

NOV 9 1932

# Broadcast Advertising



JANUARY, 1932

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# Here's What Our Competitor Said Over the Air on Our 7<sup>th</sup> Birthday

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## **WMAL ANNOUNCEMENT**

**Thursday, December 10, 1931**

**9:15 P.M.**

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Today, the tenth day of December, marks the seventh birthday anniversary of Radio Station WOL. Today, the entire staff of Station WOL is celebrating the anniversary of that occasion seven years ago that saw WOL's humble beginning.

On behalf of the Ownership, the Management, and the Staff of Station WMAL, we are happy to voice our sincere congratulations to the Staff of Station WOL on the Envable success for which they have conscientiously strived; the reputation which they have earned and enjoy; and the high esteem in which they are held by their fellow broadcasters and by their many thousands of friends and listeners in the City of Washington. Again, we congratulate you—WOL!!

*It's Nice to Know What They Think, 'eh?*

# WOL

## AMERICAN BROADCASTING CO.

Hotel Annapolis

Washington, D. C.

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*Broadcast Advertising*  
*Jan 1932*



**"the Nation's Station"**



**PRESTO!**

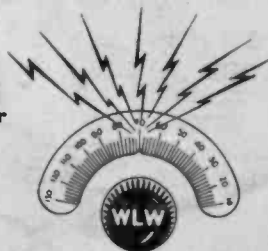
***...and millions of Ears are listening to your program***

**A** DECADE ago it seemed impossible. Today a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100% modulation, it can be tuned in clearly and distinctly—imparting all the sparkle and brilliance that makes your program forceful and convincing to an enormous audience of your logical prospects. Successful advertisers are high in their praise of the effectiveness of this radio station. Learn more about WLW in facts, figures and illustrations in our free, 48-page brochure.



The silver voice of Charlie Dameron is well known throughout the WLW territory. His tremendous popularity benefits greatly the advertisers on whose programs he appears. Like other WLW stars he has a following that listens faithfully to every performance.

**Near the Center of the Dial**



**Near the Center of Population**

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

**CINCINNATI**

January, 1932

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Volume 4 BROADCAST ADVERTISING Number 10

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

**T**HE USE OF **KVOO**  
by the nation's leading advertisers has  
been a great factor in its steady develop-  
ment as one of the Southwest's leading  
stations.

We trust that the results obtained will  
merit its continued usage in 1932.

**KVOO**

"Oklahoma's Leading Station"

**Wishes You**  
**A Prosperous 1932**

1140 KILOCYCLES

5000 WATTS

NATIONAL CLEARED CHANNEL

**WMAQ** Wishes You

A  
PROSPEROUS NEW YEAR

and can help you

MAKE IT PROSPEROUS

With Its

Primary Listening Audience of 6,596,435 persons—  
Nationally cleared channel—concentrated coverage of  
America's Second Richest Market—Unexcelled talent  
—well-rounded programs.

REMEMBER

**WMAQ STANDS THE TEST**

BECAUSE

**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

# 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

JANUARY, 1932

\$2.00 a Year

Number 10

## Radio's Advertising Problems Must Be Solved Jointly by Broadcasters and Agencies

Another Year of Progress in  
Station-Agency Relations

*Is Discussed by John Benson\**

President, THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

I HAD the pleasure of talking to your annual convention in Cleveland last November. At that time we discussed the then status of agency relations to the broadcast medium and some of the things which needed to be done. A year has elapsed and I would like to devote my brief talk here today to what has happened since then to clarify and improve our dealings with one another.

Specifically, I would like to talk about three things: (1) your own association and how to make it even more helpful and influential to yourselves and ourselves and the broadcasting business; (2) the advertising agency, as your commercial ally, how it operates in your behalf and should be recognized as *your* agent; and (3) ways and means of building up on an effective and economical representation for individual stations, in contact with ourselves.

A strong and influential NAB is a big advantage to us advertising agents; it gives us somebody to deal with who can speak for the radio industry as a whole, and pledge its

\*Portions of an address delivered before the Ninth Annual Convention of the National Association of Broadcasters, at Detroit, October 28, 1931.

performance. It is so much easier for the responsible heads of your organization and ours to confer or negotiate about any common interest, than for our people to deal with your people as single units. We can make no real progress without it. We don't care how powerful you become; we feel confident of fair treatment based on merit.

Now for a word about ourselves. In a nutshell, the agency's job is to make advertising *pay*. It is not to sell space or time for the media owner. It is not to gain undue advantage for the advertiser at the expense of advertising or for the publishers who provide a channel for it. Our dual position would be untenable on that basis. As experienced workmen we can serve both masters in the most substantial way it is possible to serve either. In making advertising productive we protect the investment of our clients; at the same time we serve the media owner by making his product, white space and circulation or time and coverage, of commercial value. We make a market for his product. That is the most effective selling we can do. Taking advantage of that market is his own job. In that respect he sells us.

We have a large responsibility in three respects: In the first place, we must get results for our clients, by a sound analysis of their needs, by skillful appeal to the consumer, by an effective choice of media, and by coordinating sales and advertising effort. In the second place, as a professional body we must develop advertising itself, improve its technique, protect public confidence in it and extend our knowledge of markets and media. I fear we have made more progress in the first respect than in the second. There is still much to be done in making advertising copy more reliable and serviceable to the reader. And that much will be done, I feel sure, not all at once, but one step at a time.

The third obligation we have is to the publisher in giving to his medium a full appreciation of its merit and to him a fair chance to present it. That involves on our part courteous and open-minded reception, an unbiased attitude and as much knowledge of media values as can be obtained.

The A. A. A. is operating in all three directions, for the good of advertising as a whole. It has three main objects; to define and

*(Continued on page 42)*



# *A Few* Tangible Sales Results *from* Radio

Are Described by Lewis Allen Weiss\*  
General Manager, DON LEE BROADCASTING SYSTEM

ONE of the evidences of the all pervading influence of radio was recently illustrated in my home. My small daughter, aged eight, upon being asked to say grace, bowed her head and started off by saying, "This food comes to you through the courtesy of God Almighty."

I do not believe that the sacrifice of either your time or mine could be compensated with a stilted and formal speech designed for style rather than content. I feel, rather, that I owe it to you and the industry which I represent to leave with you today a closer and more sympathetic understanding of advertising's youngest and most dramatic medium—radio.

No criticism is intended when I remind you that advertising agencies played no important part in the development of radio until that medium had proven itself to the point where you were forced to recognize its potency for influence and its powers of resultfulness as an advertising medium. I realize that experimentation with your clients' budgets in new and unproven media is not your prerogative. But, now that this latest medium has demonstrated its right to a competitive and sometimes a superior place in your budgets, it behooves you to acquire a better understanding of the possibilities of radio's uses and abuses.

Radio has characteristics common to no other advertising medium with which I have ever had any contact or experience. It is the most sensitive and the most responsive contact that has ever been devised between



Lewis Allen Weiss

seller and buyer. To have a better appreciation of its peculiar characteristics, let me give you an intimate picture of the odd bond that exists between the average radio listener and his or her favorite station.

The average citizen buys a radio set of good, bad or indifferent quality and immediately expects of it the utmost in radio reception. If statistics mean anything, not one man in thirty even knows how to tune in a station, let alone hook up a set properly. But the minute Mr. Average Citizen gets his dials going, a peculiar psychological change takes place and he immediately becomes imbued with the idea that he is an imperial and absolute monarch and that all broadcasting thereafter should be scheduled and arranged to suit his individual tastes, moods and convenience. This attitude is at once reflected in his phone calls and letters to the station to which he usually listens, whether he is com-

plimenting the station or condemning it. This strange phenomenon, however, is not an unmixed evil, because whenever a consumer gets that close to a medium, the possibilities of influence through that medium become readily apparent.

One of the first things to consider, in contemplating any advertising medium, is the kind, character, mood and condition of the consumer whom you desire to sell, whether you are exploiting a product or service or attempting to maintain a demand for one or the other. With this you will all promptly agree. Yet, stop and consider your consumer listening to your message over the radio—he is sitting in his living room, in the quiet of the evening. His wife and small child and probably some elderly member of his household are likewise in the room. Would you enter that room in that quiet and peaceful home, shouting at the top of your voice the merits of a five-cent cigar or what have you? Of course you wouldn't, but that is what many of you instruct the broadcaster to do. If I leave nothing else with you this afternoon but a better understanding of this one critical phase of broadcasting, I will feel that your time and mine have been well invested.

Radio, when used with an intelligent understanding of its peculiar characteristics, will do for you what any other advertising medium can do and do it more quickly and more economically than any other medium can. I say this after more than twenty years' experience in this business of advertising from the viewpoint of both buyer and seller. I used to think that radio could lend itself only to the luxury of good will

(Continued on page 41)

\*Excerpts from an address before the convention of the Pacific Association of Advertising Agencies, at Santa Barbara, November 5th, 1931.





# What About

# PRICES

# on the Air?

## To Quote or Not to Quote There's the Question

*Asked by Russell Byron Williams*

AS I start to write a local station announcer has just finished doing the best job he could with a commercial announcement designed to sell people the idea of going to the nearest Wurlitzer store and investigating a radio receiving set. . . . And I wonder how many people are going to go. Doubtless enough to justify the expense of the radio advertisement—but I also wonder how many more people would go if the announcement had really told them something.

Now, judged by all present day standards, the Wurlitzer announcement was a good piece of copy. Well written. Brief. Clear. Convincing—at least so far as the product's merit was concerned. And the announcer did a good job of reading. His emphasis was properly placed. His enunciation was good; pronunciation clean cut.

Only one thing was lacking; there wasn't any life in the copy. The one effective sales argument—the one piece of news upon which every Wurlitzer radio sale hinged—*price*—was left out. The policy of the local station prohibited price quotation. And, in this particular case, the policy of the station prevented effective selling.

Wurlitzer, according to the announcement, had been fortunate enough to get several carloads of radio sets at an amazingly low price. Good sets. . . . Had all the improvements that come from RCA and

Hazeltine patents. Being so lucky in the purchase of these sets, they were passing that good fortune along to the public by offering these radios at—well, they couldn't tell us how much, because the station would not permit them to quote prices—but at the "lowest price in the history of Wurlitzer." "Just come down town and see them. Compare them with other sets costing twice as much, etc., etc., etc."

As a matter of fact all this was true. Wurlitzer *had* made a shrewd buy; they were passing along the

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### *radio weather--*

MANY appeals have come to the United States Weather Bureau to suppress all broadcasting because (a) it is burning up the air's water vapor and causing disastrous droughts or (b) it is causing excessive precipitation and floods, says W. J. Humphreys, Chief of the Bureau's Meteorological Physics Division, in the "Monthly Weather Review."

While these complaints may be true to human nature, they are not true to science, Mr. Humphreys continues, for "however much radio may be affected by the weather, especially by the thunderstorm, no element of the weather is affected in turn by radio. We know this from experiment and observation, and we know it from theory as well."

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advantage of that fortunate purchase in a resale price that was close to the \$40 mark—a price which in itself was news and 90 per cent of the sales argument. But who in the radio audience knew it?

Not a soul knew the one fact that carried a real sales punch. But *everyone*—station, client, advertising agency and public—knew the announcement "was too long."

The station wanted to cut the copy. Both the sponsor and the agency knew that something was lacking in effectiveness. They knew that the copy was as short as it could be made, and yet wasn't long enough to carry conviction. And all the while John Public damned radio because the "talk was too long"—because "there was too much advertising."

Truth to tell, all four factors were right, and all four were wrong. The agency, in an effort to say something and yet tell nothing, used fifty words more than would have been necessary if the price could have been quoted. The client, not knowing any better way to say it but still with misgiving in his own heart, okayed the copy. The station reluctantly permitted the copy to go through without editing, knowing all the while that the listening audience wouldn't like it. And the audience didn't.

But while the public resents the length of announcements, the analysis will show that it is not mere

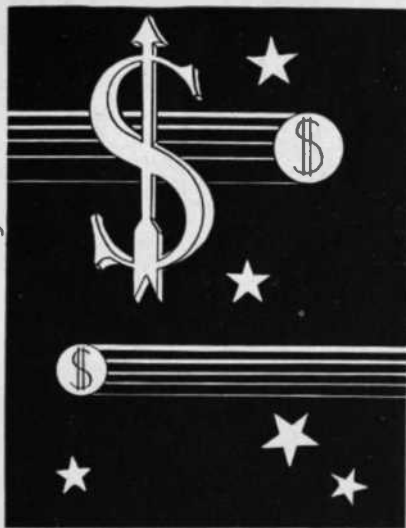
length of copy but dullness that is the objectionable feature. Mr. Public wants to be told. Length be damned.

If it's newsy and *interesting* an announcement can be ten minutes long. Almost over NBC'S dead body. John Davey, the tree expert, has proved that point. I have written "announcements" about both products and companies that ran four and five minutes—and have had hundreds of letters come back from listeners asking for mimeographed copies of the talks. Many other radio men have had similar experiences.

Listeners express themselves by the superficial comment that there is "too much talking" or "too much advertising." What they are really trying to say is: "Tell us something interesting." And in the case of Wurlitzer, which is typical of hundreds of other instances, the one thing which contained all the news element—*price*—was deleted because of an inflexible station policy. In these same cases, the quotation of price would not only have made the announcement interesting and newsy and an infinitely more effective advertisement, but would have clipped fifty words from the length of the copy.

NOT long ago Montgomery Ward and Company brought out a new electric clock which they could sell for \$1.00. Now what is there in the story of that electric clock *except* the price? Electric clocks aren't new. Montgomery Ward and Company has been selling them for years. A price reduction certainly isn't news. Everyone has been doing that since Hector was a pup. But an electric clock for *one dollar—that's* news. At least it was three or four months ago—the time of this incident. Now, being on the chain we could not tell the news. Rather, we had to beat around the bush and be "clever" by saying that here was an electric clock that would cost no more than the price of the original Ingersoll watch. A dozen weak, ineffective, dull words instead of two, strong, selling words.

Yes, the broadcasting sold clocks. A lot of 'em. But how many sales did we miss by being compelled to use ten extra words? I believe that not only would the price quotation have sold many more clocks, but that



the non-buying listener would have thanked us for both the *news* of the advertisement and its consequent brevity.

Crema cigars must keep reiterating a quotation from Marshall that is 10 words long just to get a chance to speak the two words "five cents." A flour mill says that with their product you can have three pancakes for the price of a stick of gum—rather than giving the *selling news* that their package contains 30 pancakes and costs a dime. A manufacturer of root beer extract must say that with his extract you can have a whole quart of root beer for the price of your morning paper—a postage stamp—or whatnot.

Such instances could be repeated to the point of fatigue. And such instances will some day make us look back upon our present day radio efforts in amazement that broadcasting in spite of them could have proved so effective.

Permitting price quotations will, in certain given instances, do as much as any single thing to shorten announcements. Radio advertisers today must sell "price unheard," which isn't so far removed from selling "sight unseen." To do this requires either the objectionable hammer-blow type of announcement, or a longer commercial. And in these same instances, not only will price quotations briefen the announcements, but make them more interesting and newsy with the result that their length becomes unimportant.

NATURALLY, we all understand the reasons why the chains will not permit price quotations at any time, and why many

chain-affiliate stations prohibit price quotations after six p. m. It is a policy born of necessity that rises out of the ignorance of the advertiser regarding the natural limitations of broadcast advertising. The present day restrictions were put up to protect the public from a deluge of the "was \$1.57, now selling at 79c" type of announcement. But with more and more advertisers appreciating the methods of employing radio, and with every 1932 advertising dollar being expected to return 1934 value the inflexibility of this six, seven and eight year old policy is rapidly becoming obsolete. Few radio men would think of asking for the complete destruction of the price prohibition wall. In like measure, however, there are mighty few of them who do not cry out against the inflexibility of present day rulings.

Indeed, it should not be difficult to establish continuity rules which would provide price quotations to those who need it—in fact, must have it—in the interest of sales. Beside me is a copy of the December 19th issue of the *Saturday Evening Post*. In this issue there are thirty-one full-page advertisements. Eighteen of those thirty-one do not quote prices in their ads. Those eighteen are, incidentally: Swift, Bon Ami, Barrett Roofing, Fleischmann, Chesterfield, National Canners' Assoc., Mazda, Mobiloil, Texaco, General Electric, Packard, Gillette, Delco, Alemite, Smith Brothers, Ethyl, San Francisco, and Sunkist.

Eleven of the remaining advertisers mention price only incidentally. And by "incidentally" I mean in type faces not larger than 12 point, and so placed as to be inconspicuous. These eleven are: Community Plate, Campbells, De Soto, Philco, Whitman, Johnston's, Kodak, Toastmaster and Ford.

Only four of the thirty-one advertisers mention price prominently. But these four advertisers *must* feature the price, since in that price there is contained both the news and the sales punch. One of them is a page announcement of a new Plymouth car—at \$535.00. While it has other news features such as "floating power" and "free wheeling" the price is the important news and sales angle. One of the other four "price" advertisers is in the

(Continued on page 40)

# Gas Company Begins Tenth Year of Daily Broadcasts

## Cheerful, Helpful Programs Win Many Friends for Chicago Utility Company

**P**ROFESSIONALLY, Mrs. Anna Peterson is weighed down with the title of Director of the Home Service Department of The Peoples Gas, Light and Coke Company. But to thousands of women in and around Chicago she is the cheerful voice that tells them about new things to cook and new ways to cook them. And to these same thousands the gas company means much more than a bill that must be paid each month. It is Mrs. Peterson's company, and consequently it, too, shares in the friendliness that the listening housewives have for her.

Mrs. Peterson made her debut to her radio public in December, 1922, and the continued popularity of her broadcasts presents very tangible evidence of the success that has rewarded her enthusiastic and intelligent efforts. The first daily broadcasts were made from Station KYW, and shortly thereafter they were transferred to Station WENR, from which they have been broadcast since that time.

The primary purpose of these daily broadcasts has been to render a genuine and necessary service to the housewife, to assist her in the intelligent and economical operation and management of her home. No suggestion of commercialism has ever been permitted to permeate these programs, a policy that seems to have merited a treasure of good will that alone is a complete justification of the expenses incidental to the service.

At this point it might be well to outline the nature and scope of the activities of the home service department. Primarily the function of this organization is to act both as an information bureau and post-graduate course for the benefit of the housewife, whether she be bride or grandmother, giving authoritative instructions regarding food selection and preparation. The director



Mrs. Anna Peterson

of this department is assisted by her staff of professionally trained women, about twenty in number.

Daily lectures and demonstrations given in the company's auditoriums, and to special groups on appropriate food topics. Large quantities of recipe sheets are distributed free of charge in response to requests received. These features of the home service department are very closely affiliated with the broadcasting activities.

One of the many striking illustrations of the interest displayed by the women of Chicago in home service work, and the effectiveness of the radio in helping to secure such interest, was impressively shown when an announcement was broad-

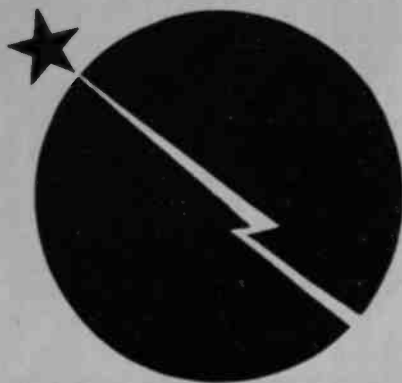
cast that a morning lesson on the subject of "Cake Decorating" was to be staged in the Peoples Gas Building. Over 1,500 women responded and, as it was quite impossible to accommodate all who came in one class, it was necessary to request a large number to return later in the day, when the lesson was repeated for their benefit.

On another occasion, Mrs. Peterson gave her radio audience a talk on Thanksgiving Day menus. At the end of the talk she offered to send the menus to those that made requests. The result was that the company's telephone switchboard was swamped with calls. The same condition resulted from an announcement of a "Radio Tea" for which reservations were to be made in advance.

Such results soon dispel any idea that home service talks do not have a large following of women who are anxious to learn new ideas for making the home a healthier and happier place in which to live.

Incidentally, The Peoples Gas, Light and Coke Company of Chicago has the distinction of originating the idea of "home service," and of establishing the first home service department. The signal success and significance of this enterprise can be appreciated when it is realized that today almost every important gas company in the United States maintains a home service unit, many of them also extending their efforts through the use of the radio.

The results obtained from radio broadcasting may sometimes be difficult to measure in terms of dollars and cents, but this is also true of other forms of publicity. The fact that these talks have been on the air every week day for nearly ten years should leave little room for doubt as to the effectiveness of radio as a means of reaching the housewives of Chicago.



# SHOWMANSHIP AND SALESMANSHIP SPELL SUCCESS FOR STRASSKA

## Melodramas and "Lucky Elephant" Premiums Sell 10,000 Tubes of Toothpaste a Week

Says Ruth Betz  
Radio Station WBBM, Chicago

NO one in radio has applied the super-combination of showmanship and salesmanship with any greater degree of success than has the Rajput-Strasska-WBBM combine.

Facts and figures give undeniable proof of the showmanship of Rajput, the salesmanship of the Strasska Laboratories and the effectiveness of the medium. Receipt of 10,000 letters a week with each letter representing a 50c purchase is their amazing record, established in 11 weeks!

Evans E. Plummer, radio editor of the *Chicago Herald and Examiner*, comments on this record by printing, "Breath-taking suspense, Rajput showmanship and the lucky elephants do it."

Never using any other advertising medium but radio, the sponsor engaged the services of Rajput, Hindu Secret Service operative, who had never been on the air in a commercial capacity before, for a Los Angeles series of broadcasts last August. After a seven weeks' test, Strasska advertising executives decided to place their "find" on a station in the central part of the country.

On October 2nd, the series was launched over WBBM, Chicago. Broadcast time was 9:15 to 9:30 p. m., six times a week for the first four weeks. Twenty-two hundred letters came in the first week. From that start the number of letters increased over 50 per cent each week. After the fourth week the programs were cut to five times a week, but still the mail continued to expand until the 10,000-letters-a-week mark was reached the seventh week.

The merchandising campaign was planned with the object in view of offering the radio public a novel

feature which had continuous appeal for all ages and which had the power to promote sales.

Rajput is a high-caste Hindu, graduate of the Universities of Calcutta and of Oxford. From Oxford he was commissioned during the war and returned to India as an officer of the British Secret Service. It is on his many thrilling experiences in the service that he bases his unusual mystery serials.

The programs open with the weird harmony of Hindu musical instruments. The station announcer gives a brief commercial credit, a resume of the preceding stories, and concludes with an introduction of "Rajput, who has a gift offer for you." Rajput then tells of his gift, a lucky elephant charm, and what the elephant means in India. He explains its association with good luck and how it is interpreted and regarded by the followers of Ganesh, the Hindu god of good luck. He adds that he has worn one of these charms, attributing to it his success throughout his career.

At the end of the dramatic narrative portion of the broadcast, the announcer tells the audience each listener may obtain one of these charms, carved by Ganesh worshippers and brought to America by Raj-

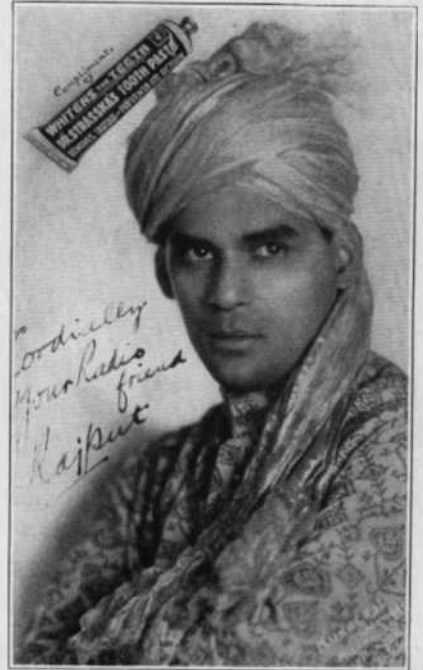
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### 100 words

ARGENTINA has solved the commercial radio program problem. . . . It limits the advertising talks on such broadcasts to 100 words. . . . Which is a very good idea. . . . There may be a new type of expert soon—the man who can say the most in the fewest words.

—Charles J. Gilchrist, radio editor of the *Chicago Daily News*.

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Rajput

put, if he will send in the carton covering of a fifty-cent tube of Dr. Strasska's toothpaste with a stamped self-addressed return envelope.

Along with their carton enclosures for the gift offer, many listeners asked for Rajput's photograph. So, on the eighth week of broadcasting, announcements were made that if those wishing a photograph would send in a two-cent stamp in addition to their carton and stamped letter for the charm they would also receive his photograph.

The number of letters received for the first week of the picture offer leaped to 16,000 and maintained nearly that figure during the ensuing weeks of the series. This average has recently been raised tremendously, because during the last three days of his broadcasts Rajput, in excellently chosen words, ex-

(Continued on page 40)



# THE SUMMER RADIO AUDIENCE

## Is Nearly as Large as at Other Times, Philadelphia Survey Shows

**T**HERE'S no use broadcasting in the summer time. About half the people are out of town and those who do have to stay at home are outdoors all the time they aren't working or sleeping. And even they all leave town Saturday noon for a week-end in the country. We might as well postpone our broadcasting until fall, Nobody listens to the radio in the summer."

That seems to sum up the attitude of a good many advertisers. They go in for radio in a big way during the fall, winter and spring, and then quit entirely during the summer months. The broadcasting section of *National Advertising Records* shows that the advertising revenue of the National and Columbia chains was \$200,000 less in June of this year than in May. July shows another \$50,000 drop and August is \$235,000 under July. With September the curve starts up again.

This falling off of network advertising during the summer—and there is no reason to believe that local and spot broadcasting hold up any better—is undoubtedly due to the opinion that "nobody listens to the radio in warm weather." But is that belief true? What are the summer habits of the radio audience?

Last June Herman S. Hettinger and Richard R. Mead, of the University of Pennsylvania, set out to discover the facts about the summer radio audience in Philadelphia and vicinity. The method was the same as that used by Mr. Hettinger in his previous surveys of the Philadelphia audience (January, 1929, and April, 1930), personal interviews with set owners, made by students of Wharton School of Fi-

nance and Commerce of the University of Pennsylvania who were trained in work of this type.

Some 3,100 families were interviewed, 2,300 in Philadelphia proper and the remaining 800 in the suburbs and independent communities in the Philadelphia retail trading area. The interviews were made between June 15 and July 6, late enough in the season for people to have made their vacation plans, yet early enough to find them still at home. It was specified that at least half of the interviews be made in the daytime and not more than 20 per cent over the week-end.

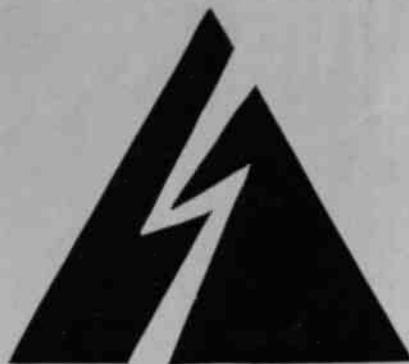
By distributing the families to be interviewed in accordance with the density of the population of each district, a representative sample was secured. A summary of all the interviews shows that 8.1 per cent of the families were in the high income group (\$5,000 and over), 39.5 per cent in the medium group (\$2,000 to \$4,999) and 52.4 per cent in the low income group (under \$2,000). Forty-two per cent of those interviewed were men; 58 per cent were women. Distribution by age groups shows 12.4 per cent under 21 years; 76.6 per cent between 21 and 50, and 11 per cent 51 and over.

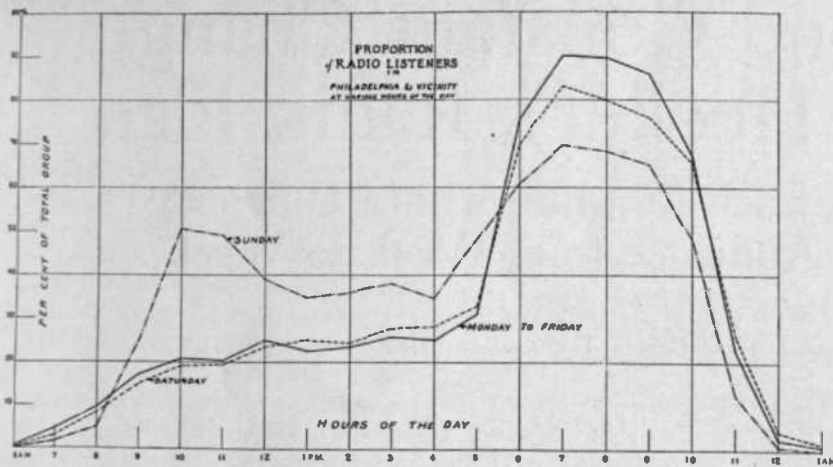
**W**HEN do people listen to radios in the summer? Analysis of the interviews showed practically no variation during the Monday to Friday period, with a slight falling off over the week-ends. The Sunday audience, which was the smallest, was never less than 90 per cent of the maximum audience for any week day. It was also found that 80.8 per cent of the total radio audience in the Philadelphia area listened in at some time every day. The following table gives the percentage of the total audience for each hour of the day:

**HOURLY LISTENER LOAD,  
PHILADELPHIA AND  
VICINITY**

Percentage of Total Group Listening  
at a Given Hour.

Time	Monday to		
	Friday	Saturday	Sunday
MORNING			
6-7	.7%	.6%	.1%
7-8	4.4	3.3	1.2
8-9	9.4	8.0	4.6
9-10	17.2	14.9	25.1
10-11	20.7	18.8	51.2
11-12	20.3	19.0	49.4
12-1	24.6	23.6	39.2
Sometime during the morning			
	39.1	35.5	64.5
AFTERNOON			
1-2	23.1	24.9	34.2
2-3	23.7	24.1	35.7
3-4	26.1	27.0	38.0
4-5	25.3	27.9	34.2
5-6	31.3	32.6	32.5
Sometime during the afternoon			
	46.8	47.7	53.9
EVENING			
6-7	75.9	70.0	60.6
7-8	90.6	82.6	69.8
8-9	89.7	80.0	69.2
9-10	86.0	75.8	65.6
10-11	67.4	62.1	46.0
11-12	22.9	23.7	12.5
12-1	3.1	4.0	1.7
1-2	.8	1.1	.5
Sometime during the evening			
	97.4	88.5	77.6





Listener curves of Philadelphia summer audience

Women listen more in the daytime hours of Monday to Friday and on Saturday morning. Otherwise the audience is about equally divided. The high income group listens less in the daytime and on Sunday than the other income classes. People under thirty listen more in the afternoons than do the other age groups and those under twenty listen less on Saturday night and Sunday afternoon. The average radio seems to be in use for six hours daily from Monday to Friday, between six and seven hours on Saturday, and slightly over seven hours on Sunday, regardless of sex, age, income or occupation.

"Comparison of the summer curve with the winter hourly listener load as revealed in the writer's 1930 survey is difficult," says the report. "How many of the variations are specific summer phenomena, how many are the result of more accurate data, and how many are part of a general secular trend, is hard to tell. So little information exists at present that no authoritative answer can be made to the question until another winter survey has been completed. The variations occurring are a tendency toward a slightly greater morning load in the summer; a smaller afternoon audience than in winter; and except at six to seven, where marked increase has taken place, a closely corresponding summer to winter load in the evening. This is on the basis of Monday to Friday data. An explanation of the six to seven increase may be ventured in the fact that most people come home earlier in the summer, and that over the past year there has been a marked

improvement in the programs at this hour, bringing with it increased interest."

Radio-listening is not a popular sport for week-end holidays. Only 4.2 per cent of those going away for week-ends listen in regularly; 30.1 per cent tune in occasionally, and 65.7 per cent not at all. These figures are somewhat higher for the high income class, 5.7 per cent of its week-enders listening regularly and 41.6 per cent occasionally.

Studying the effect of summer vacations on the listening habits, it was found that 31.9 per cent of the Philadelphia audience take vacations at some time during the summer. As might be expected there was considerable variation in the income groups. Of the high income

class 66.7 per cent take vacations; 38.1 per cent of the medium income group and 21.1 per cent of the low income group. Younger people take more vacations than the average and 34.4 per cent of the men go away as compared with 30 per cent of the women. In length, the vacations average two weeks, as is shown by the following table:

Percentage of Those Going Away Staying Various Lengths of Time.

Under 1 week .....	.4%
1 week and under 2....	20.1%
2 weeks and under 3...	40.3%
3 weeks and under 4...	5.8%
4 weeks and under 5...	21.8%
5 weeks and over.....	12.2%

The next table shows the proportion of people of Philadelphia and vicinity away on vacations during different weeks of the summer:

	1st week	2nd week	3rd week	4th week
June ...	.4%	.5%	1.5%	1.9%
July ....	6.9	8.0	11.9	13.5
August ..	14.5	13.5	13.0	11.9

The highest number of listeners away at any time is 14.5 per cent, during the first week of August. As previous figures have shown that the average daily listener load (Monday to Friday) is approximately 93 per cent, it may be concluded that at no time did vacations reduce the listening audience to less than 80 per cent of its normal size. Of those away, 8 per cent listened to the radio regularly and 36.2 occasionally.

Study of the stations tuned in during the summer by listeners in the Philadelphia area shows that 93.5 per cent of the audience listen to at least two stations regularly; that 74.1 listen to three stations; 41 per cent to four, and 15.7 per cent to five or more. The report analyzes the listeners to each station, but identifies only WJZ and WCAU by call letters, labeling the others A, B, C, etc.

"The most interesting observation regarding program preferences in the summer," says the report, "is the relatively slight extent to which listener tastes vary as against other periods of the year." Increased interests in sport broadcasts and a preference for slightly lighter programs are the chief characteristics of the summer audience. The following table indicates the percentage of listeners interviewed, liking each type of program; not merely

(Continued on page 38)

## need--

ONE of the principal needs in the field of radio broadcast advertising is increased fundamental information regarding the habits and reactions of the listening audience. The technique of the use of broadcasting as an advertising medium has gained greatly in variety of form and in adaptability of message in the past several years. Likewise, the discrimination of the listening audience has increased greatly. Both of these factors require, more than ever before, that the broadcaster possess an intimate knowledge of the psychology of the particular audience which he is desirous of reaching and affecting favorably.

—Herman S. Heltinger, in the foreword to the "Analysis of the Summer Radio Audience."



# Curiosity and Constant Change Constitute Hecker's Radio Plan

## Surprise Series, Each Program with a Different Appeal, Holds Audience from Week to Week

By W. H. Thornburg

Advertising Manager, HECKER H-O COMPANY, INC.

AT a quarter of four o'clock on a crisp autumn morning early last September, slightly more than a dozen men sat in a quiet audition room of station WKBW, the outlet of the Columbia network in Buffalo, New York. One of these, the general manager of the Hecker H-O Company, Inc., cereal manufacturers, glanced around the conference table until his gaze fell upon a yellow bit of paper. He reached for the sheet, a monitor telegram from KFRC, in San Francisco.

"The H-O Surprise Program will be piped through to Buffalo at four a. m. for your private audition," he read.

A studio attendant moved quietly to the loud speaker across the room and plugged in a switch. Suddenly there was a low hum, as of the sound of wire noise on a long-distance telephone call. Then a sharp crack came through the speaker and the hum ceased. The room was quiet. The sound of a man's voice called "Hello, Buffalo!" It was from the control room, away out over thousands of miles of telephone wires, in San Francisco.

"Lines okay," came the control room operator's voice. It was two minutes of midnight on the Pacific Coast, and the studio clock at WKBW shower four hours later, on Eastern Daylight Saving schedule. A moment of suspense for these waiting listeners in Buffalo, then.....

"The H-O Surprise Program!" The announcer's voice rang sharp and clear in the audition room, and as the exclamation was finished the

stirring roll of a drum opened the "pre-broadcast" of the first of a distinctly different series of radio programs.

At nine p. m. on Thursday evening following this long-distance audition (which, by the way, established a new distance record for private auditions) the "Americana"

soloists, vocal and instrumental.

Each of the H-O Surprise Programs, broadcast at the same hour on successive Thursday nights, has an entirely different theme. Thus in order have followed the "Round-the-World" theme, featuring songs and dances of far-off lands; then the "Show of Shows," presenting

hit tunes from current motion picture successes, light operas, et cetera. This was followed by the H-O "Collegiana" program, with college songs of the foremost Pacific Coast universities, and an interesting five-minute talk on the football outlook by Coach Glen S. "Pop" Warner, famed grid-iron mentor of Stanford. The following week we offered the H-O "Flora Dora" Program, for the particular enjoyment of those whose memories harkened back to the airs of the Gay Nineties, and then on the following Thursday evening, a modern, fast-moving "Popular" program was broadcast by the makers of H-O Oats.

And so, throughout the H-O Surprise Program series, we endeavor to give a variety of type of radio entertainment. One evening's

broadcast may appeal particularly to one group of listeners. Another, a second group, and so on, through the broadcasts. Every program is entirely different from the one preceding it, and from the others in the series. Our reasoning, in determining upon this plan, resulted not from momentary snap judgment, but after a most careful research as to the listening preference of each of many types of radio listeners.

The press was used to announce the series

program, the first in the H-O Surprise series, was again produced, this time not for a private rehearsal for the sponsors, but broadcast over the air, through stations of Columbia's Don Lee chain on the Pacific Coast. This premier program offered, in its theme, the selections of modern American composers—Gershwin, Grofe, Bloom—rendered by the 25-piece H-O orchestra under the able direction of Meredith Willson, of KFRC, and by assisting

IN any advertising campaign, it is most important to endeavor to appeal to all the possible prospects for your product. And so, in building a theme for the H-O radio programs, we wanted to appeal to as many of our listener-prospects as we reasonably could. But we found that, even though a great many listeners enjoyed a certain type of program, there were still thousands who preferred some other form of radio entertainment. And among these latter thousands are a great number who are potential buyers of our product. The answer, then, seemed most logically to be found in a series of programs, each one varied as to its general theme.

An element of curiosity pervades the H-O Surprise series, most valuable when it is found that more people do tune in when a brand new feature is forthcoming. We have proven to our own satisfaction that, by varying the "show" each time, we maintain an interest not often common to those programs, however well produced, that continue the same form of entertainment, program after program, throughout the series. In other words, the dangerous element of monotony is entirely avoided. Again, once a listener "tunes out" on one of a series of programs of the same theme, it's almost a foregone conclusion that he'll try to avoid further broadcasts in that series. There is far less danger of this likelihood in the case of varied programs.

The change in program theme each time also has a desirable reaction upon those taking part in the program, as well as the listening audience. Each week brings a complete change of scene, so to speak, and on each successive program the members of the cast play an entirely new role. This maintains enthusiasm of each individual taking part in the program and prevents any of the artists from "going stale" as the programs continue.

The H-O radio program is publicized each week by means of paid advertising in all major newspapers in Pacific Coast cities, an advertisement featuring the program entirely appearing on the radio page on the day of each broadcast. This is further augmented by newspaper publicity featuring the program,

## FOOD MEN ARE BIG USERS OF RADIO TIME, SURVEY SHOWS

THAT food manufacturers are among the most extensive users of broadcasting to advertise their wares is generally known. That food dealers—the retail and wholesale grocers, independent and chain stores—use even more time on the air is, however, rather surprising. Yet that is what *The New Era in Food Distribution*, business paper of the food trades, discovered when it set out to survey the field.

Questionnaires were sent to radio stations and 304 were returned, filled in by stations of all sizes in all parts of the country. From these reports the following summary was prepared:

STATIONS AND HOURS USED*		
Type of Company	Number of Stations	Hours per Week
Voluntary Chains....	83	157.30
Chain Stores.....	81	135.45
Large Individual Stores	78	134.30
Wholesale Grocers....	52	69.35
All Food Dealers.....	182	496.40
Food Manufacturers..	125	480.63

\*Summer of 1931.

prepared by the network's advertising staff and released to newspapers on the H-O schedule. Here again, the element of varied programs gives us an exceedingly good "break" with the radio editor—which makes news. Each week, as the programs progress, there is an entirely new and colorful story made possible because of the change of program theme.

We very definitely recognize the importance of interesting and ade-

quate publicity on the radio pages of the newspapers. A reader listener looks to the pages of his daily paper not only for the day's radio schedules but for the high lights among the many programs listed. And so, if we are fortunate enough to receive a good story from the hands of the radio editor we know that our listening audience will be that much more greatly increased.

Since the 304 stations included in this report are just about half of the total number of stations in the country, it is probable that the figures in the above summary are also approximately half of the total food broadcasting being done.

The report, in the August issue of *Food Distribution*, continues: "Voluntary chains, coming actively into the trade with aggressive ideas just at the time radio advertising was being developed, have grown up with it and actually exceed chains in the use of station hours. But the Great Atlantic and Pacific Tea Company was found to be the largest single user, with a record of 51 station hours per week. Some other chains are using radio, but chains other than A. & P. have not developed a heavy use of the air."

"A majority of stations reported an hour or less per day for food accounts, but many were running much higher, with some of the more popular stations reporting four or five hours per day for these accounts."

After careful consideration we selected evening as preferable to daytime broadcast, for two reasons. First, it enables us to reach all the family, which is possible only during the evening hours, rather than take morning time to appeal only to the purchasing agent of the home. Husbands and kiddies particularly are found to enjoy a really tasty oatmeal for breakfast. Second, air waves have a greater "carry" during evening hours, which is especially important in considering the wide expanse of territory of the Pacific Coast section. We have

(Continued on page 36)



Ads like this appear weekly

# Radio Puts Over Liquidation Sale of Buffalo Store

Frequent Broadcasts Over Three Stations Hold Daily Sales Average at \$14,000

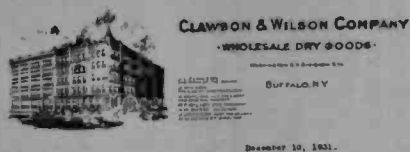
Says Addison F. Busch  
BUFFALO BROADCASTING CORPORATION

AS this is being written one of the greatest radio retail sales that have ever been conducted is in its thirty-fifth day. The Clawson & Wilson Company of Buffalo is disposing of three-quarters of a million dollars' worth of department store merchandise with three Buffalo radio stations as the sole advertising outlets.

When the board of directors of this company decided to liquidate its wholesale stock in a going-out-of-business sale of two months' duration, radio was chosen as the best medium. Officials of the Buffalo Broadcasting Corporation were called and a plan of campaign outlined.

Here was a company with no retail reputation; it was off the beaten path; much of the stock was in the form of broken lines and odd sizes. It was up to advertising to make up for these deficiencies. Constant repetition was the answer, embodied in a radio campaign that brought the name of Clawson & Wilson and the special bargains to the public 44 times a day through the three BBC stations.

Three days before the sale opened the company went on the air with programs and announcements over stations WKBW, WGR and WMAK. A morning program of fifteen minutes was broadcast over WKBW. An afternoon program over WGR and an evening program, featuring a fast dance band, over each of these two stations. In addition to the fifteen-minute programs, twenty-four announcements were



Buffalo Broadcasting Corporation,  
Rear Building,  
Buffalo, New York.

Continued: During the first 34 days of our going-out-of-business sale, radio advertising through BBC outlets brought us more than \$500,000 worth of business. I feel that this was a remarkable demonstration of direct response to our radio campaign.

Complete figures are not available at this time, but it may be safely said that radio advertising for the first 34 days has cost less than 3¢ based on dollar volume.

BBC has proved itself to my satisfaction, and to the satisfaction of my associates as a retail advertising medium that ranks second to none.

Yours very truly,  
Addison F. Busch,  
President.

CLAWSON & WILSON COMPANY.

What the advertiser thinks

used during the day over WMAK, WGR and WKBW.

On the opening day of the sale clockers stationed at the door of the Clawson & Wilson Company tallied 38,000 customers! Yesterday, the 34th day of the sale, 33,000 customers visited the store.

The radio campaign moved more than half a million dollars' worth of merchandise from the shelves during the first 34 days of the sale. Average daily sales during the 34-day period were between \$14,000 and \$15,000. Final figures on the cost of the campaign over the three BBC outlets cannot, of course, be quoted. During the first month, however, radio advertising cost less than 3 per cent based on dollar volume of business.

John L. Lynch, president of the John L. Lynch Sales Company of Grand Rapids, Michigan, who was chosen to conduct the sale, made a list of the stock in the Clawson &

Wilson building and discovered that much of it had been purchased to appeal to rural buyers. Accordingly the broadcasts were designed to appeal largely to the farm audience.

"During the sale we have consistently drawn customers from towns and villages within a hundred mile radius of Buffalo," Mr. Lynch says. "I feel that radio coverage for rural consumption is superior to any other medium we might have used."

THE campaign has been planned to bring customers to the store for special bargain features each day. Three specials are selected and announced during announcement and program periods the day before they are placed on sale. In a number of instances a time limit of one hour is placed on these specials. As a result of the constant repetition of the three specials, crowds averaging between 300 and 400 people are waiting for the doors to open each morning.

A number of announcements and programs have been devoted to different departments in the store. The rug department, for instance, ran a one-day special which resulted in the sale of more than 300 small rugs during the first hour.

The radio campaign proved to be extremely flexible once the sale had gotten underway. If the weather turned cold during the night it was but the work of a moment for the Clawson & Wilson advertising department to call our studios and

(Continued on page 30)

Broadcast Advertising

# CENSUS FOUND 12,078,345 RADIO HOMES ESTIMATE RAISES COUNT TO 15,801,620

**I**N April, 1930, an army of census takers went into action, visiting homes, asking questions, counting noses, counting families, counting radio receivers. During the twenty months that have intervened other employees of the U. S. Department of Census have been at work totaling and tabulating the figures collected.

From time to time bulletins have been issued, reporting the number of families and set-owning families in each state. Last month this task was completed, figures for the entire country released.

There were in the United States, on April 1, 1930, 29,980,146 families. Of this number, 12,078,345, families, or 40.3 per cent of the total, possessed radio receivers. (Actually, there were more than that. Widespread rumors that the count was for the purpose of taxing sets led some owners to conceal the fact. Busy, hurried census takers sometimes neglected to ask about radios.) The first three columns in the accompanying table give the number of families, number of set-owning families, and percentage of set-owners to the total, shown in the census.

These figures are extremely important, as they are the first official check of the many estimates of the radio population. But, unfortunately for the advertisers and agencies who must use these figures, radio has not stood still during the year and three-quarters since April 1, 1930. Millions of sets have been made and sold during that time, and to get the true picture of today's radio distribution it is again necessary to resort to estimates.

Probably the best estimate is that made by the McGraw-Hill Company (column 4 of the adjacent table). These figures are arrived at by adding to the census figures the number of sets sold since then in each state to additional homes, not counting replacements and additional sets.

In the fifth column is shown the percentage of the country's set-owners living in each state. It is interesting to note that six states contain more than 50 per cent of the total.

## CENSUS FIGURES as of April 1, 1930

## ESTIMATED FIGURES as of Dec. 1, 1931

State	Number of Families	Set-Owning Families % of Total Families		Set-Owning Families % of Total Set-Owning Families	
		Number	in State	*Number	in U. S.
Alabama .....	592,530	56,491	9.5%	73,901	0.47%
Arizona .....	106,630	19,295	18.1	25,245	0.16
Arkansas .....	439,408	40,248	9.2	52,648	0.33
California .....	1,618,533	839,846	51.9	1,098,346	6.95
Colorado .....	268,531	101,376	37.8	132,676	0.84
Connecticut .....	389,596	213,821	54.9	279,521	1.77
Delaware .....	59,295	27,183	45.8	35,573	0.23
Dist. of Columbia	126,014	67,880	53.9	88,800	0.56
Florida .....	377,823	58,446	15.5	76,446	0.48
Georgia .....	654,009	64,908	9.9	84,908	0.54
Idaho .....	108,515	32,869	30.3	43,019	0.27
Illinois .....	1,934,445	1,075,134	55.6	1,407,134	8.90
Indiana .....	844,463	351,540	41.6	459,840	2.91
Iowa .....	636,905	309,327	48.6	404,827	2.56
Kansas .....	488,055	189,527	38.8	248,027	1.57
Kentucky .....	610,288	111,452	18.3	145,852	0.92
Louisiana .....	486,424	54,364	11.2	70,914	0.45
Maine .....	198,372	77,803	39.2	101,803	0.64
Maryland .....	386,087	165,465	42.9	216,565	1.37
Massachusetts ...	1,024,527	590,105	57.6	772,105	4.89
Michigan .....	1,183,157	599,196	50.6	783,896	4.96
Minnesota .....	608,398	287,880	47.3	376,480	2.38
Mississippi .....	472,354	25,475	5.4	33,335	0.21
Missouri .....	941,821	352,252	37.4	460,852	2.92
Montana .....	137,010	43,809	32.0	57,349	0.36
Nebraska .....	343,781	164,324	47.8	214,924	1.36
Nevada .....	25,720	7,869	30.6	10,309	0.07
New Hampshire.	119,660	53,111	44.4	69,511	0.44
New Jersey.....	987,616	625,639	63.3	818,139	5.18
New Mexico.....	98,820	11,404	11.5	14,929	0.09
New York.....	3,162,118	1,829,123	57.8	2,393,123	15.14
North Carolina..	645,245	72,329	11.2	94,629	0.60
North Dakota....	145,382	59,352	40.8	77,652	0.49
Ohio .....	1,700,877	810,767	47.7	1,060,767	6.72
Oklahoma .....	565,348	121,973	21.6	159,523	1.01
Oregon .....	267,690	116,299	43.4	152,199	0.96
Pennsylvania ...	2,239,179	1,076,770	48.1	1,408,770	8.93
Rhode Island....	165,811	94,594	57.0	123,794	0.78
South Carolina...	366,265	28,007	7.6	36,657	0.23
South Dakota....	161,332	71,361	44.2	93,361	0.59
Tennessee .....	601,578	86,229	14.3	112,829	0.71
Texas .....	1,383,280	257,686	18.6	337,086	2.13
Utah .....	116,254	47,729	41.1	62,449	0.40
Vermont .....	89,439	39,913	44.6	52,213	0.33
Virginia .....	530,092	96,569	18.2	126,369	0.80
Washington .....	426,019	180,229	42.3	235,729	1.49
West Virginia....	374,646	87,469	23.3	114,469	0.73
Wisconsin .....	713,576	364,425	51.1	476,625	3.02
Wyoming .....	57,218	19,482	34.0	25,502	0.16
<b>United States..</b>	<b>29,980,146</b>	<b>12,078,345</b>	<b>40.3</b>	<b>15,801,620</b>	<b>100%</b>

\*The figures in this column are reprinted from "Electronics" by permission of the publishers, the McGraw-Hill Publishing Company, Inc., New York City.

# Commission Warns Broadcasters to Eliminate Offensive Advertising

**J**UST before adjourning for the Christmas recess the Federal Radio Commission issued a statement pointing out the rights of the public to radio entertainment free of offensive advertising and urging the broadcasters to study the code of ethics adopted by the National Association of Broadcasters and to follow it. If they do not, the statement continues, "the matter should be treated with proper legislation."

What that legislation would be is not hard to imagine, nor that its effects would be neither beneficial nor pleasant. And that goes for every advertiser on the air and every advertising agency whose clients are using radio, as well as for the station operators.

It would be futile to deny that there is any objectionable advertising on the air. Radio is a new advertising medium and many of the legal and ethical questions which time has answered for the older media are still troubling the broadcasters. Then, too, the cost of operating even a small radio station is high, and when the balance sheet shows a continuous red total it is difficult to be overly particular about the source of one's income, especially as long as it is within the law.

That this is not peculiar to radio may be readily seen by glancing at almost any newspaper or magazine. Advertising that would have been curtly rejected a few years ago is now meekly accepted. This depression has made advertisers hard-boiled and publishers have been forced to knuckle under or see the copy go to their competitors. In spite of all this, radio is definitely changing for the better. Today there are many less objectionable programs on the air than there were a year ago; next year there will be fewer still. Public acceptance is the life blood of radio, and given time the industry will solve its problems in a satisfactory manner.

Unfortunately, however, time will not be given. Radio, young as it is, has given many indications of its

vast powers to influence the public, and there are many who wish either to control it, or if that is not possible, to stifle it forever. Powerful interests, realizing the impossibility of controlling the actions of some 600 individual broadcasters, would like to have all broadcasting controlled by a single board which they might influence more readily. Owners of competing advertising media, failing to realize that radio is producing additional advertising and not taking it away from them, would short-sightedly like to see advertising abolished from the air.

These interests, as well as many well-meaning but misinformed critics, are constantly bringing pressure to bear on the Radio Commission and the legislative bodies, in hopes of having the American system sup-

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## comparison--

**"I**N Europe, broadcasting in any particular country or nation is conducted either by the government or by some company chartered by the government. In our country, as you know, it is carried on by private enterprise. The European system is monopolistic; the American system competitive. The European system is supported by a tax; the American system is supported by advertising. In general, the European system gives the audience what the system thinks the audience OUGHT to hear, while the American system gives the audience what the system thinks the audience WANTS to hear.

"Any average program broadcast to a million listeners will please only a fraction of the audience, whether it be broadcast by a European or an American station. After listening to European broadcasting, I am of the opinion that our people would not want the European system any more than they would want all the newspapers published by one company or by the government."

—Major General Charles McK. Saltzman, Chairman, Federal Commission.

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planted by the European plan of tax-supported, governmental-controlled broadcasting. And wisely, they are directing their blows at our system's most annoying fault, those advertising programs that make every listener forget all of the good things his radio brings him in his disgust at a single advertiser's poor taste.

Elimination of these offensive programs, which, after all, are greatly in the minority, will effectively silence radio's opponents. In every other respect American radio is superior to any other in the world and it would be folly to see this magnificent structure torn down because of a few faulty bricks in its wall.

This work can be easily done, but it requires cooperation. Let every advertiser, every advertising agency and every broadcaster examine with care all advertising copy. Let each one cut out anything that seems offensive, and the job is done. After all, this is just good business sense, for you surely can't sell anything to an offended prospect.

And remember, if *you* don't do it, Congress certainly will. For, while the Commission's message is worded in soft language, there is no doubt about its meaning. The full statement follows:

**T**HE Commission believes that the American system of broadcasting has produced the best form of radio entertainment that can be found in the world. This system is one which is based entirely upon the use of radio broadcasting stations for advertising purposes. It is a highly competitive system and is carried on by private enterprise.

There is but one other system—the European system. That system is governmental. Under that system, broadcasting is conducted either by the government or by some company chartered by the government. There is no practical medium between the two systems. It is either the American system or the European system.

The principal objection to programs under our system arises out of the kind of advertising that is allowed to be made a part of them.

The Commission recognizes that the industry is young, that many policies must grow out of experience, and that



# ANOTHER LOOP DEPARTMENT STORE MAKES ITS BOW *on* WBBM

## *The Davis Company Launches "Two-a-Day" Shoppers' Service*

ON December 2nd, the Davis Store—one of Chicago's largest and finest department stores—in-  
augurated over WBBM a daily (morning and after-  
noon) "Radio Shoppers' Service," adding one more  
distinguished name to WBBM's already imposing list  
of local accounts.

To those advertising men who have found that local  
advertisers know their local media *best*, it will be in-  
teresting to know:

### 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).

1. That WBBM's leadership in the Chicago local field is of years' standing.
2. That this leadership is not measured by a narrow margin, but by a predominance of local accounts that makes it indisputable.
3. That WBBM does not offer, and has never offered a so-called "local" rate at a special inducement to local advertisers.

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### *The Air Theatre*

25,000 watts  
770 kilocycles  
Clear Channel

# WBBM Chicago

Western Key Station of the Columbia Broadcasting System

some stations today are making efforts to constantly raise the standards of broadcasting, but the problem cannot be solved by a few stations. There is not a single station that can escape responsibility. A heavy responsibility rests upon all chain companies. Today, approximately 550 persons, firms or companies hold licenses which give them the right to use the air to its maximum capacity for radio broadcasting purposes.

There are 123,000,000 people in the United States wholly dependent upon these few persons for their radio entertainment. Their rights in this new art cannot be denied. And if their share of this form of entertainment can be received only at the expense of advertising statements or claims which are false, deceptive or exaggerated, or at the expense of programs which contain matter which would be commonly regarded as offensive to persons of recognized types of political, social and religious belief, then they are justified in demanding a change in the system.

The good will of the listener is the station's only asset, and therefore, this problem first should rest with the licensees of stations. The problem should not be taken out of their hands until they have had full opportunity to make the necessary corrections.

If they decline the opportunity, or seizing it, fail, the matter should be treated with proper legislation. As an aid and a guide in the matter, the Commission commends to the licensee of each radio broadcasting station for his most serious consideration the following code of ethics which has been adopted by the National Association of Broadcasters.

The Commission believes this code to be fair and just to the broadcaster and to the listener, and that it is an avenue by which the industry can regulate itself.

### Code of Ethics

Adopted by the National Association of Broadcasters.

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used for others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or service which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid-for material.

7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

8. Where charges of violation of any article of the Code of Ethics of the National Association of Broadcasters are filed in writing with the managing director, the board of directors shall investigate such charges and notify the station of its findings.

### Real Folks Sketches Change Sponsor and Chain

AFTER more than three years as an NBC feature under the sponsorship of the Chesebrough Manufacturing Company, makers of Vaseline products, Matt Thompkins and his neighbors of the "Real Folks" sketches are going into a new series over a Columbia network, sponsored by the General Foods Corporation in the interests of Log Cabin Syrup.

Approximately 20 stations, from the Atlantic Coast to Texas, will carry the new series, which will be of the same general character as before, on Sunday evenings.

The following that these programs have built up since they went on the air in August, 1928, is attested by nearly a million letters from listeners. Following the announcement of the publication of one edition of the "Thompkins Corners Enterprise," newspaper of the imaginary community, more than 250,000 requests for copies were received.

Chesebrough, however, is not leaving the air. On New Year's Day, four days after the last NBC appearance of Real Folks, the Vaseline makers will inaugurate their new series, Friendship Town, also dealing with small town life, over an NBC hook-up of 45 stations.

### NAB to Form Specialized Sections

ENGINEERING, Program and Commercial Sections will be formed by the National Association of Broadcasters during the coming year. The plan, which has been approved by the executive committee, is to make the chief engineer, program director and commercial manager of each member station a member of one of these sections, for the performance of work of peculiar interest to themselves.

**full time!**

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

Basic Station  
of the  
Columbia Broadcasting System  
Associated Station  
Yankee Network

Equipped with  
WESTERN ELECTRIC  
33 1-3 R.P.M. Turntables

# W D R C

## SELL Greater HARTFORD

New England's Rich Test Market

## Over One Million People

Live Within a 30-Mile Radius of W D R C

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

16-Hour Daily Schedule

WRITE FOR BOOKLET



# Our Representation of Radio Stations is a REAL Service

## To Radio Stations:

Our service provides capable, constructive personal representation of Radio Stations to Advertising Agencies and Advertisers.

Through our seven offices, we are effectively covering the important centers where advertising originates.

A recent check with twenty or more aggressive, successful stations showed that our service costs them less than their own selling expense.

## To Advertising Agencies:

We supplement the agencies' own personnel and equipment by an organization whose members have had long specialized experience in all phases of "spot" broadcast advertising.

Our cooperation insures a worthwhile economy of time and money. Our service also includes the furnishing of factual information on station coverage and listener acceptance, plus immediate and reliable information as to open available time.

## **SCOTT HOWE BOWEN, Inc.**

**CHRYSLER BUILDING, NEW YORK CITY**

CHICAGO  
Wrigley Bldg.

DETROIT  
Fisher Bldg.

KANSAS CITY  
1016 Baltimore Ave.

BOSTON  
185 Devonshire St.

OMAHA  
502 Barker Bldg.

SAN FRANCISCO  
865 Mission St.

# USING RADIO TO SELL ELECTRIC APPLIANCES

**D**URING the past nine months, Public Service Company of Colorado has been retailing by radio and the results provide some easily-digested food for thought.

The activity was launched primarily to test out an idea—that there were enough radio listeners interested in low-priced electrical equipment to justify the investment in a thirty-minute broadcast daily.

It required some experimenting to determine the correct time for such a broadcast as company officials had in mind—a modest program of phonograph music interspersed with sales talks. Various hours were tried over KFEL, a local station at Denver, operating on 500 watts. Eleven a. m. brought the best response. Between February and November (1931) Public Service Company has sold electric curling irons, electric waffle irons, electric coffee percolators, vacuum cleaners, electric toasters and electric space heaters via radio, in sufficient quantity to justify the investment and warrant continuance of the activity.

A heavy percentage of purchases were made in and about Denver by housewives who telephoned KFEL: "Have Public Service Company send me an electric iron (or toaster, waffle iron, percolator, etc.) on ap-

proval." Cards, bearing the name and address of the customer were made out and sent to Public Service Company's headquarters. Deliveries followed promptly and the customer was billed, with installments divided over several months' time, on her next light and gas statement.

The first broadcasting program (February) featured electric curling irons. Four hundred of these appliances found their way into customers' hands (terms, nothing down and \$1 per month until \$4.95 was paid) in less than six weeks. A similar experience met the offer of \$4.95 coffee percolators in March and part of April. Throughout the summer and fall, waffle irons (80 disposed of in three days), rebuilt vacuum cleaners, toasters and electric space heaters were sold.

After putting the idea—of merchandising by air—to a rather convincing test, several conclusions are indicated:

(1) Eleven a. m. is apparently the best time to appeal to the housewife—the audience at which the program is directed.

(2) Merchandise must have the "buy now" urge (limited quantity, priced attractively).

(3) Featured equipment must enjoy a full measure of public accept-

ance if it is to have a reasonable prospect of success in a radio merchandising campaign.

(4) Aerial advertising paves the way for salesmen to sell other equipment.

## NBC Publishes Market Study

**"F**OR the national advertiser it is, in fact, more important to have reliable economic information regarding the general market area served by a station, than it is to have exhaustive studies on the varying contours of radio coverage on the outer fringes of that market."

With this idea for a basis, the National Broadcasting Company has prepared a large and elaborate study of "NBC Markets," which offers to national advertisers an economic study of the 100-mile area around each member station. In addition to a county outline map and such essential station information as wave length, power and operating hours, the volume gives the population, number of homes, receiving sets, residence telephones, passenger cars, income tax returns and other data of interest to the national advertiser.

## Meat Account to Lesan

**T**HE H. E. Lesan Advertising Agency, Inc., New York, has been placed in charge of the advertising of Adolph Gobel, Inc., New York packers, and will use radio and newspapers.

## Single Ownership for Grand Rapids Stations

**B**Y granting the application of WASH, Grand Rapids, Michigan, to assign its license to the Kunsy-Trendle Broadcasting Company, the Federal Radio Commission approved the single ownerships of this city's two broadcasting stations, which divide time on 1270 kilocycles. In addition to WOOD, the other Grand Rapids station, Kunsy-Trendle also own WXYZ, Detroit.

# WMCA

570 Kc.  
"AT THE TOP  
OF THE DIAL"

NEW  
YORK  
CITY

## MAKE YOUR NEW YEAR'S RESOLUTION PAY DIVIDENDS!

**RESOLVE**—To buy intensive Metropolitan Coverage through WMCA . . . at "Thrifty Prices."

Counteract business depression by advertising in the world's richest trade area. You can reach this tremendous buying public . . . 11,000,000 people . . . through New York City's most popular independent radio station.

WMCA's list of national advertisers speaks for itself! So does our rate card!

KNICKERBOCKER BROADCASTING COMPANY, INC., 1697 Broadway, New York City

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# 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**

## NAB President Discusses Radio's Unique Characteristics at Twin Cities Meeting

THERE are two respects in which advertising by radio is vastly different than advertising by any printed medium, Harry Shaw, manager of radio station WMT, Waterloo, Ia., and president of the National Association of Broadcasters, told an audience of advertising men and women of Minneapolis and St. Paul recently. One peculiarity of radio is that the audience is different at different times of the day; the other is the friendliness of the human voice, which it is impossible to reproduce with paper and type.

"Practically all radio programs are listened to at home," Mr. Shaw stated, "but the character of the home audience varies greatly according to the time of day. In the evening it is a family audience—father, mother and the children—people of every age and with every sort of taste and interest—all trying to listen at once...."

"In the morning, the picture is entirely different. Then the men and the business women are away from home, and the children are at school. The morning radio listener is the housewife—the person who does ninety per cent of America's buying...."

"Noon is the time when, in all the smaller cities and towns, on the farms, yes, and in parts even of the larger cities, families come together for dinner.... In the afternoons you have still another type of radio audience. It is made up chiefly of women, but instead of women alone and busy in their homes, it consists of women in groups—two, three, a whole cluh of them. Along toward four o'clock when the children come home, and then for a couple of hours, you have a gradual change in the audience toward the complete reassembling of the whole family along toward halfpast five.

"All this seems obvious enough, but unless you realize it clearly, you can never hope to use radio intelligently for advertising. It is something which simply does not apply to any other form of advertising. The magazine or the newspaper is read by one person at a time, at whatever hour happens to be convenient. The billboard is seen at whatever time you happen to pass it. Direct mail advertising is opened whenever the postman delivers it. Radio alone among all the media for advertising has to take account of this time element, and in planning for the use of radio to carry your advertising message, the first thing you must do is to get a clear picture of the people who will listen to it at whatever hour of the day you may select."

Discussing the "essential friendliness of radio," Mr. Shaw continued:

"A full-page newspaper advertisement of bargains may be tremendously useful, but it is not and cannot be particularly friendly. It gives specific and definite information, but it does not create any sense of pleasure or of personal relationship. And that, I think, suggests the fundamental difference between radio and newspaper or magazine advertising. The one is based on a pleasant and friendly relationship, the other on the statement of certain useful facts. Of course, some of the same facts can and should be set forth in radio advertising, but only as incidentals to the main task of creating and building up the sense of friendliness...."

"Put it this way. If you went to a friend's house, and instead of the cheery welcome you expected, you were handed a printed card with "Delighted to see you" inscribed on it, how would you feel? Radio is the speaking voice of advertising, and it should be used as a voice, for the kind of thing the voice can do, and not as a clumsy way of imitating what can be better done for the eye. That is why radio, properly used, will always supplement and not compete with the printed media for advertising. The advertising agency which

simply takes its copy out of the newspaper and puts it on the air is doing a very stupid thing, just as it would be stupid, not to say impossible, to try and put a radio program into print."

### Listerine on Chain

THE Lambert Pharmacal Company, St. Louis, makers of Listerine antiseptic, etc., are back on the air over an NBC network with a daily except Sunday musical program featuring Russ Colombo and his orchestra. Last spring this company sponsored a series of talks by Bobby Jones, famous golfer.

### Permit Granted for New Station in Pennsylvania

THE Federal Radio Commission has granted the York Broadcasting Company permission to build a 1,000 watt station at York, Pa., to operate daytime only on the 1000 kilocycle channel.

### Move to Unify Radio Control

TWO proposals to combine the functions of the Federal Radio Commission and the Radio Division of the Department of Commerce have been presented in the current Congress. One bill, in the Senate, suggests transferring the radio inspection service of the Department of Commerce to the Commission. The other, in the House, asks that a Director of Radio be appointed under the Department of Commerce and that a Federal Board of Appeals be created, replacing the Commission.

### Cincinnati Papers Increase Radio News

NAMES of artists appearing on radio programs are now included in the Cincinnati daily newspapers, which cut their program listings to the bone some months ago. Reason for the increased space is said to be the rapid growth of the *Radio Dial*, weekly paper of station news and programs, for which a circulation of 15,000 is claimed.

## A Few National Advertisers Broadcasting from WPTF

Chevrolet Motor Co.  
Rumford Chemical Works  
Seiberling Tires  
Mantle Lamp Co. of America  
Norris Candy Co.  
Florist Telegraph Delivery Ass'n  
Mennen Company  
Buick Motor Co.  
Hudson Motor Co.  
United Drug Co.  
Ollendorf Watch Co.  
Acme Paint Co.  
Southern Bed Spring Co.  
Murray Rubber Co.  
Nunnally Candy Co.

## Broadcast Where Business is GOOD!

Business is always good in the rich tobacco belt of North Carolina—the primary coverage of WPTF. The people who work in these famous tobacco manufacturing centers have steady jobs and money to spend. WPTF is the logical station for reaching them because:

- 1—No other station within 80 miles—an area in which more than 1,500,000 people live.
- 2—WPTF is an Associated NBC station. Nearest other NBC outlet is Richmond, Va.
- 3—Constant listening audience built up by general excellency of WPTF programs.

### WESTERN ELECTRIC EQUIPMENT

Power 1,000 Watts—Frequency 680 Kc.  
Double Western Electric 78's and 33 1/3's

H. K. CARPENTER, Manager R. L. BRIDGER, Commercial Manager

WPTF—RALEIGH, N. C.

New York Office—Lincoln Bldg., 60 E. 42nd Street

## Editors Choose Favorite Entertainers

THE editors of the radio pages of the country's newspapers were given an opportunity to select their favorite radio entertainers in a poll conducted by Jack Foster, radio editor of the New York *World-Telegram*.

Foster sent out a questionnaire to his conferees throughout the country and received 132 answers. The winners in the various groupings follow:

- Dance orchestra—Guy Lombardo's.
- Symphony orchestra — Philadelphia Symphony.
- Male singer of popular songs—Morton Downey.
- Female singer of popular songs—Kate Smith.
- Male singer of classical or semi-classical songs—James Melton.
- Female singer of classical or semi-classical songs—Jessica Dragonette.
- Feminine harmony team—Boswell sisters.
- Male harmony team—Revelers.
- Dialogue act—Amos and Andy.
- Master of ceremonies—Ben Bernie.
- Sports anaouncer—Ted Husing.
- Studio announcer—Milton Cross.
- Commentator—Lowell Thomas.
- Organist—Jesse Crawford.
- Instrumental soloist—Toscha Seidel, violinist.
- All-dramatic program — Sherlock Holmes.
- Musical program—Palmolive Hour.

Comedy act—Gloom Chasers, the Colonel and Budd.

Children's program—Lady Next Door. Advice to women in the home—Ida Bailey Allen.

Stage star most successful on radio—Eddie Cantor.

## Seattle Coal Campaign

FIVE Seattle stations are carrying the advertising campaign for the North Coast Fuel Company's Dawson coal. Newspapers are also being used.

## Special Broadcasts for Greeting Cards

TWO special pre-Christmas broadcasts, on December 11 and 15, were sponsored by the Greeting Card Association, Inc., New York, over a coast-to-coast CBS network. Charles Hackett, operatic tenor, entertained the listeners.

## To Address Constituents by Electrical Transcriptions

IF OTHER public officials follow the example of Senator Capper the makers of electrical transcriptions need not worry about the depression. For the Senator from Kansas, accustomed to talk to his constituency from his own station, WIBW, Topeka, has decided to continue these addresses by means of electrical transcriptions.

## Leighton Gives Reasons for Increase in Daytime Commercial Programs

THREE reasons for the rapid increase in the number of daytime periods used by broadcast advertisers are given in a letter from Winslow Leighton, commercial manager of station WGY, Schenectady, N. Y.

"First, because the increasingly large daytime audience is primarily an audience of women. Second, because women are the real buyers of America. Third, because—especially to women—radio advertising is an economical and effective method of appeal.

"Advertisers generally agree that women buy or influence the purchase of about 85 per cent of everything that goes into the home. Thus, when you win the approval of the American woman, you stimulate the sale, not only of products which she needs personally, but of practically everything else used inside and outside the home."

## Koch No Longer with Broadcast Advertising

S. N. KOCH, formerly advertising manager of BROADCAST ADVERTISING is no longer a member of that organization.

## Radio for Clothes

BROOKS CLOTHING of California has appointed the Los Angeles office of Botsford, Constantine & Gardner to direct an advertising campaign using radio and newspapers.

# W D G Y

MINNEAPOLIS & ST. PAUL

## NORTHWEST'S MOST POPULAR STATION

# 92 PER CENT MUSIC

92% of all W D G Y program time is given to popular and semi-classical music. We are reaching the mass circulation.

\* \* \*

WE WILL ACCEPT GOOD TRANSCRIPTIONS

1180 K. C.	STATION W D G Y	-	-	-	-	-	92% MUSIC
1000 WATTS	" A	-	-	-	-	-	69% "
	" B	-	-	-	-	-	46% "
	" C	-	-	-	-	-	26% "

## U. S. OLDEST COMMERCIAL STATION

## Commission Urges Congress to Change Radio Law

A NUMBER of amendments to the Radio Act of 1927 have been recommended to Congress by the Federal Radio Commission. Chief among them are proposals to limit broadcasting licenses to a one-year maximum instead of the three-year maximum period now prescribed, and an extremely stringent anti-lottery clause.

The proposed amendment of the licensing period reads:

"No license granted for the operation of a radio station shall be for a longer term than one year, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term not to exceed one year, but action of the Commission with reference to the granting of such application shall be limited to and governed by the same considerations and practice which affect the granting of original applications."

The suggested lottery clause is as follows:

"No person shall broadcast by means of any radio broadcast station for which a license is required by law of the United States, any information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any information concerning any ticket, certificate or instrument representing any chance, share or interest in or dependent upon the event of lottery, gift enterprise or similar scheme offering prizes dependent in whole or in part upon lot of chance, or any list of prizes or information concerning any list of prizes awarded by means of any such scheme, and any person so doing, upon conviction thereof, shall be fined not more than \$1,000 or imprisoned not more than one year, or both."

Aimed directly at Dr. Brinkley and his Mexican station XER, over which he

broadcasts by remote control from U. S. studios, is the following:

"No person, firm, company, or corporation shall be permitted to transmit by wire any program originating in the United States intended to be retransmitted by radio broadcast stations in any foreign country without first obtaining permission from the Federal Radio Commission upon proper application therefor."

The Commission again asks for power to punish refractory stations by suspending them from the air for periods not to exceed 30 days.

## Fire Does \$10,000 Damage to WCLO, But Fails to Keep It Off Air

RADIO station WCLO, Janesville, Wis., suffered a more than \$10,000 loss a few weeks ago when a fire broke out in the main studio on Sunday afternoon when the station was off the air. Fire, smoke and the water from the automatic sprinkler system left much of the station's equipment, including the large pipe organ, a grand piano, three microphones and the studio drapes and wall hangings, either totally ruined or badly damaged. Through the efforts of the WCLO staff and the Janesville fire department, who worked through the afternoon and night, the station was able to go on the air at the usual time Monday morning.

## New Program for Sylvania

THE Hygrade-Sylvania Corporation, Emporium, Pa., makers of radio tubes, have changed the nature of their broadcasts over the Columbia chain from a rural comedy act to a musical series. Each broadcast will contrast the popular tunes of the past with those of today.

## Lewis Goes to WSYR

BERT LEWIS, formerly with station WOKO, Albany, is now production manager of WSYR, Syracuse.

## Columbia Adds 90th Station

THE addition of radio station WMBD, Peoria, Ill., to the list of CBS affiliates starts that network into 1932 with a grand total of 90 outlets. WMBD operates on 1440 kilocycles with a power of 1,000 watts daytime and 500 watts at night.

Also added to the Columbia network during December were WODX, Mobile, Ala., and WSFA, Montgomery, Ala. Both stations use the 1410 kilocycle channel with 500 watts.

## Spot Campaign for Hires

THE Charles E. Hires Company, makers of Hires root beer, are sponsoring a series of rural sketches over a number of stations by electrical transcription. To determine the type of program and the stations to use most profitably, an unusual test was conducted by the Mark O'Dea Company, New York, agency for Hires. Stations were invited to put on any kind of programs they wished, advertising Hires root beer extract and offering free samples. Payment for these trial broadcasts was made on a per inquiry basis. The tests resulted in the choice of a rural comedy type of program for the new campaign.

## More Power for WWL

AN INCREASE in operating power from 5,000 to 10,000 watts has been granted to station WWL, New Orleans, by the Federal Radio Commission. The further application for increased time was denied. WWL divides time with KWKH, Shreveport, La., on the 850 kilocycle channel.

## Will Extend Broadcasts

THE broadcast advertising of the Roxy Clothes Company, New York, which has been placed over WOR, Newark, will be placed on a national scale if present plans materialize, it was recently announced.

# WSPD — WWVA

Toledo—Ohio

1000 Watts—1340 Kilocycles

• • •

Ohio Bell Telephone Co. uses WSPD for first radio program presented in state.

Many others also choose the only station in Northwestern Ohio

Wheeling—West Virginia

5000 Watts—1160 Kilocycles

• • •

National Advertisers look to WWVA for adequate coverage in rich Ohio Valley.

Results Warrant Your Inquiries

WWVA . . . Member of Columbia Network

1/32



## Classical Programs Are Preferred by Boston Advertising Men

**C**LASSICAL and symphony programs were tied for first place in preference of members of the Advertising Club of Boston, a recent survey shows. Questionnaires were sent out to 478 members, 227 of which answered the questions. These answers disclose the fact that 80 per cent of them are regular radio listeners; that 1.8 per cent do not own radios, and that the remainder listen occasionally.

Program preferences were tabulated as follows:

Classical .....	19%
Symphony .....	19%
Jazz .....	17%
Old fashioned.....	13%
Plays .....	10%
Skits .....	8%
Talks .....	8%
College Tunes.....	4%
Monologues .....	2%

Considering the fact that these answers came from advertising men, it is interesting to learn that 50.2

per cent have purchased merchandise as the result of radio advertising; that 23.8 per cent have written to an advertiser; that 32.9 per cent turn off the advertising message (if they are fast enough), while 17.2 per cent tune out objectionable messages and 49.5 do not bother to turn off any advertising.

In summarizing the survey, Carleton McVarish, its compiler, says:

"These advertising men substantiate the broadcasting stations' argument that if a program is good it will have listeners, since 65 per cent stated that they choose a particular program, while 60 per cent declared that they choose a program having popular talent, and 51 per cent follow their favorites around the dial to whatever station they happen to be attached.

"It is also interesting to note that the Boston advertising experts are neither over-religious, nor of a political turn of mind, as only 5 per

cent are interested in religious or political talks. They naturally 'go big' for news, education, and sports. Forty-five per cent favored news broadcasts; 30 per cent, educational talks, and 15 per cent sports. One member stated he would listen only to the President of the United States, and another listens exclusively to football scores. Twenty-five per cent would not listen to talks of any kind."

### Federal Agency Gets Tastyeast

**T**HE Federal Advertising Agency, Inc., New York, has been placed in charge of the advertising of Tastyeast, Inc., Springfield, Mass. This company was formerly the Green Brothers Company.

### Linit Sponsors "Bath Club"

**"T**HE BATH CLUB" programs, a new series sponsored by the Corn Products Refining Company, makers of Linit, over a CBS chain, will present a number of women prominent in society, the stage, arts and literature to the radio audience. These well-known ladies will be interviewed by Margaret Santry, authoress and newspaperwoman. An orchestra, quartette and soloist also appear in these programs, which are broadcast on Monday, Tuesday, Wednesday and Thursday evenings.

# WICHITA LEADS IN RETAIL STORE SALES PER CAPITA . . .



Home Town of K F H has money to spend and shows it by leading 25 other new Metropolitan Centers in retail store sales per person.

According to census figures Wichita leads Miami, Oklahoma City and Long Beach with \$729 in retail sales per capita—Yes, and all of the other 22 cities newly arrived in the 100,000 class.

Write this progressive radio station for details on Wichita as a receptive, 'radio-conscious' market. Sample, too, the modern merchandising service that makes K F H outstanding in helpfulness to its advertisers.

GREETINGS TO  
FRIENDS OF

WICHITA - KANSAS

RADIO

STATION

K F H



## Frostilla Sponsors "Behind the Mike" Skits

IN spite of the number of stories and articles constantly appearing in print to satisfy the public's curiosity as to what goes on behind the scenes in the broadcasting studios, little material of this kind has been put on the air. This deficiency will be remedied in a new Monday-evening CBS series of programs sponsored by the Harold F. Ritchie Company, Inc., distributors of Frostilla, a lotion. These programs will take listeners behind the microphone, into the atmosphere of announcers, artists, and the other members of a station staff.

## Court Upholds Davis Amendment

REFUSING to change the decision of the Federal Radio Commission in denying power increases to station WPTF, Raleigh, and KECA, Los Angeles, the Court of Appeals of the District of Columbia also affirmed the constitutionality of the Davis amendment to the Radio Act of 1927. "Congress has the power . . . to regulate all forms of interstate and foreign commerce," said the Court, "and radio is a species of such commerce. Regulation of it must necessarily have regard to the number, location, construction and operation of such stations, including the power employed by them in transmitting radio signals."

## Wallace Stories on Crime Club Programs

EXPANDING their broadcasts to two half-hours weekly instead of only one, the Eno Crime Club is starting off the new year with a series dramatizing the best-known works of Edgar Wallace. The stories will go on the air in two installments, the first half on Tuesday and the concluding section on Wednesday, over the Columbia chain. The sponsor is the Harold F. Ritchie Company, Inc., distributors of Eno Fruit Salts.

## Lucky Strike Keeps Winchell

AFTER borrowing Walter Winchell, a gossip columnist, from Gerardine to act as master of ceremonies on the newly remodeled Lucky Strike hours the American Tobacco Company has prevailed on the hair wave set manufacturers to release Winchell from the remainder of his contract. He will continue to fill the intermissions between dance groups on the Lucky Strike programs for the next year. Gerardine is said to have signed up Ed Sullivan, another columnist, to replace Winchell on its weekly CBS program.

## Institute to Advertise

AN advertising campaign for the National Institute of Parent Training, Los Angeles, is being prepared by J. W. Eccleston, Jr., advertising agency of that city. Radio, direct mail and newspapers are the media.

## Chicago Broadcasters to Regulate Advertising

A MOVE to bar all unfair, untrue and unethical advertising from the air in Chicago has been made. On December 2, the representatives of the city's major stations and of both chains got together with the manager of the Better Business Bureau of Chicago, who offered a tentative set of advertising practices to be followed by the stations. The broadcasters will meet again early in the year, when it is believed most of them will sign the agreement.

## Commission Removes WMAK

CONTINUING its policy of deleting stations from over-quota zones, the Federal Radio Commission on December 18 denied the application of radio station WMAK, Buffalo, for a renewal of its license. The station was operated by the Buffalo Broadcasting Corporation on a frequency of 1040 kilocycles with a power of 1,000 watts. Reason for the decision was that Buffalo will receive adequate radio service without WMAK.

## Lawmakers to Investigate Radio

AN exhaustive investigation of broadcasting to be begun immediately after the resumption of Congress in 1932 is planned by Representative Davis, of Tullahoma, Tenn., chairman of the House Committee on Merchant Marine and Shipping. The questions of domination of broadcasting by the chain systems, of allocating certain definite rights to education, agriculture, etc., and especially of curbing advertising on the air, ought to be studied and settled, Mr. Davis believes. Regarding excessive advertising, Mr. Davis has expressed the opinion that the Radio Commission could regulate it under the present laws if it would, but that the Commission has "fallen down on its job."

Other radio matters to be considered by Congress include the Vestal copyright bill, reintroduced without the amendments proposed by the broadcasters last year, and the Fess bill, which would set aside fifteen per cent of all broadcasting facilities for the exclusive use of educational stations.

## Coffee Changes Program, Time

AFTER sponsoring The Gumps, dramatized comic strip, for 13 weeks over WGN, Chicago, each weekday evening, W. F. McLaughlin Company, Chicago, makers of Manor House Coffee, have switched to a morning program over the same station featuring a male harmony trio.

## Dry Goods Firm on Air

THE Smith-McCord-Townsend Dry Goods Company of Kansas City, Missouri, started their "On the Air" sale December 3, over twelve or fourteen radio stations in Kansas, Nebraska, Missouri, Oklahoma, Colorado and Texas. The program is unique in that it does not mention the Smith-McCord-Townsend name. All the publicity is given to individual local dealers. Details of the broadcast are handled by Leonard Painter, account executive of the Ferry-Hanly Advertising Company, agency for the sponsor.



*This is the* **MISSUS.**

She is "purchasing agent" for a million people. She listens with a "shopping ear" to the one Cincinnati station that brings her the finest Columbia programs all during the leisure hours of the day. She is "at home" to YOU and your SELLING MESSAGE . . . via . . .

**WKRRC**

*The only Columbia Basic Station in the rich Ohio Valley*

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

**T**HERE 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

# 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

## RADIO PUTS OVER LIQUIDATION SALE

(Continued from page 16)

offer specials which had a particular cold weather appeal.

In every instance specials announced over the air were called for by customers. Two hundred dozen ladies' hose were sold in less than an hour, 24 fur coats during a single day. And there were numerous other instances of immediate response.

Each day at the close of business the stock was concentrated until at the end of the 34th day of the sale, three floors of the five-story building had been closed to the public and the balance of the stock had been arranged in departments on the first and second floors.

As the merchandise was sold store fixtures and office equipment and furniture were placed on sale. Mr. Lynch is authority for the statement that radio sold these fixtures as rapidly as it disposed of the regular stock.

### New Year Program for Oldsmobile

TO ANNOUNCE its new model on the first day of the new year, Oldsmobile has arranged for a special program over an NBC hook-up of 55 stations to be broadcast for a full hour on the afternoon of New Year's day. Headline talent will be heard from New York, Chicago and Los Angeles.

### Soap Series on CBS

THE Andrew Jergens Company, New York, makers of Woodbury Facial Soap, are sponsoring a new series of weekly programs over a CBS network beginning January 1. Dance music, a Spanish guitar solo, a vocal solo and a two-minute beauty talk by Janet Parker, author of "Index to Loveliness," make up the programs.

### Stetson Sponsors Charity Broadcast

THE broadcast of the Army-Navy football game for charity, carried by some 150 stations of both networks, was sponsored by the John B. Stetson Company, of Philadelphia, hat makers. The amount paid by the Stetson Company for this privilege was also turned over to the unemployment relief fund.

### Restaurant Chain on Air

"CHILD'S Melody Meals," sponsored by well-known restaurant chain, is a new series of semi-weekly broadcasts over WOR, Newark.

# WXYZ

1000 WATTS

1240 KC.

## The Challenge Of «1932»

This year the world must BUY, BUILD, AND SPEND.

The end of 1931 was the end of "We Can Get Along Without, etc."

The old car—the old dress suit—the old front porch—all must be replaced in 1932, for we all have reached the dividing line between Sensible Thrift and False Economy.

Business, great and small, comes out of the smeltering furnace unalloyed of dross and impurities. The weaklings and vas-cillators are left in ashes.

The race is left for the strong, the confident, the steadfast—and the reward of success will be the result of a wisely chosen, unwavering plan for securing a proportionate part of the millions and millions of dollars to be spent in 1932.

The great, rich, fifty mile area, served by Detroit promises much to business, great or small, which seeks these "Quick Dollars" by Radio.

Station WXYZ is first in popularity in this responsive market.

Station WXYZ has won respect and confidence in Detroit and Michigan by maintaining the highest ideals of Radio Broadcasting as a member of the Columbia Broadcasting System.

### The Kunsky-Trendle Broadcasting Corporation

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

The Same Management and  
Dominant Coverage

IN **GRAND RAPIDS**

—STATION WOOD—

500 Watts

1270 Kc.

# WOOD

## WATCH

for the

# MAGAZINE REPORTER

Recorded and Produced  
by

## MARSH

Recording Laboratories  
— Chicago —

## RADIO PRESENTS THE FULLER MAN

(Continued from page 7)

ance in the home. That is the basic reason why the Fuller Brush Company has been successful and is the foundation upon which the entire Fuller organization is built and upon which all advertising is centered.

In other words, the Fuller radio program is aimed at something more than attempting to sell a product. It sells the Fuller Brush Man to the housewife, and not only to her but to the entire family. That's the reason why the Fuller Brush Man is the master of ceremonies on the program. He introduces the musical selections, vocalists and makes the commercial announcements. It is intended that he sound enthusiastic, genial. Many have remarked how he takes the entire family into his confidence and that he is always courteous, always helpful, always sincere. Everything possible has been done to make him a fitting spokesman for the 5,000 other Fuller Brush men.

Those who build the programs aim to maintain a quiet, wholesome friendliness. There is a minimum of direct selling talk which might be distasteful to the listener who looks for entertainment.

The program reverts to neither extreme, but is arranged to appeal to the average family. It has love songs, especially old favorites and a few bright selections from current or old-time musical shows. Here and there is arranged an orchestral novelty as a dash of spice, and thus the program is blended into a unit prepared to hold the listener's attention clear through.

Like other forms of advertising, radio can go only part way. We must back it with forceful sales demonstrations, liberal propaganda and many follow-ups. Each Fuller man in the United States has an advance card which he leaves with the housewife announcing his call within the next few days. On the back of this card is an attractive announcement suggesting that the customer listen in to the Fuller program. It gives the time, and the radio stations.

Each Fuller Man also has a portfolio which contains illustrations of sets of brushes and two pages in color showing the radio artists and

the elaborate NBC hook-up of 35 stations. This gives us an outstanding tie-in and enables every Fuller Man to cash in either directly or indirectly on the Fuller radio advertising.

### Scott's Emulsion Sponsors "Sea Devil"

COUNT FELIX VON LUCKNER, "The Sea Devil," is now regaling the radio audience with his thrilling adventures each Sunday evening over a CBS hook-up in the interests of Scott's Emulsion. The new series is sponsored by Harold F. Ritchie & Co., Inc., New York, American distributors of the well-

known tonic, and replaces their "Romances of the Sea," which are now broadcast on Tuesday only.

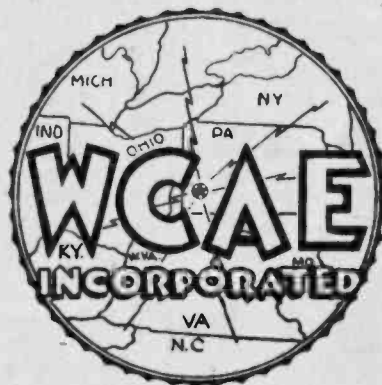
### Shortenings on Chain

THE Pacific Coast and Rocky Mountain networks of the NBC are carrying a series of programs advertising Snow Drift and Wesson Oil, products of the Southern Cotton Oil Company, New Orleans.

### Early Programs for Tractors

AT 6:45 a. m. three mornings a week WLS, Chicago, presents the Caterpillar Crew, sponsored by the Caterpillar Tractor Company, of Peoria, Ill. The agency is N. W. Ayer & Son, Inc., Chicago.

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. •

### Fan Mail Breaks All Records

**B**OTH NBC and CBS have reported record-breaking mail receipts recently. The week ending November 21st, NBC received 382,000 letters, more mail than it got during its entire first year of existence. Of this total, approximately 201,000 letters came to the New York office, 166,000 to Chicago, and 15,000 to San Francisco.

Columbia's mail for a single day recently totaled more than 44,500 letters and telegrams at WABC, New York, not counting the mail received at CBS offices in Chicago, Philadelphia and Los Angeles.

Unofficial explanations for these gigantic mail bags are that people are spending more time at home these days and so have more time to listen and to write, that the numerous contests on the air are swelling the mails, and that the great improvement in program offerings is causing more people to express their appreciation.

### Swift Gives Actors a Rest

**B**ECAUSE it is time for Pat Barnes' annual winter vacation, about 20 radio actors are out of jobs for three weeks. They won't suffer from lack of employment however, as they do not have to depend on their salaries for a living. They get none. They are all products of Pat's versatility, being the 20 characters he plays during his NBC skit for Swift & Company, Chicago packers, each week day morning. The Swift program will return to the air on January 4.

### Wrigley's Juvenile Adds Stations

**"THE LONE WOLF TRIBE"** programs for children, sponsored by the William Wrigley Company, Chicago gum manufacturers, are now being broadcast over the basic CBS network, after a trial period in the middle-west. The agency in charge of this series is J. Walter Thompson Company, Chicago.

### Commission Revises Radio Regulations

**E**LECTRICAL transcriptions may be announced in any manner desired as long as the language is clear, and station breaks will be required only twice an hour, instead of four times as at present, after February 1, 1932, when the revised regulations for broadcasting stations issued by the Federal Radio Commission go into effect.

Regarding electrical transcriptions and phonograph records, the new rules state:

"A mechanical reproduction shall be announced as such just before it is broadcast, except when its use is merely incidental, as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

"(a) 'This is a mechanical reproduction.'

"(b) 'This is a player-piano record.'"

The new regulation on station breaks reads as follows:

"Each license of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible."

### Taylor Joins WJSV

**C.** D. Taylor, formerly commercial manager of WBT, Charlotte, N. C., is now occupying the same position at WJSV, Mt. Vernon Hills, Va., a suburb of Washington, D. C.

### Store Puts Santa on Air

**T**HE problem of direct radio hook-up with Santa Claus has at last been solved in a daily fifteen-minute commercial broadcast, "Billie the Brownie," put on by Schuster's, a Milwaukee department store group, over WTMJ, Milwaukee. Each day, as Santa drew nearer and nearer, Milwaukee youngsters got more and more excited . . . to the tune of 700, 800 and 900 letters each day.

Schuster's Santa Parade, promoted practically exclusively through radio, jammed the streets, and so great was the unanticipated interest in Fairy Queen, the doll, mentioned nowhere else but in the broadcasts, that Schuster's had to have several thousand "Fairy Queen" dolls made up specially. Following Santa's arrival in Milwaukee, he was heard daily until Christmas on the Schuster afternoon program.

### Advertise New Gasoline

**A** weekly radio program over WLS, Chicago, and a newspaper campaign in that city are being used to advertise Sinclair Regular, a new anti-knock gasoline produced by the Sinclair Refining Company. The Federal Advertising Agency of New York is in charge of this advertising, which will run for three months. The program is the WENR Minstrels, a sustaining feature of great local popularity for the past three years.

### Lawyers on Air

**T**HE Minnesota Bar Association is sponsoring a series of talks on legal subjects over KSTP, St. Paul. The talks are educational, explaining the various phases of the legal profession in non-technical language.

### WGBS Now WINS

**R**ADIO station WGBS, New York, which was recently purchased by William Randolph Hearst, has been renamed WINS, the initials of Mr. Hearst's International News Service.

## Merchandising Your Broadcasting

When you contract for a half hour program, three 15-minute periods, or a daily time signal on WGAR, your contact with our station does not cease with the signing of the contract, receipt of copy and program material. That is merely the starting point of WGAR's plan to serve you.

A hundred or ten thousand letters commenting favorably on your broadcast will go out to the dealers, grocers, druggists, or retail outlets for your product. Newspaper publicity will be prepared, and ideas will be forthcoming as to unique ways to tie up

broadcasting with unit sales. Sampling, telephone canvassing, house-to-house surveys, dealer helps, window and counter cards will be arranged for, at either no extra cost or at a very minimum charge for services which require outside assistance. And—

WGAR tells the story of its feature programs on 30 billboards in advantageous locations in Greater Cleveland.

**PATRONIZE A QUALITY STATION  
WITH A QUANTITY AUDIENCE**

## The WGAR Broadcasting Co., Inc.

Affiliated with N. B. C. Basic Blue Network

G. A. Richards  
President

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

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

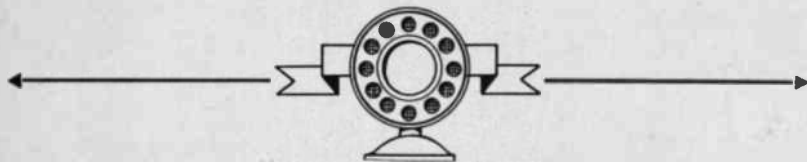
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# *BROADCAST ADVERTISING* DEMANDS PERFECT CONSTRUCTION

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## *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

### Chicago Station Offers Three New Sound Effects

FEWER problems of radio production can be more baffling than the production of sound effects, yet when the correct procedure is once discovered it often turns out to be extremely simple. For example, a recent continuity in the Brookfield Farm's "Bob and Betty" series of children's programs over WGN called for an angry giant to crush a row of houses in his rage. Scheme after scheme failed to produce the proper sound of destruction. At length one of the workers paused for a smoke. Standing in front of the microphone, he pulled the cellophane wrapper from a package of cigarettes and, deep in thought, slowly crumpled it in his hand. The sound issuing from the speaker was exactly the effect desired.

The characters in the Lavoris program, "Easy Aces," also broadcast over WGN, use a specially arranged table for their skit, a table with a hole in the center that allows the microphone to be brought up in the middle, facing upward and slightly above the level of the table top. The four people in the sketch speak downward into the microphone, shuffle cards, strike matches, and carry out all the actions usually carried on around a bridge table, in the natural manner. This table is the invention of Goodman Ace, author of the sketch, dramatic critic and columnist for the *Kansas City Journal-Post*.

An ordinary oil can, the kind that comes from the nearest filling station, is the source of the rattle of "Leaping Lena," the collegiate car of the Haro'd Teen programs. The can is mounted on a wooden box and three paddles are arranged in a manner that causes them to strike the oil can whenever a crank is turned. The result is a very realistic rattle.

### Miller Agency Appoints

HARRY M. MILLER, INC., Columbus, Ohio, advertising agency, has placed Miss Mary Toole at the head of its radio department.

### RMA Opposes Special Sales Tax

FORCES of the Radio Manufacturers Association and other industry branches are organizing to oppose the special and discriminatory sales tax of five per cent on radios, phonographs and accessories proposed to Congress. Although not opposed to a small general sales tax, the RMA is preparing to fight the special sales tax in Congress. The National Association of Broadcasters already has gone on record against the special sales tax and the support of the Radio Wholesalers Association, the National Federation of Radio Associations, and other industrial organizations is assured.

### WBT Publishes News Sheet

"NEWS, Views and Reviews from WBT, Charlotte, N. C.," is the name of a station news sheet that made its initial appearance on December 24. It carries the news of the station and of the Dixie Network, for which WBT is key station, as well as station schedules for the coming week. The title was selected from suggestions made by listeners.

### Children's Program for Dog Food

A NEW children's program over WLS, Chicago, sponsored by the Battle Creek Dog Food Company, features "Happy Jack" and his Dog Club. Each Saturday morning "Happy Jack" broadcasts a true dog story and conducts a meeting of the Dog Club, which was formed to help children to know and understand more about dogs.

### KFJI Changes Frequency and Location

PERMISSION to change its frequency from 1,370 kilocycles to 1,210 kilocycles, and to move its transmitter from Astoria, Ore., to Klamath Falls, Ore., has been given to station KFJI by the Federal Radio Commission.

### Wallace Silvermiths Sign Off Until Spring

ON December 20 the Wallace Silvermiths program over the CBS network signed off until February 28, when this company will inaugurate their spring series over the same chain. Judging from the announcement asking listeners not to write for the souvenir polishing cloths as the supply had been exhausted, the programs were evidently successful in creating a good deal of listener interest.

### Full Time for KFH

RADIO station KFH, Wichita, Kans., which has been dividing time with WOQ, Kansas City, Mo., on the 1300 kilocycle channel, has been granted full time on this frequency, with 1,000 watts power. In making this change the Federal Radio Commission reversed the recommendation of Examiner Hyde.

### Loan Company Starts Third Year on Air

THE Household Finance Company has renewed its contract with NBC for another year, its third on the air, and has added several stations to its line-up.

### Old Mining and New on KFOR

THE glamor of the old gold rush days is combined with news of present mining activities in the programs sponsored by the Finance and Development Corporation of Lincoln, over station KFOR, Lincoln, Neb. A string trio is also featured on these broadcasts, heard twice weekly.

### Increases Broadcast Schedule

WEDNESDAY and Saturday broadcasts have been added to the Monday periods by the Pompeian Make-Up programs over a CBS chain, sponsored by the Pompeian Company, Elmira, N. Y. There will be no change in the type of program, made up of musical numbers and short beauty talks.

K  
M  
B  
C

# helping the Advertiser ...CUT COSTS!

## KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

### WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D".

## MIDLAND BROADCASTING CO.

KANSAS CITY, MO.





# IMAGINATION

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

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

**R A D I O   A D V E R T I S I N G**  
333 NORTH MICHIGAN AVENUE, CHICAGO

## CONSTANT CHANGES GIVE WIDE APPEAL TO HECKER SERIES

(Continued from page 15)

found that from Station KFPY, the Spokane outlet of our network, that our program "carry" at night reaches as far as eastern Idaho and similar distance is obtained in various directions out of our Seattle, Portland, San Francisco and Los Angeles stations. If we were to use daylight time, the possibilities would be far less of our reaching the trading areas more remote from the individual broadcast stations.

Radio is carrying the full advertising load of the Hecker H-O activities on the Pacific Coast this year, and sales of the company to date have shown that broadcasting, properly directed, can hold its own as a major advertising medium, providing the accompanying sales and merchandising efforts are reasonably normal.

### Georgia School of the Air

IN COOPERATION with several of Georgia's leading colleges, radio station WMAZ is putting on a series of auditions for high school pupils, known as the "Georgia School of the Air." With the aim of discovering talented boys and girls and giving them further training, the station is giving auditions in voice, recitation, declamation and music. To the winners, the participating colleges are offering scholarships. The station is also staging a similar contest for grammar school children, with a free trip to Washington, D. C. for the winner.

### Outdoor Talks for Brewing Company

ATLASS BREWING COMPANY, Chicago, is sponsoring a series of talks on hunting and fishing by Bob Becker, outdoor life editor of the Chicago *Tribune*, over WGN, the *Tribune* station.

### Pearce-Knowles Gets Lubricant Account

PEARCE-KNOWLES, Seattle advertising agency, has been named to direct the advertising campaign for Hi-Flex, a liquid graphite motor lubricant, distributed by Hi-Flex Pacific Inc. with offices in Smith Tower, Seattle. Radio is now being used in Washington and Oregon and will soon include California. As distribution is widened, advertising will be extended into a national campaign.

### Goodyear Names B. B. D. & O.

THE Goodyear Tire & Rubber Company, Akron, Ohio, has placed Batten, Barton, Durstine & Osborn, Inc., New York, in charge of its broadcast advertising. All other advertising of this company is handled by Erwin, Wasey & Co., New York.

### Bradley Joins Agency

THE Leichter Company, Los Angeles, advertising agency, has appointed Truman Bradley director of broadcast advertising. Mr. Bradley was formerly with the Columbia System in New York.

### Bean Places Three Accounts on Air

THE McClintock-Trunkey Company, wholesale grocers; the Riley Candy Company and the Hawkeye Fuel Company, all of Spokane, have recently begun broadcast campaigns. All three advertisers have appointed Gilbert R. Bean, Spokane radio advertising agent, to handle their broadcasting.

### Radio Does Good Job for Coal, Says Advertising Manager

IN an address before the Scranton Advertising Club, Joseph R. Busk, advertising and sales promotion manager of the Delaware, Lackawanna & Western Coal Company, said that radio is doing a fine job for his company and that it will continue to form a prominent part of their advertising activity. The D. L. & W. company sponsors the "Blue Coal Hour" each Sunday over an Eastern network of Columbia stations.

### Joins Seattle Radio Agency

MRS. BOYD McCLOUD, formerly of the Arthur E. House Advertising Agency, Seattle, is now a member of the staff of Weller Radio Publicity Service, also Seattle.

### Sunday Broadcasts for Buick

A SERIES of Sunday evening half-hour broadcasts over an NBC network began last month under the sponsorship of the Buick Motor Company, Detroit. The programs are musical, featuring an orchestra, a male quartette and a soprano. Campbell-Ewald Company, Detroit, is the agency.

### Moss Has Own Agency

FARAON C. MOSS, formerly regional sales manager of station KGER, Long Beach, Calif., and more recently affiliated with E. D. Blake in the Blake-Moss Publicity Bureau, is now operating his own advertising agency in the Insurance Exchange Building, Long Beach. This agency is at present preparing copy for radio and newspaper campaign for the Zona Laboratories of that city, makers of Zona Foot Products.

### Joins Radio Agency

THE Joseph D. Roberts Company, Seattle radio advertising agency, has added Miss Elizabeth O'Reilly, recently of station KOL, to its staff.

## K-O-I-L, most popular station in Iowa-Nebraska, OFFERS ADVERTISERS AN EVEN GREATER AUDIENCE SINCE ITS AFFILIATION WITH N-B-C's BLUE NETWORK



Survey after survey has proven the dominant leadership of KOIL in this fertile Iowa-Nebraska market. December 1st, KOIL switched to NBC's blue network. Judging from mail response, this move has increased the audience of KOIL—already far and away the most popular station in this area. Send now for full details on rates and time available. KOIL is your one best buy.

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

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

# Doolittle & Falknor

## Announce

a new feature for

### Radio Stations • Program Sponsors Advertising Agencies

**M**ODERN 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  $\frac{1}{4}$ -H.P. single phase, 60 cycle, 1,200 or 1,800 R.P.M. Speed reducer, Friction clutch (castings faced with felt). Turntables covered with green felt, work independently of each other. The finish consists of black and grey lacquer. Both tables are available at a speed of 33  $\frac{1}{3}$ , or one at 33  $\frac{1}{3}$  and one at 78, or both at 78 R.P.M.

## Doolittle & Falknor, Inc.

Electrical Engineers

1306 W. 74th ST.

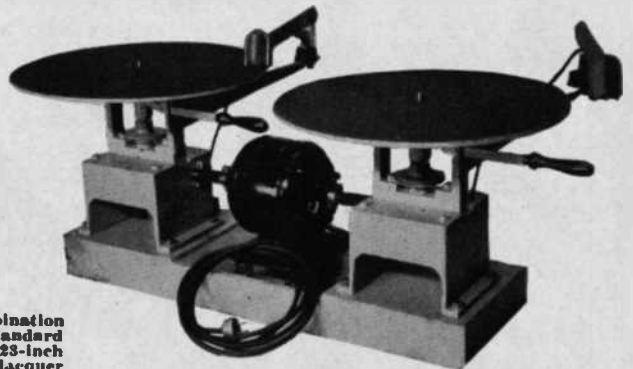
CHICAGO, ILL.

Wire or Write Immediately for Details!

Please send me (without obligation) further

details on { Program checking  
Electrical transcription  
Turntables

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



## THE SUMMERTIME RADIO AUDIENCE

(Continued from page 13)

those preferring one type to all other offerings.

### PHILADELPHIA SUMMER PROGRAM PREFERENCES

Type of Program.	Per Cent.
Music	99.4
Comedy	74.8
Dramatic	66.0
Sports	63.3
News, etc.	58.2
Children's	45.2
Religious	41.2
Special Features	32.2
Educational	23.0
Women's Features	15.6

Breaking down this preference table into classes, one finds that men prefer sport and news broadcasts, while women form most of the audience for women's and children's programs. News, market reports and special features are listened to by more members of the highest income group than of other classes, while the lowest income group furnishes the largest percentage of listeners to children's programs. Religious, special and educational programs are neglected by the youngsters under 20 and get the largest percentage of listeners in the group over 50.

Copies of this and the other Philadelphia surveys can be obtained by writing to the Universal Broadcasting Company, Philadelphia.

### Goodwin Joins KTBR

SIDNEY GOODWIN, formerly of NBC's San Francisco staff, has joined station KTBR, Portland, Ore., as production manager.

## Stations Question High Power Ruling

IN AN appeal to the District Court of Appeals of the District of Columbia, five stations have asked the court to invalidate the ruling of the Federal Radio Commission that only four stations in each zone be permitted to use 50,000 watts power. The appealing stations are WGN, Chicago; WHAM, Rochester, N. Y.; WJZ, New York; WMAQ, Chicago, and KGO, Oakland, Calif. The latter three are operated by the NBC. All of these stations applied for maximum power and were denied it by the Commission. Their contention is that there is no technical reason that all stations on cleared channels should not be allowed to use 50,000 watts and that the present ruling is contrary to public interest.

### Radio Series for Shampoo

THE F. W. Fitch Company, Des Moines, Ia., will inaugurate a radio series over a CBS hook-up on January 15, advertising Fitch's Shampoo. Jack Brooks will be heard as "The Fitch Professor" in these programs which will be broadcast on Friday mornings.

### New Campaign for Caskets

RADIO and direct mail will be used in a campaign to be launched shortly for the Crane & Breed Casket Company, Cincinnati, by the Archer Advertising Company, Inc., also Cincinnati.

### WCAE Owned by Newspaper

RADIO station WCAE, Pittsburgh, has been sold by Gimbel's to the Pittsburgh Sun-Telegraph, Hearst newspaper, which assumed charge of the station operations on December 15.

### Willys-Overland Renews

THE Willys-Overland Company, Toledo, Ohio, has renewed its contract with NBC for another 13 weeks and has added 13 stations to its schedule, making a total of 37 outlets for these programs.

## Broadcasting in Norway

BROADCASTING companies in Norway have three main sources of income: The sales tax of 10 per cent on the retail value of all radio apparatus sold; the annual license fee of 20 crowns collected from owners of receiving apparatus; and the sale of time for advertising purposes. The sales tax is the chief source of income and the revenue from this, after deducting expenses of collection, is divided among the broadcasting companies according to the number of holders of receiving licenses in the territory of each.

The license fee, which is collected by the Post and Telegraph Department, is divided, one-fifth going to the government and the balance to the broadcasting companies in the same proportions as the sales tax.—Reported by the Electrical Equipment Division, U. S. Chamber of Commerce.

### California Campaign for Liberty Gas

RADIO, newspapers and poster advertising are the media used in the new campaign for Liberty gasoline, which is sold by independent service stations in southern California. The Emblem Petroleum Corporation, Liberty producers, have placed Scholtz Advertising Service, Los Angeles, in charge of the campaign.

### Start Hotel Campaign

A REGIONAL newspaper and radio campaign for the Newhouse Hotel, of Salt Lake City, has been launched by the Ad-Craftsmen, Salt Lake City advertising agency.

### Rankin Gets Hosiery Account

THE Allen A. Hosiery Company of Kenosha, Wis., has appointed the William H. Rankin Company, Chicago advertising agency, to direct its advertising account. Radio and newspapers will be used nationally in a campaign to begin shortly after the first of the year.

# 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.



# **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!"*



## WHAT ABOUT PRICE QUOTATIONS?

(Continued from page 9)

same class. It is the International Harvester Company's announcement of a new 6-cylinder truck at \$795.00. The third advertisement is a four-color spread telling that Lowney's chocolates are now 70 cents a pound. The fourth advertiser in this class is the J. B. Williams Company, advertising a "Men's Christmas Package" which contains five toilet articles, all for \$1.00.

In all these four instances (and there are only four out of this *Post's* page advertisers) price is the important thing. To attempt to advertise any one of these four by present day radio methods would be attempting the virtually impossible. You can't effectively sell a price item without quoting the price.

Advertisers today *must* get the maximum benefit from their expenditures. To broadcast something like: "Ladies and gentlemen, you will be interested in knowing that Lowney's Chocolates are now 70 cents a pound"—is *selling*. But to go on the air and say: "Go to your nearest Lowney dealer and learn how you may win a trip around the world"—is *not* selling, in the accepted sense of advertising.

\$57.50 for the new A B C washer" is a sales point, whereas "The new A B C washer is selling at the lowest price in all A B C history"—is *not* good selling, because 999 people out of a 1,000 don't give a

damn about A B C's "history." They are not interested in "history," but they are very much interested in learning that they can get an A B C washer for \$57.50.

This is not to say that present day restrictions are making radio advertising a failure. Radio is selling merchandise, and a lot of it. But while radio advertisers are getting \$1.10 from each of their present advertising dollars, are they getting the \$1.40 they might if there was flexibility in today's rulings?

Where price is news, where it is essential to the success of the advertisement, then the chain or the station that refuses permission to quote is standing in its own light.

### Vapex Sponsors Mills Brothers

**T**HE Mills Brothers, four colored boys who simulate with their voices the brass harmonies of the hottest jazz bands, are to be heard twice weekly in a new series of programs over a CBS hook-up, sponsored by E. Fougere & Company, New York, in the interests of Vapex, an inhalant designed to cure colds.

### Three Star Program for Sheaffer

**T**HE W. A. Sheaffer Pen Company, of Fort Madison, Ia., makers of "Lifetime" fountain pens and pencils, are sponsoring a series of half-hour broadcasts each Sunday over a CBS network. Ted Weems and his band, Ruth Lyon, concert soprano, and Phil Baker with his accordian, comprise the talent of these programs.

### Coldlax on Air

**R**ADIO will be used to advertise "Coldlax," a cough medicine made by the Smith Brothers Laboratories, Louisville, Ky.

## SHOWMANSHIP AND SALESMANSHIP

(Continued from page 11)

pressed the hope that if those who wished his return would write in sufficient numbers, the sponsor would continue the series. As this account is being written at the time the requests are coming in, it is impossible to give the final figures of the response to this plea.

A large measure of this phenomenal pull of letters and promotion of sales is probably, paradoxically, due to these days of depression! The psychology applied is technically known as the escape-compromise complex. It is the desire of people to escape these trying times, to have some unexpected good luck come their way, to be transported to unusual places, and to be excitingly involved in dramatic situations in a setting of exotic glamor. India furnishes just such a setting and Rajput is a shrewd enough psychologist to realize this human craving and to present his stories accordingly.

### Columbia Promotions

**T**HE board of directors of the Columbia Broadcasting System has elected Edward Klauber, formerly vice-president and assistant to the president, as first vice-president, and Lawrence P. Lowman, formerly assistant secretary and supervisor of operations, as vice-president in charge of operations.

### Joins King & Wiley

**L.** M. ROBERTSON has joined King & Wiley and Company, Cleveland, Ohio, advertising agency, as head of their radio department. He was formerly with station WJAY, Cleveland.

## BIG FACTS IN SMALL TYPE

**1** Worcester is the second largest city in Massachusetts; third largest in New England. Its industries are diversified: the wage level high; savings deposits and tax index high.

**2** The Worcester trading area has a population in excess of three-quarters of a million. It contains all kinds of cities and towns! All kinds of human needs, appetites and activities! All kinds of people! All the characteristics of a broad national market.

**3** As an important part of the broad New England market, it buys its share of the \$3,800,000,000 worth of merchandise sold by New England retailers.

**4** The index of general business activity in New England and in the Worcester territory has been running con-

sistently higher than indexes for the country as a whole—throughout the current year!

**5** Worcester is 59.9% radio equipped, (U. S. Census Bureau). It has, therefore, a large concentrated audience. 73.4% of this audience listen regularly, every day, to the programs of Station WORC. It is an audience with a high average of wealth and buying discrimination—the kind of market with which to test your radio campaign.

**6** WORC is the station preferred by local and regional advertisers—three to one. 60% of business is on renewed contracts. Advertisers who know local conditions pick WORC almost invariably.

**7** WORC programs comprise the best of all types of network programs,

Columbia Broadcasting System and Yankee Network, sixteen hours daily. Having no affiliation with any newspaper or other commercial enterprise, WORC programs promote the interests of its advertisers, exclusively. Announcements with price quotations are permitted only during two brief periods of the day, morning and afternoon. All programs and continuities conform to the highest standards.

**8** The WORC territory has never been covered consistently or well by outside stations. Accounts using the Columbia network are not getting coverage in the Worcester area, unless WORC is used.

**9** And so, in Central New England, it's WORC—Local advertisers say so—The Audience says so.

## WORC IN WORCESTER

## TANGIBLE RESULTS FROM RADIO

(Continued from page 6)

building. The following experiences would indicate the contrary to be true.

Folger's coffee has been sold in this market for ninety years. Their position in the market a year ago rated about seventeenth or eighteenth among the coffees sold here. They came on our system about a year ago, with a small appropriation, but with a good broadcasting and merchandising idea. They depended upon radio alone to put that idea over. They did not change their can or their label or their price or their credit policy. Within ninety days they opened two thousand new accounts in Southern California alone and today are challenging the coffee occupying second place in the Pacific Coast market, in both tonnage, money value and number of cans of coffee.

The Los Angeles Soap Company at an approximate cost of \$150 a day is eliciting, over station KHJ alone, an average of 1,000 letters a day, each letter containing two box ends from White King soap packages, representing an 84c purchase in each instance.

The Signal Oil Company reports an average of 1,000 new calls a week at their service stations resulting from a broadcast of very modest cost.

Strasska Toothpaste owes its nation-wide distribution and sale to radio alone and frankly admits it.

The California Fruit Growers' Exchange, largest distributors of fruit in the world and careful analysts of their huge advertising expenditures, report the lowest "cost per inquiry" in their entire advertising experience, from radio.

I could go on for the balance of the afternoon reciting equally eloquent illustrations of radio's ability to produce tangible sales results, but I believe that the typical experiences outlined here have afforded adequate evidence of my subject.

### Higgins Goes to WBAL

HAROLD C. HIGGINS, formerly commercial manager of the Westinghouse radio stations WBZ-WBZA in Boston, is now associated with WBAL, Baltimore, in the same capacity.

January, 1932

# 'folks'...

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

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



## The Prairie Farmer Station

**50,000 Watts - 870 Kilocycles**

**1230 W. Washington Blvd., Chicago, Ill.**

HURRIDGE D. BUTLER, President

GLEN SNYDER, Commercial Manager

In the  
Trade Area  
of  
**SHREVEPORT**  
Louisiana  
**KTBS**

is the only station broadcasting chain programs. The outstanding preference for this station makes KTBS your logical medium in this great trading section of more than a hundred thousand square miles constituting a billion dollar market.

Write or wire for booklet and rate card.

**KTBS**  
1,000 WATTS  
100% Modulated  
Studios in the  
Washington-Youree  
Hotel



**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 Hleka, Managing Director

**MUST COOPERATE TO  
SOLVE PROBLEMS OF  
RADIO, SAYS BENSON**

(Continued from page 5)

promote sound value in circulation and copy appeal; to maintain good faith and fair play in all of our relations; to improve advertising technique and lessen its costs. It operates a research department for the study of circulation values in all media fields, including coverage, duplication and buying power of listeners and readers. It seeks to make it easier for publishers and agencies to do business with each other, on a basis of mutual confidence and help.

Specifically, how does this affect the radio broadcasting medium?

We maintain a radio committee, just as we have committees representing every major medium of advertising, which acts as a connecting link between the broadcasting stations and our members, studying the needs of either and mediating between them. Our radio committee has been in current contact with your commercial committee, discussing with them questions like coverage, what it is and how to define it; dual rates and differentials, and the harm they do; agency recognition and conditions for it; talent charges, time brokers, station representation, etc.

These are all questions of timely and vital interest to us both, which are being clarified and settled by joint consideration. It is of great value to you and to ourselves to have this kind of contact between responsible committees of either body. We could not get far without it. You are ably represented and we have somewhere to go with our own problems in the radio field.

**W**HAT progress has been made during the past year? Let us deal with each question separately.

No agreement has as yet been arrived at about coverage of stations nor any joint plan set up to measure it. There has been more or less discussion about one method and another, but none have seemed adequate. Some stations have been doing the job themselves; the networks have done several jobs. These are all helpful, but not conclusive.

Perhaps no conclusive survey can

**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

**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

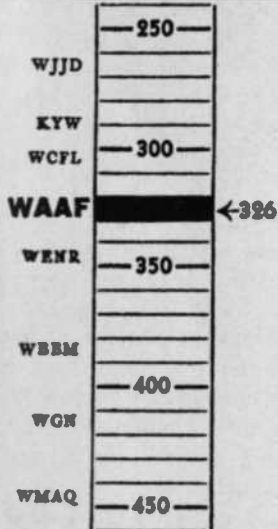
**Confidential**

semi-weekly  
radio information service.

405 Insurance Bldg.  
Washington, D. C.

Broadcast Advertising

## CHICAGO'S Greatest Publicity Investment



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

MAKE  
YOUR  
DOLLARS  
TALK  
in MONTANA  
over

# KGIR

"The Voice of Montana at Butte"

WESTERN  
ELECTRIC  
TRANSCRIPTION  
EQUIPMENT



The NBC Outlet for  
Western Montana

be made in so intangible a field. We advertising agents have been watching the development of the Crossley checking system, hoping that it might furnish the plan and the machinery for determining coverage, on a joint basis of support from advertisers, agencies and radio interests. That would mean considerable money in the aggregate, but with a light burden on each contributing unit. We are weighing this possibility and may have something to present in the near future.

The dual rate is an evil the NAB can not officially deal with; it is an individual question between each station and its clientele. We have to work direct. We hope the stations will appreciate the inequity of two rates for the same thing, especially with a wide difference, and the handicap they impose upon the national advertiser's use of radio, in competition with the local. The rate differential in newspapers has been so grave a source of trouble during the past two or three years that radio stations might well take a leaf out of newspaper experience and early avoid its unfortunate results. Millions of advertising dollars have drifted out of the press because of the rate differential and the confusion which it makes.

In the recognition of advertising agencies some progress has been made. A sub-committee has been appointed by your people to define the basis of recognition and to set up machinery for naming agents entitled to receive commissions. Your committee has invited our cooperation, which we have been giving in the form of data as to what other publishing bodies do. We have suggested that the radio field improve upon what has been done in other fields, that they grant agency commission only to those individuals and firms which sustain an agency relationship to clients and are equipped to do an agency job. This is the only restriction we offer in a broad policy of recognizing all applicants who can qualify.

What we mean is that only professional service should be supported by an agency commission, and that involves three things; intimate acquaintance with the client's entire advertising and selling problem, a wide knowledge of advertising media and technique, and a

# 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

## AVAILABLE to alert advertisers IN DIXIE

### Valuable Franchise

Network programs at a favorable time period constitute a highly valuable franchise for advertisers! Witness the waiting list of the nation-wide networks for open time at such periods as are deemed best to reach a particular type of audience.

Manufacturers and their advertising agents concerned with the building of sales in the Southern territory are offered desirable time period franchises on the Dixie Network. Franchises which, when taken, will not readily be relinquished.

Foresighted, alert advertisers, carefully planning the future and really intent on dominating the Southern market, will investigate the Dixie Network immediately.

Station WBT, Inc.

Southern Key Station, the  
Dixie Network of the Columbia  
Broadcasting System

Charlotte, North Carolina

disinterested position as far as media are concerned. These are the qualifications which mark the advertising agent. He does not produce material or sell time. We have no desire at all to see the field limited; everybody should be free to qualify for recognition who can.

Talent questions have not been acute in the spot broadcasting field. Recordings have been largely used for national advertising and steady progress has been made both in the making of records and in the use of them by station and advertiser.

The question of station representation is strictly speaking no concern of ours, although we are deeply interested. In the first place, its expense is an element in rates, and secondly, it furnishes us our contact with stations. That contact is all important. We need uniform and reliable information about all the factors which enter into station value and we want that information direct or through channels organized by the stations themselves. It does not seem sound to have time brokers representing competing stations as loosely as

they do. That is not fair to the station.

It seems to me the recent move to build up joint representation for a group of stations which do not compete, such as Advertisers' Radio Service, Inc., is in the right direction. That is sure to prove economical and to do a straightforward selling job.

Your officers recently suggested to us that an Open Time bureau be established in New York, with perhaps a companion office in Chicago, where all needful data about stations, their programs and time units open, could be collected and made available to advertising agents. This certainly would be a great convenience to us, give us a reliable and adequate picture of available time, and it should be very helpful to all stations, which would no longer have to rely on time brokers to relay this information.

Weekly reports on standard blanks could be made to the bureau, with telegraphic corrections from day to day. Each station could be represented by a large chart showing every program by hours and

what time was open, with other needed data. Agents might then see for themselves at any time the whole field of station schedules in the office, and project their broadcasts accordingly. A staff could answer inquiries by letter or wire. The whole undertaking would not be expensive, perhaps \$25,000 a year, at least to start with, and it would save the stations a much larger sum.

The A. A. A. will be glad to assist the stations in building a bureau of this kind, and might sponsor it. Financial support should come from the stations, as it would be essentially a representation cost. Spread among a sufficient number, the burden would be light. I understand that a single half-hour broadcasting charge for all stations would aggregate \$31,000. Of course, the A. A. A. could not afford to have any hand in a project of this sort unless a substantial number of stations engaged to support it over a period of time.

**R**ADIO, in my opinion, is going to grow. Its technique will be greatly improved and its scope widely expanded, as synchronization and other means open up new wave bands and admit more advertising. But radio growth should be in cooperation with other media and not in opposition to them. This is a point of view perhaps more urgently needed by newspapers than by ourselves. They should welcome radio as a cooperative factor. An immense amount of newspaper lineage has been created and stimulated by radio, especially in the case of large broadcasters like American Tobacco and Palmolive, whose newspaper campaigns have

## If You're Looking for **RESULTS** •••••

**KJBS** answers your problem. Station surveys and coverage statistics are very nice, almost a necessity. We all have them.

**BUT** . . . all the surveys in the world won't pay your advertising bills. Letters of appreciation are also O.K. . . . until you try to use them for money.

**DON'T** try to fool yourself. Your advertising must pay for itself to be justified. **RESULTS**, and **RESULTS** only will do that.

**KJBS** advertising gets action . . . brings **RESULTS**.  
KJBS can increase **YOUR** sales in the San Francisco Metropolitan Region. Spot your programs on KJBS for actual results.

### **K J B S**

In the heart of Northern California's  
2,500,000 population

1380 Bush Street

San Francisco, Calif.

**WATCH**  
for the  
**MAGAZINE  
REPORTER**

Recorded and Produced  
by

**MARSH**  
Recording Laboratories  
— Chicago —



# SPOT YOUR CAMPAIGNS WITH Radio Outline Maps



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

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

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

## PRICES

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

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

# Broadcast Advertising

440 South Dearborn Street . . . . Chicago, Illinois

tremendously expanded. Innumerable cases could be cited, I believe, where radio broadcasting has doubled the returns from newspapers and magazines. The best results appear to come from a cooperative use of media, the printed word backed by the ear appeal, the one supporting and reinforcing the other.

I have been very much interested in a recent study made by Dr. Elder of the M. I. T., for the Columbia System, which seems to indicate to a remarkable degree the indirect selling influence of radio. Apparently there is a marked increase in radio advertised brands in radio homes, compared with non-radio homes and brands not advertised by radio. The study is not definitely conclusive; such studies never are; but there is enough evidence to be reassuring.

Radio advertising has become a young giant. It has grown as no other medium ever grew in a short period of time. It has captured the popular imagination. But we must bear in mind that the novelty will wear off, even the novelty of television in its turn, and the medium should plan its future with that expectation in mind. It is bound to become a workaday medium, like all the others, and will have to hold its own on that basis.

I don't mean that it will not exceed all others in entertaining value, and always do so, but its freshness of appeal will depend upon what is

said and heard on the air. You can not afford to become stereotyped in your programs. The creative resources of music and drama must be searched for new things and old things adapted to modern taste; the whole world of musical thought and feeling must be drafted for suitable offerings. And commercial credits must be held within bounds; they can be bold and above board, but not obtrusive or out of key. They should be handled with the skill of a showman, made a part of the show.

Many of your stations feel that advertisers and their agents have been too aggressive in this respect; have introduced too much commercial flavor into radio entertainment. Perhaps we have. We are so accustomed to selling goods through the printed word that we are prone to forget that the ear appeal is quite a different medium and not to be handled in an obtrusive way.

Radio is new to us. We are rapidly learning its technique—the way to please and entertain as a good will maker. Agencies are developing in their own staffs radio sense, technicians, studios and departments, to perfect their use of entertainment in commerce without undue commercial flavor.

You should feel the effect of this soon, as soon, in fact, as we emerge from the present period of fierce competition and the lowered standards which result from it. Radio can not help but suffer with all

other media from the relentless battle for business now going on. Better days are coming and more restrained business methods.

These are joint problems for both agents and stations to deal with. Between us we must make and keep radio an intriguing medium, always fresh and always new. The advertising agent, I feel sure, is going to contribute his full share towards attractive programs and at the same time so relate them to the client's commercial need as to garner for him a full return from radio broadcasting. The more closely we work together for the good of the medium and for the profit of advertisers, the safer it will be. The fewer intermediaries between us, the better.

#### Cream of Wheat Adds Stations

WITH the addition of several Pacific Coast outlets to its regular chain, the Cream of Wheat Company is making the semi-weekly talks on child training by Angelo Patri available to parents from coast to coast.

#### Plummer Leaves Herald & Examiner

AFTER five years as radio editor of the *Chicago Herald & Examiner*, Evans C. Plummer has resigned to go into the field of commercial radio. He is succeeded by his former assistant, Ulmer G. Turner. Mr. Plummer has been associated with radio since its earliest days, serving for several years as editor of the *Radio Digest*. He is a member of the board of directors of the Newspaper Radio Editors' Association.

## MORE CHAIN PROGRAMS

*than any other station in Texas*

Your listener interest is assured when you use

# KTRH

The Rice Hotel Station

*"Houston's Welcome to the World"*

May we put you on the mailing list for our weekly schedule? It speaks for itself



# Station Rate Directory

## YANKEE NETWORK

1 Winter Place, Boston, Mass. Charles W. Pheasant, Director of Sales; John Shepard, 3rd, President; R. L. Barlow, Assistant to President. Operated by Shepard Broadcasting Service, Inc.

### Contract Regulations.

\*General, except Par. 3: no agency commission allowed unless payment is made on or before 10th of month following broadcast.

### Sponsored Programs.

(6:00 P. M. to 11:00 P. M. Daily and after 1:00 P. M. Sundays.)

	1 Hr.	1/2 Hr.	1/4 Hr.
Boston, Mass. (WNAC)	\$300.00	\$150.00	\$100.00
Boston, Mass. (WAAB)	200.00	100.00	65.00
Providence, R. I. (WEAN)	150.00	75.00	50.00
Pawtucket, R. I. (WPAW)	100.00	50.00	35.00
Worcester, Mass. (WORC)	150.00	75.00	50.00
Hartford, Conn. (WDRB)	150.00	75.00	50.00
Bridgeport, Conn. (WICC)	150.00	75.00	50.00
Bangor, Me. (WLBZ)	120.00	60.00	40.00
New Bedford, Mass. (WNBH)	60.00	30.00	20.00

Total 7 stations using	WNAC and WEAN	1,080.00	540.00	360.00
Total 7 stations using	WAAB and WPAW	930.00	465.00	310.00

(Before 6:00 P. M. and after 11:00 P. M. daily and before 1:00 P. M. Sundays.)

Boston, Mass. (WNAC)	150.00	75.00	50.00
Boston, Mass. (WAAB)	100.00	50.00	32.50
Providence, R. I. (WEAN)	75.00	37.50	25.00
Pawtucket, R. I. (WPAW)	100.00	50.00	32.50
Worcester, Mass. (WORC)	75.00	37.50	25.00
Hartford, Conn. (WDRB)	75.00	37.50	25.00
Bridgeport, Conn. (WICC)	75.00	37.50	25.00
Bangor, Me. (WLBZ)	60.00	30.00	20.00
New Bedford, Mass. (WNBH)	30.00	15.00	10.00

Total 7 stations using	WNAC	540.00	270.00	180.00
Total 7 stations using	WAAB	465.00	232.50	155.00

### Special Feature Periods.

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

## CALIFORNIA

### San Francisco

#### KJBS

100 Watts. 1,070 Kc.  
1280 Bush St., San Francisco, Calif. Ralph R. Brunton, General Manager. Owned and operated by Julius Brunton & Sons Co.

### Contract Regulations.

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

### Sponsored Programs.

(Daily except Sundays.)				
	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour	\$50.00	\$37.50	\$30.00	\$25.00
1/2 Hour	30.00	22.50	18.00	15.00
1/4 Hour	20.00	15.00	12.00	10.00

(Sundays.)				
	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour	35.00	28.00	24.00	20.00
1/2 Hour	25.00	20.00	16.00	14.00

### Announcements.

Not to exceed 100 words.  
(Daytime daily except Sundays and Special Holidays.)

Per time	1 Tl.	26 Tl.	52 Tl.	78 Tl.
(12:00 midnight to 6:00 A. M., seven days per week.)	\$4.00	\$3.00	\$2.75	\$2.50

Per month (6 per night, 1 each hour)....\$175.00

Per month (1 per night)..... 60.00

### Electrical Transcriptions.

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

## CONNECTICUT

### Bridgeport

#### WICC

See Yankee Network.

## WDRB

500 Watts CBS 1,330 Kc.

Corning Bldg., 11 Asylum St., Hartford, Conn. Franklin M. Doolittle, General Manager; Wm. F. Main, Sales Manager. Owned and operated by WDRB, Inc.

### Contract Regulations.

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

### Sponsored Programs.

(After 6:00 P. M.)				
	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour	\$125.00	\$118.75	\$112.50	\$106.25
1/2 Hour	75.00	74.10	70.20	66.30
1/4 Hour	49.00	46.55	44.10	41.65

(Before 6:00 P. M.)				
	1 Hour	1/2 Hour	1/4 Hour	
1 Hour	63.00	59.85	56.70	53.55
1/2 Hour	39.00	37.05	35.10	33.15
1/4 Hour	25.00	23.75	22.50	21.25

### Announcements.

(After 6:00 P. M.)					
100 Words	(1 min.)	20.00	19.00	18.00	17.00
50 Words	18.00	12.85	11.70	11.05	

(Before 6:00 P. M.)					
100 Words	(1 min.)	10.00	9.50	9.00	8.5
50 Words	6.50	6.18	5.85	5.53	

### Electrical Transcriptions.

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

## DISTRICT OF COLUMBIA

### Washington

#### WOL

100 Watts 1,310 Kc.

Annapolis Hotel, Washington, D. C. Le Roy Mark, President. Owned and operated by the American Broadcasting Co.

### Contract Regulations.

\*General, and in addition: discounts earned are deductible only at completion of contracts. NO CONFIDENTIAL PRICES.

### Sponsored Programs.

(After 6:00 P. M.)				
	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour	\$135.00	\$128.25	\$121.50	\$114.75
1/2 Hour	75.00	71.25	67.50	63.75
10 Min.	47.50	45.12	42.75	40.37
5 Min.	35.00	33.25	31.50	29.75
	20.00	19.00	18.00	17.00

(Before 6:00 P. M.)				
	1 Hour	1/2 Hour	10 Min.	5 Min.
1 Hour	67.50	64.13	60.75	57.38
1/2 Hour	37.50	35.63	33.75	31.88
10 Min.	23.75	22.57	21.88	20.19
5 Min.	17.50	16.63	15.75	14.88
	10.00	9.50	9.00	8.50

### Announcements.

(100 words. To be used not less than 3 times weekly between electrical recordings.)

(After 6:00 P. M.)					
Less than 39 announcements	\$20.00 each	30 announcements	\$600.00	78 announcements	\$1,140.00
156 announcements	\$2,160.00	312 announcements	\$4,104.00		

No merchandise prices quoted after 6:00 P. M.

(Before 6:00 P. M.)					
Less than 39 announcements	\$10.00 each	30 announcements	\$300.00	78 announcements	\$570.00
156 announcements	\$1,060.00	312 announcements	\$2,052.00		

Payable in equal monthly installments.

### Electrical Transcriptions.

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

## ILLINOIS

### Chicago

#### WAAF

500 Watts 920 Kc.

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

### Contract Regulations.

\*General.

### Sponsored Programs.

(Daily or Sunday.)					
(After 6:00 P. M.)					
	1 Tl.	4 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour	\$150.00	\$142.50	\$135.00	\$127.50	\$120.00
1/2 Hour	85.00	80.75	76.50	72.25	68.00
1/4 Hour	50.00	47.50	45.00	42.50	40.00

(6:00 A. M. to 6:00 P. M.)					
	1 Hour	1/2 Hour	1/4 Hour		
1 Hour	100.00	85.00	80.00	85.00	80.00
1/2 Hour	60.00	57.00	54.00	51.00	48.00
1/4 Hour	35.00	33.25	31.50	29.75	27.00

The above rates apply also to electrical transcriptions.

Special rates for three time and six time per week contracts.

(Week days only, 6:00 A. M. to 6:00 P. M.)					
—Per week—					
	3 Tl.	6 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour	\$240.00	\$400.00			
1/2 Hour	144.00	240.00			
1/4 Hour	84.00	140.00			
5 Minutes	42.00	70.00			

(Week days only, after 6:00 P. M.)					
—Per week—					
	3 Tl.	6 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour	\$300.00	\$600.00			
1/2 Hour	201.00	340.00			
1/4 Hour	120.00	200.00			
5 Minutes	60.00	100.00			

\*This time may all be used for talk and is for institutional, agricultural, beauty or household information only.

These special rates are subject to the following discounts, on contract for: 13 to 25 weeks, 10%; 26 to 51 weeks, 15%; 52 weeks, 20%.

### Announcements.

(75 words maximum, 6:00 A. M. to 6:00 P. M.)					
"Chicago on Parade" Hour:					
One announcement daily except Sunday.					
1 week	4 weeks	12 weeks	26 weeks	52 weeks	
\$25.00	\$22.50	\$21.25	\$20.00	\$18.75	
Two announcements daily except Sunday.					
40.00	26.00	34.00	32.00	30.00	

Special Feature Periods.  
Electrical Transcriptions.

33 1/2 and 78 r.p.m. turntables.  
(Daily except Sunday. One minute or 125 words.)

6 days, per week, \$50.00. 5 days, per week, \$45.00. 4 days, per week, \$40.00. 3 days, per week, \$35.00. 2 days, per week, \$25.00. 1 day, per week, \$15.00.

Discounts: 5% for 7; 7% for 13; 10% for 26; 15% for 52 consecutive weeks. Rates for longer announcements, multiples of above rates.

(One minute or 125 words maximum. Same rates as regular announcements.)

Discounts: 13 consecutive weeks, 5%. 26 consecutive weeks, 10%. 52 consecutive weeks, 15%.

## WBBM

25,000 Watt. CBS 770 Kc.

Wrigley Bldg., Chicago, Ill. J. Kelly Smith, Commercial Manager. Owned and operated by the WBBM Broadcasting Corp.

### Contract Regulations.

\*General.

### Sponsored Programs.

Class "A."					
(7:00 P. M. to 11:00 P. M. weekdays and after 4:00 P. M. Sunday.)					
	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100 Tl.
1 Hour	\$400.00	\$360.00	\$340.00	\$320.00	\$300.00
1/2 Hour	240.00	216.00	204.00	192.00	180.00
1/4 Hour	145.00	130.50	123.25	116.00	108.75

(Continued on page 48)

\*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 for in advance and broadcast at least once a week to earn period accounts.  
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.

**Class "B."**  
(6:00 P. M. to 7:00 P. M., weekdays only.)

1 Hour...	300.00	270.00	255.00	240.00	225.00
1/2 Hour...	180.00	162.00	153.00	144.00	135.00
1/4 Hour...	110.00	99.00	93.50	88.00	82.50

**Class "C."**  
(9:00 A. M. to 1:00 P. M.; 5:00 P. M. to 6:00 P. M.; 11:00 P. M. to 12:00 Midnight weekdays, and Sunday until 4:00 P. M.)

1 Hour...	210.00	189.00	178.50	168.00	157.50
1/2 Hour...	123.00	112.50	106.25	100.00	93.75
1/4 Hour...	75.00	67.50	63.75	60.00	56.25
15 Min...	75.00	67.50	63.75	60.00	56.25

**Class "D."**  
(6:00 A. M. to 9:00 A. M.; 1:00 P. M. to 5:00 P. M.; 12:00 Midnight to 2:00 A. M. weekdays only.)

1 Hour...	175.00	157.50	148.75	140.00	131.25
1/2 Hour...	105.00	94.50	89.25	84.00	78.75
1/4 Hour...	62.50	56.25	53.13	50.00	46.88
15 Min...	62.50	56.25	53.13	50.00	46.88

**Class "E."**  
Special rates for three-time and six-time per week contracts.  
(Week days only, during Class "C" hours.)

	Per week—	
	3 Tl.	6 Tl.
1 Hour.....	\$504.00	\$840.00
1/2 Hour.....	302.40	504.00
1/4 Hour.....	180.00	300.00
15 Minutes.....	180.00	300.00

(Week days only, during Class "D" hours.)

1 Hour.....	420.00	700.00
1/2 Hour.....	232.00	420.00
1/4 Hour.....	150.00	250.00
15 Minutes.....	150.00	250.00

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

**Announcements.**  
The "Chicago Hour" (afternoon), 75 words, per announcement:  
1 Tl. 13 Tl. 26 Tl.  
\$20.00 \$15.00 \$10.00

**Special Feature Periods.**  
See above.  
**Electrical Transcriptions.**  
33 1/3 and 78 r.p.m. turntables. Rates on application.

**WIBO**

1,500 Watts Days—1,000 Watts Nights 560 Kc.  
175 N. State St. and 6312 Broadway, Chicago.  
Jas. R. MacPherson, Merchandising Director;  
Alvin K. Nelson, President. Owned and operated by the Nelson Brothers Bond & Mortgage Co.  
**Contract Regulations.**  
\*General.  
**Sponsored Programs.**  
(7:00 P. M. to 10:30 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$325.00	\$305.00	\$285.00	\$265.00
1/2 Hour.....	200.00	190.00	180.00	170.00
1/4 Hour.....	120.00	110.00	105.00	100.00
5 Minutes.....	60.00	55.00	50.00	45.00

(6:30 A. M. to 7:00 P. M.)

1 Hour.....	150.00	140.00	130.00	120.00
1/2 Hour.....	90.00	80.00	70.00	60.00
1/4 Hour.....	50.00	45.00	40.00	35.00
5 Minutes.....	20.00	25.00	20.00	15.00

**Announcements.** (75 Words.)  
Evening: 1 announcement, \$20.00; 13, each \$19.00; 26, each \$18.00; 52, each \$17.50. Daytime: 1 announcement, \$10.00; 13, each \$9.00; 26, each \$8.00; 52, each \$7.50.  
**Special Feature Periods.**  
**Electrical Transcriptions.**  
33 1/3 and 78 r.p.m. turntables.  
Evening rates, add \$20.00 to above rates. Daytime, add \$10.00 to above rates.

**WLS**

50,000 Watts 870 Kc.  
1230 W. Washington Blvd., Chicago, Ill. Glenn Snyder, Commercial Manager; Burrige D. Butler, President; C. P. Dickson, Advertising Manager. Owned by the Agricultural Broadcasting Co. Operated by Prairie Farmer.  
**Contract Regulations.**  
\*General, except Par. 3: no commission allowed on talent charges.  
**Sponsored Programs.**

\*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-

(Evening Programs.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	300 Tl.
1 Hour...	\$600.00	\$570.00	\$540.00	\$510.00	\$450.00
1/2 Hour...	375.00	356.25	337.50	318.75	281.25
1/4 Hour...	234.37	222.65	210.93	199.21	175.78

(Daytime Programs.)

1 Hour...	300.00	285.00	270.00	255.00	225.00
1/2 Hour...	187.50	178.12	168.75	159.37	140.62
1/4 Hour...	117.18	111.32	105.46	99.60	87.88
5 Min...	90.00	85.50	81.00	76.50	67.50

**Announcements.**  
(Daytime Only.)  
100 Words or less.....\$50.00  
No time or quantity discounts on announcements.  
**Electrical Transcriptions.**  
33 1/3 and 78 r.p.m. turntables. Daytime only. Additional charge \$25 net per program for recorded programs.

**WMAQ**

5,000 Watts. NBC 670 Kc.  
400 W. Madison St., Chicago, Ill. Bill Hay, Commercial Manager; Wm. S. Hedges, Manager; Judith C. Waller, Assistant Manager. Owned by WMAQ, Inc., a subsidiary of the Chicago Daily News and operated, under lease, by the National Broadcasting Company.

**Contract Regulations.**  
\*General, also add to Par. 3: agency commission will not be allowed unless payment is made on or before the twentieth of the month following broadcast.

**Sponsored Programs.**  
(7:00 P. M. to 11:00 P. M.)

	1 Tl.	14 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$450.00	\$427.50	\$405.00	\$382.50
1/2 Hour.....	250.00	237.50	225.00	212.50
1/4 Hour.....	140.00	133.00	126.00	119.00

(5:00 P. M. to 7 P. M.)

1 Hour.....	380.00	361.00	342.00	323.00
1/2 Hour.....	200.00	190.00	180.00	170.00
1/4 Hour.....	125.00	118.75	112.50	106.25

(6:00 A. M. to 5:00 P. M. and 11:00 P. M. to 2:00 A. M.)

1 Hour.....	225.00	213.75	202.50	191.25
1/2 Hour.....	125.00	118.75	112.50	106.25
1/4 Hour.....	75.00	71.25	67.50	63.75

**Announcements.**  
Accepted only on service basis, such as time signals, weather reports, etc., as on application.  
**Special Feature Periods.**  
Woman's Calendar (daytime) limited to three per half hour, per broadcast, \$75.00.

Rates on the Woman's Calendar are subject to the following quantity discounts: Six broadcasts per week, 15%. Less than six broadcasts per week—13 or more times, 5%; 26 or more times, 10%; 52 or more times, 15%.

**Rockford**

**KFLV**

500 Watts 1,410 Kc.  
Rockford Daily Republic Bldg., 107-11 S. Water St., Rockford, Ill. Wesley W. Wilcox, Business Manager. Owned and operated by the Rockford Broadcasters, Inc.  
**Contract Regulations.**  
\*General, except Par. 3: no agency commission allowed on talent charges.  
**Sponsored Programs.**  
(6:00 P. M. to 12:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour.....	\$90.00	\$83.50	\$77.00	\$70.50	\$64.00
1/2 Hour.....	50.00	47.50	45.00	42.50	40.00
1/4 Hour.....	30.00	28.50	27.00	25.50	24.00

(12:00 Noon to 6:00 P. M.)

1 Hour.....	80.00	57.00	54.00	51.00	48.00
1/2 Hour.....	35.00	33.25	31.50	29.75	28.00
1/4 Hour.....	20.00	19.00	18.00	17.00	16.00
1 Min.....	1.50	1.43	1.35	1.28	1.20

(6:00 A. M. to 12:00 Noon.)

1 Hour.....	40.00	38.00	36.00	34.00	32.00
1/2 Hour.....	25.00	23.75	22.50	21.25	20.00
1/4 Hour.....	15.00	14.25	13.50	12.75	12.00

**Announcements.** (Payable in advance.)  
(After 6:00 P. M.)

	1 Tl.	26 Tl.	52 Tl.	104 Tl.	312 Tl.
10 Min.....	\$30.00	\$28.50	\$27.00	\$25.50	\$24.00
5 Min.....	17.50	16.63	15.75	14.88	14.00
3 Min.....	10.00	9.50	9.00	8.50	8.00
100 Words..	4.50	4.23	4.05	3.83	3.60

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

(Before 6:00 P. M.)

10 Min...	15.00	14.25	13.50	12.75	12.00
5 Min...	8.75	8.31	7.88	7.44	7.00
3 Min...	5.00	4.75	4.50	4.25	4.00
100 Words..	3.50	3.33	3.15	2.98	2.80

**Electrical Transcriptions.**  
33 1/3 and 78 r.p.m. turntables.

**INDIANA**

**Fort Wayne**

**WOWO**

10,000 Watts. CBS. 1,160 Kc.  
213 West Main St., Fort Wayne, Ind. C. E. Durbin, Business Manager. Owned and operated by the Main Auto Supply Co.  
**Contract Regulations.**  
\*General.

**Sponsored Programs.**  
(7:00 P. M. to 10:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$190.00	\$180.50	\$171.00	\$161.50
1/2 Hour.....	95.00	90.25	85.50	80.75
1/4 Hour.....	55.00	52.25	49.50	46.75

(6:00 P. M. to 7:00 P. M.)

1 Hour.....	150.00	142.50	135.00	127.50
1/2 Hour.....	75.00	71.25	67.50	63.75
1/4 Hour.....	45.00	42.75	40.50	38.25

(10:00 P. M. to 11:00 P. M.)

1 Hour.....	125.00	128.25	121.50	114.75
1/2 Hour.....	70.00	66.50	63.00	59.50
1/4 Hour.....	45.00	42.75	40.50	38.25

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

1 Hour.....	125.00	118.75	112.50	106.25
1/2 Hour.....	63.00	61.75	58.50	55.25
1/4 Hour.....	40.00	39.00	36.00	34.00

(11:00 A. M. to 1:30 P. M.)

1 Hour.....	105.00	99.75	94.50	89.25
1/2 Hour.....	55.00	52.25	49.50	46.75
1/4 Hour.....	35.00	33.25	31.50	29.75

(11:00 P. M. to 12:00 Midnight)

1 Hour.....	95.00	90.25	85.50	80.75
1/2 Hour.....	50.00	47.50	45.00	42.50
1/4 Hour.....	30.00	28.50	27.00	25.50

(9:00 A. M. to 11:00 A. M. and 1:30 P. M. to 5:00 P. M.)

1 Hour.....	90.00	85.50	81.00	76.50
1/2 Hour.....	47.50	45.13	42.75	40.38
1/4 Hour.....	30.00	28.50	27.00	25.50

(6:00 A. M. to 9:00 A. M.)

1 Hour.....	75.00	71.25	67.50	63.75
1/2 Hour.....	40.00	38.00	36.00	34.00
1/4 Hour.....	25.00	23.75	22.50	21.25

**Announcements.**  
(None after 6:15 P. M.)  
(7:30 A. M. to 6:15 P. M.)  
1 Tl. 26 Tl. 52 Tl. 100 Tl. 300 Tl.  
75 Words or less.....\$15.00 \$14.25 \$12.75 \$12.00 \$11.25  
150 Words or less (1 Minute) .. 17.50 16.63 14.88 14.00 13.13  
300 Words or less (2 Minutes) .. 25.00 23.75 21.25 20.00 18.75  
Five minute programs, one-half 15-minute rate.

**Special Feature Periods.**  
Melody Hour, 9 A. M. to 9:30.  
Housewives' Hour, 10:45 A. M. to 11:30.

**Electrical Transcriptions.**  
33 1/3 and 78 r.p.m. turntables, Western Electric.

**IOWA**

**Marshalltown**

**KFJB**

100-250 Watts. 1,200 Kc.  
1606 W. Main St., Marshalltown, Iowa. V. C. Peterson, Manager. Owned and operated by the Marshall Electric Co.  
**Contract Regulations.**  
\*General, except Par. 3: no commissions allowed on talent charges.  
**Sponsored Programs.**  
(Day or Night Rates.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour.....	\$65.00	\$60.00	\$57.00	\$54.00	\$51.00
1/2 Hour.....	40.00	35.00	33.25	31.50	29.75
1/4 Hour.....	30.00	25.00	23.75	22.50	21.25

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

**IOWA**

**Marshalltown**

**KFJB**

100-250 Watts. 1,200 Kc.  
1606 W. Main St., Marshalltown, Iowa. V. C. Peterson, Manager. Owned and operated by the Marshall Electric Co.  
**Contract Regulations.**  
\*General, except Par. 3: no commissions allowed on talent charges.  
**Sponsored Programs.**  
(Day or Night Rates.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour.....	\$65.00	\$60.00	\$57.00	\$54.00	\$51.00
1/2 Hour.....	40.00	35.00	33.25	31.50	29.75
1/4 Hour.....	30.00	25.00	23.75	22.50	21.25

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

**IOWA**

**Marshalltown**

**KFJB**

100-250 Watts. 1,200 Kc.  
1606 W. Main St., Marshalltown, Iowa. V. C. Peterson, Manager. Owned and operated by the Marshall Electric Co.  
**Contract Regulations.**  
\*General, except Par. 3: no commissions allowed on talent charges.  
**Sponsored Programs.**  
(Day or Night Rates.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour.....	\$65.00	\$60.00	\$57.00	\$54.00	\$51.00
1/2 Hour.....	40.00	35.00	33.25	31.50	29.75
1/4 Hour.....	30.00	25.00	23.75	22.50	21.25

**Announcements.**

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100 Tl.
1 Min.	4.00	3.80	3.60	3.40	3.00
2 Min.	5.00	4.75	4.50	4.25	3.75
3 Min.	6.00	5.70	5.40	5.10	4.50
5 Min.	7.75	7.36	6.97	6.59	6.20

(One announcement daily except Sunday.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Min.	\$22.50	\$21.38	\$20.25	\$19.13
3 Min.	34.00	32.80	31.60	28.90

**Special Feature Periods.**

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

**KANSAS**

**Wichita**

**KFH**

1,000 Watts. CBS 1,300 Kc.  
124 S. Market St., Wichita, Kans. J. Leslie Fox, Manager. Owned and operated by Radio Station KFH Company (Wichita "Eagle," Hotel Lassen).

**Contract Regulations.**

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

**Sponsored Programs.**

(After 6:00 P. M. weekdays and after 12 noon Sundays.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100	300
1/4 Hr.	\$150.00	\$113.00	\$107.25	\$96.50	\$91.50	\$85.00
1/2 Hr.	80.00	63.00	61.75	58.75	55.00	49.00
10 Min.	55.00	40.00	38.00	36.00	34.25	30.00
5 Min.	30.00	25.00	23.75	22.50	21.00	18.00

(10 P. M. to 11 P. M.)

1/4 Hr.	125.00	90.00	85.50	81.00	77.00	70.00
1/2 Hr.	70.00	50.00	47.00	45.00	42.00	38.00
10 Min.	40.00	35.00	33.00	31.00	29.00	25.00
5 Min.	20.00	18.00	17.00	16.00	15.00	13.00

(Before 6:00 P. M. weekdays and before 12 noon, Sundays.)

1/4 Hr.	75.00	60.00	57.00	54.00	51.00	45.00
1/2 Hr.	40.00	35.00	33.25	31.50	29.75	25.00
10 Min.	30.00	27.00	25.75	24.50	23.00	20.00
5 Min.	15.00	13.50	12.50	12.00	11.50	9.00

**Announcements.**

(6:00 P. M. to 10:00 P. M.)

(Count 120 words per minute.)

1/4 Min.	12.00	11.00	10.00	9.00	8.00	7.00
1 Min.	15.00	14.00	13.00	12.00	11.00	10.00
2 Min.	17.00	16.00	15.00	14.00	13.00	12.00

(10:00 P. M. to 11:00 P. M.)

1/4 Min.	10.00	9.00	8.50	7.50	6.50	5.50
1 Min.	12.00	11.00	10.50	9.00	8.00	7.50
2 Min.	15.00	14.00	13.00	12.00	11.00	10.00

(Before 6:00 P. M.)

1/4 Min.	8.00	7.00	6.50	5.50	4.50	3.50
1 Min.	10.00	9.00	8.00	7.00	6.00	5.00
2 Min.	12.00	11.00	10.00	9.00	8.00	7.00

Addresses and talks: Talks accepted on week days only, between 6:00 a. m. and 8:00 p. m. Rate, \$5.00 per minute. Minimum charge, \$25.00.

**Special Feature Periods.**

"Ladies' Matinee," 3 to 4 P. M. daily, except Sunday. Limited to 7 sponsors. Rate, \$50.00 per week. Minimum contract, 13 weeks.

**Electrical Transcriptions.**

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

**LOUISIANA**

**New Orleans**

**WDSU**

1,000 Watts. CBS 1,250 Kc.  
Hotel DeSoto, New Orleans, La. J. H. Uhalt, Managing Director. Owned and operated by Uhalt Broadcasting Co.

**Contract Regulations.**

\*General, except Par. 3: no agency commission on talent charges. 2% discount for cash in advance.

**Sponsored Programs.**

(5:00 P. M. to 12:00 Midnight.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$125.00	\$118.75	\$112.50	\$106.25
1/2 Hour.	75.00	71.25	67.50	63.75
1/4 Hour.	45.00	42.75	40.50	38.25
10 Minutes.	30.00	28.50	27.00	25.50
5 Minutes.	20.00	19.00	18.00	17.00
3 Minutes.	15.00	14.25	13.50	12.75
1 Minute.	10.00	9.50	9.00	8.50

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

1 Hour.	65.00	61.75	58.50	55.25
1/2 Hour.	40.00	38.00	36.00	34.00
1/4 Hour.	25.00	23.75	22.50	21.25
10 Minutes.	20.00	19.00	18.00	17.00
5 Minutes.	15.00	14.25	13.50	12.75
3 Minutes.	10.00	9.50	9.00	8.50
1 Minute.	7.00	6.65	6.30	5.95

**Announcements.**

(5:00 P. M. to 12:00 Midnight.)

50 words daily, per month.....\$150.00

(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 \$22.00; 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. 1/4 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.**

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$100.00	\$95.00	\$90.00	\$85.00
1/2 Hour.	60.00	57.00	54.00	51.00
1/4 Hour.	40.00	38.00	36.00	34.00

(Before 6:00 P. M.)

1 Hour.	50.00	47.50	45.00	42.50
1/2 Hour.	30.00	28.50	27.00	25.50
1/4 Hour.	20.00	19.00	18.00	17.00

**Announcements.**

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100 Tl.
1 Min.	\$ 7.50	\$ 7.12	\$ 6.75	\$ 6.48	\$ 6.00
2 Min.	9.60	9.22	8.84	8.16	7.68
5 Min.	20.00	19.00	18.00	17.00	16.00

(Before 6:00 P. M.)

1 min.	5.00	4.75	4.50	4.25	4.00
2 Min.	7.50	7.12	6.75	6.48	6.00
5 Min.	15.00	14.25	13.50	12.75	12.00

**Special Feature Periods.**

Electrical Transcriptions.

**MASSACHUSETTS**

**Boston**

**WBZ-WBZA**

15,000 Watts. NBC 900 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.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$750.00	\$675.00	\$637.50	\$600.00
1/2 Hour.	400.00	380.00	340.00	320.00
1/4 Hour.	280.00	252.00	238.00	224.00
5 Minutes.	125.00	112.50	106.25	100.00

(11:00 P. M. until close of programs; 6 A. M. to 6:00 P. M.)

1 Hour.	375.00	337.50	318.75	300.00
1/2 Hour.	200.00	180.00	170.00	160.00
1/4 Hour.	140.00	126.00	119.00	112.00
5 Minutes.	62.50	56.25	53.13	50.00

Discount of 25% allowed on 300 times or more in one year.

**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.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$150.00	\$120.00	\$114.00	\$108.00
1/2 Hour.	85.00	70.00	66.50	63.00
1/4 Hour.	45.00	40.00	38.00	36.00
10 Min.	35.00	30.00	28.50	27.00
5 Min.	25.00	20.00	19.00	17.00

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

1 Hour.	100.00	80.00	76.00	72.00
1/2 Hour.	60.00	45.00	42.75	40.50
1/4 Hour.	40.00	25.00	23.75	22.50
10 Min.	20.00	15.00	14.75	13.50
5 Min.	15.00	10.00	9.50	9.00

**Announcements.**

(Daily except Sunday.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100 or more
1 Tl.	100				

(Before 6:00 P. M.)

1 Min.	10.00	7.50	6.50	6.25	6.00
2 Min.	15.00	12.50	11.50	11.25	11.00
3 Min.	20.00	17.50	15.00	14.25	13.00

**Special Feature Periods.**

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

**WTAG**

250 Watts NBC 500 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.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 hour.	\$175.00	\$166.25	\$157.50	\$148.75
1/2 hour.	100.00	95.00	90.00	85.00
1/4 hour.	60.00	57.00	54.00	51.00

(All other hours.)

One-half above rates.

**Announcements.**

(Not accepted after 6:00 P. M. Maximum, 100 words per minute.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 min.	\$10.00	\$ 7.50	\$ 6.50	\$ 6.00
2 Min.	15.00	12.50	11.50	11.00
3 Min.	20.00	17.50	15.00	13.00
5 Min.	25.00	22.50	20.00	18.00

**Special Feature Periods.**

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

**MICHIGAN**

**Detroit**

**WXYZ**

1,000 Watts CBS 1,240 Kc.  
300-314 Madison Theatre Bldg., Detroit, Mich. Owned and operated by Kinsky-Trendle Broadcasting Corporation. John H. Kinsky, 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.**



## 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.

(6:00 P. M. to 12:00 Midnight.)				
	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$85.00	\$90.75	\$76.50	\$72.25
1/2 Hour.....	50.00	47.50	45.00	42.50
1/4 Hour.....	30.00	28.50	27.00	25.50

(All other hours.)				
	1 Hour.	1/2 Hour.	1/4 Hour.	
	60.00	57.00	54.00	51.00
	35.00	33.25	31.50	29.75
	20.00	19.00	18.00	17.00

#### Announcements.

(75 to 100 words—Monday to Saturday.)  
9:00 P. M. to 11:00 P. M.—One time, \$7.50; 6 times, \$45.00; 6 times on 4 weeks' contract, per week, \$35.00. 6:00 P. M. to 7:00 P. M.—One time, \$5.00; 6 times, \$30.00; 6 times on 4 weeks' contract, per week, \$25.00. 3:00 P. M. to 5:00 P. M.—One time, \$3.50; 6 times, \$21.00; 6 times on 4 weeks' contract, per week, \$18.00. 7:00 A. M. to 9:00 A. M.—One time, \$3.00; 6 times, \$18.00; 6 times on 4 weeks' contract, per week, \$15.00.

#### Special Feature Periods.

Children's Hour, 4:30 P. M. to 5:00 P. M.—One time, \$35.00; 13 times, \$33.25; 26 times, \$31.50; 51 times, \$29.75. Homemaker's Frolic (women), 1 1/2 hours daily, 100 words allowed advertiser, per broadcast, \$3.00.—If this feature is split in programs, regular rates apply.

#### Electrical Transcriptions.

33 1/3 and 78 r.p.m. turntables.  
Rates for recorded programs are regular time charges, plus charges for sustaining transcriptions. Restricted to certain hours.

## MINNESOTA

### St. Paul—Minneapolis

#### KSTP

10,000 Watts. NBC 1,460 Kc.

St. Paul Hotel, St. Paul, Minn. E. D. Jencks, Sales Manager; Stanley E. Hubbard, Vice-President and General Manager; K. M. Hance, Assistant Manager. Owned and operated by the National Battery Broadcasting Co.

#### Contract Regulations.

\*General.

#### Sponsored Programs.

(6:00 P. M. to 11:00 P. M.)				
	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$400.00	\$380.00	\$360.00	\$340.00
1/2 Hour.....	200.00	190.00	180.00	170.00
1/4 Hour.....	125.00	118.75	112.50	106.25

(8:30 A. M. to 6:00 P. M. and 11:00 P. M. to 6:30 A. M. to 6:00 P. M. and 11:00 P. M. to 1:30 A. M.)

1 Hour.....	200.00	190.00	180.00	170.00
1/2 Hour.....	100.00	95.00	90.00	85.00
1/4 Hour.....	50.00	47.50	45.00	42.50
10 Min.....	40.00	38.00	36.00	34.00
5 Min.....	25.00	23.75	22.50	21.25

#### Sundays

(6:00 P. M. to 11:00 P. M.)				
	1 Hour.	1/2 Hour.	1/4 Hour.	
	400.00	380.00	360.00	340.00
	200.00	190.00	180.00	170.00
	125.00	118.75	112.50	106.25

#### (10:00 A. M. to 6:00 P. M.)

1 Hour.....	300.00	285.00	270.00	255.00
1/2 Hour.....	175.00	166.25	157.50	148.75
1/4 Hour.....	100.00	95.00	90.00	85.00

\*Consecutive times, one or more broadcasts per week.

#### Announcements.

(Daily except Sunday. Minimum program after 6:00 P. M., 1/4 hour.)

#### (One minute or 125 words)

Single announcement.....	\$15.00
6 to 23 announcements, per announcement.....	12.00
24 to 77 announcements, per announcement.....	10.00
78 to 155 announcements, per announcement.....	9.00
156 or more announcements, per announcement.....	8.00

\*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-

The above rates are based on one or more announcements on consecutive week days. Rates for longer announcements multiples of above per minute.

#### Special Feature Periods.

(One minute or 125 words. Same rates and discounts as regular announcements.)

(Daily except Sundays.)

Night Watchman's Parade (6:00 to 6:30 A. M.); Early Risers Club (6:30 to 9:00 A. M.); Fashion Review (9:30 to 9:45 A. M.); Home Maker's Chats (9:45 to 10:00 A. M.); Household Corner (10:30 A. M. to 10:45 A. M.); Farm Hour (12:30 to 1:00 P. M.); Tea Time Concert (3:30 to 4:15 P. M.); Children's Hour (5:00 to 5:30 P. M.).

#### Electrical Transcriptions.

33 1/3 and 78 r.p.m. turntables for both vertical and lateral cut recordings.

## MISSOURI

### Kansas City

#### KMBC

1,000 Watts. CBS 950 Kc.

11th Floor, Pickwick Hotel, Kansas City, Mo. Arthur B. Church, Vice-President and General Manager. Owned and operated by the Midland Broadcasting Co.

#### Contract Regulations.

\*General.

#### Sponsored Programs.

(6:00 P. M. to 10:00 P. M. weekdays, and 12:00 noon to 10:00 P. M. Sundays.)				
	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hr.....	187.50	150.00	142.50	127.50
1/2 Hr.....	112.50	90.00	85.50	76.50
10 Min.....	100.00	80.00	76.00	68.00
5 Min.....	67.50	50.00	47.50	40.00

#### (10:00 P. M. to 11:00 P. M.)

1/2 Hr.....	150.00	120.00	114.00	102.00
1/4 Hr.....	90.00	72.00	68.40	61.20
10 Min.....	80.00	64.00	60.80	54.40
5 Min.....	54.00	40.00	38.00	32.00

#### (All Other Hours.)

1/2 Hr.....	93.75	75.00	71.25	63.75
1/4 Hr.....	56.25	45.00	42.75	38.25
10 Min.....	50.00	40.00	38.00	34.00
5 Min.....	31.25	25.00	23.75	20.00

(Special rate for daily 15-minute programs before 4:30 P. M. and after 11:00 P. M.)

Per week.....	\$180.00	\$171.00	\$135.00
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#### Announcements.

1/4 minute, maximum 30 words; 1/2 minute, maximum 60 words; 1 minute, maximum 120 words; 2 minutes, maximum 240 words.

#### (6:00 P. M. to 10:00 P. M.)

	1 Tl.	6 Tl.	24 Tl.	78 Tl.	300 Tl.
1/4 Minute.....	\$22.50	\$18.00	\$16.50	\$15.00	\$13.50
1/2 Minute.....	30.00	24.00	22.50	21.00	18.00
1 Minute.....	45.00	36.00	33.75	31.50	27.00
2 Minutes.....	75.00	60.00	56.25	52.50	45.00

#### (10:00 P. M. to 11:00 P. M.)

1/4 Minute.....	15.00	12.00	11.00	10.00	9.00
1/2 Minute.....	20.00	16.00	15.00	14.00	12.00
1 Minute.....	30.00	24.00	22.50	21.00	18.00
2 Minutes.....	50.00	40.00	37.50	35.00	30.00

#### (Before 6:00 P. M.)

1/4 Minute.....	7.50	6.00	5.50	5.00	4.50
1/2 Minute.....	10.00	8.00	7.50	7.00	6.00
1 Minute.....	15.00	12.00	11.25	10.50	9.00
2 Minutes.....	25.00	20.00	18.75	17.50	15.00

#### Special Feature Periods.

Co-Sponsorship Programs "Big Brother Club" (daily except Sunday—Children's Feature); "Happy Hollow" (every evening except Sunday—Serial Feature); "Lady of the House" (Daily Home Economics Program).

#### Electrical Transcriptions.

33 1/3 and 78 r.p.m. turntables.

## St. Louis

#### KWK

1,000 NBC 1,350 Kc.

Hotel Chase, St. Louis, Mo. Thomas Patrick Convey, President; C. G. Cusby, General Manager. Owned and operated by Thomas Patrick, Inc.

#### Contract Regulations.

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

#### Sponsored Programs.

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-

(6:00 P. M. to 12:00 midnight weekdays; Sundays 9:00 A. M. to 11:00 P. M.)

	1 Per.	13 Per.	26 Per.	50 Per.	100 Per.
1 Hour.....	\$350.00	\$280.00	\$268.00	\$252.00	\$238.00
1/2 Hour.....	200.00	160.00	152.00	144.00	136.00
1/4 Hour.....	112.50	90.00	85.50	81.00	76.50

(9:00 A. M. to 6:00 P. M., except noon to 1:00 P. M.)

1 Hour.....	175.00	140.00	133.00	126.00	119.00
1/2 Hour.....	100.00	80.00	76.00	72.00	68.00
1/4 Hour.....	56.25	45.00	42.75	40.50	38.25

#### Announcements.

(5:30 P. M. to 11:00 P. M.)

Maximum copy, 40 words.....	\$160.00
13 Weeks, per week.....	137.00
26 Weeks, per week.....	154.00
39 Weeks, per week.....	151.00

(9:00 A. M. to 5:30 P. M.)

Maximum copy, 75 words. Two musical numbers precede and follow each announcement. Minimum contract, 13 weeks.

13 Weeks, per week.....	\$ 85.00
26 Weeks, per week.....	82.00
39 Weeks, per week.....	79.00
52 Weeks, per week.....	76.00

(7:00 A. M. to 9:00 A. M. and 11:00 P. M. to 12:00 Midnight.)

13 Weeks, per week.....	\$ 50.00
26 Weeks, per week.....	48.00
39 Weeks, per week.....	46.00
52 Weeks, per week.....	44.00

#### Special Feature Periods.

#### Electrical Transcriptions.

33 1/3 and 78 r.p.m. turntables.

(6:00 P. M. to 12:00 midnight weekdays; Sundays, 9:00 A. M. to 11:00 P. M.)

	1 Per.	13 Per.	26 Per.	50 Per.	100 Per.
1/2 Hour.....	\$250.00	\$200.00	\$180.00	\$180.00	\$170.00
1/4 Hour.....	137.50	110.00	104.50	99.00	93.50
5 Min.....	50.00				

#### (9:00 A. M. to 6:00 P. M.)

1/2 Hour.....	125.00	100.00	95.00	90.00	85.00
1/4 Hour.....	68.75	55.00	52.25	49.50	46.75
5 Min.....	25.00				

## MONTANA

### Butte

#### KGIR

500 Watts. 1,360 Kc.

121 West Broadway, Butte, Montana. E. B. Craney, Manager. Owned and operated by KGIR, Inc.

#### Contract Regulations.

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

#### Sponsored Programs.

(6:00 P. M. to 12:00 Midnight)

	1 Tl.	4 Tl.	13 Tl.	26 Tl.	52 Tl.	100 Tl.
1 Hr.....	\$60.00	\$57.00	\$54.00	\$51.00	\$48.00	\$45.00
1/2 Hr.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 Hr.....	24.00	22.80	21.60	20.40	19.20	18.00

#### (All other hours)

1 Hr.....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 Hr.....	24.00	22.50	21.60	20.40	19.20	18.00
1/4 Hr.....	16.00	15.20	14.40	13.60	12.80	12.00

#### Announcements:

(6:00 P. M. to 12:00 Midnight)

Per month—on contract, 6 times a week for:

	Single	1 Month	6 Months
1 Minute.....	\$ 7.00	\$125.00	\$ 75.00
2 Minutes.....	10.50	187.50	112.50
3 Minutes.....	14.00	250.00	150.00
5 Minutes.....	21.00	375.00	225.00

#### (All other hours)

1 Minute.....	4.66	83.33	50.00
2 Minutes.....	7.00	125.00	75.00
3 Minutes.....	9.32	166.67	100.00
5 Minutes.....	14.00	250.00	150.00

#### Special Feature Periods

# NEBRASKA

## Omaha

### KOIL

1,000 Watts NBC 1,260 Kc.  
The "Hilltop Studios," Council Bluffs, Iowa, and "The Brandeis Bungalow Studios," Omaha, Nebr. Don Searle, Director; George Roemer, Commercial Manager. Owned and operated by the Mona Motor Oil Co.

#### Contract Regulations.

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

#### Sponsored Programs.

(6:00 P. M. to 10:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour.	\$250.00	\$287.50	\$225.00	\$212.50	\$200.00
1/2 Hour.	156.25	148.44	140.62	132.81	125.00
1/4 Hour.	97.65	92.77	87.88	83.00	78.12

(5:00 P. M. to 6:00 P. M. and 10:00 P. M. to 11:00 P. M.)

	1 Hour.	104.16	98.95	93.74	88.53	83.33
1/2 Hour.	65.10	61.84	58.59	55.33	52.08	

(6:45 A. M. to Noon; 1:00 P. M. to 5:00 P. M. and 11:00 P. M. to 1:00 A. M.)

	1 Hour.	83.33	79.16	75.00	70.83	66.66
1/2 Hour.	52.08	49.48	46.87	44.26	41.66	
1/4 Hour.	32.53	30.92	29.29	27.67	26.04	

#### Announcements.

(6:45 A. M. to Noon; 1:00 P. M. to 5:00 P. M.; 11:00 P. M. to 1:00 A. M.)

1 minute, \$6.25; 2 minutes, \$12.50; 3 minutes, \$18.75; 5 minutes, \$25.00.

(5:00 P. M. to 6:00 P. M.; 10:00 P. M. to 11:00 P. M.)

1 minute, \$12.50; 2 minutes, \$25; 3 minutes, \$37.50; 5 minutes, \$50.00.

(Break Announcements—20 Words.)

6:45 A. M. to noon, 1:00 P. M. to 5:00 P. M., 11:00 P. M. to 1:00 A. M., \$6.25; 5:00 P. M. to 6:00 P. M., 10:00 P. M. to 11:00 P. M., \$12.50; 6:00 P. M. to 10:00 P. M., \$18.75.

#### Special Feature Periods.

Farm Dinner Hour every day except Sunday noon to 1:00 P. M., rates on application.

#### Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables.

# NEW YORK

## New York City

### WMCA

500 Watts 570 Kc.  
1607 Broadway, at 53rd St., New York. Sidney J. Flamm, Commercial Manager. Owned and operated by Knickerbocker Broadcasting Co., Inc.

#### Contract Regulations.

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

#### Sponsored Programs.

(The following rates are for National Advertising and are 10% above the local rates.)

(Week days 7:00 P. M. to 11:00 P. M. and Sundays and holidays.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$550.00	\$522.50	\$495.00	\$467.50
1/2 Hour.	302.50	287.28	272.25	257.12
1/4 Hour.	145.00	136.75	128.50	120.25

(8:00 P. M. to 7:00 P. M. and 11:00 P. M. to 12:00 midnight.)

	1 Hour.	275.00	261.25	247.50	233.75
1/2 Hour.	151.25	143.99	136.73	129.48	
1/4 Hour.	82.50	78.38	74.25	70.13	

(12:00 noon to 6:00 P. M.)

	1 Hour.	220.00	209.00	198.00	187.00
1/2 Hour.	126.50	120.18	113.85	107.53	
1/4 Hour.	71.50	67.93	64.35	60.78	

(6:00 A. M. to 12:00 noon.)

	1 Hour.	165.00	158.75	148.50	140.25
1/2 Hour.	93.50	88.83	84.15	79.48	
1/4 Hour.	55.00	52.25	49.50	46.75	

#### Announcements.

The rates given below are subject to a 10% increase for national advertisers.

(12:00 noon to 5:00 P. M.)

	1 time	3 times	6 times
5 Minutes, per week.	\$30.00	\$80.00	\$150.00

(6:00 A. M. to 12:00 noon.)

	5 Minutes, per week.	25.00	70.00	125.00
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(6:00 A. M. to 5:00 P. M.)

	1 Minute, per week.	15.00	42.50	75.00
2 Minutes, per week.	25.00	70.00	125.00	

#### Special Feature Periods.

Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables.

# Syracuse

## WFBL

1,000-2,500 Watts. CBS 1,360 Kc.  
Onondaga Hotel, Syracuse, N. Y. Charles F. Phillips, Manager. Owned and operated by The Onondaga Radio Broadcasting Corp.

#### Contract Regulations.

\*General, except Par. 3: no commission allowed on talent charges. No commissions allowed unless payment is made on or before tenth of month following broadcast.

#### Sponsored Programs.

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour.	\$100.00	\$95.00	\$90.00	\$85.00	\$80.00
1/2 Hour.	62.50	59.37	56.25	53.12	50.00
1/4 Hour.	39.00	37.03	35.10	33.15	31.20

(Before 6:00 P. M.)

	1 Hour.	50.00	47.50	45.00	42.50	40.00
1/2 Hour.	31.25	29.69	28.12	26.56	25.00	
1/4 Hour.	18.53	17.60	16.68	15.75	14.82	

#### Announcements

(7:30 A. M. to 6:00 P. M.)

	10 Min.	17.50	16.62	15.75	14.87	14.00
5 Min.	19.00	12.85	11.70	11.05	10.40	

Less than

5 min.	5.00	4.75	4.50	4.25	4.00
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#### Special Feature Periods.

Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables.

# NORTH CAROLINA

## Asheville

### WWNC

1,000 Watts 570 Kc.  
815 Flatiron Bldg., Asheville, N. C. G. O. Shepherd, Director; C. H. Smith, Commercial Manager. Owned and operated by Citizen Broadcasting Co., Inc. Affiliated with The Asheville Citizen and The Asheville Times.

#### Contract Regulations.

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

#### Sponsored Programs.

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

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$100.00	\$95.00	\$90.00	\$85.00
1/2 Hour.	65.00	61.00	57.00	53.00
1/4 Hour.	35.00	33.25	31.50	29.75

(9:00 A. M. to 6:00 P. M.)

	1 Hour.	50.00	47.50	45.00	40.00
1/2 Hour.	30.00	28.50	27.00	24.00	
1/4 Hour.	17.50	16.65	15.75	14.00	

#### Announcements.

(Prior to 7 P. M. Nothing less than 15 minutes sold after 7 P. M.)

	1 Minute.	\$ 7.00
	2 Minutes.	8.50
	3 Minutes.	10.00
	5 Minutes.	11.50
	Talks, time limit ten minutes.	18.00

Discounts, announcements and talks, if used consecutively: 13 times, 10%; 26 times, 15%; 52 times, 20%.

#### Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables.

# Charlotte

## WBT

5,000 Watts. CBS 1,080 Kc.  
Wildier Bldg., Charlotte, N. C. Earle J. Gluck, Manager; William J. Weber, Commercial Manager. Owned and operated by WBT, Inc.

#### Contract Regulations.

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

#### Sponsored Programs.

(6:00 P. M. to 2:00 A. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$200.00	\$190.00	\$180.00	\$170.00
1/2 Hour.	125.00	118.75	112.50	106.25
1/4 Hour.	75.00	71.25	67.50	63.75

(2:00 A. M. to 6:00 P. M.)

	1 Hour.	125.00	118.75	112.50	106.25
1/2 Hour.	75.00	71.25	67.50	63.75	
1/4 Hour.	50.00	47.50	45.00	42.50	

#### Announcements.

\$15.00 each. Limited to 100 words. No period discounts on announcements. None accepted after 6 p. m. except by special arrangement.

#### Special Feature Periods.

Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables.

(6:00 P. M. to 2:00 A. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.	\$250.00	\$237.50	\$225.00	\$212.50
1/2 Hour.	150.00	142.50	135.00	127.50
1/4 Hour.	90.00	85.50	81.00	76.50

(2:00 A. M. to 6:00 P. M.)

	1 Hour.	150.00	142.50	135.00	127.50
1/2 Hour.	90.00	85.50	81.00	76.50	
1/4 Hour.	55.00	52.25	49.50	46.75	

# Raleigh

## WPTF

1,000 Watts NBC 680 Kc.  
324 Fayetteville St., Raleigh, N. C. H. K. Carpenter, Manager; Robert L. Bridger, Commercial Manager. Owned and operated by Durham Life Insurance Co.

#### Contract Regulations.

\*General.

#### Sponsored Programs.

(The following rates are for national advertising. Local advertising rates are 30% lower.) Time after 8:00 P. M. is not available on a 52-week contract.

(8:00 P. M. to 11:00 P. M.)

1 hour, \$125; 1/2 hour, \$75; 1/4 hour, \$40; 10 minutes, \$35; 5 minutes, \$25.

(6:30 P. M. to 8:00 P. M.)

1 hour, \$110; 1/2 hour, \$65; 1/4 hour, \$35; 10 minutes, \$25; 5 minutes, \$20.

(12:30 P. M. to 2:00 P. M. and 5:00 P. M. to 6:30 P. M.)

1 hour, \$75; 1/2 hour, \$50; 1/4 hour, \$30; 10 minutes, \$20; 5 minutes, \$15.

(Up to 9:00 A. M. and from 11:00 A. M. to 12:30 P. M.)

1 hour, \$60; 1/2 hour, \$40; 1/4 hour, \$25; 10 minutes, \$18; 5 minutes, \$11.

(9:00 A. M. to 11:00 A. M. and 2:00 P. M. to 5:00 P. M.)

1 hour, \$45; 1/2 hour, \$30; 1/4 hour, \$15; 10 minutes, \$10; 5 minutes, \$7.50.

#### Announcements.

(Price quoting permitted before 6:00 P. M.)

(8:00 P. M. to 11:00 P. M.)

30 minutes, \$175; 15 minutes, \$130; 10 minutes, \$85; 200 words, \$45; 100 words, \$40; 50 words, \$35.

(6:30 P. M. to 8:00 P. M.)

30 minutes, \$135; 15 minutes, \$100; 10 minutes, \$65; 200 words, \$40; 100 words, \$35; 50 words, \$30.

(5:00 P. M. to 6:30 P. M.)

30 minutes, \$100; 15 minutes, \$75; 10 minutes, \$50; 200 words, \$30; 100 words, \$25; 50 words, \$20.

(12:30 P. M. to 2:00 P. M.)

30 minutes, \$65; 15 minutes, \$40; 10 minutes, \$30; 200 words, \$25; 100 words, \$20; 50 words, \$15.

(Up to 9:00 A. M. and from 11:00 A. M. to 12:30 P. M.)

30 minutes, \$50; 15 minutes, \$35; 10 minutes, \$25; 200 words, \$20; 100 words, \$15; 50 words, \$10.

(9:00 A. M. to 11:00 A. M. and 2:00 P. M. to 5:00 P. M.)

30 minutes, \$40; 15 minutes, \$30; 10 minutes, \$20; 200 words, \$15; 100 words, \$12.50; 50 words, \$7.50.

\*By special arrangement only.

#### Special Feature Periods.

(For participating sponsorship.)

(75 words daily except Sunday)

Morning Shopper—early morning, per week, \$35.

Household Varieties—mid-afternoon, per week, \$50.

Home Songs—early evening, per week, \$75.

(Sponsorship of miscellaneous service feature announcements, daily, except Sunday)

50 words, per week, evening, \$60; afternoon, \$50; morning, \$35.

50 words, 3 times per day, per week, \$120.

Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables. Service charge of \$5 per program is made on all transcriptions.

# NORTH DAKOTA

## Bismarck

### KFYR

2,500 Days—1,000 Nights NBC 550 Kc.  
320 Broadway, Bismarck, N. D. P. J. Meyer, Manager; Stanley M. Lucas, Director; C. F. Dirlam, Commercial Director.

**Announcements.**

(100 words or less.)  
 Between 6:00 p. m. and 7:00 p. m. \$7.50 Each  
 Between 2:30 p. m. and 5:30 p. m. 5.00 Each  
 Between 6:00 a. m. and 11:30 a. m. 5.00 Each  
 Sponsoring of miscellaneous service feature announcements, daily except Sunday:  
 Evening—  
 50 words—per week \$15.00  
 Daytime—  
 50 words—per week 30.00

**Electrical Transcriptions.**

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

**Fargo**

**W DAY**

1,000 Watts. NBC 940 Kc.  
 Address: Fargo, N. D. Charles G. Burke, Commercial Manager; E. C. Reineke, General Manager. Owned and operated by WDAY, Inc.

**Contract Regulations.**

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

**Sponsored Programs.**

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$100.00	\$95.00	\$90.00	\$85.00
1/2 Hour.....	60.00	57.00	54.00	51.00
1/4 Hour.....	35.00	33.25	31.50	29.75

(Before 6:00 P. M.)

1 Hour.....	60.00	57.00	54.00	51.00
1/2 Hour.....	35.00	33.25	31.50	29.75
1/4 Hour.....	20.00	19.00	18.00	17.00
10 Min.....	15.00	14.25	13.50	12.00
5 Min.....	12.50	11.85	11.25	10.00

**Announcements.**

(Broadcast before 6:15 P. M. only. Copy limited to 100 words. Discounts: 6 months, 10%; 12 months, 20%.)

	9:30-11:30 A. M.	1:30-4:30 P. M.
Daily, except Sun., per mo.	\$100.00	\$70.00
3 times a week, per mo.	60.00	40.00
Daily, except Sun., per wk.	30.00	20.00
Less than week, per announcement.....	6.00	4.00
	12:30-5:30 P. M.	6:15 P. M.
Daily, except Sun., per mo.	\$140.00	\$90.00
3 times a week, per mo.	75.00	50.00
Daily, except Sun., per wk.	37.50	25.00
Less than week, per announcement.....	7.00	5.00

**Special Feature Periods.**

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

**OHIO**

**Cincinnati**

**WKRC**

1,000 Watts. CBS 550 Kc.  
 General Manager, Cincinnati, Ohio. E. S. Mittendorf, General Manager. Owned and operated by WKRC, Inc.

**Contract Regulations.**

\*General.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

	1 Tl.	26 Tl.	52 Tl.	100 Tl.
1 Hour.....	\$200.00	\$180.00	\$170.00	\$160.00
1/2 Hour.....	110.00	90.00	83.50	88.00
1/4 Hour.....	60.00	54.00	51.00	48.00

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

1 Hour.....	100.00	90.00	85.00	80.00
1/2 Hour.....	55.00	49.50	46.75	44.00
1/4 Hour.....	32.50	29.25	27.63	26.00

**Commercial Announcements.**

\$250 per month between 6:00 P. M. and 11:00 P. M.  
 \$125 per month between 7:00 A. M. and 6:00 P. M.

\*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-

**Special Feature Periods.**

A special Woman's Hour program (10:30 A. M. to 11:00 A. M.), 6 one-minute announcements weekly on 6 months' contract, \$100.00 a month.  
**Electrical Transcriptions.**  
 33 1/2 and 78 r.p.m. Western Electric turntables.

**WLW**

50,000 Watts NBC 700 Kc.  
 3401 Colerain Ave., Cincinnati, Ohio. R. L. Ferguson, Commercial Manager; Powell Crosley, Jr., President; John L. Clark, General Manager. Owned and operated by The Crosley Radio Corp.  
**Contract Regulations.**  
 \*General.

**Sponsored Programs.**

(7:00 P. M. to 11:00 P. M.)

	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$1,152.00	\$960.00	\$864.00
1/2 Hour.....	648.00	540.00	486.00
1/4 Hour.....	456.00	380.00	342.00

(Daily 5:00 P. M. to 7:00 P. M. and Sunday noon to 7:00 P. M.)

1 Hour.....	864.00	720.00	648.00
1/2 Hour.....	486.00	405.00	364.50
1/4 Hour.....	342.00	285.00	250.50

(11:00 P. M. to Sign Off.)

**Rates on application.**

(All other hours.)

1 Hour.....	576.00	480.00	432.00
1/2 Hour.....	324.00	270.00	243.00
1/4 Hour.....	228.00	190.00	171.00

**Announcements.**

(Not accepted between 7:00 P. M. and Midnight.)

**Special Feature Periods.**

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

**Cleveland**

**WGAR**

500 Watts. NBC 1,450 Kc.  
 Hotel Statler, Cleveland, Ohio. John F. Patt, Manager; Clyde L. Wood, Commercial Manager; Fred R. Ripley, Assistant Manager. Owned and operated by the WGAR Broadcasting Co.

**Contract Regulations.**

\*General.

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	\$300.00	\$285.00	\$270.00	\$255.00
1/2 Hour.....	175.00	166.25	157.50	148.75
1/4 Hour.....	100.00	95.00	90.00	85.00

(12:00 noon to 1:00 P. M.; 5:00 P. M. to 6:00 P. M. and 11:00 P. M. to 12:00 P. M. Midnight.)

1 Hour.....	175.00	166.25	157.50	148.75
1/2 Hour.....	100.00	95.00	90.00	85.00
1/4 Hour.....	50.00	47.50	45.00	42.50

(All other hours.)

1 Hour.....	150.00	142.50	135.00	127.50
1/2 Hour.....	75.00	71.25	67.50	63.75
1/4 Hour.....	45.00	42.75	40.50	38.25

(Sunday, 1:00 P. M. to 7:00 P. M.)

1 Hour.....	250.00	237.50	225.00	212.50
1/2 Hour.....	150.00	142.50	135.00	127.50
1/4 Hour.....	75.00	71.25	67.50	63.75

**Announcements.**

(100 words maximum.)  
 9:45 to 10:00 A. M.—Betsy Brown's Rambles.  
 6:00-8:30 A. M.—The Minute Man.  
 1 announcement, \$7.50; Monday to Saturday (6 times), \$37.50.  
 12:00 to 12:30 P. M.—Noonday announcements.  
 1 announcement, \$10.00; Monday to Saturday (6 times), \$50.00.  
**Afternoon periods:**  
 5:30 to 5:45 P. M.—Amusement Guide.  
 1 announcement, \$10.00; Monday to Saturday (6 times), \$50.00.  
 4:30 to 5:00 P. M.—The Merry-Go-Round.  
 1 announcement, \$10.00; Monday to Saturday (6 times), \$50.00.  
 5:45 to 6:30 P. M.—Dinner Music.  
 After 11:00 P. M.—Late announcements.  
 1 announcement, \$20.00; Monday to Saturday (6 times), \$100.00.

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-

**Special Feature Periods.**

See above.

**Electrical Transcriptions.**

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

**WJAY**

500 Watts. 610 Kc.  
 1224 Huron Road, Cleveland, Ohio. G. C. Melrose, Manager. Owned and operated by Cleveland Radio Broadcasting Corp.

**Contract Regulations.**

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

**Sponsored Programs.**

**Sunday Rates**  
 (12:00 Noon to 6:00 P. M.)

1 Hour.....	\$175.00
1/2 Hour.....	90.00
1/4 Hour.....	50.00

(7:30 A. M. to 12:00 Noon.)

1 Hour.....	\$150.00
1/2 Hour.....	80.00
1/4 Hour.....	45.00

**Weekday Rates**

	1 Hr.	1/2 Hr.	1/4 Hr.
8:00 A. M.-10:00 A. M.	\$125.00	\$62.50	\$35.00
11:00 A. M.-12:00 Noon.	135.00	67.50	35.00
1:15 P. M.-2:15 P. M.	133.00	67.50	35.00
3:00 P. M.-4:00 P. M.	125.00	62.50	35.00
4:15 P. M.-6:00 P. M.	150.00	75.00	40.00
6:00 P. M.-Sign off.	200.00	100.00	50.00

**Announcements.**

(7:00 A. M.-8:00 A. M.)  
 \$7.50 per announcement.  
 (10:00 A. M.-11:00 A. M.; 12:15 P. M.-1:15 P. M.; 2:00 P. M.-2:45 P. M.; 4:30 P. M.-5:00 P. M.)  
 \$12.50 per announcement.

**Special Feature Periods.**

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

**Toledo**

**WSPD**

1,000 Watts CBS 1,340 Kc.  
 Commodore Perry Hotel, Toledo, Ohio. Dwight Northup, Director; J. H. Ryan, Vice-President. Owned and operated by the Toledo Broadcasting Co.

**Contract Regulations.**

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

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	\$225.00	\$210.00	\$195.00	\$180.00
1/2 Hour.....	120.00	111.00	102.00	93.00
1/4 Hour.....	75.00	70.00	65.00	60.00

(12:00 Noon to 1:00 P. M.; 5:00 P. M. to 6:00 P. M.; 11:00 P. M. to 12:00 Midnight.)

1 Hour.....	135.00	126.00	117.00	108.00
1/2 Hour.....	80.00	75.00	70.00	65.00
1/4 Hour.....	45.00	42.50	40.00	38.50

(All other hours.)

1 Hour.....	120.00	115.00	110.00	105.00
1/2 Hour.....	70.00	66.00	62.00	58.00
1/4 Hour.....	42.50	40.00	37.50	35.00

**Announcements.**

(6:00 P. M. to 12:00 Midnight.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Minute.....	\$15.00	\$14.50	\$14.00	\$13.50
2 Minutes.....	20.00	19.50	19.00	18.50
5 Minutes.....	35.00	33.00	31.00	29.00

(7:00 A. M. to 6:00 P. M.)

1 Minute.....	10.00	9.50	9.00	8.50
2 Minutes.....	15.00	14.00	13.50	13.00
5 Minutes.....	25.00	24.00	23.00	22.00

**Special Feature Periods.**  
 Joe and Sam (black face), 15 minute program. Advertiser allowed 3 minutes. One time, \$45.00; 13 times, \$42.50; 26 times, \$40.00; 52 times, \$38.50.  
 Matinee musical (trio), 30-minute program. Advertiser allowed 3 minutes. One time, \$55.00; 13 times, \$52.50; 26 times, \$50.00; 52 times, \$47.50.  
 Treasure Hunters (children). This program is broadcast during the school year only, 15-minute program. Advertiser allowed 2 minutes. One time, \$45.00; 13 times, \$42.50; 26 times, \$40.00; 52 times, \$38.50.

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

Shopper's Guide, 7:15 A. M. to 8:00 A. M. each week day, per week, \$50.00.  
Aunt Sammy feature, between 9:30 A. M. and 11:00 A. M. each week day, per week, \$60.00.

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.  
A 5% surcharge applies to recorded programs.  
Not restricted to certain hours.

**OKLAHOMA**

**Tulsa**

**KVOO**

5,000 Watts **NBC** 1,140 Kc.  
Wright Bldg., Tulsa, Okla. Leonard Byars, Commercial Manager; H. A. Hutchinson, General Manager. Owned and operated by the Southwestern Sales Corp.

**Contract Regulations.**

\*General, except Par. 3; no agency commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 P. M. Midnight.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	104 Tl.
1 Hour..	\$225.00	\$213.75	\$202.50	\$191.25	\$180.00
1/2 Hour..	140.63	133.00	126.57	119.54	112.50
5 Minutes..	87.89	83.50	79.10	74.71	70.31

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

	1 Hour..	112.50	106.88	101.25	95.63	90.00
1/2 Hour..	70.63	67.10	63.57	60.04	56.50	
5 Minutes..	43.94	41.74	39.55	37.35	35.15	
5 Min..	25.00	23.75	22.50	21.25	20.00	

**Announcements.**

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

	1 Tl.	26 Tl.	52 Tl.	104 Tl.	208 Tl.
100 words..	\$10.00	\$ 9.50	\$ 9.00	\$ 8.50	\$ 8.00
200 words..	15.00	14.25	13.50	12.75	12.00
300 words..	18.00	17.10	16.20	15.30	14.40

Over 300 words carries 5 minute rate.

(6:00 P. M. to 12:00 Midnight.)

	50 words..	15.00	14.25	13.50	12.75	12.00
	200 words..	25.00	23.75	22.50	21.25	20.00

**Special Feature Periods.**

**Electrical Transcriptions.**

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

**Announcements.**

1 Min. 10.50 10.00 8.00 7.00 6.00 5.00  
2 Min. 13.00 12.50 10.50 9.50 8.50 7.50  
3 Min. 15.50 15.00 13.00 12.00 11.00 10.00  
4 Min. 18.00 17.50 15.50 14.50 13.50 12.50  
5 Min. 20.50 20.00 18.00 17.00 16.00 15.00

13 Weeks. 26 Weeks. 52 Weeks.  
100 Words..... 30.00 28.50 24.00  
One minute announcements are limited to 100 words. Copy submitted in excess of this limit will be broadcast but will be charged at higher rate.

**Special Feature Periods.**

**Electrical Transcriptions.**

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

**RHODE ISLAND**

**Providence**

**WEAN**

**See Yankee Network**

**TENNESSEE**

**Memphis**

**WNBR**

500 Watts. **CBS** 1,430 Kc.  
Hotel DeVoy, Memphis, Tenn. Malloy Chamberlin, General Manager; Francis S. Chamberlin, Program Director. Owned and operated by the Memphis Broadcasting Co.

**Contract Regulations.**

\*General, except Par. 3; commission allowed on talent charges only if payment in full is made on or before the 10th of the month following broadcast.

**Sponsored Programs.**

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	30 Tl.	52 Tl.
1 Hour..	\$100.00	\$95.00	\$90.00	\$85.00	\$80.00
1/2 Hour..	60.00	57.00	54.00	51.00	48.00
5 Minutes..	36.00	34.20	32.40	30.60	28.80

(Before 6:00 P. M.)

	1 Hour..	60.00	57.00	54.00	51.00	48.00
1/2 Hour..	36.00	34.20	32.40	30.60	28.80	
5 Minutes..	21.60	20.50	19.40	18.35	17.25	

**Announcements.**

(After 6:00 P. M.)

	5 Minutes	25.00	23.75	22.50	21.25	20.00
	2 Minutes	18.00	17.10	16.20	15.30	14.40
	1 Minute.	12.00	11.40	10.80	10.20	9.60
	50 Words.	7.50	7.13	6.76	6.40	6.02
	25 Words.	5.00	4.75	4.50	4.25	4.00

(Before 6:00 P. M.)

	5 Minutes	15.00	14.25	13.50	12.75	12.00
	2 Minutes	10.80	10.26	9.72	9.18	8.64
	1 Minute.	7.20	6.84	6.48	6.12	5.76
	50 Words.	4.50	4.23	4.00	3.78	3.50
	25 Words.	3.00	2.85	2.70	2.55	2.40

**Special Feature Periods.**

**Electrical Transcriptions.**

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

**TEXAS**

**Houston**

**KTRH**

500 Watts. **CBS** 1,120 Kc.  
Rice Hotel, Houston, Texas. J. G. Belcher, Commercial Manager; B. F. Orr, Station Supervisor. Owned and operated by the Rice Hotel.

**Contract Regulations.**

\*General, except Par. 3; no agency commission on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour..	\$150.00	\$125.00	\$127.50	\$120.00
1/2 Hour..	80.00	72.00	68.00	64.00
5 Minutes..	45.00	40.50	38.25	36.00

(7:00 A. M. to 6:00 P. M.)

	1 Hour..	75.00	67.50	63.75	60.00
1/2 Hour..	40.00	36.00	34.00	32.00	
5 Minutes..	22.50	20.25	19.13	18.00	

**Announcements.**

(After 6:00 P. M.)

	1 Tl.	4 Tl.	13 Tl.	26 Tl.	52 Tl.	104 or more.
1 Min..	\$18.50	\$12.50	\$10.50	\$ 9.50	\$ 8.50	\$ 7.50
2 Min..	17.00	16.00	14.00	13.00	12.00	11.00
3 Min..	20.50	19.50	17.50	16.50	15.50	14.50
4 Min..	24.00	23.00	21.00	20.00	19.00	18.00
5 Min..	27.50	26.50	24.50	23.50	22.50	21.50

(7:00 A. M. to 6:00 P. M., except Sundays.)  
1 Min. 10.50 10.00 8.00 7.00 6.00 5.00  
2 Min. 13.00 12.50 10.50 9.50 8.50 7.50  
3 Min. 15.50 15.00 13.00 12.00 11.00 10.00  
4 Min. 18.00 17.50 15.50 14.50 13.50 12.50  
5 Min. 20.50 20.00 18.00 17.00 16.00 15.00  
Announcements of 20 to 25 words between chain features, evening hours, per announcement, \$25.00.

**WASHINGTON**

**Spokane**

**KFPY**

1,000 Watts **CBS** 1,340 Kc.  
Symons Bldg., Spokane, Wash. Arthur L. Bright, Manager; T. W. Symons, Jr., President. Owned and operated by The Symons Broadcasting Co.

**Contract Regulations.**

\*General.

**Sponsored Programs.**

(7:00 P. M. to 10:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	101 Tl.
1 Hour..	\$100.00	\$95.00	\$90.00	\$85.00	\$80.00
1/2 Hour..	60.00	57.00	54.00	51.00	48.00
5 Minutes..	40.00	38.00	36.00	34.00	32.00
5 Min..	25.00	23.75	22.50	21.25	20.00

(Before 7:00 P. M. and after 10:00 P. M.)

	1 Hour..	50.00	47.50	45.00	42.50	40.00
1/2 Hour..	30.00	28.50	27.00	25.50	24.00	
5 Minutes..	20.00	19.00	18.00	17.00	16.00	
5 Min..	12.50	11.88	11.25	10.63	10.00	

**Electrical Transcriptions.**

5 Minute transcriptions only, minimum 3 times weekly:

(7:00 P. M. to 10:00 P. M.)

5 Min.....	\$15.00	\$14.25	\$13.50	\$12.75
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(Before 7:00 P. M. and after 10:00 P. M.)

5 Min.....	7.50	7.13	6.75	6.38
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**Announcements.**

Maximum of 125 words per minute.  
(6:00 P. M. to 10:30 P. M.)

	1 Tl.	100 Tl.	200 Tl.	300 Tl.	500 Tl.	1,000 Tl.
50 Wds..	\$10.00	\$9.50	\$9.00	\$8.50	\$8.00	\$7.50
1 Min.	15.00	14.25	13.50	12.75	12.00	11.25
2 Min.	20.00	19.00	18.00	17.00	16.00	15.00
5 Min.	50.00	47.50	45.00	42.50	40.00	37.50

(Before 6:00 P. M. and after 10:30 P. M.)

	50 Wds.	5.00	4.75	4.50	4.25	4.00	3.75
1 Min.	7.50	7.13	6.75	6.38	6.00	5.63	
2 Min.	10.00	9.50	9.00	8.50	8.00	7.50	
5 Min.	25.00	23.75	22.50	21.25	20.00	18.75	

**Special Feature Periods.**

**Electrical Transcriptions.**

**WEST VIRGINIA**

**Wheeling**

**WWVA**

5,000 Watts **CBS** 1,160 Kc.  
Hawley Bldg., Wheeling, W. Va. Jack Shawn, Commercial Manager; Geo. W. Smith, Director. Owned and operated by West Virginia Broadcasting Corp.

**Contract Regulations.**

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

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

	1 Tl.	26 Tl.	52 Tl.
1 Hour..	\$145.00	\$125.00	\$110.00
1/2 Hour..	90.00	80.00	70.00
5 Minutes..	75.00	65.00	55.00

(7:00 A. M. to 6:00 P. M.)

	1 Hour..	85.00	70.00	60.00
1/2 Hour..	55.00	45.00	40.00	
5 Minutes..	40.00	35.00	30.00	

**Announcements.**

Happy Jack (7:00 A. M. to 8:00 A. M.), Shopper (10:30 A. M. to 11:30 A. M.), Merry-Go-Round (5:00 P. M. to 5:30 P. M.), Wheeling Parade (12:30 P. M. to 1:25 P. M.). All foregoing \$37.50 per week.

**Special Feature Periods.**

Rates and information on request.

**Electrical Transcriptions.**

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

**PENNSYLVANIA**

**Pittsburgh**

**KDKA**

50,000 Watts. **NBC** 1,380 Kc.  
Wm. Penn Hotel, Pittsburgh, Pa. Owned and operated by the Westinghouse Electric & Manufacturing Co.

**Contract Regulations.**

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

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour..	\$900.00	\$810.00	\$765.00	\$720.00
1/2 Hour..	500.00	450.00	425.00	400.00
5 Minutes..	350.00	315.00	297.50	280.00
5 Minutes..	150.00	135.00	127.50	120.00

(6:00 A. M. to 6:00 P. M. and 11:00 P. M. until close of programs.)

1 Hour..	450.00	405.00	382.50	360.00
1/2 Hour..	250.00	225.00	212.50	200.00
5 Minutes..	175.00	157.50	148.75	140.00
5 Minutes..	75.00	67.50	63.75	60.00

Discount of 25% allowed for 300 times or more in one year.

**Special Feature Periods.**

**Electrical Transcriptions.**

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

**WCAE**

1,000 Watts. **NBC** 1,220 Kc.  
Smithfield St. and 6th Ave., Pittsburgh, Pa. J. L. Kaufman, Manager. Owned and operated by WCAE, Inc.

**Contract Regulations.**

\*General.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight Weekdays and All day Sunday)

13 Weeks. 26 Weeks. 52 Weeks.

1 Hour..	\$250.00	\$237.50	\$200.00
1/2 Hour..	150.00	142.50	120.00
5 Minutes..	105.00	96.75	84.00

(6:00 A. M. to 5:30 P. M.)

1 Hour..	125.00	118.75	100.00
1/2 Hour..	75.00	71.25	60.00



# 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

Continental Oil Corp., Ponca City, Okla.  
(Petroleum Products).

## DISTRICT OF COLUMBIA

### WJSV—Washington

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

J. W. Dorman, Louisville, Ky. (Medicine).

## FLORIDA

### WIOD—Miami

General Motors Corp., Detroit (Motor Cars).

Gruen Watch Makers' Guild, Cincinnati.

Coconut Lamp & Shell Co. (Novelties).

### WQAM—Miami

Olds Motor Co., Lansing, Mich. (Oldsmobile).

Walker Properties Association, Austin, Texas (Chile).

Florists' Telegraph Delivery Association, Detroit.

Richfield Oil Corp. of N. Y., New York (Petroleum Products).

## INDIANA

### WOWO—Fort Wayne

Gold Seal Associates, Inc., New York (Merchants' Association).

Olds Motor Co., Lansing, Mich. (Oldsmobile).

Oliver Farm Equipment Co., Chicago (Plows).

Neuhauser Hatcheries, Inc., Napoleon, Ohio (Chicks).

S. C. Johnson & Son, Racine, Wis. (Floor Wax).

Indiana Farmers' Guide, Huntington, Ind. (Farm Publication).

Raladam Co., Detroit (Marmola Reducing Tablets).

## IOWA

### WMT—Waterloo

Central Laboratories, Des Moines (Scalp-foam).

## MARYLAND

### WCAO—Baltimore

Hava-Tampa Co., Tampa, Fla. (Cigars) (Local dealer).

Silica Gel Corp. (Chemicals).

Geo. Gunther Jr. Brewing Co. (Brewery).

Geo. Blome & Son (Candy Manufacturers).

## MASSACHUSETTS

### WBSO—Babson Park, Mass.

Astell Shoe Co., Newton, Mass.

Bostonian Mfg. Co., Boston (Men's Shirts).

Gardner Reed & Rattan Co., Gardner, Mass. (Boudoir Chairs).

Brown Bros. Co., Gardner (Dinette Sets).

S. K. Pierce & Co., Gardner (Chairs and Tables).

Wilcox Co., Inc., Athol, Mass. (Pyroloid Products).

Simpson Spring Co., South Easton, Mass. (Simpson Spring Beverages).

E. L. Thompson Chair Co., Baldwinville.

Temple-Stuart Co., Baldwinville.

Fold-Well Table, Inc., Berlin (Ironing Board).

### WTAG—Worcester

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

## MICHIGAN

### WJR—Detroit

United Shirt Co., 16 Stores (Pontiac, Detroit, Cleveland) (Haberdashery).

International Heater Co., Utica, N. Y. (Oil Heater).

Stokely Bros. & Co., Inc., Louisville, Ky. (Canned Vegetables).

Florists' Telegraph Delivery Association.

The Otwell Co. (Heater for Motor Cars).

American Beauty Macaroni Co., Kansas City, Mo.

### WXYZ—Detroit

Gold Seal Associates, Inc., New York (Merchants' Association).

Buick Motor Co., Flint, Mich. (Local dealer).

National Dairy Products Corp., New York.

The Otwell Co. (Heaters for Motor Cars).

## MISSOURI

### KFEQ—St. Joseph

Hodes-Zinc Co., Fremont, Ohio (Auto Supplies).

Moore Brothers, Joliet, Ill. (Stoves).

Indiana Botanic Gardens, Hammond, Ind. (Almanac).

Eutlinger Casing Co., Kansas City, Mo. (Casaks' Protector for Smoked Meats).

Globe-American Corp., Kokomo, Ind. (Mechanical Poultry Supplies).

W. S. Hill Mfg. Co., Des Moines, Iowa (Supertone).

Raladam Co., Detroit (Marmola Reducing Tablets).

Renton Co., Pasadena, Calif. (Hydrocin).

Strauss Program Producers, Des Moines, Iowa (Fan-Rau Freckle Cream).

## NEBRASKA

### WOW—Omaha

Amity Leather Products Co., West Bend, Wis. (Leather Goods).

Seeck & Kade, Inc., New York (Pertussin Cough Syrup).

## NEW YORK

### WOKO—Albany

Gold Seal Associates, Inc., New York (Merchants' Association).

Rumford Chemical Works, Rumford, R. I. (Baking Powder).

Raladam Co., Detroit (Marmola Reducing Tablets).

Berry Bros., Detroit (Paint).

Olds Motor Co., Lansing, Mich. (Oldsmobile).

Chain Products Co., Cleveland (Auto Chains).

RCA-Victor Co., Camden, N. J. (Local dealers of Troy and Albany).

General Motors Corp., Frigidaire Division, Detroit (Electric Refrigerators).

### WINS—New York

Charles E. Hires Co., Philadelphia (Root Beer).

Bayuk Cigars, Inc., Philadelphia.

Metropolitan Electric Co. (Face Lite).

General Foods Corp., New York (Group of Food Products).

Sophia Co., New York (Hair Goods).

## WMCA—New York

Ralston Purina Co., Inc., St. Louis, Mo. (Cereal).

Edros Natural Products (Edrolax).

The Rudolph Wurlitzer Co., Cincinnati, Ohio (Organs).

Richfield Oil Corp. of New York (Petroleum Products).

Life Savers, Inc., Port Chester, N. Y. (Fruit Drops, etc.).

Sakele Perfume Co.

Horowitz-Margaret Co. (Foodstuffs).

Buick Motor Co., Flint, Mich. (Local dealer).

Technical Color & Chemical Co., Brooklyn, N. Y. (Red Devil Paint & Varnish).

General Baking Co., New York (Bond Bread).

Quaker Oats Co., Chicago (Cereal).

Rokeach Co., Brooklyn, N. Y. (Foodstuffs).

National Dairy Products Corp.

Firestone Footwear Co., Boston (Rubbers, etc.).

Chevrolet Motor Co., Detroit.

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

## NORTH CAROLINA

### WBIG—Greensboro

Crazy Water Crystals Co., Raleigh, N. C.

International Bible Students' Association, New York.

Spraley Co., Dayton, Ohio.

### WPTF—Raleigh

Hudson Motor Car Co., Detroit (Hudson and Essex Cars).

Buick Motor Co., Flint, Mich. (Local dealer).

United Drug Co., Boston.

The Mennen Co., Newark, N. J. (Shaving Preparations).

Florists' Telegraph Delivery Association, Detroit.

## NORTH DAKOTA

### KFYR—Bismarck

Oscar H. Will & Co. (Seeds, Shrubs, etc.).

Mandan Creamery & Pro. Co., Mandan, N. D.

Lehigh Briquetting Co., Fargo, N. D. (Briquettes Fuel).

Caterpillar Tractor Co., Peoria, Ill.

Acme White Lead & Color Works, Detroit (Paints).

Russell-Miller Milling Co., Minneapolis (Flour).

Florists' Telegraph Delivery Association, Detroit.

Robert Coutts & Co., Chicago (Temple Winter Fronts).

### WDAY—Fargo

Kildall Fish Co., Minneapolis.

General Mills, Inc., Minneapolis (Bisquick).

Acme White Lead & Color Works, Detroit (Paints).

Easy Mfg. Co., Lincoln, Nebr. (Garden Tools).

Fargo Foundry Co. (Oil Burners).

Empress Orchid Laboratories, Chicago (Cosmetics).

Oliver Farm Equipment Sales Co., Chicago (Machinery).

Montgomery Ward Co. (Fur Dept.), Chicago (Furs).

Curtiss Candy Co., Chicago.

Lehigh Briquetting Co. (Briquettes Fuel).

## OHIO

### WTAM—Cleveland

Richman Bros. Co. (Men's Suits).

American Airways (Air Transportation).

Buick Motor Co., Flint, Mich. (Local dealer).

### WCAH—Columbus

Pure Oil Co., Chicago (Local dealer).

Sears, Roebuck & Co., Chicago (Local branch).

### WSPD—Toledo

Quaker Oats Co., Chicago (Cereal).

Glycerine Producers' Association, New York (Radiator Glycerine).

M. R. Cady Co., Flint, Mich. (Cold Remedy).

# BETTER

programs, a full-time  
staff orchestra, better  
studios . . .

these make

# W DAY

the best station to buy  
time on in North Da-  
kota, northern South  
Dakota, western Minne-  
sota and eastern Mon-  
tana.

## W DAY, Inc.

An NBC Associate

Fargo, N. D.

1000 Watts



Maryland Pharmaceutical Co., Baltimore, Md. (Rem Cough Syrup).  
Glessner Co., Findlay, Ohio (Cold Remedy).

**OKLAHOMA**

**KFJF—Oklahoma City**

Sani-Clor, San Francisco (Cleanser).  
The Wessell Co., Chicago (Env-o-blank Envelopes).  
De Leon & Rogers Import Co., San Francisco (Cosmetics and Silver).  
Smith-McCord-Townsend Dry Goods, Kansas City, Mo. (Dry Goods).  
Buckeye Incubator Co., Springfield, Ohio (Incubators and Brooders).

**OREGON**

**KTBR—Portland**

Sears, Roebuck & Co., Chicago (Local branch).  
Mantle Lamp Co., Chicago (Lamps).  
Florists' Telegraph Delivery Association, Detroit.  
RCA-Victor Co., Camden, N. J. (Local dealer).  
Peter Pan Co., San Francisco (Cosmetics).  
Southern Pacific Ry.

**PENNSYLVANIA**

**WCAU—Philadelphia**

Amity Leather Products Co., West Bend, Wis. (Leather Goods).  
Chain Products Co., Cleveland (Hodell Tire Chains).  
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine).  
Crowell Publishing Co., New York (Woman's Home Companion).  
Diplomat Products Co., New York (Food).  
Firestone Footwear Co., Boston (Rubbers, etc.).  
R. Flint Corp., New York (Everhot Bug).  
Glessner Co., Findlay, Ohio (Turpo Electric Vaporizer).  
Pennsylvania Tobacco Merchants.  
Pie Bakeries, Inc., Newark, N. J.  
Richman Bros. Co., Cleveland (Men's Clothing).  
Smith Brothers, Poughkeepsie, N. Y. (Cough Drops).

**SOUTH CAROLINA**

**WCSC—Charleston**

Jarman Shoe Co., Nashville, Tenn. (Local dealer).

**TENNESSEE**

**WDD—Chattanooga**

Wilson & Co., Chicago (Bakerite).  
Buick Motor Co., Flint, Mich. (Local dealer).  
RCA-Victor Co., Camden, N. J. (Local dealer).  
Jarman Shoe Co., Nashville, Tenn. (Local dealer).

**TEXAS**

**KTLC—Houston**

Borden Co. (Butter).  
Durale (Cosmetics).  
**KPRC—Houston**  
Borden Co. (Butter).  
Duncan Coffee Co.  
Kuhn Paint & Varnish Works.  
Amity Leather Products Co., West Bend, Wis. (Leather Goods).  
Rumford Chemical Works, Rumford, R. I. (Baking Powder).  
Baladam Co., Detroit (Marmola Reducing Tablets).  
The Mennen Co., Newark, N. J. (Shaving Preparations).  
McGaugh Hosiery Mills, Dallas, Texas.

**KABC—San Antonio**

Graphite Oil Co.  
Werk Soap Co., Cincinnati, Ohio.

**WACO—Waco**

Waco Packing Co.  
De Leon & Rogers Import Co., San Francisco (Cosmetics).  
Aladdin Cosmetic Co., Dallas.  
Arzen Laboratories, Inc., Clinton, Iowa (Nasal Oil).  
The Mennen Co., Newark, N. J. (Shaving Preparations).  
Chevrolet Motor Co., Detroit.  
Texas Mutual Life Insurance Association.  
Cen-Tex Farm Products Co.

**UTAH**

**KSL—Salt Lake**

Mantle Lamp Co. of America, Chicago (Lamps).  
Maytag Co., Newton, Iowa (Washing Machines).  
United Drug Co., Boston.  
Society of American Florists, New York.  
The Mennen Co., Newark, N. J. (Shaving Preparations).  
Florists' Telegraph Delivery Association, Detroit.

**VIRGINIA**

**WRVA—Richmond**

Continental Oil Co., Ponca City, Okla. (Petroleum Products).

January, 1932



**\$26,819,156**

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

This was an increase over 1929 of 44% plus.

**\$25**

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

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

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

All of This For Just

**\$25**

Consult Our Nearest Office

**National Register Publishing Company**

Sole Selling Agents

853 Broadway, New York  
7 Water Street, Boston

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

WASHINGTON  
KJR—Seattle

The Mennen Co., Newark, N. J. (Shaving Preparations).  
The Chas. H. Phillips' Chemical Co., New York (Dental Cream).  
Louis Philippe, Inc., Port Chester, N. Y. (Cosmetics).

KOL—Seattle

La Vida Dist. Co. (Mineral Water).

WEST VIRGINIA

WSAZ—Huntington

Sears, Roebuck & Co., Chicago (Local branch).  
RCA-Victor Co., Camden, N. J. (Local dealer).

WISCONSIN

WHBY—Green Bay

Sears, Roebuck & Co., Chicago (Local branch).  
Ford Motor Co., Detroit (Coke).  
Seiberling Rubber Co., Akron, Ohio (Local dealer).  
Atwater Kent Mfg. Co., Philadelphia (Radio) (Local dealer).  
Chevrolet Motor Co., Detroit.  
Household Finance Corp., Chicago (Loans) (Local branch).  
Lulek Ice Cream Co., Milwaukee.  
Russell-Miller Milling Co., Minneapolis (Occident Flour).

WTMJ—Milwaukee

Peerless Traveling Goods Co., Mayville, Wis. (Leather Goods).  
American Licorice Co., Chicago (Wine).  
Amity Leather Products Co., West Bend, Wis. (Leather Goods).  
Espy Corp. (Soothene).  
The Mennen Co., Newark, N. J. (Shaving Preparations).  
Florists' Telegraph Delivery Association, Detroit.  
Gold Seal Associates, Inc., New York (Merchants' Association).

### Conoco Oil on NBC

THE Continental Oil Company, Ponca City, Okla., refiners of "Conoco" gasoline and motor oil, have contracted for a series of 26 weekly broadcasts over a Western NBC chain. The programs will feature Carveth Wells, traveler and author, and will be heard on Sunday evenings. Tracy-Locke-Dawson, Inc., of Dallas, is the agency.

### Chesterfield Sponsors Program

LAST of the Big Four of the cigarette world to try advertising by radio, Chesterfields are going on the air January 4, with a daily, except Sunday, quarter-hour broadcast over a coast-to-coast CBS chain of at least 67 stations. The broadcasts will feature Nat Shilkret and a 36-piece orchestra. Liggett & Myers Tobacco Company, New York, makers of Chesterfields, are sponsoring the series.

**WATCH**  
for the  
**MAGAZINE  
REPORTER**  
Recorded and Produced  
by  
**MARSH**  
Recording Laboratories  
— Chicago —

## Strike Narrowly Averted as Chicago Broadcasters Clash with Musicians' Union

A STRIKE of musicians employed in Chicago radio stations, called for midnight of New Year's eve, was narrowly averted when broadcasters and musicians reached a satisfactory compromise and signed a new contract. The terms of this contract, which will run until Feb. 1, 1933, were agreed on after an all-night session of the executive boards.

A joint statement, issued by William S. Hedges, WMAQ, spokesman for the broadcasters, and James C. Petrillo, president of the Chicago Federation of Musicians, follows:

"The strike in the broadcasting stations is off. The settlement between the Chicago Broadcasters' association and the Chicago Federation of Musicians was made upon the basis of six days per week with the same number of hours per week being consumed in six days as were formerly used in seven days. No change is made in the wages. The minimum number of men in class A stations will be increased from ten to fifteen. Everybody is happy that a strike has been averted."

Negotiations for a new contract were opened by Petrillo, who presented to the broadcasters a contract embodying five major changes. These were:

1. An increase in the size of studio orchestras from ten to fifteen men.
2. A six-day week at a seven-day wage, with substitute musicians engaged by the station for the extra day.
3. Union musicians to have charge of the control booths, replacing the technical men now handling the controls.
4. Electrical transcriptions and phonograph records may be used on sustaining programs only. All commercial programs using any music must employ live musicians.
5. Overtime rates increased 100 per cent, from six to twelve dollars an hour.

The broadcasters answered that they were willing to renew last year's contract without change, pointing out that this was generous on their part, as wages generally have come down and as the wage scale for radio musicians in Chicago is the highest in the country.

Further discussions narrowed down the demands of the musicians, but they would not retreat the full distance and a deadlock was reached over the issue of a six-day week at a seven-day wage. In the compromise, neither side had to back down. The men will work only six days a week for their full salaries, but they will work as many hours in the six days as they formerly did in seven.

### Advertise Building & Loan

NEWSPAPERS and radio in the Salt Lake territory are being used by Stevens & Wallis, Inc., Salt Lake City, in a campaign for the Western Building and Loan Association.

## 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

Sales Promotion—Secure services of specialist with fifteen years' broad experience in sales promotion and market analysis work. Ace copywriter and production man. Resultful salesman. Experienced contacting and servicing advertising agencies and clients. References from nationally-known concerns and executives. Immediately available. Address Box 131. Broadcast Advertising.

Salesman—Executive—With program ideas that work wants to put them to work for a good, legitimate station where there is a chance to make a real showing. Have seven years' experience in radio, two years as specialty salesman, eight years selling advertising service. Most familiar with Midwest, East and South. Married and have one child. Address Box 133. Broadcast Advertising.

### HELP WANTED

Sales Executive Wanted—Well located regional station doing nice business wants experienced radio advertising man to handle national accounts. Position will pay well for man who has been successful in producing national business and has sales ability. Applicants will only be considered who have good record and can furnish best of references. Address Box 132. Broadcast Advertising.

### FOR SALE

250-Watt Transmitter — Crystal control, maintaining frequency within fifty cycles. One hundred per cent modulation, complete A. C. operated. Immediate delivery. Priced right. Address Box 130. Broadcast Advertising.

### I.C.C. Holds Radio Hearing

HAS the Interstate Commerce Commission any jurisdiction over radio's advertising rates? This question was debated on December 14, before M. W. Chesaldine, examiner of the Commission, with counsel for the Sta-Shine Products Company taking the affirmative and NBC's Mr. Aylesworth the negative. Sta-Shine contends that NBC is engaged in the transmission of intelligence by wire and wireless; NBC denies it falls in the common carrier class. Examiner Chesaldine gave attorneys 30 days to submit briefs, after which he will present his report to the Commission.

### "Shadow" Returns for Hachmeister Lind

RADIO'S most sinister character, "The Shadow," will return to CBS in January in a new series of mystery dramas sponsored by the Hachmeister Lind Company.

### Heads Agency Radio Department

JOHN STARKE DAVIDSON has been placed in charge of the radio department of Ruthrauff & Ryan, Inc., New York advertising agency. Mr. Davidson, who has been acting as a freelance radio counsel for advertisers and agencies, was previously with NBC.

Broadcast Advertising

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