrical transcription," and if Jones produces the best, he will have first run, and if Smith produces transcriptions that lose the low tones and high tones, well, he will sell those transcriptions cheap to the small stations.

So, in attacking this transcription question, which is here to stay, I think

we ought to follow the theater principle. They have spent billions of dollars in selling the Fox film, a Pathe film or a Warner Brothers stage production, or whatever it might be. I think your committee will work along this line. Get rid of the word "electrical." It doesn't mean anything. When you are advertising, you will have a Jones transcription and the public will soon become acquainted with the fact that a Jones transcription is a real transcription.

Phonograph Record Announcements

C. R. CUMMINS (WRAK): I would just like to say, on behalf of not only the low powered stations but some of the larger stations who use phonograph records, that the announcements we must make at the start of each record that it is a phonograph record have become awfully tiresome to the listening public and I believe that a program can be sufficiently well defined as to the use of phonograph records without a constant repetition every three and a half minutes or every time the record lapses, to identify each particular record.

The Commission has, in Order 105, insisted we operate a minimum of 12 hours a day in order to hold our full-time status, and in order to operate 12 hours a day we little fellows must use during daylight periods phonograph records. I believe, on behalf of the smaller stations, some recommendation should be made asking the Commission to reduce that to the announcement before and after each 15-minute program. I ask that the Association take some action relative to that.

Mr. Cummins then moved that the commercial committee bring this to the attention of the Commission in connection with the matter of electrical transcriptions and the question was referred to the resolutions committee. As finally adopted by the Association, the resolution reads: "RESOLVED, by the National Association of Broadcasters, in convention assembled, that this Association hereby empowers and instructs its executive committee to

confer with the Federal Radio Commission regarding the possible clarification of orders affecting the broadcasting of phonograph records and of electrically transcribed programs with a view to securing clearer definitions of such programs and to lessening the number and length of announcements required in the case of continuous programs made up either of phonograph records or electrical transcriptions."

Merchandising Tie-Ups

PRESIDENT DAMM: Is there any discussion on the commercial committee's recommendation to station managers and commercial managers that in order to make radio campaigns most effective they give close study to the use of additional merchandising tie-ups, and that they recommend to clients the use of such tie-ups as will best promote the success of broadcast advertising?

LESLIE FOX (KFH): As far as merchandising radio programs is concerned, I can't feel there should have to be discussion about merchandising. We have found that we can do a considerably better job for a client if we do offer them some merchandising help and so we have developed a department devoted to merchandising. We get letters out to the retail trade and to the jobbers, and we make surveys among the jobbers and among the retail stores as to how the campaign is going. That is, by the way, partly for our own information. We do that before the start of the broadcast and at the close of the campaign we again check and arrive at more or less intelligent conclusions as to what the broadcast campaign has done.

Personally, I am very much sold on merchandising assistance. I do feel that different conditions, of course, will govern the amount of merchandising that each individual station should do in connection with the program. I may say that ours is done on a fee basis.

For the past year I am fully confident that our merchandising has been the means of vastly increasing the value of

W M I C A

570 Kc.
"AT THE TOP
OF THE DIAL"

NEW
YORK
CITY

WHAT PROOF METROPOLITAN COVERAGE?

SATISFIED CLIENTS !

RENEWED CONTRACTS !

"OUR GOLDEN 15"

Adam Hat Stores, Inc. (Madison Square Garden Events)	60 weeks	Herbert Jewelry Stores.....	237 weeks
Central Union Label Council (American Federation of Labor)	219 "	I. J. Fox Fur Co.....	211 "
Christian Science Church.....	333 "	Finlay-Strauss Jewelry Co.....	125 "
Edros Natural Health Institute, Inc.....	117 "	Peoples Pulpit Association.....	107 "
Finkenburg Furniture Stores.....	233 "	Robert Beauty Co.....	159 "
Goldburg Furniture and Carpet Co.....	83 "	McAlpin Hotel.....	348 "
Technical Color & Chemical Co.....	206 weeks	Sachs Quality Furniture Co.....	76 "
		Solow Clothes Shops, Inc.....	282 "

KNICKERBOCKER BROADCASTING COMPANY, 1697 Broadway, New York City

THANK YOU!



A. T. Sears & Son, Inc., wish to express their sincere appreciation for the spirit of friendship and confidence and cooperation expressed by the radio station owners and managers at the Detroit convention.

It was a striking testimonial to the efficient and ethical service which has characterized this organization since its inception—

And a very logical explanation of the reason why an increasing number of advertising agencies unhesitatingly entrust their radio problems to us.

Our service is complete. Program ideas and preparations; talent; electrical transcriptions; station selection and placing. *Your* radio problems can be considerably simplified. May we tell you how?

A. T. SEARS & SON, Inc.

Radio Station Representatives

520 N. Michigan Ave.

Chicago, Ill.

Offices in Principal Cities

Prestige!

W D A Y

is the only full time station of its power . . . in
North Dakota
Western
Minnesota
Northern
South Dakota
or Eastern
Montana

BUY WDAY

for results
Ask our clients!

W D A Y Inc.,

An NBC Associate
Fargo, N. D. 1000 watts

Have You Thought of This?

If you want to pave the way to successful concentrated sales effort in the Southern States with broadcast advertising, you need the facilities of the Dixie Network plus the prestige of Columbia Artists Bureau talent. The

Dixie Network

Covers the South

—and gives you the advantage of flexibility in selection of basic network stations or added groups of stations, all located at the South's most important sales points.

Get the facts!

WBT, Incorporated

Key station and executive offices, the Dixie Network of the Columbia Broadcasting System.
Charlotte . . . No. Carolina

radio campaigns on our station to the advertisers and just for that reason alone I think it is not only a fine thing for any station to do but I think it has a great added sales value for the station. Further than that, I have no suggestions for merchandising because I think it is something everybody has to work out for himself.

CHAS. F. PHILLIPS (WFBL): I'd like to hear some more opinions on merchandising assistance. It seems to be gaining some ground and I personally question the advisability. Somebody is going to have to pay for it. It means increased rates, in many instances, and I believe the advertiser or his agent is in a better position to spend that money than we are. I would like to hear from some of you gentlemen.

PRESIDENT DAMM: Well, let me tell you a little story. In my capacity with the organization I am with [*The Milwaukee Journal*] I have been national advertising manager and I have been research and merchandising manager covering a period of 16 years. About 14 years ago, when we organized our research and merchandising bureau we were not running all the business that we would like to run so we organized a merchandising bureau. We thought it would be a great idea to render merchandising assistance to advertisers and go out and sell that service when we sold advertising.

Unfortunately, we didn't adjust our national rates; they stayed the same. We didn't foresee any expenses so there seemed no occasion for raising the rates to take care of excess costs. We still wanted to make the same profit. We went along. We began to offer services, writing letters to dealers, sending out postcards, and it wasn't more than about 18 months after we started when we were mailing on the average eight, nine and ten letters, postcards and what-have-you for each account. To hardware dealers, grocers, butchers, dry goods merchants and so forth!

What competition we had in the city went us one better and put out 12-page circulars and put the dealer's name on the front page! The next thing was a market survey. We spent \$12,000 on one and then somebody started a national survey and then we spent \$25,000 on a national survey—and then came a trade publication.

After five years, we were spending \$52,000 in Milwaukee to run a merchandising and research bureau and weren't getting a cent back. In Chicago they got out a big book, marked every block in the city with a dot, routed the salesmen and hired them and paid their salaries and heaven only knows what! We finally woke up to the fact we were not getting out of the national advertising the revenue we did before, and we cut it out. We said, "If you want this thing, if you think it is part of your merchandising campaign, we will do it, but you pay for it."

The only word I would like to caution you on is just that. It is a fine thing. It helps get some business from the fel-

low that doesn't want to pay the bill, but your competitor is going to go you one worse—or better, either way you look at it—and you are going to find yourself in the same position the newspaper did five years ago. Today in the newspaper field the Promotion Managers' Association is unalterably opposed to newspapers paying the bill, and more every day are refusing to pay the bill and say: "We will run your sales crew for you if you want us to. Our job is publishing a newspaper. You know more about your product than we do. But we will do it if you insist."

The only thing I say is this: In discussing this problem, bear in mind that radio is young. There are a lot of advertisers and agencies that will use free

WXYZ

1000 WATTS 1240 KC.

FIRST IN LISTENER INTEREST

Dominating Detroit's rich cosmopolitan fifty-mile market with the highest class of radio entertainment.

Owned and managed by men with a quarter century experience in ownership and management of Detroit theatres—they know what the public wants and how to present it.

WXYZ gives radio advertisers an intensively interested audience in Detroit's fifty-mile market—constant listeners who have openly pledged their preference for WXYZ.

KUNSKY - TRENDLE BROADCASTING CORPORATION

Executive Offices 300 Madison Theatre Bldg., Detroit, Mich.

The Same Management and Dominant Coverage

IN GRAND RAPIDS

—STATION WOOD—

Coverage of Western Michigan's industrial, commercial, professional and rural citizenry depends upon station WOOD—the Grand Rapids voice of the Kunsky Trendle Broadcasting Corporation.

500 WATTS 1270 KC.

WOOD

Broadcast Advertising

Studio managers!
Advertising managers!
Agency men!

What they say

"I am well acquainted with the ability and experience of the authors of 'Writing for Radio.' I feel that this series of monographs will be of great value to anyone in any way connected with the production of radio programs."
SEN KANEY,
 Program Manager, N. B. C.

"'Writing for Radio' gives the advertiser for the first time a clear, understandable picture of the many problems involved in the production of successful radio programs. I consider it an invaluable aid to constructive criticism, as well as creative thinking."
J. H. PLATT,
 Advertising Director,
 Kraft-Phenix Cheese Corp.

Here it is! *The first practical, authoritative treatise on* **"WRITING FOR RADIO"**

A series of 20 simple, non-technical monographs dealing with every phase of announcements, commercials, skits, stories, musical programs.

COUPON BRINGS FIRST MONOGRAPH FREE

Will you let us send you—without cost—the first monograph of this remarkable series? Read it—3400 words of terse, practical information on the preparation and production of radio programs. Then—judge for yourself its value to you!

"Writing for Radio" gives, for the first time, the workable information that thousands have been looking for.

An Authoritative Guide

It presents in simple, easily understandable form the mature judgment and broad knowledge of men who have spent years in the production of many of radio's most important and most successful programs.

The authors of "Writing for Radio" are advertising men of long experience. They are today engaged in active creative work on more than a score of accounts which are outstanding leaders in the advertising field.

In "Writing for Radio" they have handled their material

throughout from the standpoint of good selling and good advertising, as well as good entertainment.

We Ask You to Judge

In order to insure the inclusion of every last minute development, "Writing for Radio" is being published as a series of 20 monographs. Each deals with a specific phase of radio writing (see table of contents at right). They are issued every week in a form convenient for loose leaf filing.

"Writing for Radio" also includes, without extra cost, personal counsel of the authors, by mail, on any question relating to the subject matter of the service.

We ask you to judge "Writing for Radio" from an actual examination of the first monograph of the series. It is offered to you without cost or obligation. You will find this one monograph alone a valuable guide to better selling, more entertaining, and more effective programs. Simply fill in and mail the coupon at the right. Have your secretary do it—now!

What it gives you

1. The fundamentals. 2. Choosing the program. 3. Non-commercial announcements. 4. Planning the commercial. 5. The commercial—straight selling. 6. The commercial—merchandising. 7. The story. 8. Sound effects. 9. Non-commercial talks. 10. Commercial talks. 11. The skit—outlining the series. 12. The skit—plot. 13. The skit—characterization. 14. Child's programs. 15. Women's programs. 16. Men's programs. 17. How to use humor. 18. How to use sentiment. 19. How to build thrills. 20. Selling your work.

MAIL THIS COUPON

"WRITING FOR RADIO"
 75 E. Wacker Drive, Room 210,
 Chicago, Illinois.

Please send me without cost or obligation first monograph of "Writing for Radio."

Name

Address

merchandising service to bid one station against the other. It won't last forever. But in the meantime you are going to pay the bill if you open the doors, and my recommendation is, do it by all means, help the manufacturer in every way you possibly can, but let him consider it as part of his selling cost, not yours.

DR. HALLEY (KMBC): We have a merchandising research department. Our set-up is that our salesmen work altogether on commission. The national spot accounts that come to the station from special representatives may need some service. We have our merchandise research man to service those accounts. He is on salary. He also digs out all the promotion data for the station and if any merchandising is wanted by the advertiser, it is done for him at cost. We don't make any charge for this service, but if there are any postcards to be mailed, any stamps or printing, they are bought and the bill passed along to the advertiser.

PRESIDENT DAMM: I might say that when we made this change I spoke of in the newspaper, we figured up that the thing was costing us about 25 per cent of our total sales cost in the national advertising field. That is what the free service was costing us.

STANLEY E. HUBBARD (KSTP): The important part about our merchandising service is the fact we charge 15 per cent. We have a merchandising man in charge. He even goes so far as to put samples in drug stores, but we charge on the basis of cost plus 15 per cent. I think if you will get together and charge on a cost plus basis it will help us all.

Checking Program Response

GEORGE ZIMMERMAN (WCAH): I would like to hear a discussion of the advertiser wanting a check-up by means of mail response, giving away things. We find every program has something of that kind and it seems to me we are coming to a place where the public will fail to give the advertiser mail response.

PRESIDENT DAMM: Let me put it to you this way: How many here, if any,

sell station mail response as the value of their stations? Does anybody use the argument that he can get a lot of mail for an advertiser? Because if you do, I can tell you how you can get 10,000 or 15,000 letters a week. Give gold bricks away and you will get a lot of mail. Does anybody care to comment on that matter? Personally, at our station we don't care whether we get fan mail. We discourage contests.

J. L. KAUFMAN (WCAE): The matter of giving things away is a very moot question in Pittsburgh. It seems whenever a new advertiser goes on the air, he is more interested in getting letters than in selling his product.

We have had people come in with programs in which they wanted to start to give things away, and without exception we discouraged that. We tell each new client to wait until his audience is acquainted with him before he starts to give stuff away.

We use some proposition that is a direct proposition. "If a man comes to you and says, 'If you go to Jones' store, they will give you a pair of shoes,' any self-respecting man would think there is some catch to it." So we have always discouraged any new client trying to give anything away until his audience has gotten well acquainted with his product over the air. We never recommend it until he has had several months on the air.

DONALD B. DAVIS (Kansas City): We have one little stunt that is very satisfactory and might be helpful to some of you if you have a similar situation. We have one program, the staff hour, held on Saturday afternoon in the big meeting hall of the hotel in which the station is located. We have as many as 700 or 800 present, who come down to see their favorite artists. This has grown to tremendous proportions.

We get the advertisers to give tickets away to the reserved seat sections. We have 400 seats and about 300 more have to stand up. These tickets are passed out through the retail stores. The listeners go to the stores and get these tickets, ad-

mitting them to the party. We find that is very effective in persuading an advertiser, who often perhaps doesn't hear his own announcements, that he really has a big audience. If 50 or 60 come to a store for tickets, it sells him anew on the audience he is reaching.

LEROY MARK (WOL): We have radio logs which we send out and it is the best thing we ever did.

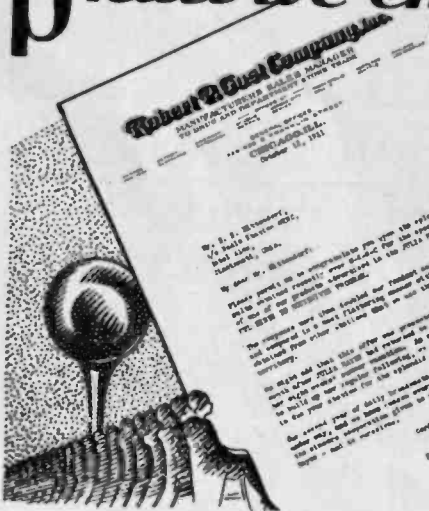
EVERETT GEORGE OPIE (Rogers & Smith, Chicago): I am interested in the discussion of the use of premiums and mail response to stations. I don't believe that the idea of offering premiums in merchandising is at all new with radio advertising. I think if we traced back through the history of the use of premiums in advertising—pamphlets or booklets or a utensil or a toy—we would find it certainly is not new. The advertiser offers a premium to the dealer to take his goods. He offers a premium to his salesmen. The department store offers special and unusual sales. So, the consumer has been used to receiving the merchandising that has been stimulated by offers of one type or another.

Those of you who have done any advertising in magazines or newspapers or radio have had some check-up on your work in the field. You have selected magazines because of the pulling power, because of the circulation possibilities.

I don't think that there should be any drastic criticism made of the principle of offering premiums. There are places and times for everything. A national advertiser promoting good will is not in the position of the small local advertiser promoting the sale of his products. He has to resort to a different sort of merchandising.

I believe there is more or less a tendency of fallacious reasoning on the part of station representatives to set a standard and to say all prizes are not good for the station and all premium offers are not worth while. Yet, you find the large advertisers are demanding more and more definite check on the merchandising and sales response in the field and in order to answer that, it is quite neces-

Shall we enjoin the LADIES?



19 hours every day... morning, noon and night
... every home in this rich Ohio Valley depends
on WKRC for its favorite Columbia programs.

Robert P. Gust Co., Inc., offering a product to
housewives on a daytime program reports:
"The response more than doubled our fondest
anticipations..."

WKRC

the only Columbia Basic Station in the rich Ohio Valley

The MAJOR ADVERTISING BATTLES of 1932 WILL BE FOUGHT *on the AIR*

THERE are strong indications that advertising agencies will win or lose accounts in 1932 on the basis of their ability to handle radio advertising effectively. There is also every reason to believe that the success or failure of many sales plans will hinge upon the proper and *economical* use of radio advertising.

In both instances—whether the agency shoulders the responsibility, or whether it is the advertising manager—reliable and vital radio information may prove the deciding factor.

For this reason we urge advertising agencies and advertisers to use the wealth of information we maintain on radio stations all over the country—the markets they serve, and the communities that go to make up these markets.

This information is kept in up-to-the-minute form and given a special value through continuing personal contacts maintained with stations, plus interpretive analyses of the markets covered.

Are you ready?

To the advertising agency equipped with complete radio facilities, Kiernan-Lauder Associates offers a supplementary service on station analysis and time buying which simplifies the handling of spot broadcasting and electrical transcriptions.

To the advertising agency without a radio department, Kiernan-Lauder Associates provides a means of offering their clients service in spot broadcasting and electrical transcriptions without the need of adding to personnel to handle it. In addition, this organization will act as program advisors, and will handle, if desired, the complete preparation and production of electrical transcription programs.

We invite your inquiries.

KIERNAN-LAUDER ASSOCIATES, INC.

RADIO STATION REPRESENTATIVES



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

sary to put in some check on the pulling power of the program. If the program has demonstrated itself to be of the legitimate type, then certainly the offering of premiums should not be objectionable.

Proving Popularity

PRESIDENT DAMM: Well, I'll start a little discussion or tell you something that may be of interest. I think you have all had the problem of trying to prove to an advertiser how popular you are. I know I have heard of a lot of methods of determining the popularity of a station, whether it is fan mail or "micro-volts." But, you can have lots of "micro-volts" in your 15 or 20 mile area and nobody listening to you.

Here is something we tried about a year ago. We had made any number of surveys in connection with our research work for the paper which had given us a fairly good idea of how popular we were. But, having been made by the organization that owns the station, they always left the sting of being biased.

One of the department stores that had been running a contract for three years made a postcard survey. They turned it over to us and we were told, "Well, that is biased, too. They want to continue on your station, but want to sell themselves that it is right to do it."

Well, we were sold on the fact that we had the listeners but we couldn't quite find a way to prove it by airtight methods. So we adopted a plan some time ago of saying to any advertiser who had a contract up that if he would hire the American Appraisal Company to make anywhere up to 5,000 calls, we would pay the bill if it didn't show us a given percentage of popularity. We haven't had to do it very often and it doesn't cost very much when you do.

But I did find this: When I said to John Jones, "All right, you want to use radio and you don't believe we are the station, or somebody has a lower rate, or Bill Hedges' station comes in from Chicago to the extent that you can use it to cover Milwaukee." (Well, Bill doesn't so that is why I used the illustration.) But I say to him, "John Jones, you go to the American Appraisal Company and have them make a survey and if it doesn't prove we are the popular station by the percentage we claim, we will pay the bill. But if it proves we are, you pay the bill." Only once or twice have we had to pay the bill. But, it did carry a leverage with it that seemingly has put more authenticity on our statements than there had been there before.

C. R. CUMMINS: One of the reasons I stand pat on lottery is that a lottery is one of the best ways to prove to a merchant the value of his program.

Our large department store was running a 25-piece orchestra once a week and finally began to think they weren't getting results. As soon as I got wind of it I went over to the manager and said, "The only thing we can do is prove it. Now, without any previous announcement, you will place your telephone exchange with seven operators at our disposal and we will prove to you how many listeners you have." At the end of the

KFYR

North Dakota's
Largest Station

Undisputed Favorite

Among majority of listeners in North Dakota, South Dakota, Northeastern Wyoming, Montana to the Rockies and Provinces of Manitoba and Saskatchewan in Canada. The calibre of KFYR's programs has brought about this prestige.

Your account spotted on KFYR's schedule reaches a select clientele who believe radio a reliable advertising medium.

Complete Western Electric Transcription Equipment.

KFYR

MEYER BROADCASTING COMPANY
Bismarck, North Dakota

2500-1000 Watts 100% Modulation
550 Kc—The top of the Dial

**Business Picks Up
in the**

KTBS

Trading Area

HIGHER prices for oil, millions in new money for farm products, great payrolls from state, federal and private construction projects—business is literally picking up in the Tri-State area served most efficiently by KTBS—the only full time operating station in this section.

The Only Station in this Area
Presenting Chain Programs.

Listeners in North Louisiana, East Texas and Southern Arkansas prefer this station.

**1,000 WATTS
100% Modulated**

Studios in the
Washington-Youree Hotel
SHREVEPORT
Louisiana

Write or wire for booklet and rate card

program we announced that some lucky listener would receive \$10.

In one hour they had 907 calls and the telephone company recorded over 1,500 call on their meter that were incomplete calls. Well, instead of being on for one program a week, since the first of January they have been on one hour every day, due to the fact we put on a \$10 lottery and proved it.

A BROADCASTER: Isn't this illustration the very reason why lottery has been declared illegal? The public had to spend \$50 in telephone calls to get back \$10.

C. R. CUMMINS: This gentleman evidently lives in a city where they have measured service. You don't pay anything for extra calls in our town.

Correct Time Service

T. P. CONVEY: I will give you a merchandising idea, although it may not apply to every city. In St. Louis we are like the gentleman from Pennsylvania; we don't have to drop a nickel every time we call. Many of you know that Western Union and the telephone company used to give the correct time.

Well, we got so many requests for time that it tied up our switchboard so we couldn't do any business. We got some space and a few telephones and opened up a time-telling department. Today we have 21 trunk lines and 15 girls on duty.

We advertised this time-telling department for three or four days, but by that time we were getting so many calls and the payroll was going up so, we decided not to advertise any more. At that time the calls were reaching an average of about 60,000 a week and we didn't want to put any more on the payroll, as I said. So we discontinued advertising it and haven't since about the fifth day after we established this department.

When any advertiser comes to our studio, we get him to come to that department. All we have to do is show him the red lights flashing. It has cost us \$6,000 or \$7,000 so far. We think eventually we will get it to the point where it will pay its own way. We have 100,000 calls a week. When they call, there is no conversation. It is, "Good-afternoon. The correct time at Station KWK is so-and-so. Have you paused to refresh yourself with a bottle of Coca-Cola?"

PRESIDENT DAMM: Mr. Convey, I think it is quite mean of you to steal my thunder because I learned of that when I came back from the west coast and I was just going to bring it up. I learned about it at St. Louis, and also at Denver. At any rate, the week I came back, I called the telephone company and said, "I want six telephone lines, automatic relay, so if you call one line and that line is busy, it flops into the other." The telephone company took the order and said, "Thank you, Mr. Damm, you are saving us \$30,000."

"How?"

"You are going to give the correct time, aren't you?"

"Yes."

"Well, we were just on the verge of ordering an automatic relay system for

'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.

BURRIDGE D. BUTLER, President

GLEN SNYDER, Commercial Manager

that very purpose and so we will be glad to sell you the service."

We started two weeks after I came back. We had six telephone lines to start with. I don't mind telling you the rate is a dollar a day, guaranteed 200 calls, ten word announcement: "Have you refreshed yourself with a bottle of Snyder's catsup?" Milwaukee Journal Time is so-and-so."

We are running 10,000 calls a day. Fifty contracts a day times seven makes \$350 a week. Figure it out for yourself. But, let me tell you this, if you like the idea. There is the Korreck Time Tellers Service organizing in every town they possibly can get into as quick as they can. They intend to sell this service nationally and I understand they have a number of contracts that are to go into effect soon.

If you want to organize a time telling department, go to Mr. Convey and he will tell you how to organize it, or I will. It's good business. Where can you contact the public at one-half cent? You can't by direct mail. You can do it by radio. But, here is something we found, that some of them found they like the thing of contacting the public so well that they began to use radio to do it, which doesn't make me mad, either.

T. P. CONVEY: I would like to say this: When we came to this time service, we were giving correct time regularly in the morning and at other periods of the day. But, in spite of the fact that we do that and that others are giving the time constantly, we get 100,000 calls a week.

PRESIDENT DAMM: And you are still selling time signals!

T. P. CONVEY: Yes. I guess it is because they have so many watches. They call to check time. They may have heard the announcer say, "It is nine o'clock." They were probably distracted at the moment and they immediately call to check their own instrument. If the town is open, get into it. It is going to be good.

Objectionable Programs

DR. FRANK W. ELLIOTT (Davenport): I think that those here ought to frankly discuss the problems that we have before us. That is the way to benefit from these meetings.

I have a pet peeve that I want to air this afternoon and I hope you won't think it is personal if I name some of you or if you should be named, but it is in the interest of better broadcasting and better programs.

I disagree completely with that faction of our advertising fraternity and our manufacturers who insist on putting on the air on the network objectionable advertising or questionable thoughts. Now, to be specific, I don't like the stuff they put on the Lucky Strike Hour, and I have several more. I don't think the people's sensibilities should be shocked to get adverse criticism and stir up the public on that question. I don't like to hear a woman advertising cigarets. I don't object to them smoking and I smoke Lucky Strikes myself. I know thousands of others that don't like it and I have told the National Broadcasting Company that, too, and they know how I feel about it. But, unless the broadcasters themselves take an interest in insisting on that, they will continue to do so. The best way to get them to stop is to tell them they can't use your station. Now, that may be heresy to do that but that is the way to do it. It is your duty as manager of your station.

Now, Eddie Cantor is a nice fellow and a fine actor. If I pay admission to the theater, I don't care if he does tell an off-color story, but I don't want him to tell it in the homes of my community. There are a lot of other cheap actors who are doing the same at your expense and at the risk of your reputation.

I guess that is all to start the discussion. I would like to see you go ahead and discuss that. (Applause.)

PRESIDENT DAMM: Well, gentlemen, the fuse has been lit. (Laughter.) If there is any one subject that ought to

bring the broadcasters to their feet, that is it. I would like to inject this thought, right in line with what Dr. Elliott has said, and I may be kicked off the network tomorrow for saying it.

It is this: Some of us are Columbia and some N. B. C. and I know there are a number of men right here who probably won't get up on their feet and yet might feel the way the Doctor does. But, I do know this: with very few exceptions (and I have contacted quite a few broadcasters) I have found when it comes to the acceptance of contracts locally (and by that I mean from local advertisers or national advertisers who are dealing directly with the station) there should be considerable more thought given to, "Shall I take this? Is this too close to the edge? Is it going to do the station any good or harm?"

Let me cite two cases. There are in this room quite a number of men who told me they wouldn't take Marmola advertising. They don't think it is right. When I asked some of these men, they gave me the reasons: "Don't want it injected into the homes. Radio is an invited guest and ought to observe the courtesies of an invited guest." I said, "Let's assume you get a wire: 'Offer for your acceptance as a definite order Marmola to commence next Saturday eight to eight-thirty. Please advise immediately.'—what would you do?" Eight out of nine didn't know. They thought if the network thought it was right, it was all right.

THOMAS PATRICK CONVEY (KWK): I don't believe it is within the province of this convention to bring on the floor the names of any of the great national advertisers that have made so many of us happy and prosperous. I believe anybody taking the floor can very quickly and promptly put the picture before us without bringing up the name of any national, local or other advertiser.

I doubt very much if Dr. Elliott was the owner or president of a station and a Lucky Strike program was offered to

full
time!

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

Basic Station
of the
Columbia Broadcasting System
Associated Station
Yankee Network

SELL Greater HARTFORD

The Richest and Best Market

Over One Million People

Live Within a Radius of

W D R C

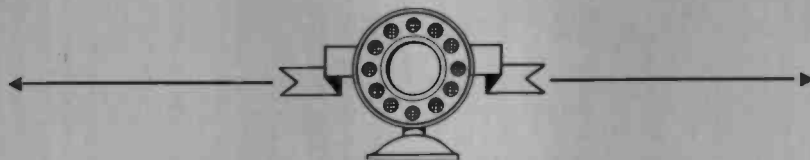
BROADCASTING

Full 16-Hour Service
to Hartford, Connecticut

WRITE FOR BOOKLET

WRITE FOR BOOKLET

BROADCAST ADVERTISING DEMANDS PERFECT CONSTRUCTION



RADIO COUNSELORS:

No matter what the problem is, bring it to us for analysis —given intelligently and cheerfully — and with no obligation on your part. Chances are we have faced the same or a similar problem for another client, and solved it. And these “experience files” will save you time, money and disappointment.

ELECTRICAL TRANSCRIPTIONS:

Serving such advertisers as Majestic Radio, Kraft Cheese and a host of others over a long period of time indicates the quality of our recorded programs. Many stations agree Record-O-Cast electrical transcriptions are absolutely the finest on the air.

TIME PLACEMENT AGENTS:

We not only arrange for talent, recordings and chain programs but also make all arrangements for time on stations to suit the needs and products of the individual advertiser. You are relieved of all the expense and annoying complications of booking time and our services are gratis to our clients.

RECORD - O - CAST, Inc.

410 No. MICHIGAN AVE.
Whitehall 4722

CHICAGO

ILLINOIS

him, that he would refuse to accept it, coming either over the Columbia or NBC systems. So, let us not indulge in personalities or attack openly any national advertiser; let us deal with those only in our individual way. If I don't like Lucky Strike, I can write to the sponsors or the people who are feeding us the program. I think we owe that to the national advertisers who are supporting radio.

Speaking of the question you brought up about Marmola. We all have Better Business Bureaus in our cities; we all have medical societies. We can all be smart enough to play safety first and call up the Better Business Bureau or the medical society. If they say, "Okeh! Go ahead," we have all the protection in the world and we don't have to worry.

DR. ELLIOTT: I want to make a confession. Our company takes NBC; our company takes the Lucky Strike program. The thing I am trying to bring out is that unless some concentrated thought or policy is adopted which will hold a restraining hand on production departments of the various broadcasting companies and your own broadcasting company to keep off those objectionable things, you are going to sooner or later have Congress force it down your throat, and that isn't any joke. The reason a little group of people are banding themselves together back of the Fess bill is because of that very fact, and that is one of the most essential things in our industry today and one we ought to consider seriously.

I know it is important to consider commercial relationships and how you can get more business for your station, but you have to be grounded in the fundamentals of broadcasting and understand your boss or your company has an obligation to perform to the public, and you must not do those things which will jeopardize your investment in the company, and that is what you boys who represent the commercial end of the station ought to get wise to. Don't think

showmanship is everything. That is just your department. But remember you owe an obligation to the public first, your company second, and your job third! (Applause.)

J. E. FETZER (WKZO): I should like to make the statement that I think we ought not go at this advertising proposition apologetically. I notice every time the word advertising is used, it is done with apology. I think there ought to come into our consciousness a realization of the fact that advertising is the most positive, constructive influence in the business world today.

Now, I recall the other day at our station one of our prominent sponsors took off his advertising announcements and did it in a sort of apologetic mood. Now, the reaction has been quite the contrary to what was expected. People were wondering if there was any reason for that apology.

We can't help but feel in this year A. D. 1931 anything that can build business, build communities is justified if it is done in honor and with care. It seems to me, Mr. President, that it ought to be the sense of this meeting that we realize the importance of advertising as a business builder and that we go at this thing in a real way and not apologetically.

PRESIDENT DAMM: Doesn't that come back to the fact that there is not too much advertising, but too much poorly done?

New Advertisers on Yankee Net

THE following new accounts are now broadcasting over the Yankee Network.

W. H. Graham Company, Boston; Carleton & Hovey, Lowell, Mass. (Makers of Father John's Medicine); Gold Seal Associates (through the Hanff-Metzger Agency); Berry Brothers (through National Radio Advertising, Inc.); Gotham Gold Stripe Hosiery (placed by the local dealer); Pheasant Brand Florida Oranges; Certified Cleaners.

Army-Navy Game Broadcast Goes to Highest Bidder

NATIONAL advertisers have been offered the unique opportunity to sponsor a nation-wide broadcast over the stations of both the NBC and Columbia networks. The entertainment will be the Army-Navy game, played on December 12, in New York City, for charity, and the money paid by the sponsor will also go to charity. As this is the only major game scheduled for that date, the sponsor will have a practical monopoly of the radio audience for about two and one-half hours.

This offer was made in a letter written by Maj. P. B. Fleming, graduate manager of athletics at West Point, to the heads of leading industries. Because of the assured interest in such a broadcast, as well as the charitable feature, Maj. Fleming has set a minimum value of \$50,000 on the time.

Stokowski Receives CBS Medal

LEOPOLD STOKOWSKI, musical director of the Philadelphia Orchestra, which broadcasts full-length concerts for Philco over a hook-up of 71 CBS stations, has been awarded the medal struck off by Columbia "for distinguished contribution to the radio art." He is the first musician to receive the medal, which has also been presented to Sir John C. W. Reith, director general of the British Broadcasting Corporation and Col. Charles A. Lindbergh.

Sullivan Now with Agency

McCANN-ERICKSON, INC., New York advertising agency, has announced the addition of Timothy Sullivan, formerly an executive of NBC's Artist's Service, to their radio staff.

New Philco Agency

THE Philco Radio Company, Philadelphia, has appointed the F. Wallis Armstrong Company, also Philadelphia, to handle its advertising.

W O R C

Covering a valuable trading area, with the finest programs of two networks. The choice of local and regional advertisers.

To advertisers who believe that the Worcester territory is covered by outside stations, we suggest a check-up with their local dealers.

WORCESTER, MASS.

MEMBER

Columbia
Broadcasting
System

Yankee Network

National
Association
of Broadcasters

... *and NOW*

CHICAGO'S

Popular Independent Station

WCFL

*offers a sensational
opportunity in broadcast
advertising!*



Owned and Operated
by

Chicago Federation of Labor

All Communications to
Union Broadcast Service

WCFL

"The Voice of Labor"

American Furniture Mart

Chicago

666 Lake Shore Drive

MARKET DATA FORMS FOR RADIO STATIONS

(Continued from page 14)

Now, the only practicable way we had of doing it was working it out for our station, and I am not asking for any comments on the content. In fact, if you don't like it, you can take it as an indication of what not to do rather than what to do. The thing I want to call attention to is the form. Notice these things: First, the newspaper form is in a white folder and at the suggestion of our committee, we put ours in a pale blue, just to indicate to an advertiser when he has a bunch of them in his file that this is a broadcasting folder and not a newspaper folder.

On the front of the cover—I am referring to the cover now—note the contents. Indicate your primary coverage in the large map at the top. Now, that may be indicated, as we have taken it there, by county lines, circles or any way. And, in the lower left hand corner—not in the right hand corner—put in there your secondary coverage; then over here (referring to right lower corner) a general statement about the retail trading area.

You will have different amounts of material, of course, to go there than we have, but get the various headings in as nearly the same location as we have: "climate" and "schools" on the left side; "transportation" down here (referring to lower right corner). Now, get

your "transportation" along this last column because the idea of the report is when an advertiser is looking up a number of stations, if he wants to know about transportation, he looks at this column and expects to find a statement about transportation. It simplifies matters for him and we can do it just as well as not.

Inside the blue folder is a white booklet titled "Facts About Broadcasting Station WPTF." The only standard thing about this is on the inside of the front cover, "General Data." You may want to add some more information there but the committee felt that probably included anything that would be wanted at that point. [Information is classified under the following headings: Management and Ownership, Program Analysis, Coverage, Merchandising and Sales Promotion for the Advertiser, Mechanical Equipment, Rates, Sales Policy, Affiliation with Newspaper and Network, NAB Member.]

Outside of the general data, our suggestion is that you get out any kind of pamphlet you like, any little booklet and put it in this folder. We also put in a rate card and sample week's schedule. Now, you may have other things you think should be included. Put it all in the folder and send it as one piece so the advertiser can put it in his file if he cares to use it. If you have additional material coming from your station after you send this out, we suggest that you

get a stamp and say, "Please insert in our folder."

Now, here are a couple of questions that have been asked. Suppose there are two stations in the same city. I should say if the stations are of the same power and can agree on primary and secondary coverage, those stations could cooperate and put out one folder for the city. If they can't get together on the primary and secondary coverage but send out two folders from the same city, the station call letters should be put on the tab in addition to the location and date.

As I said, we are simply passing this form on to you for what it may be worth if you care to get out some data in this form, and you will know it has been standardized as far as we have been able to up to this time. The committee feels it at least has put us in a better position. In the past we have been on the defensive. The advertisers and agencies have been coming to us and saying, "You can't give us the information we want about your station." With this particular information, we are now in position to say, "We got out exactly what we thought you wanted and now we are not positive you want it. We will send this until you can say what other things you do want."

Primary Coverage

R. V. O. SWARTWOUT (WCAO): I think we have among us some men who are authorities on the subject of primary coverage and I would like to have a few minutes devoted to this all-important

K-O-I-L announces Affiliation with the NATIONAL BROADCASTING



COMPANY (blue network)

Effective December 1, 1931. For schedule of time available and full information regarding rates, write or wire

RADIO STATION K-O-I-L

Commercial Dept.

Omaha, Nebraska

ONLY FULL-TIME STATION IN NEBRASKA AND IOWA OVER 500 WATTS



M. I. VOSS **& Associates**

Now Present

Controlled Sales Representation!

A New Deal in Station Representation

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.

Appointment at your office on request!

Wire or Write for Details Now.

M. I. VOSS
& Associates

75 Wacker Drive

Chicago, Illinois

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

point. I think there are others here who would like to hear something about it, too.

H. K. CARPENTER: May I say that the committee in considering this folder felt two things: that any station, first, should be sure to keep its primary and secondary coverage at low, making the mistake of covering too low a territory instead of too high. The second thing is if there are two stations of approximately the same power located in the same city and they get out two folders, for their own good they had better get together on the subject of coverage.

R. V. O. SWARTWOUT: May I rise to clarify my statement? What I want to know is how are we going to determine primary coverage?

C. M. JANSKY, JR. (Consulting Radio Engineer, Washington, D. C.): The question of standardization is one which early develops in any industry interested in commercial development and it seems to me your commercial committee has been very wise in going slow on the question of standardization with respect to terms and definitions of things which are exceedingly difficult to define.

Nevertheless, as has been pointed out, the question of standardization is before you and if you are going to put on the front of a market data folder a map tending to show primary coverage or any other kind of coverage, it becomes necessary to define in what standard terms that primary coverage has been determined.

When we undertook to make a commercial coverage survey we felt that was a prerequisite consideration, and lacking such a definition from your committee or from the broadcasters, we adopted this one:

"The primary coverage area of a station is that area throughout which the station can be received without objectionable interference from static, electrical interfering noises or interference from other radio broadcasting stations, practically all of the time the station is in operation. Primary daytime coverage

refers to daytime conditions while primary nighttime coverage refers to nighttime conditions."

Now, here is a little explanation that we found applies to that definition as result of our study in the field:

"In an area where several stations deliver primary grade service, there will be no tendency for the listener to select the station giving the strongest signal since for all practical purposes all signals will be equally satisfactory providing they exceed the minimum value necessary for primary grade service. Rather, if several primary grade services are available, the listener's choice will be based entirely on program appeal. The standards for primary coverage are necessarily high and should be considered as such.

"Secondary coverage is that coverage obtained by a station which does not meet the high standards set forth for primary coverage. In secondary coverage areas, there may be times when static or interference prevent the fullest enjoyment of programs. However, at other times reception in the secondary coverage areas will be just as satisfactory as in the primary areas."

Now if some such standard as this is adopted and we proceed to determine coverage scientifically on this basis, then it seems to me the time will come when you can say such surveys are of value because they furnish a yardstick to measure by and the result is accurate.

Griggs Now Advertising Manager

ROBERT W. GRIGGS, who in 12 years has worked his way up from a humble position in the sales promotion department of the Fleischmann Yeast Company, has been appointed advertising manager of Standard Brands, of which Fleischmann is now part. Mr. Griggs will act directly under Daniel P. Woolley, vice-president in charge of sales.

High Power Decisions Made Final

ON November 13 the Federal Radio Commission officially ratified its awards of 50 kilowatts to nine radio stations, made tentatively a month before. The stations receiving permission to use maximum power are: KOA, Denver; KPO, San Francisco; KSL, Salt Lake City; WCAU, Philadelphia; WCCO, Minneapolis; WHO-WOC, Des Moines-Davenport; WOR, Newark; WSB, Atlanta, and WSM, Nashville. The protest of station WOWO, Fort Wayne, Ind., against granting the increases to WCAU and WHAM, was denied.

Utah Oil Company Soft-Pedals Air Ads

ANOTHER recruit to the ranks of advertisers who are using radio solely for good will purposes and whose advertising on the air is merely a credit line calling attention to their printed advertising in newspapers and magazines, is the Utah Oil Refining Company, of Salt Lake City. This company is reported to be the first Utah advertiser to take this step.

KGJF Is Now KARK

RADIO station KGJF, Little Rock, Ark., has been given permission to change its call letters to KARK, which the operator of the station, the Arkansas Radio & Equipment Company, believes more appropriate to its location. KARK operates on a frequency of 890 kilocycles with 250 watts power.

Joins KTM as Account Executive

MISS DOROTHY COLLINS has joined the sales staff of KTM, Los Angeles, to handle accounts for beauty shops, interior decorators and home furnishings. She was formerly a professional interior decorator in exclusive Pasadena and Los Angeles shops.

First With Cleveland Advertisers

We are proud to list the following clients who have selected WGAR to voice their messages through locally produced quality programs:

Halle Bros. Company
Wm. Taylor Son & Co.
May Company
Harshaw Chemical Co.
Paradise Hams
E. W. Rose Company
Hanna Coal Company
Burt's Incorporated
Robert P. Gust Company
Stone Shoe Company
Scientific Laboratories

Baldwin-Wallace College
Kibler Company
Werk Soap Company
Vita-Ray Company
Seiberling Rubber Company
Pioneer Mints
Templin-Bradley Company
Muehlhauser Piano Company
I. J. Fox Furriers
Vicks Vaporub
Chevrolet Ohio Motor Co.

These twenty-two WGAR clients sponsor sixty-two separate entertainment units weekly on the "Friendly Station." Never before equalled in Cleveland radio history! And all this with Amos 'n' Andy and the best NBC Blue Network features.

Write for WGAR market survey and folder of facts.

PATRONIZE A QUALITY STATION
WITH A QUANTITY AUDIENCE

The WGAR Broadcasting Co., Inc.

G. A. Richards
President

N. B. C. Blue Network
Studios and Offices: Hotel Statler, Cleveland

John F. Patt
V. Pres. & Gen. Mgr.

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



CONVENTION ROSTER

(Continued from page 13)

troit; C. R. Clements, WSM, Nashville; Martin Codel, *Broadcasting*, Washington, D. C.; E. K. Cohan, CBS, New York; Thomas Patrick Convey, KWK, St. Louis; Ed. Craney, KGIR, Butte; Arthur H. Croghan, WDG, Minneapolis; J. G. Cummings, WOAI, San Antonio; C. R. Cummins, WRAK, Williamsport, Pa.; F. W. Cunningham, Western Electric Co., New York.

Walter J. Damm, WTMJ, Milwaukee; Donald Dwight Davis, WHB, Kansas City, Mo.; W. B. Davis, Electrical Research Products, Inc., New York.

Morgan L. Eastman, WENR, Chicago; Dr. Frank W. Elliott, Central Broadcasting Company, Davenport, Iowa; Gerard Ellis, Chicago; Lee Elman, *Variety*, Detroit; Ernest J. Elwood, Jr., Consolidated Press, Washington, D. C.; Horace Epes, Consolidated Press, Washington, D. C.; Walter Evans, KDKA, Pittsburgh.

F. D. Fallain, WFDF, Flint, Mich.; F. X. Farrell, Chicago; Edgar H. Felix, World Broadcasting System, Inc., New York; E. A. Fellers, Mantle Lamp Company, Chicago; John E. Fetzer, WKZO, Kalamazoo, Mich.; John T. Fitzgerald, KOIN, Portland, Oregon; Leo J. Fitzpatrick, WJR, Detroit; Ernest B. Foote, World Broadcasting System, Inc., New York; William L. Foss, WCSH, Portland, Me.; A. S. Foster, WWL, New Orleans; J. Leslie Fox, KFH, Wichita; James L. Free, National Radio Advertising, New York.

E. H. Gammons, WCCO, Minneapolis; W. Wright Gedge, WMBC, Detroit, Benedict Gimbel, Jr., WIP-WFAN, Philadelphia; Earl J. Glade, KSL, Salt Lake; E. J. Gluck, WBT, Charlotte, N. C.; J. R. Goranflo, WNBF, Binghamton, N. Y.; Bert Green, Green Recording Studios, Chicago; J. C. Gurney, WNAX, Yankton, S. D.

Dr. George E. Halley, KMBC, Kansas City, Mo.; A. F. Harrison, Consolidated Press, Washington, D. C.; Herschell

Hart, WWJ, Detroit; W. P. Hartsock, WSEN, Columbus; D. S. Hastreiter, Scott Howe Bowen, Inc., Detroit; Arthur Hull Hayes, Campbell-Ewald, Detroit; W. D. Hayes, U. S. Department of Commerce, Chicago; Walter Haynes, Chicago; William S. Hedges, WMAQ, Chicago; Lawrence G. Hickson, WHEC, Rochester, N. Y.; Ray E. Hill, WTMJ, Milwaukee; Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; H. H. Hoessly, WAIU, Columbus; M. A. Hollinshead, Campbell-Ewald, Detroit; James F. Hopkins, WJBK, Detroit; M. A. Howlett, WHK, Cleveland; Stanley E. Hubbard, KSTP, St. Paul; H. A. Hutchinson, KVOO, Tulsa.

C. M. Jansky, Consulting Radio Engineers, Washington, D. C.; Miss Patty Jean, WTAM, Cleveland; Jay A. Johnson, WTAX, Springfield, Ill.; Dr. C. B. Jolliffe, Chief Engineer, Federal Radio Commission, Washington, D. C.

J. L. Kaufman, WCAE, Pittsburgh; Lambdin Kay, WSB, Atlanta, Ga.; George F. Kelley, Jr., WCSH, Portland, Me.; D. E. Kendrick, WFIW, Hopkinsville, Ky.; I. M. Kennett, WSBT, South Bend, Ind.; J. J. King, WBBM, Chicago; Scott Kingwell, *Radio Digest*, Chicago; Dean Kintner, WHK, Cleveland; Fred Klaner, Jr., Scott Howe Bowen, Inc., Chicago; Woody Klose, KMOX, St. Louis; S. N. Koch, BROADCAST ADVERTISING, Chicago; C. M. Koon, U. S. Office of Education, Washington, D. C.

Pierce E. Lackey, WPAD, Paducah, Ky; Ray S. Launder, Kiernan-Launder Associates, Inc., New York; Harold A. Lehair, The Biow Company, New York; M. A. Leese, WMAL, Washington, D. C.; Winslow Leighton, WGY, Schenectady; S. E. Leonard, WTAM, Cleveland; Leon Levy, WCAU, Philadelphia; W. R. Lindsay, WMAQ, Chicago; J. Buryl Lottridge, KFBI, Milford, Kans.; I. R. Lounsbury, WGR, Buffalo; C. T. Lucy, WRVA, Richmond, Va.; P. B. Lyon, National Radio Advertising, Inc., Detroit.

J. Williams Macy, Scott Howe Bowen,

Inc., Chicago; J. O. Maland, WOC-WHO, Davenport-Des Moines, Iowa; Frank P. Manchester, WAAW, Omaha; I. Marblestone, WJR, Detroit; Le Roy Mark, WOL, Washington, D. C.; Richard Mason, WPTF, Raleigh, N. C.; Cecil D. Mastin, WNBF, Binghamton, N. Y. Peter MacArthur, WOC-WHO, Davenport-Des Moines, Iowa; W. S. McCaughren, WNBW, Carbondale, Pa.; Hugh S. McCartney, WCCO, Minneapolis; Alfred McCosker, WOR, Newark, N. J.; Frank Megargee, WGBI, Scranton, Pa.; Howard S. Meighan, Scott Howe Bowen, Inc., New York; E. C. Melrose, WJAY, Cleveland; Jerry Merquelin, Western Electric Co., New York; P. J. Meyer, KFVR, Bismarck, N. D.; C. J. Meyers, WGN, Chicago; A. Z. Moore, WKJC, Lancaster, Pa.; Paul W. Morency, WTIC, Hartford; J. A. Morrison, WJAS, Pittsburgh; Frank E. Mullen, NBC, Chicago; B. Bryan Musselman, WCBA-WSAN, Allentown, Pa.; C. W. Myers, KOIN, Portland, Oregon.

J. H. Neeler, World Broadcasting System, Inc., New York; E. D. Neff, WRVA, Richmond, Va.; Walter J. Neff, WOR, Newark; G. A. Nichols, *Printer's Ink*, Chicago; E. N. Nockles, WCFL, Chicago; Stanley F. Northcott, WBCM, Bay City, Mich.

Richard E. O'Dea, WODA, Paterson, N. J.; Miss Carman Ogden, WHEC, Rochester, N. Y.; Everett George Opie, Rogers & Smith, Chicago.

D. D. Palmer, WOC-WHO, Davenport-Des Moines, Iowa; John F. Patt, WGAR, Cleveland; Charles F. Phillips, WFBL, Syracuse, N. Y.; S. A. Pickering, WJAS, Pittsburgh; George J. Podeyn, National Radio Advertising, Inc., New York; Walter J. Preston, WBBM, Chicago.

Hugh Rager, First United Broadcasters, Chicago; William G. Rambeau, Advertisers Radio Service, Chicago; E. C. Raynor, Chicago; John S. Ress, WBCM Bay City, Mich.; G. A. Richards, WJR, Detroit; O. E. Richardson, Graybar Electric Co., New York; Henry P. Rines,

WJJD

- 20,000 Watts
- 1,130 Kilocycles
- In Chicago's Center
- Columbia affiliated
- ECONOMICAL

The following National advertisers are now using WJJD to cover the Chicago and Mid-West market:

(Network advertisers on WJJD not included)

WILSON & COMPANY Meat Packers & Provisioners	CLIQUOT CLUB COMPANY Cliquot Club Ginger Ale
ELGIN NATIONAL WATCH CO. Elgin Watches	PINES WINTERFRONT CO. Automobile Equipment
JOHNSON & JOHNSON Surgical Supplies	MY-T-FINE CORPORATION Desserts
FREMONT CANNING COMPANY Gerber's Strained Vegetables	GABRIELEEN COMPANY Beauty Shop Equipment
BORDEN MILK COMPANY Dairy Products	THE MANITOU MINERAL WATER CO. Manitou Water and Ginger Ale
GRUEN WATCH COMPANY Gruen Watches	INTERNATIONAL PROPRIETARIES, INC. Tanlac
RALADAM COMPANY Marmola	GOETZ SALES COMPANY Country Club Beverages

• RATE CARD ON REQUEST •

PALMER HOUSE • CHICAGO

WCSH, Portland, Me.; Fred R. Rippley, WGAR, Cleveland; Dale Robertson, WJBK, Detroit; R. B. Robertson, BROADCAST ADVERTISING, Chicago; James C. Ross, WWJ, Detroit; Frank M. Russell, NBC, Washington, D. C.; Quin A. Ryan, WGN, Chicago.

Warner Sayres, Cincinnati; Cesar Searchinger, CBS, London, Eng.; A. T. Sears, A. T. Sears & Son, Inc., Chicago; Paul M. Segal, WCSH, Portland, Me.; W. D. Shaler, KQV, Pittsburg; Harry Shaw, WMT, Waterloo, Iowa; Leo Sheehan, WELL, Battle Creek, Mich.; John Shepard, 3d, Yankee Network, Boston; E. C. Smeeding, Airway Sales Engineers, Chicago; Harold E. Smith, WOKO, Albany, N. Y.; Glen Snyder, WLS, Chicago; Raymond Soat, National Radio Advertising, Inc., New York; Benjamin Soby, Westinghouse, Radio Stations, Pittsburg, Edwin M. Spence, WPG, Atlantic City; A. H. Stackpole, WHP, Harrisburg, Pa.; G. W. Stamm, BROADCAST ADVERTISING, Chicago; R. S. Stephen, *Plain Dealer*, Cleveland; J. Stanley Stephens, WOBU, Charleston, W. Va.; Harry Stone, WSM, Nashville; John J. Storey, WTAG, Worcester, Mass.; R. V. O. Swartwout WCAO, Baltimore.

Sol Taishoff *Broadcasting*, Washington, D. C.; Clifford M. Taylor, WBEN, Buffalo, N. Y.; William D. Terrell, U. S. Department of Commerce, Washington, D. C.; Roy Thompson, WFBG, Altoona, Pa.; Charles Tighe, *Radio Digest*, New York; Merritt E. Tompkins, Associated

Music Publishers, New York; Neal Tomy, *Free Press*, Detroit; C. C. Townes, WKBN, Youngstown, Ohio; J. G. Tritsch, WSEN, Columbus, Ohio; Tracy F. Tyler, National Committee on Education by Radio, Washington, D. C.; E. L. Tyson, WWJ, Detroit; Levering Tyson, National Advisory Council on Radio in Education, New York.

Jack Valentine, WGR, Buffalo, N. Y.; H. C. Vance, NBC, New York; E. E. Voynow, National Radio Advertising, Chicago.

James A. Wagner, WHBY, Green Bay, Wis.; W. W. Watkins, KFVS, Cape Girardeau, Mo.; Jefferson B. Webb, WWJ, Detroit; F. H. Weber, NBC, Chicago; Wm. H. West, KMOX, St. Louis; H. Wheelahan, WSMB, New Orleans; Clarence Wheeler, WHEC, Rochester, N. Y.; LeMoire Wheeler, WHEC, Rochester, N. Y.; Donald Withycomb, NBC, New York; Jos. F. Wright, WILL, Urbana, Ill.; Gene Wyatt, WFIW, Hopkinsville, Ky.; Bertha K. Wulff, Columbus

G. E. Zimmerman, KPRC, Houston.

Power Increases for Stations in Boston and Cincinnati

AUTHORITY for an increase in power from 15,000 watts to 25,000 watts has been granted WBZ-WBZA, synchronized Westinghouse stations at Boston and Springfield, by the Federal Radio Commission. WSAI, Cincinnati, has been authorized to increase its power from 500 to 1,000 watts, daytime only.

KOIL Joins NBC

ON December 1, 1931, radio station KOIL, Omaha and Council Bluffs, will become a member of the NBC network, it has been announced. KOIL is owned and operated by the Mona Motor Oil Company of Omaha and operates with 1,000 watts power on the 1260 kilocycle channel. Rumors that this change of chain affiliation was brought about by the sale of an interest in the station to the National Broadcasting Company have been denied by George Roesler, commercial manager of KOIL.

Pertussin Back on Air

SEEL & KADE, makers of Pertussin cough medicine, are again sponsoring a series of musical programs over a CBS network each Tuesday and Thursday evening. Each program will present a health talk and a guest artist in addition to the salon orchestra.

Research Bureau Enlarges Service

RADIO stations and advertising agencies at all points along the Pacific Coast may now obtain the services of the Radio Research Bureau, Hollywood, which checks radio programs and issues weekly reports of advertisers on the air, it has been announced by Warren S. Schuck, head of the Bureau's statistical service.

In Chicago

Exclusive
Representation
for Regional
Stations is
Being Handled
By

Girard
ELLIS

Tribune Tower Bldg.

Chicago - Illinois

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.

HEINL

Supplies the only

Confidential

semi-weekly
radio information service.

405 Insurance Bldg.
Washington, D. C.

MAKING BROADCAST ADVERTISING PAY

(Continued from page 11)

sensitive to, and interested in, the output of his loud-speaker when his program is on.

In its comparatively brief span of life, radio has produced more "Belascos" than everything else since the beginning of time. I am going to cite a very typical and amusing case—only one of hundreds.

The president (I shall call him Mr. Brown, because that is not his name) of a very well-known company, having an excellent weekly program, was recently visited by an English friend—some kind of dramatic critic. Mr. Brown takes a very deep interest in his program; hence, he figured that his English friend might be helpful and asked him to listen to it and make suggestions. The English friend promptly grasped the opportunity, and among other things, made a near "dirty crack" about the soprano.

It happened that the soprano was the particular selection of Mr. Brown, so that would never do. The English friend would have to meet the soprano and *see* for himself that she was all right. Naturally, the Englishman and the soprano got along beautifully in their conversation, but it finally transpired that the soprano indicted the master of ceremonies on the programs on about twenty counts. He had flat feet or something which annoyed her tremen-

dously. At this point, Mrs. Brown joined the party and a grand time was had by all, ending with the perfect solution.

Mr. Brown appointed a committee of three, the soprano, the English friend and the master of ceremonies, to thereafter perfect and run the program. Now, none of these well-intentioned souls has much of any idea as to what will please the mass audience, which, of course, is what Mr. Brown needs most, and they have undoubtedly forgotten all about the primary purpose of the program.

I am sure Mr. Brown conducts no other phase of his business like that. What he will probably accomplish is the production of a program which will please his committee, himself and his friends, all of whom I am quite sure are already well supplied with Mr. Brown's product. Such a situation at least discloses a profound and extensive interest in radio. What I am trying to say to you is that although the broadcasting companies obviously still have a great deal to learn about the building of programs, they are always conscious of the audience and the product, and try to produce a program without personal prejudice or influence. For that reason, no new user of radio, at least, can do better than to take his chances with those who have had that experience.

All radio advertisers visualize a tremendous audience, as, of course, there is, but I am afraid that a great many of those users think of that

audience as being more or less casual or indifferent; that millions of sets are operating while the listeners are reading, playing bridge or doing things other than attentively listening to the radio, and that, therefore, something startling is necessary. But I do not think many broadcast advertisers visualize the possibility of developing a radio audience for their program which would be just as attentive as the audience in a theater, a lecture, or a concert.

I know that kind of an audience is possible, because I, myself, form a part of it quite often, and at such times I am just as much irritated at disturbance in my home as I am at a play or a recital when someone in the audience annoys me with conversation or late arrival. I am sure you will all agree that a program that procures that kind of an audience is bound to be successful, for such a program will lend itself easily to the advertising or commercial element of the program, making it tremendously more effective as a whole than the type of program that obtains casual listeners and depends upon something startling to obtain attention.

I WANT to give you two samples of what I think is successful radio copy. Although there are a great many others equally successful, I have selected two as widely different in point of product and program type, as is possible. As a matter of fact, one is not a product, but a service. To my way of think-

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.

ing, each of these programs is practically a perfect fit from the standpoint of interest, entertainment and even education, plus subtle advertising.

The program that endeavors to sell a service consists of some very beautiful organ and vocal music—numbers with which everyone is well familiar. During the program a very instructive talk is made, which is always highly interesting. This talk has woven through it a kind of indirect selling—the kind that registers in one's mind quite subconsciously. The commercial credits, or the very definite advertising announcements, are very pleasant. The program itself occurs late Sunday afternoons, at almost the twilight hour, and in consequence, is in perfect harmony with the day of the week and the time of that day.

It is known that this program has not only a tremendous audience but that it consists of thousands of people who go out of their way to hear it each week just as definitely as they would to attend a recital or concert for which they might pay \$5.00. To be sure, the service advertised is quite unusual and adapts itself quite readily to radio, but the entire structure of the program was not determined instantly. On the contrary, it was planned with extreme care. Although perhaps other products do not lend themselves quite so readily to radio, careful thought, deliberation and the application of experience will produce tie-ups that are quite as effective.

The other program, which I believe also contains each element to a marked degree but is entirely different in point of advertising and in consequence the program itself, is a dramatization of detective stories. Here we have a program containing great, even exciting, interest value. Yet, the very nature of the product lends itself to indirect and subtle advertising, sometimes woven into the drama itself, but always done dramatically and entertainingly at the conclusion of the broadcast.

Please note especially that in these two instances we have on one hand a service, the other a product—no two could be more different and yet both have been adapted to radio just about as nicely as we know the art today. Both receive no end of thought in planning; in fact, I

would guess more than is put into most publication copy. Isn't it obvious to assume that, with proper thought on the part of those who have had actual experience in the production and adaptation of programs, the same thing can be done within reason for all of the users of radio? Such procedure is bound to produce the utmost in results.

And now, I am anxious to leave one other thought with you. It has to do with what I think is the subtle effectiveness of radio—how it works—why, in so many instances, it produces such vast and surprising results. Visualize, if you will, even as few as one million people, reasonably attentive to a half-hour program interspersed with friendly, pleasant references to the sponsor's name and product. Here, then, are one million people, conscious of that advertiser and his product *for one whole half hour—thirty minutes!* All these people are in the quiet of their own homes and all are receiving the impressions created by the program at the same instant. There is food for thought. Can you imagine anything even comparable from the standpoint of vast mass attention and consciousness?

Now consider the other element—sound. There is nothing that commands attention like a voice, or music, or any sound in general, unless it is a flash of light in darkness.

Notwithstanding all this we have yet to recommend radio to any advertiser as an *exclusive* medium. It has been used in that manner in some instances. In fact, we have at least two rather outstanding cases at the present time, but not as a result of any effort in that direction on our part. On the contrary, we have always urged, and still continue to do so, that our clients use radio as a very effective and major part of a well coordinated advertising plan that is bound to produce results.

Coast Ad Club Names Weiss

LEWIS ALLEN WEISS, manager of radion station KHJ, Los Angeles, has been made director of the Advertising Club of Los Angeles.

Bryant Now KJR Manager

RADIO station KJR, Seattle, has named B. M. Bryant general manager. Mr. Bryant was formerly sales manager of the station.

WNBR

gives the people of

MEMPHIS

WEST TENNESSEE

EAST ARKANSAS

NORTH MISSISSIPPI

what they want, and constantly gives listeners more than expected, as shown by the following item from Memphis Press Scimitar of Monday, Nov. 16th.

WNBR Doubles In Grid Broadcasting

Doubling in football broadcasting in one afternoon!

This is the neatest trick of the week which WNBR pulled Saturday afternoon, broadcasting the complete game of the Washington and Lee-Princeton grid-iron battle and then coming back to report the climactic last half of the Tennessee-Vanderbilt clash at Knoxville.

Francis and Mallory Chamberlain, who aired the details of the games, refrained from scheduling the interesting Vols-Vandy game because WREC had arranged to broadcast it over the Dixie network. Notified at the last minute that Tennessee officials refused to allow the broadcast of the game, WREC tuned in on the Army-Pittsburgh game, which the latter won.

With just a few minutes to make arrangements the Chamberlins picked up the Knoxville encounter just as the last half started. Who won is history. Hundreds of telephone calls to WNBR proved just how interesting the game was to many Memphians.

WNBR

has a new transmitter of latest type. 500 watts. 1430 kilocycles. Crystal Control. 100% Modulation. 33½ and 78 R. P. M. double turntables.

Send your orders
and inquiries to

WNBR

Atop Hotel Devoy

MEMPHIS

on the Mississippi

Owned and operated by
Memphis Broadcasting Co.

Two Montana Stations Join NBC

ON November 28 Montana listeners received their first regular chain service when KGIR, Butte, and KGHL, Billings, were added to the list of NBC affiliates. KGIR operates with 500 watts on the 1360 kilocycle channel and KGHL uses 1,000 watts power on a frequency of 950 kilocycles.

Records Complete Football Game

WHAT is believed to be the longest radio recording ever made, the entire broadcast of the South California-Notre Dame game, lasting over two and one-half hours, was recorded continuously by the Universal Recording Laboratories, Chicago, which specializes in making recordings direct from radio.

New Recording Company in New York

WITH the personnel of the late Stanley Recording Company in charge of operations, the Standard Sound Recording Corporation has opened a new sound-on-film, sound-on-disc and motion picture studio in New York City. Jack Miner is director of sales and Hazard E. Reeves is sound engineer. This new company has just completed a series of electrical transcriptions for Famous Artists of the Air.

New Radio Publication in Washington

THE *National Broadcast Reporter*, a weekly radio magazine, is being published at Washington, D. C., by Thomas Stevenson, organizer of the Associated Broadcasters of America. Leigh E. Ore is advertising manager. The first issue, dated November 7, was devoted largely to the activities of the Federal Radio Commission.

Chicago Stations Hold Open House During Radio Week

CHICAGO radio stations will do their part to make the first Chicago Radio Week a success by holding open house during the entire week from Nov. 30 to Dec. 6.

NBC Five Years Old

ON November 15, 1931, the National Broadcasting Company celebrated the fifth anniversary of its inaugural program.

Dialect Program for Cheese

BREAKSTONE BROTHERS, makers of Breakstone Cream Cheese, are sponsoring a series of Sunday afternoon programs over station WMCA, New York City. The broadcasts deal with the adventures of "Mr. Goldstein and Mr. Bernstein," two pushcart merchants of New York's East Side.

Legal Battles Loom as Stations Ruled Off Air Continue to Operate Under Stay Orders

ALTHOUGH their licenses were not renewed by the Federal Radio Commission, stations WIBO, WPCC and WCHI, all Chicago, are continuing to operate on their accustomed schedules by virtue of stay orders granted by the courts, until such time as their cases may be heard by the Court of Appeals.

The case of WIBO seems to be one of technicalities. The order of the Commission transferring this station's wave length to WJKS, Gary, Ind., was based largely on the fact that Illinois is over-quota on the total broadcasting facilities while Indiana is under-quota. WIBO's defense is based on another fact, that Illinois is greatly under-quota on regional facilities, in which class WIBO's channel of 560 kilocycles falls. WIBO also points to its seven years of continuous service and to new studios and talent arrangements whereby this service will be improved.

The Commission's approval of the application of WCKY, Covington, Ky., for full time and the consequent deletion of WJAZ and WCHI, both Chicago, which shared time with the Kentucky station on the 1490 kilocycle channel, was based on the "public interest, convenience or necessity" clause of the Radio Act, and seemingly ignored General Order 102, which forbids the award of additional facilities to an already over-quota state, such as Kentucky. This order is WCHI's defense. An appeal was granted by the District of Columbia Court of Appeals, but they would not grant a stay order, which WCHI received from an Illinois Court. As we go to press, WCKY has taken no notice of this stay order and is operating full time while WCHI follows its regular schedule, so that for a part of the time both stations are broadcasting on the same channel simultaneously. It is expected, however, that some arrangement will be made shortly between these stations, to continue until the case is settled.

Other stations ruled off the air by failure of Commission to renew their licenses include stations WMBJ, Pittsburgh; KGEF, Los Angeles; WIBR, Steubenville, Ohio; WMBA, Newport, R. I., and WJN, Newark, and WKBO, Jersey City, the time of these last two being awarded to WHOM, Jersey City, which divides time with them and with WBMS, Hackensack. The Court of Appeals has, however, granted stay orders to WJN and WKBO, restraining any change until the case is heard.

Yankee Net Opens New York Office

THE Yankee Network has opened a New York sales office in the Lincoln Building, at 60 East 42d Street. G. Howell Mulford, formerly with the Scripps-Howard papers and more recently New York manager of Advertisers Radio Service, is in charge.

KJBS

SAN FRANCISCO

Cracking resistance . . . splitting . . . driving . . . accomplishing results. A sales wedge into a metropolitan population of 1,500,000. Your product presented before this audience which buys millions of dollars' worth of goods here each year.

Drive your message into the homes of this audience. The right spot for spot broadcasting. Rate cards on request.

KJBS

1380 Bush Street

San Francisco



AXEL CHRISTENSEN

SHOULD BE IN YOUR RADIO CAST

BECAUSE:—

He is at once a ten-man show. He is a veteran showman of radio, vaudeville and lyceum. He is the originator of systematized jazz. His method of piano instruction has been taught and played throughout America since 1903. HIS NAME HAS DRAWING POWER. He does a complete show all by himself—plays the theme melodies, piano solos, takes all the parts and does all the specialties.

Here Are 10 Things AXEL Can Do:

1. His regular voice.
 2. His Scandinavian dialects, homely and sincere.
 3. His negro character, which brings Bert Williams back to life.
 4. His rube style—a reminder of "Uncle Josh".
 5. His "Bassington-Bassington" — a breath from dear old London.
 6. His Irish brogue that made "Mrs. Gihooly" famous on the air.
 7. His character songs and planologues to fit every mood.
 8. His "Music Master" with the old-time melodies.
 9. His humorous after-dinner talks that have delighted hundreds of banquets.
 10. His dynamic, rhythmic piano solos.
- WITH AXEL CHRISTENSEN YOU HAVE A WHOLE SHOW
Address 717 Kimball Bldg., Jackson & Wabash Ave., Chicago
Phone Harrison 5669.

SENSE AND TASTE ARE ESSENTIALS

(Continued from page 9)

might not relinquish his rights? Did his product sell better after the controversy?

Case C: A national advertiser who manufactures among many other products an insecticide, chose to advertise this insecticide upon a program which featured a great and enormously popular operatic star singing at a charity event. Although the station protested against mention of the insecticide upon this program, the advertiser insisted and actually broadcast a long sales talk on how to kill flies. The station was flooded with telephone and telegram protests, all based on the wretchedly bad taste of the announcement.

Question: Would it not have been better—as the station suggested—for the advertiser to use a general announcement or a mere mention of his name?

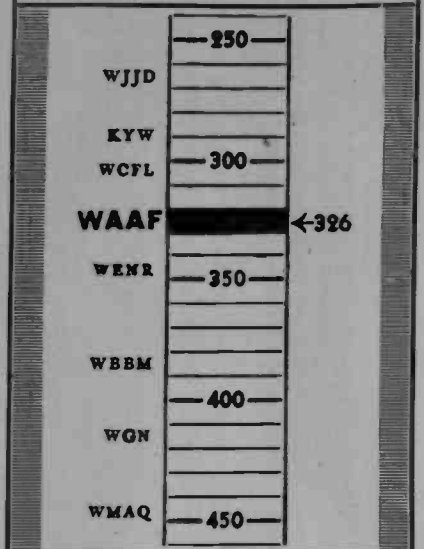
Case D: Advised by his contract that he was entitled to three commercial announcements during a half hour program, and that each announcement must consume not more than a minute of talk, an advertiser insisted that the musical continuity and the station identification call should contain frequent mention of his product and submitted announcements which took three minutes each to read. Upon revision of this copy the usual cancellation threat was made, but the advertiser soon decided to abide by the terms of his contract.

Question: Was it sound merchandising tactics for the advertiser to mention his product ten times during the half-hour, plus nine minutes of talk, and this in a time of day when high-class musical programs are the rule and he was in competition with several fine presentations?

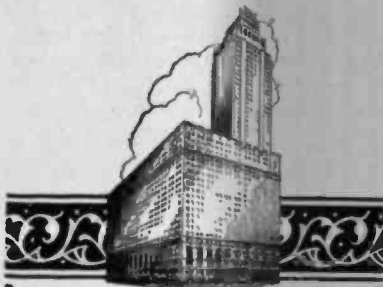
THESE cases are typical of a great number. It is, I believe without question, established that public resentment over excessive sales-plugs on the air is caused by long, exaggerated and tedious commercial talk. But it is precisely against this well-defined and emphatic resentment that many important advertisers set their faces.

The great majority of agencies

CHICAGO'S Greatest Publicity Investment



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



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

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 Handling of Radio Appropriations

AGENCIES BROADCASTING BUREAU, Ltd.

520 No. Michigan Ave.
CHICAGO, ILLINOIS
WHITEHALL 4915

and advertisers, in dealing with radio, fail to recognize certain psychological principles that do not apply to printed advertising. They also fail to recognize certain artistic standards that are essential in an art new and strange to them: Music.

I shall never forget one agency man who asked us for an orchestra of quasi-symphonic proportions, the men of which were to double in enough instruments to convert it into a first-class dance band. Then, as an economic afterthought, he demanded that the men be able to sing.

It was impossible to convince this chap that symphonic players cannot play dance music and vice-versa, and that singing trombone players are not to be found. It was also impossible to convince him that to play Beethoven one moment and then to veer toward Gershwin would alienate from his program both the Beethovians and the Gershwinians. He had promised his advertisers that he could produce the combination wanted for a certain amount and that he knew his radio.

Advertisers and agency men have wasted untold thousands on radio, merely because they trusted their own musical tastes rather than the station's judgment. This writer has seen an endless number of agency pets and advertisers' nieces register an endless number of microphone flops—all of which would have been avoided by trusting to the broadcasters' judgment.

At KFI-KECA, there is a standing rule that all talent must pass the

scrutiny of the program director. The same rule holds at every other major station. But many an account is lost to a major station and handed to a weaker one merely because the major station would not stand for the talent submitted.

Lately, advertisers have shown quite a tendency to present their longest and most insistent announcements at the close of the program. This is in spite of the universal custom of listeners automatically to switch off when they have heard the last of the program. Both as a radio worker and as a listener with myriad listener friends, this writer has yet to meet someone—besides the man who writes it, the man who reads it and the man who pays for it—who listens to the closing announcement of, let us say for instance, a celebrated black-face team.

Closing announcements, in my opinion—are mistakes. To my notion the ideal form—from an advertiser's point of view—is that adopted by Packard recently. The announcer tells what the final number is to be and then says, in substance—"and while Mme. Farrar enters the studio, may we announce that. . . ." Mme. Farrar's song closes the program, as it should, and the chances are infinitely greater that the closing announcement will be listened to.

To sum up, radio as an advertising medium is the target for many attacks, most of which are prompted by commercial rivalry. But there is a genuine public resentment against

excessive, extravagant and tasteless sales talks. The advertiser must realize this and work in conjunction with the station, not only to eliminate the reason for this resentment, but to devise a more effective, persuasive and acceptable method of talking business.

Interstate Commerce Act Does Not Apply to Broadcasting, Says NBC

THE complaint of the Sta-Shine Products Company, Inc., of Freeport, New York, that the rates of the National Broadcasting Company and station WGBB, Freeport, are exorbitant and discriminatory, will be heard by the Interstate Commerce Commission on December 14. In its reply, the NBC denies that it is a common carrier, engaged in the transmission of intelligence by wire or wireless or in any other occupation subject to the Interstate Commerce Act. Although the Interstate Commerce Commission has agreed to hear the case, there is considerable disagreement as to its authority over broadcasting. The supreme court has ruled that the Federal Radio Commission has no power to regulate broadcasting rates.

Name Smeaton Director

NED SMEATON, whose background in radio includes experience on the commercial staffs of several broadcasting stations, has been appointed executive director of the Manhattan Broadcasting System, Inc., New York, radio station representatives.

Angus Heads Radio Division

HOWARD W. ANGUS, executive of Batten, Barton, Durstine & Osborn, has been appointed chairman of the radio advertising division of the Advertising Club of New York.

In HOUSTON

and its immediate trade-territory of
A MILLION PEOPLE

IT'S KTRH

The RICE HOTEL Station

"Houston's Welcome to the World"

Affiliated with the

COLUMBIA BROADCASTING SYSTEM
and
SOUTHWEST BROADCASTING COMPANY

For
Information,
Rates, etc.,

Address

J. G. BELCHER
Com'l Mgr.

Radio Station
KTRH
in the Rice Hotel

HOUSTON,
TEXAS

MORE
CHAIN
PRO-
GRAMS
THAN ANY
STATION
IN TEXAS

(6:00 A. M. to 5:00 P. M.)

50 Words daily, per month...\$125.00
Announcements immediately after Chain Programs: 4 announcements, each \$25.00; 8 announcements, each \$22.50; 12 announcements, each \$20.00; 16 announcements, each \$18.75.

Announcements immediately before Chain Programs: 4 announcements, each \$20.00; 8 announcements, each \$17.50; 12 announcements, each \$15.00; 16 announcements, each \$13.75.
(10:30 P. M. to 2:00 A. M.)

Co-operative pick-up Musical Programs only.
1/2 Hour (6 nights weekly), per month...\$500.00
Special Feature Periods.
Electrical Transcriptions.

Shreveport

KTBS

1,000 Watts. 1,450 Kc.
Washington-Youree Hotel, Shreveport, La. John Paul Goodwin, Studio Director; John C. McCormack, Commercial Manager. Owned and operated by Tri-State Broadcasting System.

Contract Regulations.
*General.

Sponsored Programs.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates for different time slots.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates for different time slots.

Announcements.

Table with 6 columns: Time (1 TL, 13 TL, 26 TL, 39 TL, 52 TL, 100 TL), and 3 rows of rates.

Table with 6 columns: Time (1 TL, 13 TL, 26 TL, 39 TL, 52 TL, 100 TL), and 3 rows of rates.

Special Feature Periods.
Electrical Transcriptions.

MASSACHUSETTS

Boston

WBZ-WBZA

15,000 Watts. NBC 990 Kc.
Hotel Bradford, Boston, Mass., Hotel Kimball, Springfield, Mass. Owned and operated by the Westinghouse Electric & Manufacturing Co.

Contract Regulations.
*General, except Par. 3: no commissions allowed on talent charges.

Sponsored Programs.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr, 5 Min), and 5 rows of rates.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr, 5 Min), and 5 rows of rates.

Special Feature Periods.
Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables.

WNAC and WAAB

See Yankee Network

Worcester

WORC

100 Watts CBS-YN 1,200 Kc.
Bancroft Trust Bldg., Worcester, Mass. Ted Hill, Director. Owned and operated by Alfred F. Kleindienst.

Contract Regulations.

*General, except Par. 3: no commission allowed on talent charges.

Sponsored Programs.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr, 10 Min, 5 Min), and 5 rows of rates.

(Before 6:00 P. M. and after 11:00 P. M.)

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr, 10 Min, 5 Min), and 5 rows of rates.

Announcements.

(Daily except Sunday.)

Table with 5 columns: Time (1 TL, 13 TL, 26 TL, 39 TL, 52 TL), and 5 rows of rates.

Table with 5 columns: Time (1 Min, 2 Min, 3 Min), and 5 rows of rates.

Special Feature Periods.

Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables.

WTAG

250 Watts NBC 580 Kc.
18 Franklin St., Worcester, Mass. John J. Storey, Director. Owned and operated by Worcester Telegram and Gazette.

Contract Regulations.
*General, except Par. 3: no commission allowed on talent charges.

Sponsored Programs.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

(All other hours.)

One-half above rates.
Announcements.
(Not accepted after 6:00 P. M. Maximum, 100 words per minute.)

Table with 5 columns: Time (1 min, 2 min, 3 min, 5 min), and 5 rows of rates.

Special Feature Periods.

Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables.

MICHIGAN

Detroit

WJR

5,000 Watts NBC 750 Kc.
2800 Fisher Bldg., Detroit, Mich. Leo Fitzpatrick, Vice-President and General Manager. Owned and operated by WJR, The Goodwill Station, Inc.

Contract Regulations.
*General, except Par. 3: no commission allowed on talent charges.

Sponsored Programs.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

(Sunday, 6:00 P. M. to 12:00 P. M.)

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

Announcements.

(Daily except Sunday; price quoting permitted; 100 words maximum.)
(Before noon.)

Single insertion, \$10.00; Monday to Saturday (6 times), \$50.00.

(12:30 noon to 12:45 P. M. and afternoons.)

Single insertion, \$15.00; Monday to Saturday (6 times), \$75.00.

(Dinner hour, 5:45 P. M. to 6:30 P. M.)

Single insertion, \$40.00; Monday to Saturday (6 times), \$200.00.

(Sundays.)

8:00 A. M. to 12:00 noon, \$15.00; 12:00 noon to 6:00 P. M., \$20.00; 11:00 P. M. to 11:15 P. M., \$40.00.

Special Feature Periods.
(100 Words.)

Mrs. Page (domestic), 9:00 A. M. to 9:30 A. M. and Night Watchman (music and comedy), 6:00 A. M. to 7:45 A. M.; Single insertion, \$10.00; Monday to Saturday (6 times), \$50.00.

News Digest (news), 11:00 P. M. to 11:15 P. M.; Single insertion, \$25.00; Monday to Saturday (6 times), \$125.00.

Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables.

WXYZ

1,000 Watts CBS 1,240 Kc.

300-314 Madison Theatre Bldg., Detroit, Mich. Owned and operated by Kunsky-Trendle Broadcasting Corporation. John H. Kunsky, President and Treasurer; Geo. W. Trendle, Vice-President and General Manager; Howard O. Pierce, Secretary and Studio Manager; H. Allen Campbell, Sales Manager.

Contract Regulations.
*General, except Par. 3: no commission allowed on talent charges.

Sponsored Programs.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

(All other hours.)

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

Announcements.
(Maximum, 100 words—Monday to Saturday.)

7:30 A. M. to 8:45 A. M.—one time, \$10.00; 6 times, \$50.00; 9:00 A. M. to 5:45 P. M.—One time, \$15.00; 6 times, \$75.00; 6:30 P. M. to 7:30 P. M.—One time, \$20.00; 6 times, \$100.00.

Price quoting permitted to a limited extent. Quantity price based on four consecutive weeks contract.

Special Feature Periods.
(Maximum, 100 words.)

Organ recital, 7:00 to 8:00 A. M.: One time, \$10.00; 6 times, \$50.00.

Women's program, 9:00 A. M. to 9:15 A. M., and Sunshine Express, 5:00 P. M. to 5:30 P. M.: One time, \$15.00; Monday to Saturday, 6 times, \$75.00.

Electrical Transcriptions.
33 1/2 and 78 r.p.m. turntables.

Regular time charges apply to recorded programs. Not restricted to certain hours.

Grand Rapids

WOOD

500 Watts 1,270 Kc.
217-19 Watson Bldg., Grand Rapids, Mich. John H. Kunsky, President and Treasurer; Geo. W. Trendle, Vice-President and General Manager; Howard O. Pierce, Secretary; Norbert A. Clancy, Local Manager. Owned by Walter B. Stiles, Inc. Operated by Kunsky-Trendle Broadcasting Corp.

Contract Regulations.
*General, except Par. 3: no commission allowed on talent charges.

Sponsored Programs.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

(All other hours.)

Table with 5 columns: Time (1 Hr, 1/2 Hr, 1/4 Hr), and 5 rows of rates.

*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-

ing 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-

tracted 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)

ARIZONA

KTAR—Phoenix
General Foods Corp., New York (Walter Baker Chocolate).
Stokely Products Co., St. Louis (Cannery).

CALIFORNIA

KTM—Los Angeles
San Val Oil & Water Co. (Tarzana Mineral Water).
Hair-X-Salon & Laboratories.
Pernetti Tablets.

KJBS—San Francisco

Rainier Brewing Co. (Lime Rickey).
Syracuse Washing Machine Corp., Syracuse, N. Y. (Easy Washer), (Local dealer).
Philadelphia Storage Battery Co., Philadelphia (Philco Radios), (Local dealer).

FLORIDA

WFLA—Clearwater
Celo Company of America, Tampa (Celo Syrup).
Craddock-Terry Co., Lynchburg, Va. (Natural Bridge Shoes), (Local dealer).
Jarman Shoe Co., Nashville, Tenn. (Friendly Five Shoes), (Local dealer).
Buick Motor Co., Flint, Mich. (Local dealer).
Tropical Life, Tampa, Fla. (Fruit Juice).
Florida Motor Lines, Tampa-St. Petersburg (Bus Service).

WIOD—Miami

Vick Chemical Co., Greensboro, N. C. (VapoRub).
Aladdin Cosmetic Co., Dallas, Tex.

IDAHO

KIDO—Boise

Edna Wallace Hopper, Inc., Chicago (Cosmetics).
Psychic Church, Oakland, Calif.
Bintz, Salt Lake City (Anti-Freeze).
Davidson Baking Co., Portland, Ore.
Mantle Lamp Co. of America, Chicago (Aladdin Lamp).
Buick Motor Co., Flint, Mich. (Local dealer).
Co-ed, Inc., Chicago (Cosmetics).

ILLINOIS

WBBM—Chicago

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal).
Thompson & Taylor Co. (Foods).
Kenwood Mills, Albany, N. Y. (Blankets).

MASSACHUSETTS

WTAG—Worcester

Chevrolet Motor Co., Detroit.
Richfield Oil Corp. of N. Y. New York (Petroleum Products).

MICHIGAN

WOOD—Grand Rapids

Kaempfer's, Chicago (Bird Foods).
Buick Motor Co., Flint, Mich. (Local dealer).

MISSOURI

KFEQ—St. Joseph

Blish-Mize-Silliman Hdw. Co., Atchison, Kans. (Gas Burner).
Aladdin Cosmetic Co., Dallas, Texas.
Ira N. Wilson, Springfield, Mo. (Hooked Rugs).

O. B. C. T. Laboratory, Chicago (Anti-fat Compound).
Sears, Roebuck & Co., Chicago (Local store).

C. L. Barnhouse, Oskaloosa, Iowa (Music Publisher).
Jay-Bee Sales Co., Kansas City, Mo. (Farm Implements).
Supreme School of Flying, Kansas City, Mo.

Will-Kill Co., Omaha, Nebr. (Rodent Ext-terminator).
Omaha "Y" Schools, Omaha, Nebr. (Ex-tension Courses).

Empress Orchid Laboratories, Chicago (Cosmetics).
Buick Motor Co., Flint, Mich. (Local dealer).

Smith Brothers, Poughkeepsie, N. Y. (Cough Drops).

MONTANA

KGIR—Butte

Empress Orchid Laboratories, Chicago (Cosmetics).
California Packing Corp., San Francisco (Del Monte Coffee).
Edna Wallace Hopper, Inc., Chicago (Cosmetics).

KGCX—Wolf Point

Chevrolet Motor Co., Detroit.
Jarman Shoe Co., Nashville, Tenn. (Friendly Five Shoes), (Local dealer).
D. & M. Finance Co., Chicago (Hosiery).

NEBRASKA

WOW—Omaha

Buick Motor Co., Flint, Mich. (Local dealer).
The Mennen Co., Newark, N. J. (Cosmetics).
Omaha Flour Mills.
Selchow & Righter, New York (Parchesi Game).
Smith Brothers, Poughkeepsie, N. Y. (Cough Drops).
E. Fougera & Co., New York (Vapex Cold Remedy).

NEW YORK

WLWL—New York

Raladam Co., Detroit (Marmola Reducing Tablets).
American Express Co. (Re "Eucharistic Congress Convention Transportation").

NORTH CAROLINA

WPTF—Raleigh

Chevrolet Motor Co., Detroit.
Mantle Lamp Co. of America, Chicago (Aladdin Lamps).
I. Ollendorf Co., Inc., New York (Watches).
Seiberling Rubber Co., Akron, Ohio (Tires), (Local dealer).

NORTH DAKOTA

KFYR—Bismarck

Peter Fox Sons Co., Chicago (Poultry).
Empress Orchid Laboratories, Chicago (Cosmetics).
Buick Motor Co., Flint, Mich. (Local dealer).
Baukol-Noonan Lignite Inc., Noonan, N. D. (Coal).
Chain Products Co., Cleveland (Tire Chains).
Aladdin Cosmetic Co., Dallas, Texas.

OHIO

WGAR—Cleveland

Robert P. Gust Co. Chicago (Hand Cream).
Bulova Watch Co. New York.
Columbia Refining Co. (Petroleum Products).
Vick Chemical Co., Greensboro, N. C. (VapoRub).
Theurer Norton Provision (Paradise Hams).
Chain Products Co. (Tire Chains).
Normal Shoe Co., Inc., New York.
Harshaw Essential Foods (Vizoy).
Seiberling Rubber Co., Akron, Ohio (Tires), (Local dealer).
S. S. Kresge Co., Detroit (Local store).
Musterole Co.

WCAH—Columbus

Lawrenceburg Roller Mills, Lawrenceburg, Ind. (HiBoy Flour).

OKLAHOMA

KFJF—Oklahoma City

Empress Orchid Laboratories, Chicago (Cosmetics).

PENNSYLVANIA

WCAU—Philadelphia

Buick Motor Co., Flint, Mich. (Local dealer).
D. & M. Finance Co., Chicago (Hosiery).
Fremont Canning Co., Gerber Products Division, Fremont, Mich. (Strained Vegetables).
The Maltine Mfg. Co., Brooklyn, N. Y. (Maltine with Cod Liver Oil).
Segal Safety Razor Co., New York.
U. S. Industrial Alcohol Co., New York (Pyro Radiator Mix).

KDKA—Pittsburgh

Firestone Footwear Co., Boston (Rubbers, etc.).
Mantle Lamp Co. of America, Chicago (Aladdin Lamps).
Phoenix Hosiery Co., Milwaukee, Wis. (Local dealer).
Haley M-O Co., Inc., Geneva, N. Y. (Magnesia Oil).
Britelite Co., Greenfield, Mass.
Association of American Soap & Glycerine Producers, New York (Radiator Glycerine).
Selchow & Righter Co., New York (Parchesi Game).

Remington Rand Business Service, Inc. Buffalo.

Vick Chemical Co., Greensboro, N. C. (VapoRub).

G. E. Conkey Co., Cleveland (Poultry and Stock Feeds and Remedies).
Harshaw Essential Foods, Inc. (Vizoy).
Boston Food Products Co., Brighton, Mass. (Prudence Corned Beef Hash).
Commercial Milling Co., Detroit (Henkel's Flour).
Marly Perfumes.

Varady-Vienna Co., Cleveland, Ohio.

SOUTH CAROLINA

WCSC—Charleston

Empress Orchid Laboratories, Chicago (Cosmetics).

Aladdin Cosmetic Co., Dallas, Texas.

TEXAS

KFDM—Beaumont

Acme White Lead & Color Works, Detroit.

KTAT—Fort Worth

Firestone Tire & Rubber Co., Akron (Local dealer).

RCA-Victor Co., Inc., Camden, N. J. (Local dealers).

KPRC—Houston

Vacuum Oil Co., New York (Mobloli).
Maytag Co., Newton, Iowa (Washing Machines).
Buick Motor Co., Flint, Mich. (Local dealer).
Plough, Inc., Memphis, Tenn. (Cosmetics).
Echols Bros. Radiator Works, Houston-Fort Worth (Radiators).
Scientific Laboratories of America, San Francisco (Reduceoids).
Arzen Laboratories, Clinton, Iowa (Nasal Oil).

KTLC—Houston

Melaeni (Cosmetics).
Nu-Grape Bottling Co. (Nu-Grape).
Jean Nail Cosmetic Co., Memphis, Tenn. Scientific Laboratories of America, San Francisco (Reduceoids).
Days Quality Credit Clothiers, Chicago.

KTRH—Houston

Rainier Brewing Co., San Francisco (Lime Rickey).
Southern Cotton Oil Co., New Orleans (Wesson Oil and Snowdrift).
The Jarman Shoe Co., Nashville, Tenn. Robin Hood Shoes, St. Louis, Mo.

KTSA—San Antonio

Crazy Crystal Co. (Crazy Crystals).
Pine-O-Pine, Houston (Cleanser).
Texas Tinnallium Co. (Non-Rusting Com- position).

UTAH

KDYL—Salt Lake

Scientific Laboratories of America, San Francisco (Reduceoids).
Bond Electric Co., Jersey City, N. J. (Flozon).

VIRGINIA

WRVA—Richmond

Vick Chemical Co., Greensboro, N. C. (VapoRub).
Raleigh Smokeless Fuel Co., Norfolk, Va. (Coal).
Arzen Laboratories, Clinton, Iowa (Nasal Oil).
National Carbon Co., New York (Anti-Freeze).
Empress Orchid Laboratories, Chicago (Cosmetics).

WEST VIRGINIA

WSAZ—Huntington

Rumford Chemical Works, Rumford, R. I. (Baking Powder).
Evans Baking Co., Ashland, Ky.
Strietmann Biscuit Co., Cincinnati, Ohio.
E. T. Wright & Co., Inc., Rockland, Mass. (Arch Preserver Shoes).
Early & Daniel Co., Cincinnati (Tuxedo Animal and Poultry Feeds).

WISCONSIN

WTMJ—Milwaukee

Buick Motor Co., Flint, Mich. (Local dealer).
G. E. Conkey Co., Cleveland (Chicken Feed).
West Bend Aluminum Co., West Bend, Wis. (Electric Motor Heaters).
Foodtown Kitchens, Inc., Chicago (Pops).

Kaplan Song Publishing Co.
Carnation Co. (Cereal).
Wesley Steel Treating Co.
Household Finance Corp., Chicago
(Loans).
Vick Chemical Co., Greensboro, N. C.
(VapoRub).
Arzen Laboratories, Inc., Clinton, Iowa
(Nasal Oil).
Society of American Florists & Ornamental
Horticulturists, New York.
National Carbon Co., New York (Prestone
Anti-Freeze).

WYOMING

KDFN—Casper
Buick Motor Co., Flint, Mich. (Local
dealer).
Grigsby-Grunow Co., Chicago (Majestic
Radios), (Local dealer).
RCA-Victor Co., Inc., Camden, N. J.
(Radios), (Local dealer).

Requests Prove Interest in News

THAT radio audiences are keenly interested in news and its meaning was illustrated when David Lawrence delivered a talk on banking over the NBC network on October 11, right on top of the big story of the White House conference with the bankers and the creation of the National Finance Corporation. Mr. Lawrence received nearly 2,000 requests for a great many more than 2,000 copies of that speech.

He attributes the interest in this particular talk primarily to the fact that the subject which it explained was prominently in the news. No special offer was made, nor was there anything in the nature of the speech or its delivery radically different from Mr. Lawrence's regular talks, but the response was immediate.

Radio Agency Appoints

THE appointment of James C. McCormick, Ferne Brockway and Ralph Link as account executives of the Walter Biddick Company, Los Angeles radio advertising agency, has recently been announced.

Listeners Offered Prizes for Picking All-American Team

A TIMELY means of checking the audience to the weekly CBS broadcasts for Hart, Schaffner & Marx clothes, which have been on the air about six weeks, is the contest announced on November 19. Listeners were asked to pick an All-American football team, fill in the names of the players on blanks obtainable at retail stores carrying H. S. & M. clothes, with the reasons for the selections, and send it in. Ten "first" and fifty "second" prizes of clothes will be given the winners. The judges of the contest, which lasts only a week, are Ted Husing, CBS sport announcer; Sol Metzger, analyst of football plays, and Warren Brown, sports editor of the *Chicago Herald & Examiner*.

Carnation Milk on Chain

A SERIES of Monday night programs will be put on the air early in January over an NBC network, sponsored by the Carnation Company, of Milwaukee, in the interest of Carnation Evaporated Milk. The broadcasts will be musical, consisting of a concert orchestra and soloists. The account is handled by Erwin, Wasey & Company, Chicago.

WHAT ABOUT EVENING ANNOUNCEMENTS?

(Continued from page 19)

any radio feature and is positive proof that the listening audience is composed largely of a responsive and buying public, and after all that is the aim of every radio program—to reach the customer in the "pocketbook line."

The servicing of the program, such as changes in the credit lines, adjusting complaints, tie-ups of the products advertised over the air with other forms of advertising, etc., is all handled by the team.

Frankly, we were skeptical about the success of the program when we first put it on the air, but after four and one-half months the accounts have grown from five to sixty and the advertisers are thoroughly sold on the project. We give "Want and Ad" a cheer for the accomplishment of a great piece of work—getting rid of long commercial announcements during the evening hours and doing it with a profit for both advertisers and station.

There may not be many new tricks in radio, but don't the old ones look good when they are "cellophane" wrapped? And that's just what "Want and Ad" have done for long evening announcements.

Kissproof Programs Lack Opening Commercial Announcements

AN innovation in commercial broadcasting occurred on November 25, when the Hollywood Nights program was inaugurated over an NBC network. Announced merely as a musical program with Gene Rodemick's orchestra and Frank Luther as vocalist, the broadcast continued for seven minutes before the announcement was made that the program was put on the air by the makers of Kissproof Lipstick. Evidently this sponsor considers two commercials enough for a quarter-hour program.

Copyright Fees Will Be Higher Next Year

THE American Society of Composers, Authors and Publishers has notified all broadcasting stations that the terms of the 1932 licenses will be announced the first of the year. The present licenses expire on February 1, 1932. Although the new terms have not been announced, it is certain that they will be considerably higher than at present. The sale of sheet music in the United States this year is said to be much lower than last year and the society seems inclined to put the blame on radio.

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

Manager—General manager and sales promoter for radio station, available for employment. Years of experience in making station operation successful in difficult locations. Has complete corps for station operation and management. Can obtain new capital if desired. Could relocate all or any part of operating staff necessary and is seeking opportunity to manage a station confronted with sales problems and requiring services of an expert. Salary nominal; commission basis if preferred. Address Box 120, Broadcast Advertising.

Program Director—Young man with three years' experience as program director and announcer for one of the largest stations in the country, desires to make connection with a studio in need of a man with a thorough knowledge of program work. Have excellent references as to character and ability. Address Box 121, Broadcast Advertising.

Engineer—With six years' practical experience constructing and operating short wave and broadcast apparatus desires position as chief engineer in broadcast station. Capable of constructing studio amplifier equipment and crystal control units. Holder of first-class commercial operator's license. Married. Address Box 122, Broadcast Advertising.

HELP WANTED

Wanted—Experienced, high-class salesman for broadcasting station. Opportunity to make from 5 to 15 thousand yearly. Future, capable party. Must be steady. City of 450,000. Address Box 123, Broadcast Advertising.

Minstrel Show Combines Actors and Records

"WAXING MERRY" is the way Gene Dyer, manager of WGES, Chicago, describes the Campton Minstrel program broadcast week-day afternoons over his station. Wax phonograph records play a part in each show providing the minstrel troupe band, doubling in the orchestra pit, and adding volume to the ensemble. Flesh and blood actors fill the end-men's and interlocutor's chairs, providing just enough of the human touch to add novelty to the record program.

American Legion Station

RADIO station KTM, Los Angeles, is now the official American Legion station in the Southwest, according to reports from the west. They will give a legion program each Monday night.

Joins Agency Radio Staff

THE Ronalds Advertising Agency, Ltd., Montreal, has added Mrs. Ruth B. Wainwright to its radio department.

Jad Salts on CBS

THE Wyeth Chemical Company, New York, manufacturer of Jad Salts, is sponsoring a three-a-week afternoon series of musical programs over a CBS chain. Aunt Jemima, vaudeville blues singer, and an orchestra provide the entertainment.