

DEC 18 1932

# Broadcast Advertising

In January —

## Cosmetic and Toiletries Number

**T**HE January issue of BROADCAST ADVERTISING will be devoted primarily to radio as applied to the cosmetic and toiletries industries.

The success of vocational numbers was clearly indicated by the reception accorded the Food Industry Number in November. Requests for hundreds of extra copies of this edition were received from advertising agencies and advertisers.

By dwelling upon the methods and effectiveness of radio, BROADCAST ADVERTISING has performed an inestimable service to the broadcast industry. Advertisers, agencies and radio stations alike have profited by the pioneer work done by the oldest broadcast publication. In presenting the Cosmetic and Toiletries number this magazine will further break down sales resistance in large industries wherein the use of radio is peculiarly effective.

DECEMBER, 1932

# WMAQ—

## NETWORK STANDARDS FOR LOCAL PROGRAMS

**T**HE finest studio facilities in the world are available to the clients of Station WMAQ. All programs (except remote control pickups) produced for WMAQ are presented from the Chicago studios of the National Broadcasting Company, which are acknowledged as the finest in the world.

A production staff, trained in the presentation of some of the best known network programs, gives the same care and attention to the production of WMAQ programs as are given network programs.

For superior service use WMAQ.

Full Time  
Cleared Channel

# WMAQ

Merchandise Mart  
Chicago, Ill.

**A NATIONAL BROADCASTING COMPANY NETWORK STATION**

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 5

20c a Copy

DECEMBER, 1932

\$2.00 a Year

Number 9

## IS RADIO EXPENSIVE?

When Time and Space Rates  
Are Compared the Answer Is

# No!

Says Russell Byron Williams

ONE of radio advertising's worst enemies is the "cost-too-much" complex. People think that radio "is expensive." Times without end, agency and station men have been confronted with the firmly grounded conviction that "... we can't afford radio. It's too expensive."

There are two reasons for the persistence of this belief. One is psychological; the other educational. To the advertiser contemplating the use of radio, the expenditure of \$100 for 2 minutes, 5 minutes, 15 minutes, or what-not, seems an exorbitant price. His psychological reaction to that expenditure might be put down as something like: "One hundred bucks for 5 minutes! Why, that's \$20 a minute! And when the minute has gone, it's gone forever. Believe me, *that's* gambling." . . . Then, when that same advertiser tries to figure the cost-per-minute total on such a show as Texaco, Canada Dry, Chase and Sanborn, or Household Finance, the wrinkles in his brain become grand canyons of amazement and fear.

The educational reason cited for the persistence of this belief refers to the widespread publicity given to the few outstanding salaries paid the headliners in radio: the Paul Whitemans, the Ed Wynns, the Kate Smiths, and the other couple of dozen radio "names." The aver-

age advertiser looks with amazement at the \$7,500 said to be paid to Ed Wynn each Tuesday—and believes it. And then he looks askance at the reported increase in Texaco sales—and doesn't believe it. The reported salary of \$5,000 a week for Kate Smith is swallowed whole by the average prospective advertiser without the slightest difficulty (because he wants to believe that radio is expensive), but the fact that La Palina's sales have increased 60 per cent since Kate Smith has been on the air is heavily discounted by that same individual (because he won't admit too much "credulity" for what seems to him a miracle).

As a matter of fact, both of these reasons—the psychological and the educational—have been exaggerated all out of proportion to their importance. Fifty dollars may seem like a lot of money to pay for a 50-word announcement (over WLS, for instance)—particularly when that announcement is spoken in 30 seconds and there remains nothing physical to feel, see or smell. But in the same town there are three newspapers (none of which approximate the total circulation of that particular station) in which the same \$50 won't buy more than forty or fifty lines of space.

And, by the same point of fact, the outstanding salaries paid to the outstanding stars are not, in them-

selves, an indication of radio talent costs. There are perhaps three dozen folks in radio who are receiving salaries worthy of the extravagant publicity given them. But there are also three dozen - dozen - hundred pieces of radio talent who are doing a very presentable job for an average compensation—and by "average" I mean anywhere from \$40 to \$100 a week.

Doubtless there are other reasons for this "cost-too-much" complex. But regardless of what those reasons are—  
(Continued on page 22.)

### TABLE OF CONTENTS

	Page
Is Radio Expensive? asks Russell Byron Williams . . . . .	3
Just How Important Is Mail Response? An Old Subject Re-analyzed by Leo Fitzpatrick . . . .	4
Metropolitan Radio Audiences, by H. S. Hettinger . . . . .	5
Has Radio Sold Goods in 1932? Review of Second CBS Study . . .	8
Explanation of Methods and Results by R. F. Elder . . . . .	9
NAB's New President . . . . .	10
Broadcasters Strengthen Ranks to Resist Outside Domination . . .	11
NAB Officers and Board of Directors . . . . .	15
Convention Roll Call . . . . .	16
Network Advertisers . . . . .	26
Station News . . . . .	27
New Accounts on the Air . . . . .	29

# Just How Important Is "Mail Response"?

## *A New Valuation of Station Mail*

*Is Made by* Leo Fitzpatrick

General Manager, WJR, THE GOODWILL STATION, INC., Detroit

THE day is slowly but surely dawning for broadcasters, when the uncomfortable ghost of "mail response" will be laid, when manufacturers will be convinced that no radio program can be expected to induce the public to write in for something it does not want.

You can prove anything by figures, except the fact that mail response indicates a *percentage* of audience reception. WJR, which has always brought in its share of mail, recently lost an account because the mail response to a single broadcast, during a trial period of six weeks, averaged only between seventy-five and a hundred letters. The client gave stringent budgeting as his reason for non-continuance of the programs, but admitted that he was influenced by what he considered a poor mail response. Yet the product advertised was one which appealed to only a limited group from among the farm audience, and the mail curve dating from his initial program showed a steady upward trend.

Figures which talk mail in far from uncertain terms can be amassed by any station. Letters running into the thousands from a single announcement. Immense volumes of mail for a children's hour. Twenty-one thousand requests for samples of a certain household commodity.

Yet when the manufacturer of this commodity attempts to give away an article of low intrinsic value and about equal usefulness, specifying that each request be accompanied by the empty carton from his product, he laments that the program is no longer pulling. In other words, he asks a radio program to push goods across a counter. If a

radio program can carry a sales story farther along the road to its intended destination than any other medium, it is equally true that no advertising medium yet devised can be turned into the man behind the cash register.

Your local station has a graveyard of accounts, where lie the bones of badly-handled programs or announcements. A chicken hatchery declares the results of radio advertising null and void, because of low mail returns; yet another chicken hatchery attributes extensive increase in business to the same medium. A finance corporation, which supplies a pleasing musical program, does what used to be known as a land office business; while a similar concern, sponsoring a difficult slogan writing contest, deplores its poor response. Autopsies of these dead accounts will show invariably the slow poison of ineffectual copy, or a suicidal choice of time or talent.

The apparent freakishness of radio advertising gives way before a sincere analysis of programs or announcements which bring results. If ten announcements offering a cook book will bring twenty-six thousand letters from women listeners, while the offer of a booklet on reducing will bring only twenty-six hundred, it is because for every woman who wants to reduce there are ten women who don't. It *does not* signify that for every woman who heard the cook book announcement there was only one who heard about the booklet on reducing. And the potential sales results from the offer of the cook book are equivalent in comparison with the potential results from the offer of a booklet on reducing.

Every station should stipulate leeway in the presentation of advertising copy. The one-hundred-word announcement, written in a New York office, by an agency copywriter, does not apply in a luncheon song revue, handled in Detroit by a popular radio character, who is not an announcer in the accepted, formal sense of the word, but who *does* hold the station's record for mail response. Or it does not fit in the hill-billy program handled informally by a "rube" character. Regular station announcers, too, develop, or should develop, their own style of putting over commercial announcements, a style to which they invariably should be permitted to adhere.

Too many announcements die from an overdose of cleverness. The radio copywriter needs to write simple copy, couched in everyday language. The trick phraseology of newspaper and magazine copy, with its slogan embellishments, devised to capture the attention of the *eye*, should be avoided. A man selling groceries behind a counter does not talk in slogans. He tells a straightforward story of quality, usefulness and price. This, too, should be the story of radio copy.

And such essentials as these should be considered in the analysis of the effectiveness or non-effectiveness of a radio program, rather than the variable and un-dependable barometer of "mail response."

### Launches Radio Advertising Agency

"RADIO Advertising Agency of America" has opened offices in the Medical Arts Building, Houston, Texas, as an exclusive radio agency which will operate throughout the states of Texas and Louisiana. Aug. C. Bering, Jr., is president and general manager.

*Broadcast Advertising*

# METROPOLITAN RADIO AUDIENCES

## A Comparison of Listener Behavior in Philadelphia and Buffalo

By Herman S. Hettinger

Wharton School of Finance and Commerce, U. of Pennsylvania

A QUESTION of considerable importance to the national advertiser who employs radio broadcasting as a medium has been the extent to which the habits and preferences of the radio audience can be counted upon to be similar or to which they vary between localities and areas.

The lack of intensive studies of localized areas by comparable methods, thus far has made the answering of this question a difficult and uncertain task. It is for this reason that a comparison of the listener studies conducted by the writer in Philadelphia for station WCAU and the survey carried on in Buffalo for station WBEN by Dr. Robert Riegel of the University of Buffalo is of particular interest.\* Both studies employed practically identical methods, even to the actual wording of questions. Both were confined to what might be characterized as metropolitan areas. The only difference of basic importance is that the Buffalo survey represents listener habits during the winter season, while the principal Philadelphia study which can be used for purposes of comparison was made during the summer period of June-July, thus introducing a seasonal variation in behavior. That the seasonal factor is of much less importance than commonly believed, however, has been clearly indicated in previous studies.

Though a comparison of the two cities hardly can produce the final answer to the question asked at the outset of this article, the results attained furnish interesting food for thought. Briefly they are as follows:

(1) From Monday to Friday

\*"The Buffalo Radio Audience," compiled for WBEN by Dr. Robert Riegel, University of Buffalo; (1932); "An Analysis of the Summer Radio Audience in the Philadelphia Buying Area," Herman S. Hettinger, University of Pennsylvania, (1931), compiled for WCAU; and "The Philadelphia Radio Audience" (1930) *ibid.*

there is little variation in the hourly radio audience in the two cities.

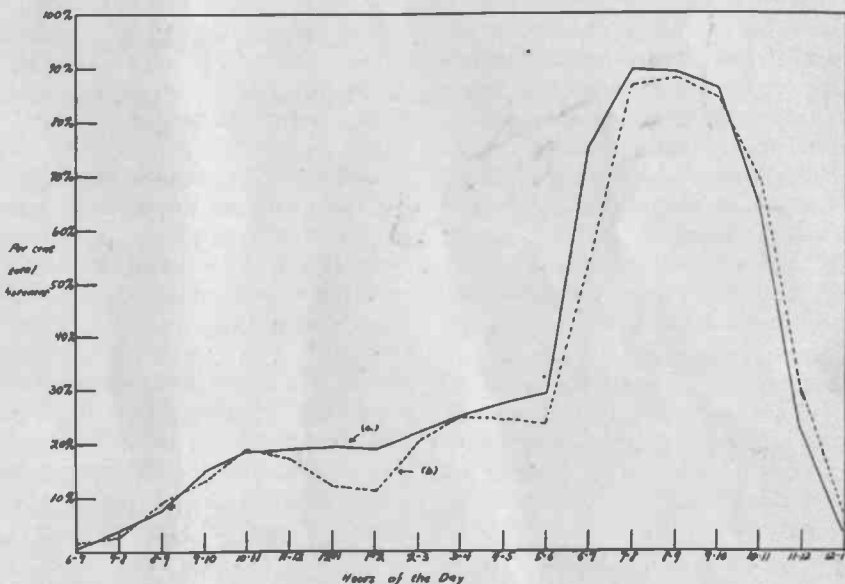
(2) This tends to be generally true on Saturday also.

(3) The Sunday hourly listener load tends to vary markedly between towns, though this may be due to the seasonal aspects already mentioned.

(4) There is a marked correspondence in the average number of hours the radio is used daily in the

Monday-Friday, indicates the close correspondence between Buffalo and Philadelphia listener behavior in this regard. Whether the dip in the Buffalo curve at meal times and the larger Philadelphia audience at five o'clock is a seasonal or a basic variation, it is impossible to say until further studies are made. Since the conditions of life, working hours and similar features, are much the same in any industrial town this

CHART I



Percentage of radio listeners tuned in at any hour of the day (Monday to Friday) in (a) Philadelphia and (b) Buffalo.

two towns, and also with regard to the number of listeners using the radio on any one day.

(5) The correspondence of program preferences is less than of listening hours, though some still exists—enough to be worthy of note.

(6) There is a marked difference both in listening habits and program preferences between large cities, their immediate suburbs, and small towns in the same general area.

Chart I, showing the per cent of total radio families using their radios at any given hour of the day,

correspondence is to be expected. It is interesting to note that German listening charts show a fairly close resemblance to their American counterparts, probably for this reason.

The same similarity of listener behavior was noted in the two towns as far as the Saturday audience is concerned. Moreover, the average length of daily listening is almost identical in the two cities, the Philadelphian using his radio 6.26 hours daily and the citizen of Buffalo 6.00 hours. Various income groups and also the male and female audiences



tend to react similarly in the two towns.

The same close correspondence of behavior is noted in the average daily load as seen in

**TABLE I**  
Per Cent of Listeners Using Radio on Various Days of Week

Day of Week	Buffalo (Winter Philadelphia and Spring Summer 1932) 1931	
	Per Cent	Per Cent
Sunday	96.7	86.1
Monday	95.5	92.7
Tuesday	95.3	93.3
Wednesday	95.4	93.4
Thursday	96.3	94.5
Friday	95.8	94.9
Saturday	94.9	89.3

It should be noted that the principal differences, Saturday and Sunday, are explainable on the basis of summer listening habits.

No close correspondence of behavior of the Sunday audience can be noted between the two cities. This is clearly demonstrated in Chart II. Whether the difference is due to a comparison of summer and winter, or whether it is inherent in the two communities remains to be discovered. The difference in Sunday afternoon listening may easily be due to the seasonal factor. The morning variation is more difficult to explain, at least until more information is available.

From the foregoing data it seems that there is ground for believing that metropolitan audiences tend to behave similarly, except as far as the use of their spare time (Sunday) is concerned. In this regard more information is necessary before even the most tentative venture can be made as to what actually occurs.

**T**HE question now arises as to the extent to which the metropolitan audience varies in behavior from that of the suburb or small town. With regard to listening hours, this is shown in Chart III for Philadelphia suburbs and a sample of six small towns varying from 2,500 to 10,000 in population, all situated within approximately a twenty-five mile radius of the city. Marked differences in behavior are to be noted in these instances.

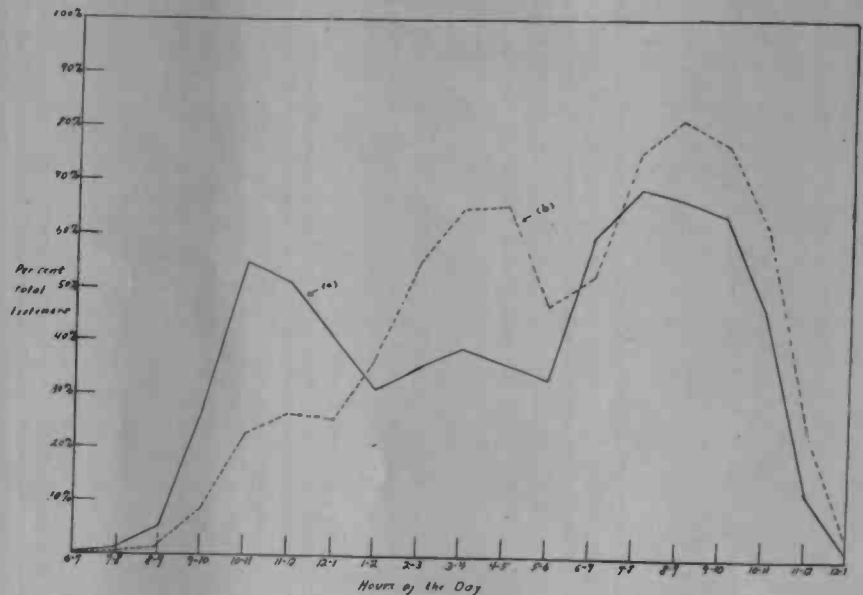
From Chart III it will be noted that the behavior of suburban and small town audiences differs radically from that of city listeners. Sunday listening in outlying towns and suburbs tends to show similar

variations from that of the city proper.

Turning to programs for a moment, one finds a close general similarity of tastes in Buffalo and Philadelphia. Here comparison has been more difficult, since in program clas-

One is on much more uncertain ground with regard to programs than in discussing listening hours. The latter is a matter of available time and competing interests; the former is the result of a host of varying forces—racial, educational

**CHART II**



Percentage of radio listeners tuned in at any hour on Sunday in (a) Philadelphia and (b) Buffalo.

sification and in the manner of asking the questions the methods employed in the two cities were not quite similar. In the Buffalo survey, for instance, first choice program preferences were segregated from other likes and dislikes. Statistical treatment and approximations are therefore necessary in making comparison in this regard. The general situation as to program preferences in the two cities is found in

**TABLE II**  
Program Preferences of Philadelphia and Buffalo Radio Audiences  
Per Cent of Listeners Liking Program

Type	Phila- delphia, Buffalo, Per Ct. Per Ct.	
	Music	99.8
Comedy	74.6	76.6
Drama	66.1	83.5†
News	54.7	53.1
Sports	62.4	63.4
Religious	39.9	46.9
Educational	19.3	43.7
Special features	27.6	43.1
Women's programs	15.0	21.2
Children's programs	47.6	51.7

\*Not mentioned except in first choices due to wording of question.  
†Approximation combining several Buffalo classifications.

and cultural differences in the community, programs available, and similar matters. Some may be explained on the basis of seasonal differences, as in the case of educational programs. Other variations, such as the relative popularity of religious programs, may be based on racial and cultural differences. In this case the large Polish and German population of Buffalo may be the explanation. With regard to other types there is insufficient data on which to base any generalization.

It should be noted, however, that the variations in program preferences among the various income groups, and between men and women, correspond fairly closely in the two cities.

**TABLE III**  
Musical Preferences of Philadelphia and Buffalo Radio Audiences  
Per Cent Listeners Liking Type of Music

Type of Music	Phila- delphia, Per Ct.	Buffalo, Per Ct.
Classical	31.4	36.1
Semi-classical	39.9	39.0
Dance	73.4	69.0
Sacred	27.7	15.7
Old-fashioned	27.7	42.7
Polish		8.3

Thus with regard to programs there is reason to believe that, at least as far as the major forms of entertainment are concerned, the preferences of metropolitan audiences tend to be generally similar. Much more information is necessary, however, before anything final can be ventured on this point.

Though limited space forbids detailed analysis, decided differences between small town and metropoli-

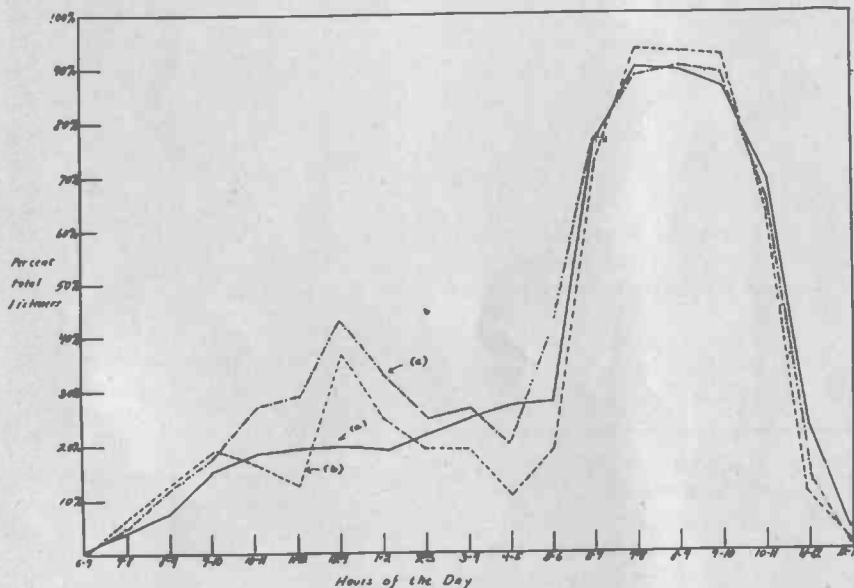
too wide a territory. If a correlation exists between communities of varying size, or between other still-to-be-discovered factors, then a series of intensive localized studies can be carried on to secure a nationwide applicability. This is at least an interesting thought to ponder over.

Finally, studies of this type indicate the tremendous value of employing comparable methods of re-

search in one case, another elsewhere. It therefore should be of tremendous value to the industry if those conducting research in this field were to get together in conference, in order to evaluate the various methods now in use, to find out the specific field of service of each, to set standards and determine objectives of research in the field of broadcast advertising, and to work out methods of cooperation in the making of individual studies. This is a matter of importance to both the networks and the individual stations, for though the networks have pioneered in this field, the need of intensive localized studies will force the larger stations more and more into the same field.

Undoubtedly, the diversity of effort thus far evidenced in the industry has been extremely helpful. A certain diversity will always be necessary, since the method of research must be adapted to the objective at hand. However, with radio emerging into the scientific stage, it is especially timely that all parties engaged in broadcast advertising research should match notes and plan for mutual assistance.

CHART III



Percentage of radio listeners tuned in at any hour of the day in (a) Philadelphia, (b) its immediate suburbs, and (c) small outlying towns.

tan program preferences again are to be noted.

So much for a comparison of the two cities. What, you may ask, is the significance of these results? From the research angle there are several important conclusions which may be drawn from the foregoing data. Probably metropolitan audiences do have the same general characteristics throughout the country. Probably detailed research should be carried out on the basis of the size of the community. This was indicated at least roughly in the first Starch survey of the National Broadcasting Company in 1929.

More important, however, is the indication of the value of intensive localized studies made by comparable methods, as a means of collecting nationwide information regarding the habits and reactions of radio audiences. Thus far, at least in the writer's opinion, the national studies which have been made in this field have been spread all too thinly over

search in the broadcasting industry. Broadcasting research is a big job, bigger than any one organization. More and more the industry is being faced with the necessity of selling radio broadcasting as against other media, rather than one station or network as against another. This is true with regard to magazines versus newspapers, and between all media as well as with respect to broadcast advertising. In this contest for the advertising dollar, the industry has been called on to furnish a great deal of basic information. This information must of necessity come from a variety of sources, since no one agency can furnish it all. Therefore it is essential that as much of the data collected as is possible, be gathered in such a manner as to be comparable.

It is recognized that no one method of radio research can secure all the information regarding broadcast advertising and radio audiences that is desired. One method is help-

#### KWK Offers Discount to Advertisers Using Transcriptions

A DISCOUNT of ten per cent on time for electrical transcriptions and a surcharge of five per cent on all rates to cover the ASCAP copyright fee are included in the new rate card issued by KWK, St. Louis, effective December 1. The card states:

"Electrical transcriptions acceptable at all available hours. Regular program rates apply, less 10 per cent for transcriptions made exclusively for broadcast purposes.

"To all rates 5 per cent must be added to cover the music license fee of ASCAP except on programs exempted by ASCAP."

#### Tarzan Pulls 93,000 Box Tops

A TOTAL of more than 93,000 package ends, sent by listeners to the Foulds Milling Company, in response to an offer of statuettes of characters in the series, is the record set up by the radio version of "Tarzan of the Apes," broadcast for eight weeks over two stations, WBBM, Chicago, and CKOK, Detroit. The sponsor, from whom this was a radio debut, has already placed "Tarzan" on five more stations, and the Grocery Store Products Company, Inc., of which Foulds Milling Company is a division, is planning to use the same feature in the East to advertise another of its products, "Toddy." The "Tarzan" programs are electrically transcribed in the Hollywood studios of World Broadcasting System.

# HAS RADIO SOLD

Second CBS Study Shows Listeners Consume 35% More Radio-Advertised Goods Than Do Non-Listeners

**“D**OES radio sell goods?” To answer this question Professor Robert F. Elder of Massachusetts Institute of Technology, devised a simple method.

“If,” said he, “it is possible to isolate two groups of people, each large enough for statistical validity, one exposed to radio advertising, the other not; with no other significant points of difference between the two groups; then the effectiveness of radio advertising is easily measured by comparing the purchases, by brands, of people in the two groups.”

“If this hypothesis is sound, the number of users of any brand of merchandise per hundred homes *with* radios minus the number of its users per hundred homes *without* radios equals the specific effect of radio advertising on the number of users of that brand. In brief, *the difference in the percentage of users for any given brand in radio homes compared to non-radio homes represents the influence of radio advertising on that specific brand.*”

Questionnaires were mailed to 10,000 telephone homes in each of ten cities, asking what *brands* of tooth paste, toilet soap, flour, shortening, scouring powder, shaving soap, collars, cigarettes and cigars are used in each home, what magazines are read (to conceal the fact that it was a radio survey), if there is a radio, and if so how many hours a day it is in use.

The results of that survey, published by the Columbia Broadcasting System under the title “Does Radio Sell Goods?” (and reviewed in the October, 1931, issue of BROADCAST ADVERTISING), were, first, that radio-advertised products were used in 29.3 more radio homes than in homes without radios. In other words, for every 100 packages of radio advertised products purchased by people without radios, 129 were bought by set-owners. In still other

## conclusions--

**F**ROM his studies, Professor Elder draws the following conservative conclusions:

1. Radio-advertised brands are used to a greater extent in homes with radio sets than in other homes.
2. The greatest gains in use of radio-advertised brands occur in the homes using their sets for longer periods of time.
3. Brands not advertised by radio are used to a smaller extent in homes with radio sets than in other homes.
4. Radio advertising has a definite, measurable value in influencing people to buy merchandise.

words, advertising by radio was actually *selling* goods.

**A** YEAR has gone by; Professor Elder has made a second survey of the same ten cities by the same method; Columbia has again published the results under another questioning title: “Has Radio Sold Goods in 1932?”; and again the answer is an emphatic “Yes!”

Primary result is that all radio-advertised brands (of the nine categories of products listed on the questionnaire), show an aggregate increase in use of 35.1 per cent. in radio homes compared with non-radio homes. The results by categories are:

Category	Radio-Advertised Brands. Per Cent Increase in Use in Radio Homes	Non-Radio-Advertised Brands. Per Cent Decrease in Use in Radio Homes
Cigarettes .....	19.7	40.6
Toilet soaps ....	8.3	12.9
Toothpastes ....	45.1	16.5
Scouring powders	13.4	16.1
Flours .....	14.8	34.7
Shortenings ....	24.9	21.5
Shaving Creams.	78.4	10.6
Collars .....	64.0	16.7
Cigars .....	56.9	22.0

Results are also presented by individual brands, with the caution that they are *not* a comparison of

product against product, as the gains and losses are percentage and not numerical changes. Especially interesting are the data on flours, as two of the brands listed were on the air in some of the cities surveyed and not on the air in the other cities, a definite proof that the gains in sales were actually due to the broadcast advertising of the product.

Brands	Gains in Radio Homes in Cities Where Radio-Advertised	Losses in Radio Homes in Cities Where NOT Radio-Advertised (On air in all cities)
Gold Medal .....	33.3%	49.1%
Swans Down .....	9.5%	37.1%
Pillsbury's .....	2.8%	
All brands not on air .....		34.7%

Answers to the question: “How many hours per day is your radio in use?” showed that the average listening time is 4.17 hours daily; showed also the significant fact that the percentage gain for radio-advertised goods is 29.0 per cent in radio homes listening less than three hours daily and 40.1 per cent in homes where the listening time is more than three hours. Or, as Columbia puts it, “the more they listen, the more they buy.”

Comparing the data of the 1931 and 1932 studies shows that, “with the same number of radio-advertised brands, their total gain in brand preference in radio homes is greater this year than last, the range of these gains wider, with heavier losses this year for non-radio advertised brands. Average daily listening time remains over four hours in both studies. And, of course—another million homes have become radio-equipped since 1931.”

## Joins Byers Recording Laboratory

**C**HAUNCEY OTIS RAWALT has joined the sales promotion department of Byers Recording Laboratory, Inc., New York. Rawalt was previously connected with James F. Newcomb & Co., Inc., New York advertising agency.

Broadcast Advertising



# GOODS IN 1932?

## The Author's Explanation of the Purpose of the Study, the Methods Used, and the Results Obtained

By Robert F. Elder\*

Assistant Professor of Marketing, MASSACHUSETTS INSTITUTE OF TECHNOLOGY

THE study of the effect of advertising on consumer demand is a fascinating one, leading deep into uncharted forests of psychology. We know that people are influenced by suggestion and by reiteration, but we do not know exactly how or why. If we knew more about the mechanics of the prospect's mind we should do a better job in advertising. Unfortunately, we have never known very much about advertising. It is sad that we should have to admit that about one of the major forces of modern business.

What follows is the story of one attempt to learn something about what one method of advertising has done to consumer demand. It must be kept in mind that there is nothing in the facts to be cited which justifies any comparison of radio advertising with any other kind of advertising. Radio has come in recently to add a superstructure to the monument already built by years of newspaper, magazine, and other advertising. This story involves a measurement of the superstructure; not a comparison of its size with the rest of the building.

Some two and a half years ago two of my senior students came to me and said that they wanted to write their graduation thesis on the subject of radio advertising. After a period of discussion we decided that they should try to find out what, if anything, the people who were sponsoring broadcasts got for their money. It was easy to work out the hypothesis that if we could find a group of people who owned radio sets and another group who did not, and if those people were all of the same economic status, that the value of Amos 'n' Andy, for instance, would be the differ-

ence between the proportion of users of Pepsodent toothpaste in homes with radios and its proportion of users in homes without radios. To insure economic uniformity of our sample, we took a random list of telephone homes and asked them, by mail, what brands of several commonly used products they were accustomed to buy; also whether they had a radio, and if so, how long they used it each day.

The results surprised me. Considering the smallness of our sample, I had doubted if any measurable effect would be observed. Yet in practically every case where we had more than fragmentary data, the radio-advertised brands showed a distinctly greater degree of use in homes with radios. We checked our mail investigation against a house-to-house canvass, and again the story was the same. Then we broke down our replies into four groups, as follows:

Group 1—People without sets, or not using them.

Group 2—People who listened less than 2 hours daily.

Group 3—People who listened from 2 to 5 hours daily.

Group 4—People who listened over 5 hours daily.

Here we found an interesting confirmation of the fact that we were measuring a specific effect of radio advertising.

In the spring of 1931 an opportunity was afforded to continue this study on a much broader scale, through the support of the Columbia Broadcasting System. Ten cities, well scattered over the country, were used, and 10,000 questionnaires were mailed to each city. From the somewhat over 14,000 replies received came the same story.

In each case the radio-advertised brands of a product were used in a larger proportion of the radio homes than of the homes without radios. In the case of Gold Medal flour, a consistent and effective user of radio, the degree of use in radio homes was 22% greater. With Lucky Strikes it was 14.6% greater; with Palmolive soap, 10.8%; and with Robert Burns cigars, 25%.

Conversely, those brands which were not advertised by radio were used in a smaller percentage of radio homes than of homes without radio sets. Thinking in terms of actual numbers of users, rather than of percentages, it was possible to balance the books almost exactly to show that the new customers gained by radio broadcasts had been diverted from other brands not using this medium. It is of interest to note that in most cases radio made heavier inroads on the popularity of local brands or brands not heavily advertised than it made at the expense of strongly nationally advertised articles.

The use of a number of cities in this survey made possible another interesting, even if not surprising, conclusion. Certain products were

(Continued on page 24.)



\*From a paper read before the Boston Conference on Retail Distribution.

# NAB's New President



Alfred J. McCosker

**N**INE years ago, when WOR was a little less than two years old, Louis Bamberger, head of the great Newark, N. J., department store that still bears his name, took into his institutional family a new press representative who had sufficient faith in the future of radio broadcasting to forego the prestige of editing a motion picture magazine, *The Exhibitors' Trade Review*. Three years later he made this same press representative the managing director of the station.

Alfred J. McCosker still guides the destinies of WOR, and the

tenets of journalism, learned as copy boy, reporter and editor, constitute the motivating force that makes the wheels go 'round. They started humming the first week.

Night and day he sat at his desk searching out material by telephone, telegraph, wireless and cable. Hotels sent him advance schedules of functions. He kept a future events book just as he had done in the city room. The offices of the heads of state and municipal governments soon came to know him. Day in and day out the march of cabinet officers, governors, royalty, statesmen, high clergymen of all faiths, finan-

ciers, editors, jurists, scientists, authors and a host of other representative personages before WOR's microphones became a veritable parade.

If a rescue were made at sea, McCosker wirelessly his congratulations and brought the principles before the microphone. If a great public enterprise or engineering work loomed on the horizon, it was certain that WOR was on the spot. McCosker took his "mikes" in the air on airplanes and dirigibles, in fact, was the first one to do so.

Alertness marks his interest in humanity. No radio listener in the East will ever forget his activity the night the ill-fated dirigible Shenandoah was torn from her mooring mast by a terrific January storm and how that activity helped the struggling crew to locate themselves in pitch darkness by getting listeners to telephone the craft's whereabouts and relaying the information over WOR to the crew.

Then there was his placing of the station's entire staff and facilities at the disposal of Colonel Lindbergh, of broadcasting the food formula for the missing child and the Lindbergh appeal, not only in English, but in the six most common foreign languages.

Because he is a father himself he is particularly watchful of what goes on the air. Urbane and polished though he is, he has never permitted himself to become sophisticated for the reason that what might appear to be a perfectly innocuous word to a sophisticate sometimes creates consternation in a home that takes its religion seriously.

McCosker is a stickler for authenticity in all broadcasts and believes that anything put on the air that is not dogmatically correct consigns a station to oblivion quicker than anything else. The staff of the station he recruited from the metropolitan dailies and magazines, and it functions much the same as those of the newspapers.

He is a born New Yorker, educated in the city's schools and in St. Francis Xavier College. He has one child, a daughter.

*Broadcast Advertising*



Between Sessions. The photographer did his stuff while the convention took time out for lunch.

# Broadcasters Strengthen Ranks to Resist Outside Domination

“Millions for Defense, But Not One Cent for Tribute”  
Is Spirit of Tenth Annual NAB Convention

COMPLETELY refuting the pessimistic predictions that the broadcasters were licked and that they would not be willing to sacrifice individual interests for the common good, the close of the tenth annual convention of the National Association of Broadcasters, held in St. Louis, November 14 to 16, found the industry united in a determined stand for independent broadcasting and ready to fight to the last penny any attempts to dictate from without.

And they showed that these were no idle boasts by their handling of the most pressing of their worries, the copyright situation. At the time of the convention, The American Society of Composers, Authors and Publishers was standing pat on its demands for three, four and five per cent respectively of the broadcasters' gross incomes during the next three

years for the permission to broadcast copyright music. NAB'S answer to ASCAP was a resolution, unanimously adopted, giving Oswald F. Schuette full power to deal with the situation as he feels best.

Mr. Schuette, who gained national prominence when he led the independent manufacturers of radio receiving sets in their successful fight against the so-called radio trust, has been the broadcasters' spokesman in dealing with the music copyright holders since early last summer, when he was appointed to handle the situation for the NAB and also for 132 stations who are not members of that organization. It is believed that these and other non-member broadcasters will join with the NAB in upholding Mr. Schuette in his future dealings with ASCAP and will stand back of any move he may make.

He will first attempt to make a new contract with the Society, based on the income derived from the broadcasting of copyright music, as the broadcasters expressly stated their willingness to pay the composers and publishers for all music actually used. If, however, the ASCAP is not willing to negotiate on an equitable basis, Mr. Schuette is then authorized to start court proceedings to have the American Society dissolved as an illegal combination in restraint of trade.

While confident that a fair agreement with the Society will be reached, the broadcasters prepared for failure in this approach by authorizing their Board of Directors to consider the problem of forming an independent organization to deal with composers and publishers outside the Society to supply music to broadcasters on a non-profit basis,



Phil Loucks, youthful managing director of the NAB, was praised by individual speakers and thanked by all members for his efficient stewardship.

and to proceed with formation of such a company should it become necessary.

**A**LFRED J. McCOSKER, managing director of station WOR, Newark, N. J., was elected president of the NAB by unanimous acclaim. As head of a station that has achieved outstanding success without the aid of a chain affiliation, Mr. McCosker has amply proved his ability to deal with situations fully as difficult as those now facing the broadcasting industry, and there is every reason to believe in his continued success.

He insisted, however, that his acceptance of the presidency be contingent upon the search by the Board for some national figure of the magnitude of Al Smith or Newton Baker, now outside the ranks of radio, who shall become the "ambassador of broadcasting," to act for this industry in somewhat the same capacity as Judge Landis acts for baseball or Will Hays for the motion picture industry.

Management of the affairs of the National Association of Broadcasters remains in the able hands of Philip G. Loucks, who in two years as managing director has increased the Association's membership from 52 to 205 stations and its financial status from an indebtedness of \$10,000 to a treasury balance of \$9,380, with no debts.

Growth in membership is expected to be even more rapid from now on, as a resolution was adopted

basing the dues on income rather than power, which will allow the less prosperous broadcasters to become active without straining their pocketbooks.

### Approve Standard Radio Advertising Contract

**A** STANDARD advertising contract for use by stations and agencies was recommended by the commercial committee and approved by the convention. The result of several conferences between this committee and the radio committee of the American Association of Advertising Agencies and of much work by Roy Harlow of the Yankee Network and F. R. Gamble of the Four A's, this contract represents



Roy Harlow put much time and thought into the standard radio advertising contract.

a compromise on both sides. Both organizations, however, have recommended its use to their members and have also made it available to agencies and stations outside their ranks.

While it is patterned largely on the standard newspaper contract, the new form covers a number of important points unique to radio, some of which are summarized below:

If, for any reason outside of its control, the station is unable to broadcast a program at the specified time, the station shall notify the agency as far in advance as possible to arrange for a postponement or, if a satisfactory time cannot be found, a cancellation of the broadcast, without affecting the rate. The station will also broadcast a courteous announcement explaining to

listeners the reason for the postponement or cancellation.

In the case of interruptions of a minute or more during the entertainment part of a program, the station shall give credit at the pro rata rate. If the interruptions occur during the commercial announcement, credit shall be given in the same proportion to the total time charge that the omitted portion of the announcement bears to the total announcement time of the program. If the interruption takes up 50 per cent or more of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

The station has the right to cancel any program to substitute a sustaining program of outstanding public importance, but must notify the agency as far in advance as possible. If notification is made less than two weeks before the broadcast the station must reimburse the agency for any non-cancellable costs for live talent or newspaper advertising in connection with it.

Contracts for time include the use of the technical staff and of a regular staff announcer.

If program material is not received seven days before the date of the broadcast, the station shall notify the agency. If it is not received in time for the broadcast, in the case of transcriptions the station shall repeat the previous program unless it is a series in which case the station



Thomas Patrick Convey, in his role of genial host, saw to it that all wants were promptly satisfied.

12/27 ✓





Stanley Hubbard took an active part in the discussion of all topics considered by the convention.

shall produce a creditable program itself, unless otherwise instructed. If programs are produced locally, the station shall repeat the commercial announcements of the previous broadcast.

The agency relieves the station of any liability for libel or slander; also for copyright infringements if the material is delivered to the station less than seven days before broadcasting, provided the station is properly licensed by ASCAP.

Programs prepared by the agency are subject to the approval of the station management.

### Stations Should Control Programs, Say A.A.A.A.

THE standard contract form was submitted to the NAB in connection with the report of the commercial committee by its chairman, H. K. Carpenter of WPTF, Raleigh, N. C., and was also discussed by F. R. Gamble, executive secretary of the Four A's, who represented that organization at the convention.

Mr. Gamble impressed on the broadcasters the necessity for the closest cooperation between themselves and the agencies to improve broadcast advertising and to prevent governmental interference. Already, he said, joint committee meetings had resulted in an improved understanding of each other's problems and in a consequent ironing out of a number of difficulties. He especially stressed the desire of the agencies that the control

of programs remain in the hands of the broadcasters, as they are responsible to the public and to the Federal Radio Commission.

Reporting for the legislative committee, Henry Bellows of WCCO, Minneapolis, pointed out that there are a number of bills affecting broadcasting introduced during the last Congress that are still very much alive. Constant watch must be kept, he said, against proposals to restrict advertising by radio or to allocate frequencies to special interests. If but one channel is assigned to any special interest, he declared, the entire structure of independent broadcasting will be broken down. License fees for the regulation of broadcasting must be opposed, as all government regulation should be supported by the state, and not by the parties regulated.

An interpretation of Section 18 of the Radio Act is needed. This section deprives a broadcaster of any powers of censorship over political talks. Yet the supreme court of Nebraska has found a station liable for libel in a political speech.

The rulings of the Post Office regarding the forwarding of mail in bulk need changing to make the handling of mail to sponsors received at the station less difficult. And while a general revision of the copyright law is neither probable nor necessary, the broadcasting industry does need an amendment to protect it against a monopoly of performing rights.

As a precautionary measure, Mr. Bellows suggested that the legislative committee of the NAB be enlarged to include one member in each



O. H. Caldwell proposed prizes for programs.



Edwin Spence was given a well-earned vote of thanks for planning and producing his third successive successful NAB convention.

state, preferably in or near the state capital, to see that no state legislation is slipped over without the broadcasters' knowledge.

### Annual Awards for Best Broadcasts Suggested

PRIZES for the best broadcasts of the year, recognizing program merit in a tangible way, were urged by O. H. Caldwell, editor of *Electronics* and *Radio Retailing*, as a means of influencing broadcasters, advertisers, agency men and listeners to all cooperate in improving the quality of radio programs.

Already, he said, there is an annual award given to the announcer using the best diction. Why shouldn't there be one for the best program?

Here is an opportunity for the Radio Manufacturers Association or some other group to exert a powerful beneficial influence on radio programs, at relatively small expense, by putting up substantial prizes to be awarded by a disinterested committee of distinguished laymen, not connected with radio, but representing a variety of informed good taste. Such a plan of awards for the best programs of the year would act to improve the quality of broadcasting, and would have a good influence on broadcasters, advertisers, advertising men, and the listening public.

Some fifty million dollars a year are now being spent on broadcast advertising. The only standards to





Oswald F. Schuette, trust buster extraordinary, was chosen by the broadcasters to get back the papers from the mighty ASCAP and to make a new arrangement, less injurious to radio.

guide the continuity writers are the lower limits set by the tolerance of listeners and broadcasting stations as to how much advertising "the public will stand for." But a fund making possible awards of distinction and large cash prizes to the producers of the year's best programs considered from the public interest, would have incalculable influence in raising the standards of all programs.

Mr. Caldwell, who spoke during the meeting of the Engineering Section, then described the ways in which industry and science have adopted and developed the vacuum tube of radio for their own uses.

Dr. C. M. Jansky, Jr., consulting radio engineer of Washington, D. C., also addressed this session, which was conducted by Joe Chambers, WLW, Cincinnati, in the absence of John V. L. Hogan, chairman of this section.

Retiring President Harry Shaw, WMT, Waterloo, Ia., reviewed the progress of the NAB during the last year and called upon the members for unified and organized action in the future. Under Mr. Shaw's guidance the Association had its most successful year, largely because he gave to its causes so much of his time, often at the expense of neglecting the interests of his own station.

### Lafount Warns Against Over-Commercialization

CHIEF speaker of the opening session, Harold A. Lafount, acting chairman of the Federal Radio Commission, praised the broadcasters as pioneers whose efforts have made American broadcasting the best in the world. He then pointed out that even so it is far from perfect and warned his listeners against the danger of over-commercializing.

"The first duty of the broadcaster," he stated, "is to ascertain of whom his unseen audience consists. Having determined this he should then find out what kind of service they require. Some licensees do this by means of questionnaires sent out to all persons whose names appear in the census rolls, voting lists or telephone books. Others check through retail agencies selling receiving sets. There are many ways of determining this.

"The radio station should have its hand on the public pulse and know its needs and desires as it would those of a bosom friend. Once having learned them, its duty is clear.

"I shall say no more about service. By now you broadcasters know right from wrong. The Commission has no power of censorship and it cannot, therefore, either approve

or disapprove any program in advance of rendition and hearing thereon. You cannot shift the responsibility placed upon you by the Congress to the Commission by asking, 'Is this a lottery?', 'Is that fortune telling?', 'Is the other something else?'

"A good motto for the broadcaster to employ is 'When in doubt, don't.' If the advertising tendered you is of a questionable character, don't take it, even though the profits be tempting. You owe that much to the public and there are plenty of safe accounts. I am glad to say that most of you broadcasters do know your duty and do it."

### Schuette Gets Full Power to Deal with ASCAP

DISCUSSING his dealings with the American Society of Composers, Authors and Publishers, Oswald F. Schuette reported that his suggestion that broadcasting fees be



I. D. Levy related WCAU's adventures in Copyright Land.

based only on income from ASCAP musical programs instead of on gross station income was well re-

Retiring  
Officers  
of the  
National  
Association  
of  
Broadcasters



Harry Shaw, WMT  
President



John Storey, WTAG  
First Vice-President



Paul Morency, WTIC  
2nd Vice-President



M. A. Howlett, WHK  
Treasurer

# NATIONAL ASSOCIATION OF BROADCASTERS



Alfred J. McCosker, WOR  
President



Leo Fitzpatrick, WJR  
First Vice-President



John Shepard, III, WNAC  
Second Vice-President



Arthur B. Church, KMBC  
Treasurer

## OFFICERS

## BOARD OF DIRECTORS

No photographs were available of the other Directors, I. Z. Buckwalter, WGAL, and Gardner Cowles, WIAS.



H. A. Bellows, WCCO



W. S. Hedges, WMAQ



H. K. Carpenter, WPTF



Walter Damm, WTMJ



Donald Flamm, WMCA



George McClelland,  
WEAF



Lambdin Kay, WSB



J. T. Lyons, WCAO



E. B. Craney, KGIR



L. B. Tyson, KHJ



J. T. Ward, WLAC



Quin Ryan, WGN



W. W. Gedde, WMBC

ceived by E. C. Mills, general manager of the Society, but turned down flatly by ASCAP'S Board of Directors. Mr. Schuette also outlined plans for the formation of a radio program foundation, which would create and obtain a constant supply of music for broadcasting, making the station men independent of any group of copyright owners.

I. D. Levy, of WCAU, Philadelphia, told of his experience in dealing with ASCAP several years ago and impressed on his listeners the necessity for prompt, unified action. If ASCAP'S present demands are complied with, he said, they will surely be increased the next time, so to give in now would merely be to postpone the inevitable struggle. Mr. Levy concluded a stirring appeal for concerted action with the suggestion that plenary power to deal with the situation be given to Mr. Schuette, which was unanimously approved.

### Credit, Conference and Code Are Reported

**W**S. HEDGES, WMAQ, Chicago, reported on his inquiries into the feasibility of setting up a credit bureau for broadcasters similar to that of the ANPA, for recognition of advertisers and advertising agencies. Such a bureau can easily be established in cooperation with the National Association of Credit Men, he said, if enough broadcasters are interested and willing to support it. The matter was referred to the Board of Directors.

Louis G. Caldwell told the convention about the progress of the International Radiotelegraph Conference at Madrid, Spain, which he attended as a representative of the NAB. It is almost certain, he reported, that additional channels will be made available for broadcast purposes, but whether these will be immediately adjacent to the present broadcast band or not has not yet been determined.

A telegraphic code for use in correspondence between stations and agencies and representatives was submitted by George Roesler, KFAB, Lincoln, Neb., as a means of saving the industry many thousands of dollars annually in telegraph bills.

Newly elected officers, in addition

## recognition--

*The following letter of congratulation was received by Mr. McCosker at WOR on December 2:*

THE WHITE HOUSE  
Washington

Nov. 29th, 1932.

My Dear Mr. McCosker:

I send you my warmest congratulations on your unanimous election as president of the National Association of Broadcasters at the recent annual convention in St. Louis. It is especially noteworthy that you were chosen from the field of independent broadcasters.

In view of the vast scope of radio broadcasting in the United States and the direct impress it makes upon the minds of the people, its possibilities for good in advancing industrial, scientific, cultural and amusement interests, this is a signal honor and a high responsibility, which your character, broad experience and achievements give promise of successful discharge in the public interest. You have my cordial wishes in this work.

Yours faithfully,

(Signed)

HERBERT HOOVER.

to President McCosker, are: First Vice-President — Leo Fitzpatrick, general manager, WJR, Detroit; Second Vice-President—John Shepard, III, president, Yankee Network; Treasurer—Arthur Church, general manager, KMBC, Kansas City.

Vacancies in the Board of Directors were filled principally from districts not previously represented, as a start towards a goal of having the 15 members represent one

cleared channel, one regional channel, and one local channel from each of the five radio zones. The Board for the coming year consists of: Henry Bellows, WCCO, Minneapolis; I. Z. Buckwalter, WGAL, Lancaster, Pa.; H. K. Carpenter, WPTF, Raleigh, N. C.; Gardner Cowles, KSO, Des Moines, Ia.; E. B. Craney, KGIR, Butte, Mont.; Walter J. Dammi, WTMJ, Milwaukee; Donald Flamm, WMCA, New York City; Wright Gedge, WMBC, Detroit; William S. Hedges, WMAQ, Chicago; Lambdin Kay, WSB, Atlanta, Ga.; J. Thomas Lyons, WCAO, Baltimore; George F. McClelland, WEAF, New York City; Quin Ryan, WGN, Chicago; Leo Tyson, KHJ, Los Angeles; J. T. Ward, WLAC, Nashville, Tenn.

The annual NAB golf tournament was held on Sunday, with Gerald King, KFWB, Los Angeles, wresting the championship honors from John Shepard III, of the Yankee Network, last year's victor.



A trapshoot- Gerald King, KFWB ing tournament, held on Pat Convey's estate, was won by L. L. Jaquier, of WFIW, Hopkinsville, Kentucky.

Entertainment for the smoker and banquet of the convention was provided by the St. Louis radio stations, under the direction of Thomas Patrick Convey, KWK, St. Louis, chairman of the entertainment committee.

## CONVENTION ROLL CALL

**A**TTEendance records for all previous conventions of the National Association of Broadcasters were broken at St. Louis. Three hundred and two individuals were present at the annual banquet, according to the report of Edwin Spence, WPG, chairman of the convention committee. Among those present were:

Ben Adler, R. C. A. Victor Co., Dallas; F. L. Andrews, KDKA, Pittsburgh;

R. W. Armstrong, Amer. Tel. & Tel. Co., New York City; Campbell Arnoux, KTHS, Hot Springs, Ark.

Stuart L. Bailey, Jansky & Bailey, Washington, D. C.; I. R. Baker, R. C. A. Victor Co., Camden, N. J.; H. A. Bellows, WABC, New York City; Robert W. Bennett, KFRU, Columbia, Mo.; L. A. Benson, WIL, St. Louis; K. H. Berkeley, WRC, Washington, D. C.; Bert Bidwell, WHB, Kansas City, Mo.; Edgar L. Bill, WMBD, Peoria, Ill.; Ford Billings, KSTP, St. Paul; F. C. Bisbee, ERPI, New York City; F. B.

WHAT YOU BUY  
WHEN YOU BUY

WCCO

Radio Coverage in a territory served by no other fifty kilowatt station.

The "50" nearest to WCCO is at Chicago, 365 miles southeast. Southward, the nearest "50" is at St. Louis, 475 miles away.

To the west, no "50" till you reach Salt Lake City, 950 miles distant.

To the north, no high-power stations.

Of the seventeen fifty-kilowatt stations now in operation, only three are so located as not to share their audiences with other stations of the same class less than two hundred miles away.

**NORTHWESTERN  
BROADCASTING,  
INC.**

MINNEAPOLIS

SAINT PAUL

What  
You  
Pay  
For  
It

The average published rate for fifteen minutes of evening time on these seventeen fifty-kilowatt stations, all but three of which are directly competing with one or more stations in their own class, is \$209.71.

Fifteen minutes of evening time on WCCO costs \$160.00—24% less than the average.

WCCO's rate is only 19% above the average for the twenty-one stations of lower power ranging from 7½ to 30 kilowatts.

Isn't  
This  
A  
Good  
Buy  
?

Blair, KMBC, Kansas City, Mo.; H. S. Bliss, WCLO, Janesville, Wis.; R. D. Blossom, WFBM, Indianapolis; Matthew Bonebrake, WKY, Oklahoma City, Okla.; Mr. and Mrs. Scott Howe Bowen, New York City; Stanley G. Boynton, WJR, Detroit; H. J. Brennan, WJAS, Pittsburgh; Geo. Bricker, WMCA, New York City; W. C. Bridges, WEBC, Superior, Wis.; M. M. Brisbin, R. C. A. Victor Co., Camden, N. J.; Isaac Z. Buckwalter, WGAL, Lancaster, Pa.; C. G. Burke, WDAY, Fargo, N. D.; Rev. Wallace Burke, S. J., WWL, New Orleans; James L. Bush, WDW, Tuscola, Ill.; Harry C. Butcher, WJSV, Washington, D. C.; Burrige D. Butler, WLS, Chicago.

Louis G. Caldwell, Washington, D. C.; Joseph Callaway, WKBH, LaCrosse, Wis.; Martin Campbell, WFAA, Dallas; C. L. Carell, WBBZ, Ponca City, Okla.; H. K. Carpenter, WPTF, Raleigh, N. C.; Joe Chambers, WLW, Cincinnati; Charles O. Chatterton, KGW, Portland, Ore.; E. M. Cherrington, KFEQ, St. Joseph, Mo.; A. L. Chilton, KRLD, Dallas; Arthur B. Church, KMBC, Kansas City, Mo.; Martin Codel, *Broadcasting*, Washington, D. C.; E. V. Cogley, WLBW, Erie, Pa.; Thomas Patrick Convey, KWK, St. Louis; S. H. Cook, WFBL, Syracuse, N. Y.; Rev. Chas. T. Corcoran, WEW, St. Louis; W. A. Cory, Employers Reinsurance Corp., Kansas City, Mo.; Clarence G. Cosby, KWK, St. Louis; W. S. Coulson, WHAS, Louisville, Ky.; Gardner Cowles, Jr., WIAS, Ottumwa, Iowa; K. C. Crain, *Advertising Age*, Chicago; Ruth F. Crane, WJR, Detroit; E. B. Craney, KGIR, Butte, Mont.; F. W. Cunningham, Western Electric Co., New York City.

W. J. Damm, WTMJ, Milwaukee; Nelson R. Darragh, KMOX, St. Louis; Don Davis, WHB, Kansas City, Mo.; W. B. Davis, ERPI, New York City; Gene Dyer, WGES, Chicago.

Guy Earl, KNX, Los Angeles; A. J. E. Eaves, Graybar Elec. Co., New York

City; Ralph Ehresman, WMBD, Peoria, Ill.; Frank W. Elliott, Davenport, Ia.; Girard Ellis, Chicago; Mr. and Mrs. John A. England, KFPW-KUOA, Fort Smith, Ark.

Mr. and Mrs. E. A. Fellers, Mantle Lamp Co., Chicago; John E. Fetzer, WKZO, Kalamazoo, Mich.; Leo Fitzpatrick, WJR, Detroit; Donald Flamm, WMCA, New York City; M. F. Foeller, A. T. & T., St. Louis; T. J. Fontelieu, WSMB, New Orleans; Ernest B. Foote, World Broadcasting System, New York City; A. S. Foster, WWL, New Orleans; R. D. Foster, KGBX, Springfield, Mo.; J. Leslie Fox, WSM, Nashville; S. S. Fox, KDYL, Salt Lake City; James L. Free, Free & Sleinger, Inc., Chicago.

E. H. Gammons, WCCO, Minneapolis; T. W. Gavin, WEBC, Duluth; W. Wright Gedge, WMBC, Detroit; Bond Geddes, Radio Manufacturers Ass'n, Chicago; John J. Gillin, WOW, Omaha; E. B. Gish, KGRS, Amarillo, Tex.; Earl J. Glade, KSL, Salt Lake City; W. J. Gleason, KHJ, Los Angeles; E. J. Gluck, WBT, Charlotte, N. C.; Henry E. Goldenburg, WHB, Kansas City, Mo.; Edw. L. Gove, WHK, Cleveland; Al Gayle Grubb, WKY, Oklahoma City; John W. Guider, Washington, D. C., representing KFAC-KFUD, Los Angeles; J. C. Gurney, WNAX, Yankton, S. D.

Dr. Geo. E. Halley, KMBC, Kansas City, Mo.; Edw. W. Hamlin, KSD, St. Louis; W. E. Harkness, ERPI, New York City; A. F. Harrison, Consolidated Press, Washington, D. C.; G. A. D. Hart, KWK, St. Louis; Mr. and Mrs. W. S. Hedges, WMAQ, Chicago; W. E. Henges, Graybar Electric Co., St. Louis; A. B. Henry, WIL, St. Louis; John Henry, KOIL, Omaha; Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; Phil Hoffman, WIAS-KWCR-KSO, Ottumwa, Ia.; Rev. H. H. Hohenstein, KFUO, St. Louis; Herbert Hollister, WLBK, Kansas City, Kans.; Holliday Harrison, KFRC, San Francisco; E. S. Howlett.

WAIU, Columbus; M. A. Howlett, WHK, Cleveland; Stanley Hubbard, KSTP, St. Paul; W. E. Hutchinson, WAAF, Chicago.

C. M. Jansky, Jr., Jansky-Bailey, Washington, D. C.; L. L. Jaquier, WFIW, Hopkinsville, Ky.; J. A. Johnson, WTAX, Springfield, Ill.; Geo. Junkin, American Broadcasting System, New York City.

C. H. Kaletzki, Empire Radio Features Syndicate, Syracuse, N. Y.; J. L. Kaufman, WCAE, Pittsburgh; Lambdin Kay, WSB, Atlanta; A. J. Kendrick, World Broadcasting System, New York City; D. E. Kendrick, WFIW, Hopkinsville, Ky.; Gerald King, KFWB, Los Angeles; Fred Klaner, Scott Howe Bowen, Inc., Chicago; Frank H. Korab, KMMJ, Clay Center, Neb.

Harold Lafount, Federal Radio Commission, Washington, D. C.; Ray S. Launder, *National Broadcast Reporter*, Washington, D. C.; I. D. Levy, WCAU, Philadelphia; Walt Lochman, KGBX, Springfield, Mo.; J. Buryl Lottridge, KFBI, Abilene, Kans.; Phil Loucks, NAB, Washington, D. C.; C. T. Lucy, WRVA, Richmond, Va.; J. Thomas Lyons, WCAO, Baltimore.

Peter MacArthur, WOC-WHO, Davenport; J. O. Maland, WOC-WHO, Davenport; J. L. Martin, WDAG, Amarillo, Tex.; John C. McCormack, KTBS, Shreveport, La.; Alfred J. McCosker, WOR, Newark; R. G. McCury, Graybar Electric Co., Kansas City, Mo.; G. W. McElhiney, Jr., McElhiney & Associates, St. Louis; Howard S. Meighan, Scott Howe Bowen, Inc., New York City; Grant Melrose, WJAY, Cleveland, Ohio; J. A. Merquelim, Western Electric Co., New York City; P. J. Meyer, KFYP, Bismarck; C. J. Meyers, WGN, Chicago; P. W. Morency, WTIC, Hartford, Conn.; Frank E. Mullen, WENR, Chicago; B. Bryan Musselman, WCBA, Allentown, Pa.

R. W. Nickels, KFRU, Columbia, Mo.; Stanley F. Northcott, WBCM, Bay City,

# WSPD

# WWVA

Toledo—Ohio

1000 Watts—1340 Kilocycles

• • •

**WSPD Opens Own Remote Studios in Toledo's Museum of Art**

\*\*\*

**Education in Art Subject of Programs Which Are Broadcast Daily**

Wheeling—West Virginia

5000 Watts—1160 Kilocycles

• • •

**Tri-State Station Proves Dominance in Rich Ohio Valley**

\*\*\*

**West Virginia, Ohio and Pennsylvania Sectors Prefer WWVA**



# *Announcing!*

The First Annual

## **MID-WESTERN EXPOSITION FOR RADIO ADVERTISED MERCHANDISE**

**Convention Hall**

**Kansas City, Missouri**

**MARCH 27 TO APRIL 1, 1933**

**T**HE Mid-Western Exposition for Radio Advertised Merchandise offers to users of broadcast advertising an extraordinary opportunity for effective personal contact advertising in the Nation's most prosperous trade territory.

Tremendous attendance is assured through the policy of the exposition management to present daily performances by outstanding national radio artists and the cream of local radio station talent.

In connection with these daily shows an exceptional opportunity for unusual and profitable merchandising is offered to advertisers who will transport their own regular program to Kansas City for the week of the exposition. A thirty-piece orchestra has been engaged to furnish all music at no extra cost to exhibitors.

Convention Hall, where the exposition is to be held, is located only three short blocks from the heart of the main business district of Kansas City. It is the building which housed the 1928 Republican National Convention, which will give you an idea of the size of the structure. It is comfortably heated, adequately lighted and is equipped with a modern Western Electric public address system. It is convenient to all street car and bus transportation.

All Kansas City radio stations have agreed to cooperate with the exposition, insuring widespread publicity throughout the trade territory.

Kansas City retail merchants have agreed to cooperate with the exposition to the extent of featuring radio advertised merchandise in store and window displays and in newspaper advertising during the week of the show.

The expense of maintaining an exhibit in the Mid-Western Exposition is moderate. Prices for space range from \$60 to \$400 including booths set up ready for the display.

Contract forms and more complete information will be forwarded upon request.

Tom Burkett, Managing Director  
Address  
Convention Hall Kansas City, Mo.

Mich.; Mr. and Mrs. E. D. Northup, WSPD, Toledo.

Gene O'Fallon, KFEL, Denver; Paul Oury, WPRO, Providence, R. I.

W. O. Pape, WAPI, Birmingham; John F. Patt, WGAR, Cleveland; H. M. Peck, WKY, Oklahoma City; Edward Petry, New York City; C. F. Phillips, WFBL, Syracuse; H. J. Powell, KGGF, Coffeyville, Kans.; C. U. Price, KFH, Wichita, Kans.; K. W. Pyle, KFBI, Abilene, Kans.

Sumner D. Quarton, KWCR, Cedar Rapids, Ia.

Hugh Rager, First United Broadcasters, Chicago; William G. Rambeau, Chicago; H. C. Read, A. T. & T., New York City; E. C. Reineke, WDAY, Fargo, N. D.; G. A. Richards, WJR, Detroit; Ed. S. Riggins, KMJ-KFBK, Fresno, Calif.; R. B. Robertson, BROADCAST ADVERTISING, Chicago; Geo. Roesler, KFAB, Omaha, Nebr.; F. M. Russell, WEAF, New York City; Quin Ryan, WGN, Chicago; J. H. Ryan, WSPD, Toledo.

John T. Schilling, WHB, Kansas City, Mo.; Don Searle, KOIL, Omaha; A. T. Sears, A. T. Sears & Son, Inc., Chicago; B. H. Sears, A. T. Sears & Son, Inc., Chicago; Paul M. Segal, KDYL and KLZ, Salt Lake City; Mrs. Olive Sherman, WJR, Detroit; Harry Shaw, WMT, Waterloo, Ia.; John Shepard, 3rd, Yankee Network, Boston; H. W. Slavick, WMC, Memphis; C. L. Sleining, Free & Sleining, Chicago; Geo. S. Smith, KDYL and KLZ, Salt Lake City; Harold E. Smith, WOKO, Albany; Mark N. Smith, KMBC, Kansas City, Mo.; Vernon H. Smith, KREN, Lawrence, Kans.; N. J. Smits, WHBY, Green Bay, Wis.; Glenn Snyder, WLS, Chicago; R. G. Soule, WFBL, Syracuse, N. Y.; Edythe Fern Southard, WJAY, Cleveland; F. C. Sowell, Jr., WLAC, Nashville; Edwin M. Spence, WPG, Atlantic City; M. C. Spies, WIZ, Tuscola, Ill.; E. S. Sprague, WEAF, New York City; Gus W. Stamm, BROADCAST ADVERTISING, Chicago; Thomas Stevenson, *National Broadcast Reporter*, Washington, D. C.; Jack Stewart, WFBR, Baltimore; L. W. Stinson,

KVOO, Tulsa; Harry Stone, WSM, Nashville; John J. Storey, WTAG, Worcester, Mass.; W. H. Summerville, KRLD, Dallas; Geo. O. Sutton, Washington, D. C.; R. W. Sweet, WLAC, Nashville.

Sol Taishoff, *Broadcasting*, Washington, D. C.; F. G. Taylor, *Broadcasting*, Washington, D. C.; Inglis M. Taylor, WEBQ, Harrisburg, Ill.; J. M. Temple, KCMC, Texarkana, Tex.; N. A. Thomas, WDDO, Chattanooga; Robert M. Thompson, WJAS, Pittsburgh; Roy Thompson, WFBG, Altoona, Pa.; E. W. Thurston, Western Electric Co., New York City; L. B. Tyson, KHJ, Los Angeles.

H. C. Vance, R. C. A. Victor Co., Chicago; J. L. Van Volkenburg, KMOX, St. Louis; Edward E. Voynow, Scott Howe Bowen, Inc., Chicago.

Rev. James A. Wagner, WHBY, Green Bay, Wis.; J. T. Ward, WLAC, Nashville; W. B. Way, KVOO, Tulsa; Fred Weber, WENR, Chicago; Lewis Allen Weiss, WJR, Detroit; Bill West, KMOX, St. Louis; H. Wheelahan, WSMB, New Orleans; Clarence Wheeler, WHEC, Rochester, N. Y.; J. Andrew White, American Broadcasting System, New York City; Bert Wick, KDLR, Devils Lake, N. D.; W. P. Williamson, Jr., WKBN, Youngstown, O.; Howard Wilson, Willot Co., Kansas City, Mo.; Earl W. Winger, WDDO, Chattanooga; Emerson Winters, WHO, Des Moines, Ia.; Donald Withycomb, National Broadcasting Co., New York City; Hoyt Wooten, WREC-WHBQ-KLRA, Memphis; Ralph Worden, WJAY, Cleveland; J. F. Wright, WILL, Urbana, Ill.

Dr. Geo. W. Young, WDGy, Minneapolis.

G. E. Zimmerman, KPRC, Houston; Geo. H. Zimmerman, WCAH, Columbus.

### Neff Heads Radio Group

WALTER J. NEFF, assistant sales director of WOR, Newark, N. J., has been appointed chairman of the Radio Group, a division of the Advertising Club of New York, by Grover A. Whalen, president of the club.

## Government Separates G. E. and Westinghouse from Radio Corporation in Anti-Trust Case

THE complete divorce of the General Electric Company and the Westinghouse Electric & Manufacturing Company from the Radio Corporation of America was directed when the Government's suit against RCA was ended by a consent decree of injunction granted by the United States Court District at Wilmington, Del., on November 21, which also enjoined the defendants from attempting to restrain trade by means of patent licenses or similar devices in violation of the Sherman anti-trust law.

The decree orders the defendants to do four things: General Electric and Westinghouse must dispose of half of their holdings in Radio common stock immediately and the remainder within three years, meanwhile not exercising the voting rights of their stock. They may not acquire stock in Radio Corporation in the future, nor be represented on its board of directors. They cannot enforce the exclusive provisions of their patent cross licensing agreements. They must, within two and a half years, modify their foreign contracts to meet with the Government's approval or be prepared to defend these contracts in the courts.

Oswald F. Schuette, leader of the Radio Protective Association against the RCA forces, said: "The dissolution of the 'radio trust' is the greatest victory ever won in 'the Court of Public Opinion,' just as it is the largest combination that has ever been dissolved by the United States."

### Stations Appoint MacNaughton

C. A. MAC NAUGHTON, radio station representative with offices at 59 E. Madison St., Chicago (erroneously reported as 59 E. Washington St. in last month's issue), has been appointed Chicago representative for stations KFOX, Long Beach, Calif., and KMLB, Monroe, La.

# Good Programs Deserve EFFECTIVE MERCHANDISING

# KMBC Offers Both

ASK FOR INFORMATION ON PROGRAMS,  
MERCHANDISING, AND AUDIENCE AREAS

**MIDLAND BROADCASTING CO.**  
Kansas City, Missouri ...

**Mother Survey—"It's broccoli, darling!"**

**Little Boy Time Buyer — "I say it's spinach — and I say to hell with it!"**

*—with apologies to Peter Arno.*

**WBBM** deserves a place in the hall of fame as the only radio station in Chicago never to place first in a popularity survey (except those we had made ourselves, which we always won—don't be silly).

So somehow we'll just have to struggle along playing second fiddle and be content with doing all the business. It's tough and something should be done about it.

We sometimes feel there might be a slight ray of hope in the fact that we consistently carry more local and spot timeage than all other major stations in Chicago combined. And then, too, we have contract renewals of over 70% and occasionally we try to console ourselves by reasoning that more satisfied advertisers might possibly mean a larger and more responsive audience—and that ought to count for something.

But then about this time, in walks some eastern time buyer—whips out a sheaf of papers—and says, "I see you didn't win the Crossley survey—how come you can't clear time for Phillip's Petroleum". Really, it's disheartening.

Still on the one hand surveys may be mighty fine things, yes sir. They provide employment for civil engineers, and uncivil radio experts who call people up at all hours of the day and night to ask if their radio is turned on—and if so to whom and why—as if anybody cares.

Then, on the other hand, surveys may be a lot of spinach. So what the HELL?

## ***The Air Theatre***

**25,000 Watts  
770 Kilocycles  
Clear Channel**

**WBBM Chicago**

***Western Key Station of the Columbia Broadcasting System***

## IS RADIO EXPENSIVE?

(Continued from page 3.)

sons are, the fact remains that throughout the nation there are literally tens of thousands of potential radio advertisers, ranging all the way from the local creamery or feed store to the International Harvester Company or the United States Steel Corporation, who, in part or in whole, are staying off the air because they believe radio is too expensive.

And the saddest part of it all is that this belief is absolutely fallacious. Radio is *not* expensive when compared with other means of exploitation.

Did you ever stop to figure out just what the price of a single page of newspaper advertising will buy on a radio station? Let's do that sort of thing right now—and see if it isn't healthy exercise. Since this is written in Chicago, we'll start at home and compare one or two of the local newspapers with one or two of the local stations.

Assume that you are in the furniture business and want, naturally, to increase your retail sales. Well, there is the *Chicago Daily News* with 404,000 circulation, 96 per cent of

which is city and suburban. The Saturday night Rotogravure section is acknowledged to be a splendid advertising medium for furniture. O. K.; a page in that section costs \$1,575. Art work and engraving will cost at least \$225 for that page, if it is to be attractive and to return its utmost in results. Total cost: \$1,800.

Now the *News* station, WMAQ, has an exceptionally popular feature (with the housewives) early in the morning. Well selected phonograph records—nothing more. And you can get the hour of eight to nine in the morning—every day in the week—(on the single time rate) for \$900! An hour a day, right across the calendar, for the price of one-half page in the roto section of Saturday night's paper! I'll leave it up to you which would produce the most results: a single page ad in a single issue of a paper or six individual hours streaking across the week in solid succession?

Or assume that you run a chain of drug stores and need the maximum amount of publicity—*constantly*. In this business you realize the necessity for using all good mediums, not merely a single newspaper. Let's further assume that you want to build up your prescription business, to cater to the physicians of Chicago. You consider radio, looking for a show that will not only appeal to both mother and father, but also permit the inclusion of short talks by prominent doctors. Here's what you can get:

WMAQ—13 half-hours, evening time.

WBBM—13 half-hours, morning time.

WGN—13 half-hours, Sunday mornings.

For this station time you will be billed \$5,818.75. Now here is your talent charge:

WMAQ—\$200 per show (evening).

WBBM—\$50 per show (morning).

WGN—\$50 per show (Sunday).

Add \$100 per week for a speaker and you have a talent charge of \$5,200; a grand total radio cost of \$11,018.75.

Now what could you buy in the local newspapers for \$11,018.75? Well, that amount of money would pay for two full-page ads in

color in the *Chicago Sunday Tribune*—and leave you \$18.75 for art work and engraving costs! That's a fact. Look it up in the *Standard Rate and Data Service*. Those pages cost \$5,500 per!

But suppose you don't buy such expensive space. Suppose you go into black and white and take mine-run position. That \$11,000—counting nothing for art work or engraving or typography—will give you only four black and white pages. That means, instead of 13 half-hours each over three of the best stations in Chicago, with perfectly presentable shows which might easily become a feature with the medical fraternity and with mothers throughout your trading area, you would be getting one single page ad in the *American, News, Herald-Examiner* and *Tribune*. Just one page in each paper.

Is radio advertising expensive?

**W**HAT is the situation in Grand Rapids, Michigan, a thoroughly typical American town? Let's look into it. If you are a retail merchant in Grand Rapids it is going to cost you \$492.50 per page to advertise in the *Press*. Add \$107.50 to that for art work and engraving, and your cost is \$600 per page ad—*one insertion, on one day*. That same \$600, spent on WOOD will give you two one-minute announcements every week-day for a month—one half-hour program of phonograph records every Sunday morning for a month—and two 15-minute shows twice a week for a month.

Going farther into the local comparisons, let's put our index finger on Wheeling, West Virginia. . . . In point of actuality, it doesn't make a darn bit of difference where you put your finger, much the same wide discrepancy in costs—in the favor of radio advertising—will be found to exist. All you have to do is to have both rate books, know what you want to spend in radio, then with the big book discover for yourself what an amazingly small amount of space in the local newspapers you can get for that price. . . . But to get back to Wheeling.

Suppose you had a darn good crime and mystery drama, calling for a man and woman team, that you could put on WWVA every week-night—a mystery thriller that would

## THE BEST BUY!

and that's saying something for

# W DAY!

W DAY is the BEST buy in the northwest because it offers more listeners per dollar.

Try W DAY for your test!

## W DAY INC.

FARGO, N. D.  
An NBC Associate

get folks balanced on the edges of their chairs with their spine-hairs sticking out like porcupine quills.

That skit (paying the two actors a good salary for Wheeling and supporting them with adequate music and sound effects) would cost \$4,240, for a two-months' trial shot. Fifty-three times—right across the calendar for two months. Then, to be sure you built your audience to its maximum, suppose you also bought a one-minute tie-in announcement every morning. That would cost \$318. Total radio expenditure for a two-months' test campaign, \$4,558. A lot of money, seemingly, for Wheeling.

But how does it compare with newspaper space? If you are going to cover Wheeling via the press, you must use both the *Intelligencer* and the *News*. One is a morning, the other an evening paper—and you can't get away from it. And do you know what you would get in those two papers for \$4,558? Ten pages. Five pages in each. Ten half-pages in each. That's all you get. And if you want any art-work or engraving—well, that's just too bad. . . . And can you imagine those 10 half-pages pulling the newspaper readers to the edge of their chairs in excitement, making them talk about the ad to their friends, encouraging neighbors to read it and adjusting their personal schedules so that they can be sure to read that ad wherever it appears? Not in this lifetime.

But so much for the local situations. Almost parallel comparisons may be drawn wherever radio stations are found. How about class advertising on a sectional scale?

WLS, the *Prairie Farmer* station, is one of the recognized agricultural stations of the country. While it has a large urban audience, most of its town and city followers are agriculturally minded. Its great farm audience is wider, actually, than the Mississippi River valley. Now let us imagine that you had a whale of a good farm feature which you wanted to put on that station—evening time. Your product is suitable only for farm consumption, hence you use WLS alone, since, let us suppose, you haven't enough money for the farm networks, or lack distribution to justify the net-work spread. The program you have

costs \$500 a week for talent alone. Twenty-five thousand dollars a year. The station time, on top of that, is \$175.78 per—or \$52,734 for the 300 times. Total radio expenditure: \$77,734.

If you placed that money in space you'd be surprised what you'd get. Let's take the best *merchandising* medium in the farm field: *The Country Gentleman*. With that money you could get a page (black and white) every month in *The Country Gentleman* and have enough

left over to buy four pages in *Successful Farming*. Sixteen pages is all you would get. And the duplication of circulation between those two mediums is such that your ratio of investment would be very much higher. Furthermore, if you split that \$77,734 up into local state papers, including the *Farmer's Wife* and one or two sectional papers, you would still be getting a darn sight less to merchandise, nothing in the way of consistent, hammer-hammer-hammer effort and a sur-

# Good Neighbors

Bid You Welcome at **WCAE** Pittsburgh's Favorite Radio Station

Affiliated with Pittsburgh Sun-Telegraph

## LOCAL PROGRAM SPONSORS

H. J. Heinz Co.  
Beechnut Packing Co.  
General Mills  
Atlantic Refining Co.  
Braun Baking Co.  
Saegertown Beverages  
Chevrolet Motors  
Frank & Seder  
Gimbel Brothers  
Joseph Horne Co.  
Fintex Clothes  
Lewin-Neiman Co.  
American Fruit Growers  
G. C. Murphy Co.  
Great A. & P. Tea Co.  
Edna Wallace Hopper

## NATIONAL PROGRAM SPONSORS

Metropolitan Life Ins. Co.  
Great A. & P. Tea Co.  
Firestone Tire & Rubber Co.  
Pepsodent Co.  
William Wrigley, Jr., Co.  
American Tobacco Co.  
General Electric Co.  
Quaker Oats Co.  
The Texas Co.  
Sherwin-Williams Co.  
Vacuum Oil Co.  
General Motors Co.  
Oakland Motor Car Co.  
Goodyear Tire & Rubber Co.  
Cities Service Co.  
General Foods, Inc.



Primary Coverage Population, 3,618,629.

Population within 10 Miles of Transmitter, 1,240,235.

Fifty-five percent of families own radio sets.

1 Kw.—1220 Kcs.—100% Modulation.

Field Intensity Tests WITHIN CITY show WCAE strongest signal.



prisingly small number of page-ads. Try it out with your own pencil and see.

Or, take the Southwest Broadcasting System, which includes eight Texas stations and does a splendid job with the Texas folks, both rural and urban. Suppose you take 26 full-hour shows over that system to put on old-time music, hymns, and tear-jerking poetry—something the farmers just eat up. The station time, plus \$500 a week for talent, for that 26-week stretch wouldn't be enough to give you a page-ad in *Farm and Ranch* alone—unless you kept your art-work and engraving costs down to an average of \$55 a page.

The Yankee Network, covering the whole of New England through nine outlets, will give you a half-hour evening show with a 40-piece symphony orchestra for \$40 less than a single sepia page-ad would cost in the *Boston Herald's* Sunday Roto.

WOR, transmitting out of Newark, N. J., and capable of reaching more receiving sets in that 100-mile circle than the total circulation of *Good Housekeeping* and *Liberty* combined, will give you a full hour's evening entertainment—and spend \$2,000 on the talent to do it—for less than the price of two columns in *Liberty* alone, or less than the cost of a single 200-line ad in *Good Housekeeping* alone. And if you think that you can put on a good show for less than a \$2,000 talent charge you are just adding evidence to the side of radio worth.

So far as advertising appropriations are concerned this is 1933. And now, more than ever before, advertising dollars have got to do a job. Nineteen thirty-three dollars must do 1935-grade duty. If you are in the advertising agency field and don't believe that, you should start looking for some new accounts, since you probably will lose the ones you now have. But if you do believe it—if you are straining every fibre to get the maximum return out of the appropriations available—then put radio on a dollar-and-cents basis with every other known medium. It will stand the gaff. Radio is not only an amazingly effective medium when properly used, but almost invariably it is far cheaper.

No—radio is *not* expensive.

#### Oil Company Sponsors Election Returns

CAPITALIZING on the universal interest in the presidential election, the Webb Oil Company of Minneapolis sponsored the broadcasting of returns over KSTP, in the Twin Cities. Working independently of newspapers and other vote-gathering agencies, KSTP set up its own election bureau of more than 100 members, who collected returns from the state's 3,716 precincts by telephone, telegraph and messenger, counted and classified votes, and transformed them into totals which were put on the air without loss of time.

#### Lennen & Mitchell Get Pebeco Account

THE advertising for Pebeco toothpaste, made by Lehn & Fink, Inc., New York, is now handled by Lennen & Mitchell, Inc., New York City.

#### ELDER RADIO SURVEY

(Continued from page 9.)

advertised in some cities and not in others. Their proportion of use in radio homes was greater only in those cities where their programs were heard. Squibb's toothpaste, for instance, showed a 23.6% greater proportion of users in radio homes than in non-radio homes in the two cities where local programs were used to advertise it; in the other eight cities its use in radio homes was 4.3% less than in non-radio homes.

IN June, 1932, the ten-city survey was repeated. This has made possible some very interesting tentative conclusions as to significance of the time element in advertising. The value of continuity of effort appears to be well demonstrated by the fact that Gold Medal flour shows a 33.3% greater degree of use in radio homes this year, as compared with 22.0% last year. Barbasol's proportion of users in radio homes this year was 127.3% greater than its proportion of users in homes without radio; last year the figure was 83%.

Probably the most significant demonstration of the effectiveness of radio in changing consumer demand is seen in the study of the four leading cigarette brands. Cigarettes offer a good measure of advertising effectiveness. There are only four brands of importance, and each has a large enough share of the market to afford a good degree of statistical accuracy. All sell at the same standard price

# GREATER COVERAGE

## FOR YOUR SPOT BROADCAST DURING DAYLIGHT HOURS

Station WFBL is operated at 2500 watts days, 1000 watts nights. That means to the advertiser, increased signal strength over a larger area at a time when program competition is at a minimum.



SPOT YOUR CAMPAIGN  
IN  
THE HUB OF THE EMPIRE STATE  
SYRACUSE, NEW YORK

# WFBL

through the same outlets. They are bought frequently, and so constitute a sensitive index of consumer reaction to advertising appeals.

In 1931, Lucky Strikes, on the air since the fall of 1928, showed a 14.6% greater proportion of users in radio homes. Old Gold, a sporadic user of small amounts of time, showed 7.3% greater use in radio homes, less important in terms of actual users because of this brand's smaller share of the cigarette market. Camel, with its old orchestra program, showed a 3.8% gain in users in radio homes where it was on the air. Chesterfield, which had never been on the air, was less popular by 5.9% in radio homes than in the homes without radios.

Shortly after the 1931 survey, Camel sponsored the Morton Downey-Tony Wons-Jaques Renard program. It proved highly popular, and after a year of broadcasting the proportion of Camel users was 27.3% greater in radio homes than in non-radio homes. Later Chesterfield put on a series of programs featuring popular stars, and after six months of this Chesterfield's proportion of users in radio homes was 35.8% greater than in homes without radios. This vigorous competition cut down the dominance of Lucky Strikes in the radio market, reducing its increment of users in radio homes to 7.1%. Old Gold, having used no time on the air for over a year, had apparently lost the effect of its previous broadcasts, and recorded in 1932 a smaller proportion of users in radio homes than in non-radio homes.

The results of these studies yield much food for thought. They indicate that radio is an effective advertising medium; but that, I think, would have demonstrated itself in other ways in the course of time. Their greatest significance, it seems to me, is that we have a way to determine quantitatively the extent to which consumer demand is influenced by one particular advertising medium.

Radio in the past few years has offered a unique opportunity for the development of the technique used in these investigations. I am quite sure that if we could work out suitable methods of measurement and properly isolate the various ele-

ments, we should find other advertising media accomplishing comparable results. This, I think, is one of the biggest jobs we have to do; to find out what makes people buy as they do; to know, not to guess, how a dollar spent here compares in productively with a dollar spent there. We have a long way to go before we shall be as efficient in our advertising as we are in most of our other business activities. This sketchy summary of our studies on radio is presented as one very small step along the path.

## Court Sustains Commission in Shuler Case

IT IS not a restraint of free speech to refuse a renewal of license to one who has used his station "to obstruct the administration of justice, offend the religious susceptibilities of thousands, inspire political distrust and civic discord, or offend youth and innocence by the free use of words suggestive of sexual immorality," says a decision handed down on Nov. 28, by the Court of Appeals of the District of Columbia, upholding the action of the Federal Radio Commission in cancelling the license of KGEF, Los Angeles, operated by the Rev. Bob Shuler.

**Beech - Nut's  
lowest cost  
per inquiry  
is through**



# WNAC



**B**EECH-NUT'S popular "Chandu" program — broadcast five times a week over more than thirty stations — is producing inquiries in the Metropolitan Boston area at a LOWER COST

than in ANY OTHER SECTION OF THE Beech-Nut advertising territory.

The complete tabulation shows WNAC leading all stations. The startling DIFFERENCES in cost percentages emphasize the importance of WNAC in any national spot campaign. It proves AGAIN that WNAC is the KEY to the Metropolitan Boston market.

Yankee Network stations WEAN in Providence and WDRC in Hartford are also producing inquiries for Beech-Nut at a lower cost than the average of all stations used.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON  
Business Office—One Winter Place

Exclusive National Sales Representative—SCOTT HOWE BOWEN, Inc.  
New York — Chicago — Detroit — Kansas City — San Francisco — Omaha



# NETWORK ADVERTISERS

## New Accounts, Changes and Renewals

**T**HE Standard Oil Companies of New Jersey, Pennsylvania and Louisiana and the Colonial Beacon Oil Company are jointly sponsoring the "Five Star Theatre," a new series of radio shows broadcast five nights weekly. Each night a different kind of entertainment is given, and each broadcast is over a different Eastern network, NBC on Monday, Wednesday and Friday, and CBS on Tuesday and Thursday.

Monday's entertainers are Groucho and Chico Marx, two of the famous four Marx brothers. On Tuesday operatic and concert soloists are featured. Wednesday brings distinguished authors presenting dramatizations of their short stories; Thursday's shows are tabloid operettas, and Friday nights bring a serial Charlie Chan drama.

Advertising for the sponsoring companies is directed by McCann-Erickson, New York City.

### CBS

**T**HE Smith Brothers, Poughkeepsie, N. Y., will known cough drop makers, recently launched "Trade and Mark" in a musical and comedy series over 25 Columbia stations each Wednesday, with the same talent as is used on this sponsor's NBC Sunday shows. The agency is Homman, Tarcher and Sheldon, New York City.

The Tide Water Oil Sales Corp., New York City, is presenting Paul Specht's orchestra as a feature of the new series of Tydol Jubilees, broadcast three evenings a week over a CBS hookup. The Three X Sisters are also featured. Lennen & Mitchell, Inc., New York City, is the agency.

A half-hour program of dance music is broadcast each week night over a chain of five mid-western CBS stations, sponsored by the Phillips Petroleum Company, Bartlesville, Okla., to advertise Phillips 66 gas and oil. Lambert & Feasley, Inc., New York City, handles the account.

Beginning Monday, January 2, the Chesterfield series over Columbia will

# HEINL

Supplies the only

## Confidential

semi-weekly  
radio information service.

405 Insurance Bldg.  
Washington, D. C.

star Ruth Etting, blues singer, who is held over from the current series; Tom Howard, comedian, and Bing Crosby, baritone. Each will be heard two nights a week, with Lennie Hayton's orchestra and Norman Brokenshire as nightly attractions.

"Threads of Happiness" has been renewed by its sponsor, The Spool Cotton Company, New York City. The Paul Cornell Company, New York City, directs the account.

### NBC

**A**NDREW JERGENS COMPANY, Cincinnati, maker of Jergens Lotion, has brought Walter Winchell back to the air in a new series of Sunday evening programs, scheduled to run 26 weeks over an NBC coast-to-coast hookup. The advertising of this company is handled by J. Walter Thompson Company, New York City.

The Manhattan Soap Company, New York City, maker of Sweetheart Soap, has renewed its contract for another 13 weeks of Wednesday morning broadcasts over an NBC chain. The Peck Advertising Agency, Inc., New York City, is in charge.

Tastyest, Inc., Trenton, N. J., has also renewed its Monday evening series for 13 weeks. Stack Goble Advertising Agency, Chicago, handles this account.

Du Pont Cellophane Corporation, New York City, is sponsoring a new twice-weekly morning program of talks by Emily Post over an NBC chain. Batten, Barton, Durstine & Osborn, Inc., New York City, is the agency.

**M**RS. FRANKLIN D. ROOSEVELT, who will be the first lady of the land after March 4, will deliver twelve talks during the next twelve Pond's Extract programs, broadcast on Fridays over an NBC hookup. Pond's Extract Company's payment for these talks will go to aid the unemployment relief. The Pond's advertising is directed by J. Walter Thompson Company, New York.

The Sealed Power Corporation, of Muskegon, Mich., will launch a new Sunday evening program on January 8, with an orchestra and male quartette as talent, and featuring a dramatic presentation of power. Grace and Holliday, Detroit, handles the sponsor's advertising.

Carson Robison and his Pioneers, hill-billy singers and musicians, are the new talent on the Tuesday and Thursday NBC programs sponsored by the Barbasol Company, of Indianapolis. The program is staged and placed by Erwin, Wasey & Co., Inc., New York. This sponsor also has two other programs on the air, "Singin' Sam, the Barbasol Man," and "The Old Singin' Master."

"Exploring America with Carveth Wells" is again the title of the series that

brings the well known explorer back to the air under the sponsorship of the Continental Oil Company, Ponca City, Okla., maker of Conoco Oil. The Conoco agency is Tracy-Locke-Dawson, Dallas.

Firestone Tire and Rubber Company, Akron, Ohio, presents Richard Crooks and Lawrence Tibbetts as alternate stars on its new "Voice of Firestone" series. The Firestone agency is Sweeney & James Co., Cleveland.

Rudy Vallee's Thursday night concerts for Fleischmann's Yeast will continue through 1933. Standard Brands, Inc., New York, sponsor of the series, has signed contracts with Rudy and NBC for a fourth year of weekly broadcasts. The Sunday night series sponsored by the same advertiser will stay on the air until the end of June, 1933, and will return on October 8 for the remainder of that year. J. Walter Thompson Co., New York City, is the agency.

### YANKEE NETWORK

**L**YNN PRODUCTS COMPANY, Lynn, Mass., maker of heating equipment, is sponsoring a series of Sunday afternoon musical programs, featuring a baritone soloist and an organist. The sponsor's advertising is placed by the Church-Green Company, of Boston.

The W. H. Graham Corporation is sponsoring a Sunday morning half-hour program, "Bouquet of Memories," consisting of sacred and semi-classical melodies, as well as familiar male quartette selections.

### New York Court Bars Broadcasts of Foreign Insurance Company

**A** NEW York radio station may not broadcast advertising messages for a foreign insurance company not licensed to do business in the State when the purpose of the broadcast is to assist in the solicitation or procurement of insurance from residents of the State, according to a decision of the Court of General Sessions of New York County.

Defendant was the International Broadcasting Corp., owner and operator of WOV, New York City, who broadcast advertisements for the Union Mutual Life Insurance Co., of Des Moines, Ia., which is not authorized to do business in New York. The defense of the broadcaster that the State could not interfere with its operation because of the interstate nature of broadcasting was summarily dismissed by Judge Max S. Levine.

### This Program Pulls Mail

**A** NEW program sponsored by Koppers Connecticut Coke Company and broadcast over station WTIC, Hartford, pulled 2,954 give-away requests in the first two broadcasts. It is reported by Erwin, Wasey & Company, Inc., advertising agency placing and staging the broadcast. By the fifth program the total had reached over 5,000, with requests coming in daily for the handy home thermometer offered to listeners.

Broadcast Advertising

## Station News

INFORMATION has been received from Howard W. Davis, commercial manager of Southwest Broadcasting Company, Fort Worth, Texas, relative to the efforts being made by this organization to assist in the welfare work in Oklahoma and Texas by the inauguration of a daily feature on each of its stations known as "Just Around the Corner." This is an entertainment program on which the listeners are invited to write in, giving the name of some family "just around the corner" that is in want.

Mail is requested from three angles—those who are in need, those who know some family in need, and those who wish to give money, clothing, or food. Arrangements have been made with the largest laundries in the respective cities whereby the laundry delivery trucks collect and deliver the clothing, food etc., to the addresses of those in need. There is no commercial connection whatever.

Any stations desiring further information about the program are requested to write Mr. Davis in this regard.

NOTHING is lacking to make the twice-weekly broadcasts of WSM's Radio Kitchen a big success. The lady in charge of the program, Mary Lyles Wilson, has baked cakes and pies for presidents and governors and has received an order for a special Christmas cake to be presented to President-elect Franklin D. Roosevelt. The programs are broadcast from a kitchen studio planned by architects of the General Electric Kitchen Institute. And when the inaugural broadcast went on the air November 9, the feature already had 14 sponsors.

CONTROLLING interest in station WHEC, in Rochester, N. Y., has been purchased by Frank E. Gannett, publisher of the Gannett group of newspapers, from Lawrence G. Hickson.

COLUMBIA'S second television station, W2XAX, began operation on November 15, on a frequency of 44 megacycles.

A NEW \$22,000 Wurlitzer pipe organ built especially for broadcasting and recording, is now being installed in the studios of WBBM, Chicago, and should be ready for use about the middle of December.

FROM WGAR, Cleveland, comes the first copy of *Scoop*, a monthly sales promotion bulletin sent to advertising executives. With short news items about personnel and programs, *Scoop* is designed to keep its readers reminded of and informed about WGAR.

THE Biow Broadcasting Company, owned by Milton H. Biow, president of the Biow Advertising Agency in New York City, has purchased radio station WAAM, Newark, N. J., from Ira B. Nelson, who will stay with the station as manager.

JUST as we go to press word comes that WIBO, Chicago, guaranteed continuance of its license to use its 560 kilocycle frequency by the Federal Court of Appeals at Washington, Monday, Dec. 5, in a decision reversing the action of the Federal Radio Commission which had granted an application of the operators of station WJKS of Gary, Indiana, to be assigned this same wavelength.

The action of the Federal Radio Commission in transferring the WIBO wavelength from Chicago to Gary, was denounced by the Federal Court as "an arbitrary and capricious assertion of power."

CELEBRATING its third anniversary on November 10, station WRBL, of Columbus, Ga., paid tribute to nine firms who were on the air during the station's first week of broadcasting back in 1929, and who are still sponsoring programs over WRBL.

IN response to repeated requests from hundreds of fans, WLW, Cincinnati, has extended its broadcasting schedule until 2 a. m., except Saturday, when it's 2:30, and Sunday, when it's 1:30.

### Advises Stations of Joachim Contract

HENRY N. CREGER of Los Angeles, distributor of Rajput programs, has written to stations and recording studios advising them of an agreement between his company and Maurice H. H. Joachim, who broadcasts under the names "Rajput," "Mahraj," etc. This agreement prohibits Joachim from using or infringing on any material used in the transcriptions he made for Creger; from using the words "Hindu secret service agent" or terms of like import for five years; from telling stories in which he appears as a secret service agent, and from giving away in connection with any broadcast elephants or other lucky charms. Joachim is also ordered by the agreement to show a copy of it to any proposed employer, before signing a contract for broadcasting.

### NBC Appointments

FRANK BLACK, conductor and composer, has been appointed general music program director of NBC, effective immediately. Mr. Black is probably best known for his vocal arrangements of orchestral compositions and is said to be largely responsible for the return to popularity of the male quartette.

Donald S. Shaw, partner in the advertising agency of Cleveland & Shaw, Inc., and more recently with the agency of Williams & Saylor, Inc., New York, has joined the NBC sales staff. Rosemary Weber, formerly of the Four A's, is now a member of NBC's sales promotion department.

Harold Kemp has resigned as manager of Warner Brothers Artists Bureau to join the NBC Artists Service, in charge of booking new talent for the air, the stage and the screen.

Here's where  
people are buying  
things . . .

## THE SOUTH

WHERE SEPTEMBER DEPARTMENT  
STORE SALES INCREASED  
22.5%

Every day bright, cheerful news is coming from all sections of the South:

- September wholesale trade up 16.6%.
- Construction awards for August, September, October greater than for similar period in 1931!
- More people at work. More money being spent, more goods being consumed in this area to which WSM is dedicated.

ALERT MERCHANTISERS  
MAY PENETRATE THIS  
MARKET, INFLUENTIALLY,  
DIRECTLY, EFFECTIVELY  
THROUGH W S M

For available time, talent, market information, write or wire

# WSM

Nashville, Tennessee

Owned and Operated by

NATIONAL LIFE AND  
ACCIDENT INSURANCE  
COMPANY, Inc.

The New Giant of the South

## 50,000 Watts



### Plans Exposition for Radio Advertised Merchandise

PLANS for a "Mid-Western Exposition for Radio Advertised Merchandise" to be held in the Convention Hall in Kansas City, March 27 to April 1, 1933, have been announced by Tom Burkett, managing director of the exposition.

The primary purpose of the show, says Mr. Burkett, is to provide a meeting place for broadcast advertisers, their radio stars, and the listening and buying public, which will increase program circulation. Advertisers will also have an opportunity to display their merchandise and so strengthen the association between program and product.

Continuous performances by the best known national and local artists will in-

sure a large attendance at the exposition, Mr. Burkett's announcement continues. Kansas City newspapers and radio stations have promised their cooperation in promoting the affair; department and other stores will display radio-advertised merchandise in their windows during that week and will feature these goods in their advertising; railroads and bus lines have agreed to offer special excursion rates for the event.

Mr. Burkett has a wide background in general merchandising and sales work, including several years as office manager of the Kansas City staff of the Ferry-Hanley Advertising Company, and an intensive knowledge of radio gained as director of merchandising for KMBC, Kansas City.

### Station Personnel Changes

THOMAS B. ROBINSON, formerly of the NBC sales promotion department, has joined station WKJC, Lancaster, Pa.

Harry Steele, radio editor of the Chicago *Evening Post* and broadcaster of that paper's daily "News Service" over station WLS, Chicago, has been signed to do the broadcasts exclusively for that station since his paper was taken over by the *Chicago Daily News*.

Phil Bronson, KSTP, St. Paul, football announcer, has been made production manager of that station. Another KSTP appointment is that of Henry C. Woemper, first flutist of the Minneapolis Symphony Orchestra, as musical director.

Myron C. Reck, formerly of the Cincinnati staff of Ralph Corbett, has joined WSPD, Toledo, as director of Merchandising and Statistical Surveys to assist the station's advertisers.

James Jennison has been promoted to the post of station supervisor of station WEAN, Providence, R. I., succeeding Fred Long, now with CBS.

R. L. Ferguson, for the past several years commercial manager of WLW, Cincinnati, has just been made head of the WLW Artists' Bureau.

Billy Mills, who has been musical supervisor and producer for Publix and National theaters, has joined the staff of WBBM, Chicago.

### Safeway Stores on Air

"SONGS of Safeway Square" is a new radio program broadcast twice weekly over KFI, Los Angeles, sponsored by Safeway Stores, Inc. The general motif is that of an old-time public square, with song leader, home-town boys and the village band. A distinctive note is an invitation to listeners beside their home radios to join in the songs, old and new, sung on the program. H. C. Bernstein Advertising Agency, Los Angeles, which plans and produces the broadcasts, announces that the theme song, a stirring fox-trot, was specially written for the series by Albert Von Tilzer, well-known song writer.

### Mattson Now Radio Editor

E. E. MATSON, for ten years Chicago publicity man for Westinghouse Electric and Manufacturing Company, whose active interest in radio dates back to 1921 when Westinghouse started station KYW as the first radio station west of Pittsburgh, has joined the staff of *Cherry Circle*, magazine of the Chicago Athletic Association, as radio editor.

### Universal Moves

UNIVERSAL RADIO PRODUCTIONS, Chicago, whose service of recording radio programs "off the air" on metal discs is now augmented by a complete radio program and merchandising service to advertisers and agencies, announce their removal to new offices in the Tower building, 6 North Michigan, effective December 1.



"Those ads we read back home about the Bismarck certainly told the truth. It is the most restful hotel I know."

"Yes, and the menus they serve live up to their slogan, 'Known for Good Food.'"

Send for booklet of World's Fair. Rooms, \$2.50. With bath, \$3.50.

OTTO K. EITEL  
Manager

# BISMARCK HOTEL

RANDOLPH AT LA SALLE  
CHICAGO

12/32



# New Accounts on the Air

The Principal New Accounts of Radio Stations Except for Chain and Strictly Local Programs

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

## ARKANSAS

KTMS—Hot Springs  
Plough, Inc., Memphis, Tenn. (Cosmetics and Chemical Products). Lake-Spro-Cohn, Inc., Memphis.  
Mantle Lamp Co., Chicago.

## ILLINOIS

WGN—Chicago  
Rival Packing Co. (Rival Dog Food).  
Charles Silver & Co., Chicago.

## KENTUCKY

WCKY—Covington  
Justrite Co., Milwaukee, Wis. (Bird Foods).

## MASSACHUSETTS

WNAC—Boston  
Coward Shoe Co., Inc., New York.  
Cream Top Bottle Corp.

## MICHIGAN

CKOK—Detroit  
Diesel-Wemmer-Gilbert Corp. (R. G. Dun Cigar).

## MISSOURI

KFEQ—St. Joseph  
Coleman Electrical School, Kansas City.  
Mo. Manke-Osborne Adv., Kansas City, Mo.  
Farmer's Serum & Supply Co., Kansas City (Livestock Remedies). Manke-Osborne Adv., Kansas City.  
Gee Bee Mills (Poultry Mash).  
Radio Products Co., Kansas City. Clyde H. Smith Adv. Co., Kansas City.  
Slendabalm Laboratories, Topeka, Kans. (External Reducing Remedy).  
Colonial Poultry Farms of Iowa, Inc., Shenandoah, Iowa (Chicks).  
Dr. J. E. Cannady, Sedalia, Mo. (Skin Remedy).  
Sears-Roebuck & Co., Chicago (Local Branch).  
Tru-Marcel Mfg. Co., Kansas City (Electrical Appliances).  
Fugate Co., Indianapolis, Ind. (Asthma Remedy).

## NEBRASKA

WOW—Omaha  
Arzen Laboratories, Clinton, Iowa (Cold Remedy). (Placed through McElhiney & Associates, St. Louis.)  
Dwarfler Corp., Council Bluffs, Iowa (Breakfast Food).  
Eaton's Chemical Co., Des Moines, Iowa (Aspirin). Lessing Adv. Co., Des Moines.  
Union Pacific R. R. Co. Ernest Bader, Omaha.

## NEW JERSEY

WOR—Newark  
Worcester Salt Co., New York.

## NEW YORK

WGY—Schenectady  
Albany Packing Co., Albany, N. Y. (Placed through World Broadcasting System, New York.)

## NORTH CAROLINA

WBT—Charlotte  
International Heating Co., St. Louis (Oil Burners).  
Rumford Chemical Works, Rumford, R. I. Atherton-Currier, New York. (Placed through Scott Howe Bowen, Inc., New York.)  
Willard Tablet Co., Chicago (Stomach Tablets). (Placed through First United Broadcasters, Chicago.)  
Mantle Lamp Co., Chicago.  
American Austin Car Co., Butler, Pa. (Motor Cars).  
Montgomery Ward & Co., Chicago (Local Branch). (Placed through Radio Advertising System, Chicago.)  
Morton Salt Co., Chicago. Wade Advertising Agency, Chicago. (Placed through Scott Howe Bowen, Inc., New York.)  
Ass'n of American Soap & Glycerine Producers, New York (Anti-freeze). (Placed through Scott Howe Bowen, Inc., New York.)  
Crazy Crystal Co., Mineral Wells, Tex. (Crazy Crystals). (Direct.)

## NORTH DAKOTA

WDAY—Fargo  
Weinberg Bros. & Co., Chicago (Produce). (Direct.)  
Willard Tablet Co., Chicago (Stomach Tablets). (Placed through First United Broadcasters, Chicago.)  
Montgomery Ward & Co., Chicago (Local Branch). (Placed through Radio Adv. System, Chicago.)  
Standard Oil Co. of Indiana, Chicago. (Placed through A. T. Sears & Son, Chicago.)  
Regan Bros. Bakery Co., Minneapolis.  
McCord Co., Inc., Minneapolis.  
Midwest Oil Co., Minneapolis. (Direct.)

## OHIO

WLV—Cincinnati  
International Heating Co., St. Louis (Oil Burners).  
WTAM—Cleveland  
Continental Baking Co., New York (Wonder Bread). Batten, Barton, Durstine & Osborn, Inc., New York.

## OKLAHOMA

KOMA—Oklahoma City  
The Peruna Corp., Chicago (Cold Remedy). (Placed through Scott Howe Bowen, Inc., New York.)  
Wunder Antiseptic Corp. (Feminine Hygiene).  
Crazy Crystals Co., Mineral Wells, Tex. (Crazy Crystals). (Direct.)  
Bandwagon, Inc. (Periodical).  
Sears, Roebuck & Co., Chicago (Local Branch).  
Smax Co., Kansas City, Mo. (Cereal).  
Armour & Co., Chicago. N. W. Ayer & Son, Inc., Philadelphia.  
Iodyno, Fort Worth, Tex. (Remedy).  
Morris Plan Corp. of America, New York (Local Branch).  
The Skram Co. (Foot Remedy).  
Los Angeles Soap Co., Los Angeles, Calif. (White King Soap).

## PENNSYLVANIA

WGAL—Lancaster  
Adson Chemical Co., Inc., Gwynedd Valley, Pa. (Ozo-Mist). Chas. Blum Adv., Philadelphia.  
WCAU—Philadelphia  
Plymouth Motor Corp., Detroit (Local Dealer).  
Philadelphia Coke Co. (Kopper's Coke). N. W. Ayer & Son, Inc., Philadelphia.  
Frank G. Shattuck Co., New York (The Schrafft Stores). (Local Branch.)  
WTEL—Philadelphia  
Aetna Life Insurance Co., Hartford, Conn. (Local Branch).  
KDKA—Pittsburgh  
Ass'n of American Soap & Glycerine Producers, Inc., New York (Anti-freeze). (Placed through Scott Howe Bowen, Inc., New York.)  
Marinello Company, New York City (Cosmetics). Blow Co., New York City.

## TEXAS

WFAA—Dallas  
Morten Milling Co. (La France Flour).  
Roy Cowan Co., Dallas.  
American Pop Corn Co., Sioux City, Iowa.  
Critchfield & Co., Chicago. (Placed through A. T. Sears & Son, Chicago.)  
Beech-Nut Packing Co., New York (Food Products). McCann-Erickson, Inc., New York. (Placed through World Broadcasting System, New York.)  
Walker's Austex Chile Co., Austin, Tex. (Chile Products). Crook Adv. Agency, Dallas.  
G. Washington Coffee Refining Co., Morris Plains, N. J. Cecil, Warwick & Cecil, New York. (Placed through Scott Howe Bowen, Inc., New York.)  
Joy-Synth Co. (Hair Preparation). Tracy-Locke-Dawson, Inc., Dallas.  
KPRC—Houston  
Plough Chemical Co., Memphis (Cosmetics). (Placed through Scott Howe Bowen, Inc., New York.)  
Arzen Laboratories, Clinton, Iowa (Cold Remedy). (Placed through McElhiney & Associates, St. Louis.)

General Mills, Minneapolis (Gold Medal Flour). Blackett-Sample-Hummert, Inc., Chicago.  
Plymouth Motor Corp., Detroit (Local Dealer).  
Buick Motor Co., Flint, Mich. (Local Dealer).  
Chevrolet Motor Co., Detroit (Local Dealer).  
Forum Cafeterias, Kansas City, Mo. (Ferry-Hanly Adv. Co., Kansas City.)  
RCA Victor Co., Camden, N. J. (Local Dealer).  
Jarman Shoe Co., Nashville, Tenn. (Friendly Five Shoes). (Local Dealer).  
Crazy Crystal Co., Mineral Wells, Tex. (Crazy Crystals). (Direct.)

## UTAH

KDYL—Salt Lake City  
American Popcorn Co., Sioux City, Iowa.  
Critchfield & Co., Chicago. (Placed through A. T. Sears & Son, Chicago.)  
Beneficial Loan Co., Portland, Ore. (Western Branch). (Personal Loans).  
KSL—Salt Lake City  
Blue Blaze Coal Co.  
International Heating Co., St. Louis (Oil Burners).

## VIRGINIA

WRVA—Richmond  
Ass'n of American Soap & Glycerine Producers, New York (Anti-freeze). (Placed through Scott Howe Bowen, Inc., New York.)  
Morton Salt Co., Chicago. Wade Advertising Agency, Chicago. (Placed through Scott Howe Bowen, Inc., New York.)  
Mantle Lamp Co. of America, Chicago.  
G. Washington Coffee Refining Co., Morris Plains, N. J. Cecil, Warwick & Cecil, New York. (Placed through Scott Howe Bowen, Inc., New York.)  
Three Minute Cereals Co., Cedar Rapids, Iowa. Blackett-Sample-Hummert, Inc., Chicago.

## WISCONSIN

WDBJ—Roanoke  
Peruna Corp., Chicago (Cold Remedy). (Placed through Scott Howe Bowen, Inc., New York.)  
Morton Salt Co., Chicago. Wade Advertising Agency, Chicago. (Placed through Scott Howe Bowen, Inc., New York.)  
Crazy Crystals Co., Mineral Wells, Tex. (Crazy Crystals). (Direct.)

## WASHINGTON

KOL—Seattle  
American Popcorn Co., Sioux City, Iowa.  
Critchfield & Co., Chicago. (Placed through A. T. Sears & Son, Inc., Chicago.)

## WISCONSIN

WHBL—Sheboygan  
Peruna Corp., Chicago (Cold Remedy). (Placed through Scott Howe Bowen, Inc., New York.)

## MAILING LISTS

Pave the way to more sales with actual names and addresses of live prospects. Get them from the original compilers of basic list information—up to date—accurate—guaranteed.

Tell us about your business. We'll help you find the prospects. No obligation for consultation service.



60 page Reference Book and Mailing LIST CATALOG

Gives counts and prices on 8,000 lines of business. Shows you how to get special lists by territories and line of business. Auto lists of all kinds. Shows you how to use the mails to sell your products and services. Write today.

R. L. POLK & CO.

Polk Bldg.—Detroit, Mich.  
Branches in Principal Cities  
World's Largest City Directory Publishers  
Mailing List Compilers, Business Statistics, Producers of Direct Mail Advertising.

## New Reference Service Digests Leading Advertising Publications

THE opening issues of the *Distribution Digest* and the *Distribution Index*, bulletins of what is called the Modern Marketing Reference Service, have recently been mailed to a distinguished list of first subscribers, advertisers, agency associations and publishers. Appearing early in the month following date of issue, they briefly digest and index the articles, news items and editorials of permanent value to executives interested in distribution subjects from the previous month's issues of the following eighteen marketing and advertising trade papers: *Advertising Age*, *Advertising & Selling*, *Advertising Arts*, **BROADCAST ADVERTISING** (the only publication dealing with radio to be included in this service), *Class and Industrial Marketing*, *Display World*, *Domestic Commerce*, *Dry Goods Economist*, *Editor and Publisher*, *Merchandise Manager*, *Printed Salesmanship*, *Printers' Ink*, *Printers' Ink Monthly*, *Postage and The Mailbag*, *Retail Ledger*, *Sales Management*, *Tide and Western Advertising*.

### Crank Opens Own Agency

CHET CRANK, for the last three years vice-president in charge of the Los Angeles office of Botsford, Constantine & Gardner, established his own agency November 1, with headquarters at Los Angeles in the Union Insurance Building. He will open branches at San Francisco, Portland and Seattle.

Crank is at present in the midst of an extensive campaign for Gilmore's new Red Lion Gasoline. A feature of this is the Gilmore Circus, staged once a week over a Coast hook-up and now in its fifth year of popularity.



## "Good Will to Men"

Christmas! Season of laughter and joy. Gifts and good will to all—and the opportunity to combine both by using Christmas Seals. For Christmas Seals help prevent, find, and cure tuberculosis all year round. Use them generously on all Christmas packages, gifts, cards and letters, and let your business correspondence proclaim, "Good health to all."

THE NATIONAL, STATE AND LOCAL  
TUBERCULOSIS ASSOCIATIONS  
OF THE UNITED STATES

## BUY CHRISTMAS SEALS

30

## Arnold Begins Listener Survey

A TWELVE-WEEK survey of the winter radio audience, during which time approximately 30,000 telephone contacts will be made in 15 cities, was started on November 28 by the Arnold Research Service of New York City. The study, says the announcement, will measure the actual listeners to given programs at given hours, at the time of listening, and it will also measure the impression of the advertising message and product name. The result of the survey will be made available to any advertiser, agency or broadcasting company without charge.

In discussing the plans for this survey, Miss Arnold said: "It has long been our belief that the most accurate way to find out what people are doing is to check up on them while they are doing it. In pursuance of this idea, we developed what we term the 'coincidental method of radio audience measurement,' which involves contacting people during the time the programs we are interested in are on the air. In literally tens of thousands of instances we have, by use of the telephone, projected ourselves into the home and determined what radio program was being heard at that minute.

"We have carried out many such surveys during the last two years for individual clients interested in particular programs, but we do not believe that such information has ever before been available to all advertisers for given periods of broadcasting time."

## What Kind of Commercials Are Best? Sponsors Ask Listeners

RADIO listeners who think they can write better commercial announcements than those heard at present now have a chance to try it. Last month Lavis let listeners write their commercial and read the best ones on the air in place of their own announcements. Now General Electric is offering prizes of \$1,000 a week for statements on "How to Improve Advertising on the Air."

"There is criticism of some of the commercial announcements now on the air," said Heywood Broun, noted writer who has been presenting the G. E. Circle programs, including the commercials. "They are criticized as being too dry, too long, offensive and uninteresting to the public.

"Now, no country in the world offers radio programs as entertaining as those presented to the American public. Millions of dollars are spent in the preparation of programs, and the cost is borne by the sponsors. If broadcasting is to continue at its present level, this advertising must be a part of the program.

"We are presenting the best programs we can obtain on the G. E. Circle, and we are asking the public to suggest the commercials so that they may be interesting to them and helpful to the sponsor."

IN the list of Food Advertisers in our November issue, Cream of Wheat's "Jolly Bill and Jane" program was shown as being broadcast from 8:45 to 9 a. m. EST. It should have read: "7:45 to 8 a. m., EST. Rebroadcast for Central states 8:45 to 9 a. m., EST."

## CLASSIFIED ADS

### TRANSCRIPTIONS WANTED

Broadcast Advertising receives frequent requests from advertising agencies for syndicated transcribed programs. Occasional sales leads will be supplied to all producers of this type of recordings if they will send descriptions of their programs to Broadcast Advertising, 440 S. Dearborn St., Chicago.

### RADIO PLAYLETS WANTED

Radio Station LR5, Av. de Mayo 821, Buenos Aires, Argentina, is in the market for radio plays, particularly comical sketches, mystery plays, dramas, etc. to be used on their weekly English evening.

## Will Use Radio

A MILLION-DOLLAR campaign to promote the sale of coffee in the United States will soon be launched by the National Coffee Council of Brazil, under the direction of N. W. Ayer & Son.

THE Famous Mineral Water Company, of Cleveland, has placed the advertising of its mineral crystals with Ralph W. Sharp, Inc., also Cleveland. Radio and newspapers will be used.

THE Rochester branch of Stewart, Hanford & Frohman, Inc., is now directing the advertising of Enna Jettick shoes, product of Dunn & McCarthy Company, Auburn, N. Y., sponsor of the well-known Enna Jettick Melodies broadcasts. This same agency will also place the advertising of the Rochester Packing Company and Albany Packing Company on the air in four states in a 26-week campaign featuring the "Qualified Dealer" plan.

RADIO, magazine and direct-mail will be used in a new campaign for the foods of Sprague, Warner & Company, Chicago wholesale grocers, which markets under the brand names of Richelieu, Ferndell and Batavia. Erwin, Wasey & Company, Chicago, will direct the advertising.

THE Wm. S. Merrell Company of Cincinnati, Ohio, pharmaceutical manufacturers, makers of Detoxol Tooth Paste and Tooth Powder, has appointed The Geyer Company to direct its consumer advertising.

## Chicago Advertising Council Holds Radio Session

THE December 1 meeting of the Advertising Council of the Chicago Association of Commerce was held under the auspices of its radio department, whose chairman, Morgan L. Eastman of NBC, presided. The chief speaker was C. L. Menser, NBC, production manager, whose talk will be printed in our January issue. Pat Barnes followed Mr. Menser's talk with a gripping scene from one of his broadcasts that ably illustrated some of the fine points of effective radio production. A group of announcers from Chicago stations were guests of the Council.

T. W. Merrill, Chicago advertising manager of the Westinghouse Electric & Manufacturing Company, won the door prize, a Majestic radio donated by Earl Hadley, advertising manager of the Grigsby-Grunow Company.

Broadcast Advertising

12/32

# THE NEW WJSV

will serve the Columbia network in  
the national capital area » » » »

● Beginning October 20, WJSV will be on the air with everything changed but the call letters.

## NEW PROGRAMS

WJSV will carry the full program schedule of the Columbia Basic Network—ranked **FIRST** in popularity by every impartial survey. Radio's headliners—Kate Smith, the Mills Brothers, the Street Singer, Stoopnagle and Budd, Guy Lombardo, Morton Downey, and the rest of Columbia's ace features—will be heard regularly over WJSV—switching from our good neighbor, WMAL, on October 20.

## NEW TRANSMITTER—NEW LOCATION—NEW COVERAGE

WJSV's former transmitter was located on a dry Virginia hilltop 14 miles from the White House. Much of its stronger signal was wasted on the nearby countryside. But WJSV's new transmitter is only  $4\frac{1}{2}$  miles from the White House—and its miles of copper ground system are buried under the tide-swept bank of the Potomac. From this ideal sounding-board location (selected by Columbia engineers), WJSV's 10,000 watts will broadcast by far the strongest average signal to the 150,000 receiving sets in its estimated intense service area.

## NEW MANAGEMENT

Leased last June by the Old Dominion Broadcasting Company, subsidiary of the Columbia Broadcasting System, WJSV will be operated in conjunction with the established Washington Office of the Columbia Broadcasting System.

## BUT NO INCREASE IN RATES—NOW

The rates of the old WJSV will remain practically the same for the new. Western Electric Turntables— $33\frac{1}{3}$  and 78 R.P.M.—are standard equipment.

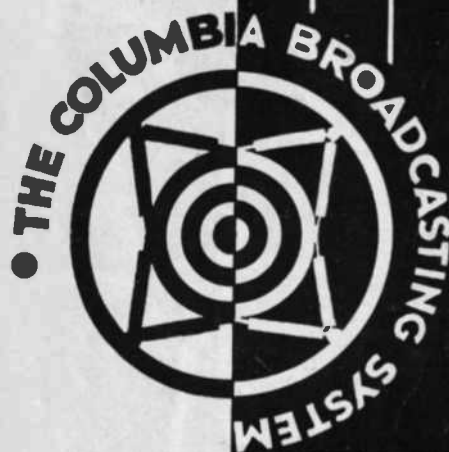
# WJSV

10,000 WATTS

OLD DOMINION BROADCASTING COMPANY

Main Studios:  
Mt. Vernon Memorial Blvd.  
Alexandria, Virginia

Business Office:  
1218 Shoreham Building  
Washington, D. C.



12/32

31

**Radio's Most Powerful Voice!**

**W S M**

**NASHVILLE, TENNESSEE**

**50,000 WATTS**

**NATIONAL CLEARED CHANNEL  
650 KILOCYCLES**

To the advertiser W S M guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener W S M continues the same friendly, high-class program which has made it "The Favorite Station of the South."

**W S M**

**50,000 Watts**

**650 Kilocycles**

**N. B. C. Network**

Owned and Operated by

**The National Life and Accident Insurance Company**  
INC.

EX  
98