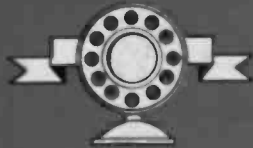


MAR 123

Broadcast Advertising

An Independent Magazine Devoted to Advertising by Radio. Published at 440 S. Dearborn Street, Chicago. Subscription, \$2.00 a Year Single Copies, 20c



MARCH FEATURES

Illustrating the Broadcast Advertisement

Armour Programs Are Planned to Please a Picked Audience

A Primer for Broadcast Advertisers

Using Radio for Direct Sales

Selling Things by Radio

Goodrich Check-Up Proves Value of Fan Mail

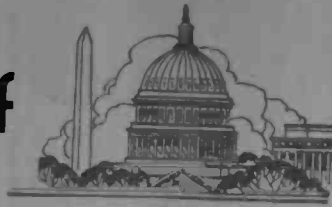
Sales Without Selling

Let George Do It

Critic or Crank?

March, 1931

In the shadow of



the Capitol dome

300,000 wage earners

owning

143,000 RADIOS

and enjoying a payroll of

\$400,000,000.00

are reached daily through

STATION

WOL

(Washington's only local station)

at an average cost of
\$.000025 Per Capita

We sincerely believe that NOWHERE ELSE IN THE COUNTRY CAN SUCH A PURCHASING POWER BE REACHED FOR ANYTHING LIKE SO LOW A COST PER CAPITA. Tell your sales story to people whose buying power fluctuates less from year to year than does that of people in any other trade territory on the face of the earth.

WESTERN ELECTRIC
TRANSMITTER and TURNTABLE

WESTERN ELECTRIC CRYSTAL CONTROL

78 or 33 1/3 Turn-Tables

HOURLY RATES

Entertainment with Advertising Announcements
Station Time Only

After 7 P.M. Before 7 P.M.

1 hr.	\$100.00	1 hr.	\$50.00
30 min.	55.00	30 min.	27.50
15 min.	35.00	15 min.	17.50
10 min. talks	30.00	10 min. talks	15.00

Discounts—13 weeks 5%; 26 weeks, 10%; 52 weeks, 15%—Deductible only at completion of contract. Sunday and remote control rates on application.—All rates subject to change without notice.

SPECIAL ANNOUNCEMENTS

Special functions, athletic events, openings or special features, each announcement 100 words, \$7.50. After 7 P.M., \$15.00 (local charity announcements free).

ANTENNAGRAM RATES

BETWEEN ELECTRICAL RECORDINGS
(Mon., Wed., Fri.) or (Tues., Thurs. and Sat.)

	7-10:30 A.M. (100 Words)	12-2 P.M. (100 Words)	5-7 P.M. (50 Words)	Before 7 P.M. (100 Wds.)
PER MONTH				
THREE TIMES WEEKLY				
39 anc'ts (3 mos.)	\$75.00	\$65.00	\$75.00	Run of the day \$55.00
78 anc'ts (6 mos.)	71.25	61.75	71.25	52.25
156 anc'ts (1 yr.)	67.50	58.50	67.50	49.50
DAILY EXCEPT SUNDAY				
78 anc'ts (3 mos.)	\$142.50	\$123.50	\$142.50	\$105.00
156 anc'ts (6 mos.)	135.00	117.00	135.00	99.00
312 anc'ts (1 yr.)	128.25	110.50	128.25	93.50

Rates are based on payments made monthly in advance from which a discount of 2% may be deducted if check is received on the due date only. Double above prices for announcements after 7 P.M.
No merchandise prices quoted after 6 P.M.

AMERICAN BROADCASTING COMPANY
Annapolis Hotel Metropolitan 0012
Washington, D. C.

“--and Bon Voyage! with
Steamboat Bill from--

KSTP”

10,000 WATTS



•
**Full Time
Schedule
19 Hours
Daily**
•

*Boys and girls by the thousands blow their whistles in union with
Steamboat Bill when the jovial old tar brings the good ship Malt
O'Meal in on the ether waves from KSTP*

KSTP specializes in entertainment features designed to fit the requirements of the advertiser and meet the demands of the audience. Another reason why the advertising dollar invested in KSTP service buys more listeners—70% in the Twin Cities and adjacent Northwest territory. The heaviest continuous schedule of the biggest features, both local and national, including day and night leaders on the NBC Red and Blue networks, holds this largest audience for the aggressive advertiser. For details of KSTP advertising service, write the Commercial Manager.

•
STUDIOS:
**Hotel Radisson
Minneapolis**
—
**St. Paul Hotel
St. Paul**
•

Executive Offices:
St. Paul Hotel, St. Paul, Minnesota

**NORTHWEST'S
LEADING RADIO STATION**

AND NOW!

GUARANTEED RECORDINGS

TWO TYPICAL STATION REPORTS

W G Y
Schenectady, N. Y.

Station Manager states
Majestic is the best elec-
trical transcription they
have tried to date.

DOYLE.

K D Y L
Salt Lake City
Utah

Record-o-cast's Majestic
Discs are the BEST SLOW
SPEED recordings we have
heard.

LASKY.

BBROADCASTING by electrical transcription has decided ad-
vantages. It is lower in cost; it permits the advertiser to choose his
time in each time zone; it provides better possibilities for local
dealer tie ins.

THERE have been difficulties too. Improper recording; high sur-
face noise; poor pressings; unproven talent.

THE RECORD-O-CAST organization has studied and solved the
mechanical difficulties in electrical transcription or "spot"
broadcasting.

RECORD-O-CAST announces

Majestic

RADIO.

Mighty Monarch of the Air

now exclusively broadcasting by electrical transcription using
RECORD-O-CAST prepared continuity and services, with Columbia
masters and pressings.

RECORD-O-CAST SERVICE with guaranteed recordings now
available to

Advertising Managers—Agencies—Stations

Write for
IDEAS — CONTINUITIES — TALENT — RECORDINGS



RECORD-O-CAST, INC.

410 N. MICHIGAN AVE

CHICAGO

FOR PERFECT

ELECTRICAL TRANSCRIPTION PROGRAMS

CHOOSE COLUMBIA

Advertisers everywhere are turning more and more to spot disc broadcasting, as a substitute for or supplement of chain radio schedules. They realize the many advantages which Electrical Transcriptions offer the broadcaster—economy, complete control of coverage and certainty of performance. And most spot disc broadcasters are insisting on *Columbia* recordings.

For Columbia has brought the science of Electrical Transcription up from its earliest experimental stages to its present point of perfection. In 1924 it was the Columbia Recording Laboratories that Western Electric chose to develop and perfect the electrical system of recording. Remember,

too—Columbia has had more than forty years' experience in recording entertainment. So your Columbia spot disc presentations come from the hands of a staff highly trained in every phase of radio disc production.

That's why—for finer, more effective spot disc broadcasts—you should choose Columbia Electrical Transcriptions. There are Columbia recording studios in New York, Chicago and Los Angeles—Columbia representatives in most of America's principal cities. Mail the coupon for further information—mail it *to-day!* *Columbia Phonograph Co., Inc., New York City.*

Features of Columbia's Electrical Transcription Service

- Radio Plans
- Program Ideas
- Continuities
- Talent
- Production
- Recording
- Pressing
- Distribution

Some Users of Columbia Electrical Transcription Programs

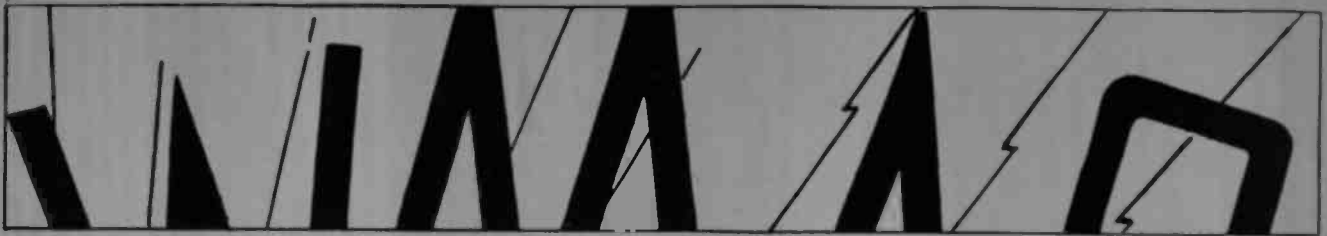
- Grigsby-Grunow Co. (Majestic Radio)
- Davis Baking Powder
- Devoe & Reynolds Paint
- Vick's Vaporub
- The Mennen Co.
- Radio & Television Institute
- Lehn & Fink Drugs
- National Refining Co.
- Ridgeway's Tea

COLUMBIA ELECTRICAL TRANSCRIPTIONS

COLUMBIA PHONOGRAPH CO., INC.
Dept. B. T., 1819 Broadway, New York City
Please send me full information on Columbia spot broadcast discs.

Name
Address
City State

March, 1931



PRESTIGE



YOUR RADIO PROGRAMS

How they are built; their sources; the personalities who carry your message to the public—these things are of interest to you.

They are brought out in human account, beautifully printed and elaborately illustrated—a forty-page booklet

THE STORY OF WMAQ

It is the inside story of program building by the creators of Amos 'n' Andy and other outstanding radio features, and presents the development of one of America's leading broadcasting stations.

Available without charge to all advertising agencies.

Additional copies will be furnished the general public at 25 cents each, plus postage.

WRITE

WMAQ, Inc.

The Chicago Daily News Broadcasting Station

400 WEST MADISON STREET

CHICAGO, ILLINOIS

Broadcast Advertising

440 South Dearborn Street, Chicago, Ill.

Subscription, \$2.00 a year. Single copies, 20c. Issued monthly on the 15th. G. W. Stamm, Publisher and General Manager; R. B. Robertson, Editor; Ray S. Launder, Advertising Manager; E. J. Van, Circulation Manager. Eastern Representative: C. A. Larson, 254 W. 31st St., New York City.

Entered as second class matter February 19, 1930, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.
(Copyright, 1931, by Broadcast Advertising)

Volume 3

MARCH, 1931

Number 12

ILLUSTRATING the Broadcast Advertisement

By Tom Burkett

Director of Merchandising and Research, KMBC

IF YOU suggested to a magazine advertiser that he run the same illustration used by another advertiser, he would think your reason had departed, and either call for a policeman or have you escorted to the nearest exit.

And if by any chance he acted upon your suggestion, he would have a lawsuit on his hands. The other advertiser wouldn't stand for it.

But when this same advertiser comes to radio, he either demands the same illustration used by the other advertiser, or some enterprising radio time salesman sells it to him.

The most amazing thing about it is that the other advertiser makes no objection whatever. The chances are, if the duplication is called to his attention, he will say, "Oh, no. They are sponsoring the 'Glutz Syn-copators,' while we are presenting the 'Glitz Melody Makers.'" Well, there is this difference: one is six and the other is only half a dozen.

From one point of view it's all right for these advertisers to use the same illustration. It suggests none of the beauty, quality, convenience, taste or smell of the products they manufacture. Imagine one of them buying art work for

his magazine advertising on this basis, if you can.

This type of broadcast advertising, if advertising it can be called, uses the technique of the old plat-form medicine show that once set up its layout on the corner of the square in our old home town.

A voice, through a megaphone, would summon the populace. A big "free" exhibition was about to begin. Free to everybody. No charge whatever—no obligation. Come one; come all.

When a goodly crowd had gathered, and more were on the way, a black faced comic would emerge from behind and begin to whang loudly on his banjo, and sometimes sing louder than that.

When the ballyhoo had performed its office, the "Doctor" himself would appear. This genial personality would beam down on his audience, and if time permitted, tell them a funny story. Then he would get red hot, and what a selling that crowd would get. After a lengthy lecture the "Doctor's" assistants would pass out the regular "Dollar Bottle" of "Snake Oil" for only 50 cents—"just to advertise"—rake in the shekels, fold up the outfit, and depart.

The old medicine show idea

worked all right in its day and place, but it is not succeeding in radio, even when the most costly orchestras and soloists are used in the place of the black faced banjoist. For proof of this contention, consult the records of any broadcasting station or chain. They will show that advertisers who put orchestras and other entertainment units on the air for the sole purpose of attracting a crowd to listen to a lecture on their brand of "Snake Oil," seldom continue beyond the first opportunity to cancel.

I wonder sometimes why an advertiser will pay big money for a half hour on the air just for the privilege of having an announcer, who probably knows nothing about his product, tell the audience how good it is. And this in just a few words at the beginning and end of the program.

Just how soon radio will attain the full status of a legitimate medium depends entirely upon how soon radio will discard its old medicine show tactics and adopt as standard the technique that is responsible for its too few outstanding successes. This technique is described in the title of this story, "Illus-

(Continued on page 28.)

ARMOUR Programs Are Planned to Please A Picked Audience

FIRST pick your audience, then please it.

There, in seven words, is the secret of radio success. At least that has been the experience of Armour & Company, Chicago packers, who sponsor the weekly Armour Hour over about 35 NBC stations. And, after a year and a half on the air, they are convinced that broadcasting is a vital and essential part of their advertising activity.

When Armour decided to go on the air and the advertising department began to plan the programs they did not go to extremes to tie them up to their products. They did not, for instance, call the orchestra "Armour's Melody Meat Men" nor feature a "Butcher Boys" quartet. In fact, they built their program with the sole idea of pleasing their customers and prospective customers. Except for the commercial announcements, the Armour program might be sponsored by any concern who wishes to reach the same class of audience.

There was no doubt about the audience that Armour wished to reach. Years of experience in the meat business had shown them that their customers must be solicited from the families whose incomes lie between \$2,000 and \$4,000 a year. Where the income is less than \$2,000, purchases are necessarily made on a price basis, and if an unknown brand of meat is on sale at



Cover of a folder announcing the plan to Armour dealers.

a cent or two less a pound, this class of buyer will usually take the cheaper product.

The first problem, then, was to build a program that would appeal to the largest possible part of this selected group. Careful study of other programs then on the air and of surveys of program preference led to the belief that a musical program was most suitable. A second conclusion was that the music should be semi-classical in nature, neither too highbrow nor too jazzy. Light opera and old-time songs, with a sprinkling of the better known clas-

sics and of the better type of popular music that has remained popular through the years, seemed to be preferred by the audience they hoped to reach.

But just another musical program, no matter how good, was not enough. The Armour name stands for a high quality of merchandise and it was desirable that the Armour broadcasts should also reflect this quality standard. But it was also highly desirable to have an original program, one that would stand out from the other programs and win a following that would tune it in regularly each week.

This search for something different resulted in the Armour Chorus, the first full chorus to form a regular part of any commercial broadcast. With this chorus and an excellent orchestra as regular features, and with an outstanding guest artist each week, it was decided to call the program problem settled, for the time being, at least, and to go on to the next step in a radio campaign.

In this particular case the next step was merchandising—selling the sales value of this radio campaign to salesmen and dealers, and the entertainment value to the public. Letters, pamphlets, bulletins, broadsides, window strips, and other forms of printed matter telling of the broadcasts were sent to salesmen and dealers. Space was taken in several hundred daily papers to an-

nounce the new series.

Personalized invitations were printed on post cards, ten of which were given to each employee to mail to friends. All in all, 750,000 people were informed of the first Armour Hour in this way.

Publicity featuring Edith Mason, the first guest artist, was sent to—and, because the fact that Edith Mason was to sing over the air was real news to thousands of music lovers, extensively used in—a large number of papers.

Incidentally, this job of merchandising the Armour programs was not allowed to lapse as soon as the



Your Radio Hour

THE Armour program is more than just one-half hour's delightful song and music by Josef Koestner's 30-piece orchestra, soloists and instrumentalists. Consider it as *your* radio program...a weekly source of valuable suggestions about Armour foods, each of them so delicious that they invariably excite the gratifying comment: "That is good!"

Card for inserting in replies to requests for recipe books.

first broadcast went on the air. To the contrary, as time went on and the programs became an established part of the Armour advertising, other ways were found to keep driving home the fact that Armour was on the air. Every letterhead, every envelope that goes out of every Armour office carries the line, "Listen to **THE ARMOUR HOUR** every Friday night through 35 stations associated with the NBC." All Armour advertising in magazines and newspapers mentions the broadcasts.

From the first the programs have been well received by the public. A

March, 1931

AFTERNOON TIME IS BEST BUY SAN FRANCISCO SURVEY SHOWS

MORE receiving sets per dollar can be reached during the afternoon than in any other time. At least, that is what the broadcasting stations in the San Francisco-Oakland Bay territory discovered when they set out to determine the comparative size of the morning, afternoon and evening audiences, in response to a persistent demand from broadcast advertisers and advertising agencies.

Acting as a group, the Bay Cities Broadcasting Stations engaged Hicklin and Redmond, certified public accountants, to conduct a survey. Under their direction a group of trained telephone girls completed 6,776 telephone calls between 7 a. m. and 10 p. m. during a period of seven consecutive days, including Sunday. These calls were tabulated as follows:

	Total Calls Completed	Percentage of Calls
Individuals listening to radios	2,643	39.01
Individuals not listening to radios	3,378	49.85
Individuals not owning		

telephone survey in some 70 cities disclosed that more than half of the radios in use at the time Armour is on the air are tuned to this program. The general plan of the broadcasts has remained unchanged; they still consist of an orchestra, vocalists and a guest artist. The only important variations have been in the guest artists, who have ranged from Miss Mason and Mario Chamlee to such equally famous but entirely different personalities as Knute Rockne and Irvin Cobb. Letters from listeners also indicate that to some extent Armour products are sold directly as a result of the radio programs.

An equally important result has been the effect on the dealers. As Armour's publication advertisements appear mainly in women's magazines, few of them are seen by the butchers who deal in Armour products. But all of them hear the broadcasts and like to discuss them with the Armour salesman.

Besides insuring a good reception for the salesmen, the programs are

radios	755	11.14
	6,776	100.00

Further analysis resulted in the following table, showing the percentage of listeners during each hour of the day:

	Percentage of Radio Listeners
7 to 8 a. m.	11.35
8 to 9 a. m.	21.05
9 to 10 a. m.	15.70
10 to 11 a. m.	17.80
11 to 12 noon	22.61
12 to 12:30 p. m.	25.00
<hr/>	
Average percentage of morning listeners	19.41
12:30 to 1 p. m.	23.43
1 to 2 p. m.	25.59
2 to 3 p. m.	30.25
3 to 4 p. m.	46.45
4 to 5 p. m.	47.61
5 to 6 p. m.	40.71
<hr/>	
Average percentage of afternoon listeners	37.57
6 to 7 p. m.	59.62
7 to 8 p. m.	63.37
8 to 9 p. m.	73.32
9 to 10 p. m.	60.21
<hr/>	
Average percentage of evening listeners	64.28

helping them to increase their sales. Although partly institutional, the programs are designed to sell and each one features a single Armour product. One week bacon will be advertised, the next week ham, etc. Salesmen are notified well in advance of the featured product and see to it that each butcher has a sufficient stock on hand to take care of the demand that follows the broadcast. The butchers in turn use the broadcasts to sell their customers and often mention them in their own advertising.

"Radio has done two big jobs for us," says W. R. Hemrich, assistant advertising manager of Armour & Company. "It has enabled us to acquaint more people with the quality of Armour products and it has powerfully reinforced our other advertising."

"We are sure that our customers are women of discrimination, who insist on quality radio programs in the same way as they insist on qual-

(Continued on page 48.)

A PRIMER for BROADCAST ADVERTISERS

By Reuben R. Kaufman
DOREMUS & COMPANY, Chicago

Part I—SELLING

IN September, 1929, during one week, over a hundred thousand people traveled by train and automobile to Yankton, South Dakota, to participate in the Annual Fall Festival sponsored by Radio Station WNAX. Normally Yankton's population does not exceed fifty-five hundred persons. . . . One Saturday night in December, 1930, twelve thousand people from eleven different states gathered in the Amphitheater in the Chicago Stock Yards to witness a performance by the staff artists of Station WLS. Two weeks previous a similar show drew a capacity crowd to the Amphitheater, and caused an additional ten thousand people to be turned away for lack of room. . . . These are not isolated instances of the influence of radio broadcasting. Almost any number of others could be cited. In California and in Georgia, in Minnesota and throughout the nation, radio has captured and held the interest and attention of the public.

The five hundred thousand letters received annually by WLS and the millions of letters received each year by the two coast-to-coast networks and by WLW, WJJD, KNX, WOR, WTIC and some two hundred other stations all prove one thing—*listener responsiveness*.

This characteristic feature has made radio a formidable advertising factor and a positive selling force. Recognizing its value, a small group of concerns—a mere handful compared to the total number of firms who advertise—spent one hundred million dollars during 1930 for advertising by radio broadcast. In view of the fact that this is about ten times the amount spent in 1927, it would appear that advertisers are finding radio a satisfactory seller of

drama--

“OFTTIMES there's a bit of real drama behind the scenes in the studios. Thursday morning, four minutes before the premiere of NBC's 'Swift Master Gardener,' such an incident occurred.

“WIBO was to take the program according to plans. At 9:11 the WIBO engineers phoned NBC and reported their transmitter broken down temporarily. At 9:12 NBC had C. W. Harris, of the J. Walter Thompson Advertising Agency, which handles the Swift broadcast, on the wire explaining the situation.

“And by 9:14 all available NBC associated stations in Chicago had been canvassed, WGN had agreed to substitute for WIBO, and at 9:15 the premiere went on the air!”—Evans Flummer, in the Chicago Herald & Examiner.

commodities and services. It has, indeed, firmly established its claim to a substantial portion of the advertising dollar, and demonstrated that it can stand on its own legs and be self-sustaining.

Dr. Daniel Starch, in a comprehensive survey for the National Broadcasting Company (“Revised Study of Radio Broadcasting,” 1930), found that 26.07 per cent of all radio-owning families specifically admit they purchase certain products as a result of commercial radio programs. Perhaps fear of what the neighbors might think prevented even a greater percentage from acknowledging the effectiveness of radio advertising.

During the first eight months of

1930, radio advertising expenditures increased 32 per cent over the amount spent in the same period the year before. The percentage of increase for August, 1930, over August, 1929, likewise was 32 per cent. . . . Magazine advertising expenditures for the first nine months of 1930 were 5 per cent greater than in the corresponding period the year previous. However, September, 1930, saw a decrease of 5 per cent from September, 1929. . . . Newspaper advertising for the first eight months of 1930, measured by lineage, was approximately 10 per cent less than in the corresponding period of the previous year. But in August, 1930, the decrease in newspaper advertising amounted to 18 per cent below the same month of 1929.

It is significant that during 1930 radio advertising expenditures increased 32 per cent. It emphasizes the fact that radio has only one job, and that is to sell merchandise. Business houses are not spending money to entertain the public for nothing. The public pays well for its free radio amusement. If it didn't, radio would have expired several years ago when it was mistakenly thought to be a fad rather than an advertising medium. Instead of inquiring, Does it sell? the wise business man might better ask, How can I use it to greatest advantage?

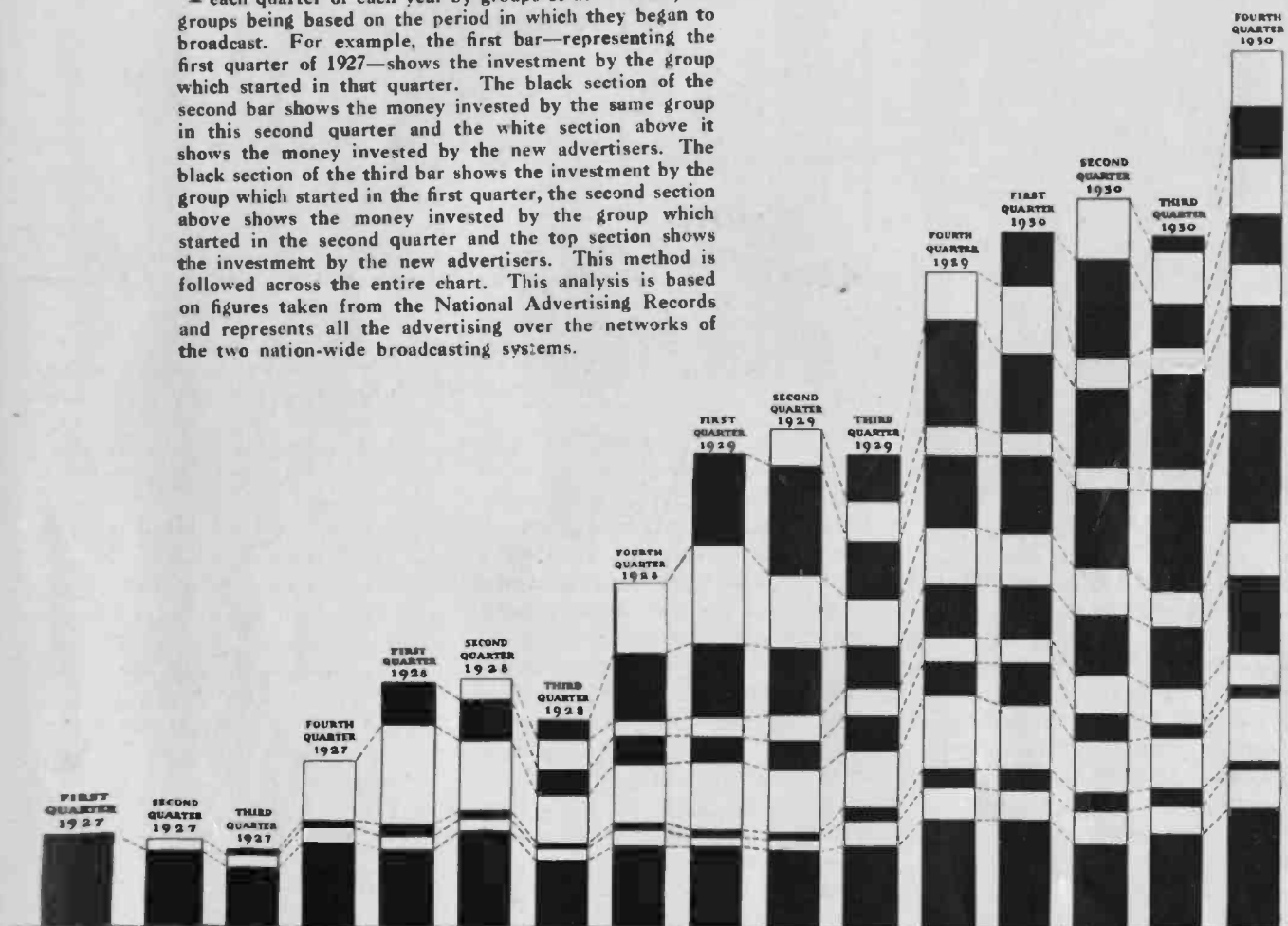
A GLANCE at the various concerns on the air today reveals that almost any business is suitable for radio advertising. Some of the many lines of business consistently using the broadcast medium are:

ALUMINUM WARE	CHAIN STORES
AUTOMOBILES	CHEWING GUM
BANKING	CIGARETTES
BEVERAGES	CIGARS
CANDY	COAL

THE STABILITY OF BROADCAST ADVERTISING

(Based on Expenditures of Chain Advertisers for the Past Four Years)

THIS chart indicates the money invested consecutively in each quarter of each year by groups of advertisers, the groups being based on the period in which they began to broadcast. For example, the first bar—representing the first quarter of 1927—shows the investment by the group which started in that quarter. The black section of the second bar shows the money invested by the same group in this second quarter and the white section above it shows the money invested by the new advertisers. The black section of the third bar shows the investment by the group which started in the first quarter, the second section above shows the money invested by the group which started in the second quarter and the top section shows the investment by the new advertisers. This method is followed across the entire chart. This analysis is based on figures taken from the National Advertising Records and represents all the advertising over the networks of the two nation-wide broadcasting systems.



Courtesy, Columbia Broadcasting System

- | | |
|------------------|------------------|
| COSMETICS | OIL |
| DENTIFICES | PLAYING CARDS |
| DRUGS | PLUMBING |
| ELECTRIC | EQUIPMENT |
| APPLIANCES | POWER ENGINES |
| FARM IMPLEMENTS | PUBLICATIONS |
| FOOD PRODUCTS | MEN'S |
| GASOLINE | FURNISHINGS |
| GENERAL | MUSICAL |
| MERCHANDISE | INSTRUMENTS |
| HARNESS | RADIO RECEIVERS |
| HEATING | REAL ESTATE |
| EQUIPMENT | SECURITIES |
| HOME | SHAVING SUPPLIES |
| FURNISHINGS | SHOES |
| HOUSEHOLD | SOAPS |
| EQUIPMENT | TOBACCO |
| HOUSE INSULATION | TOYS |
| INSURANCE | TRANSPORTATION |
| JEWELRY | TRAVEL |
| LAWN MOWERS | TYPEWRITERS |
| MOTION PICTURES | WEARING APPAREL |
- Almost any concern can profitably

use radio advertising. Where the merchandise appeal is of universal interest or where there exists a high frequency of purchase, the chances for success obviously are greater. The same thing holds true for newspaper and magazine advertising. Besides selling such high frequency sales items as tooth paste and foodstuffs, radio is successfully selling automobiles, oil burners, real estate and other costly items purchased infrequently by the average consumer. Radio listeners are not restricted to any class or group. No matter what one has to sell he will find buyers among the millions of families who compose the radio

audience and who constitute radio's "circulation."

Properly used, radio advertising provides a relatively simple method of reaching the largest possible number of consumer prospects in a friendly manner at the smallest cost per potential buyer. It isn't a panacea for all the trouble attributable to bad business conditions, nor is it a remedy for lack of sales due to poor merchandise or poor distribution. It cannot wholly take the place of either magazine or newspaper advertising. Each medium has its proper use and place. Dependent upon the sense of hear-

(Continued on page 32.)

A Shampoo Manufacturer



Miss Adele Nelson

OUTSTANDING among the definite proofs of the effectiveness of radio advertising as the sole medium of marketing a new product is the history of the phenomenal growth of the J. W. Marrow Manufacturing Company, makers of Mar-O-Oil Shampoo.

Three years ago, J. W. Marrow, after fifteen years of patient research in the field of cosmetics, perfected an entirely new shampoo. A shampoo made of vegetable oils, a liquid shampoo which had no soap basis. It was a revolutionary departure from the time tried sudsy compositions on the market.

"How will I inform the public that I have a new and better means of shampooing for them? How will I best be able to educate them to its use? How can I create a consumer demand in the shortest possible time?" These were a few of the big questions Mr. Marrow faced. His product was ready for the market but his plant was small and there was no money for an extensive advertising campaign.

To discuss these problems, he called in Adele Nelson, a capable woman with considerable experience in the beauty culture business and who had written on the subject

Uses Radio *for* Direct Sales *—and Gets Them!*

By Ruth Betz

Radio Station WBBM, Chicago

editorially. They agreed that radio offered the most direct means of marketing with the quickest possible returns for the money spent. A short time contract was signed with station WBBM, Chicago and the account went on the air in September, 1928.

Miss Nelson was assigned the task of writing the continuity and delivering the talks, which were scheduled for five mornings each week. Her job was the difficult one of telling the public that they have a need which they did not appreciate before, and that a product now exists that is fully capable of filling that need.

Radio was relied upon as the only form of advertising. Since the product was distinctly in the pioneering stage, Miss Nelson stressed, in her introductory continuities, the fact that here is a new method of shampoo which antiquates the old one. She brought out the limitations of soaps to show the superior qualities of the new product. She used the sound methods of time element and of comparative studies in presenting this new agent. In a most straightforward and unaffected manner she told her listeners that here was a shampoo not only beneficial for the health of the scalp but also beautifying for the hair. With the dual appeal of healthfulness and beauty, appeals which are always effective in gaining feminine attention, Miss

Nelson convinced her radio audience, and they were ready to try Mar-O-Oil.

In October, 1928, after Mar-O-Oil had been broadcast for five weeks, Adele Nelson tested her audience with the only free offer that the company has ever made. One morning in a minute announcement—just one minute during one of her regular morning talks—she promised to send a sample bottle of the shampoo free to the listeners who wrote in for it on that date.

The response was overwhelming. More than three thousand requests, all postmarked on the date of the single minute announcement, were received. They came from all sections of the Middle West and some bore the postmark of New York.

At the end of the seventh week of broadcasting it was found that the advertising had more than paid for itself. Thereafter business steadily increased. Mail orders flowed in. There were questions as to location of shops and stores where Mar-O-Oil might be purchased. An insistent consumer demand actually forced the profession to its use.

Eighteen months after this oil shampoo began on the air over WBBM, Mr. Marrow received a substantial offer for the business. He refused to part with it any more than a parent would who had ten-

(Continued on page 44.)

SELLING THINGS BY RADIO

By F. R. Steel*

Director Radio Division, CRITCHFIELD & COMPANY, Chicago

SO IMPORTANT a channel of information, education and entertainment has radio broadcasting become that it is now recognized as one of the standard advertising media.

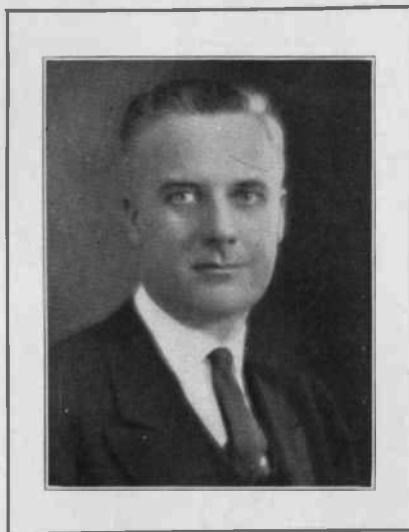
Most people think of broadcast advertising as a new and in many ways untried method of advertising. The radio part of it is, of course, the newest thing in advertising but the method is really the original form of advertising.

Before printing presses were invented, what was the established and proved method of advertising? Wasn't the "town crier" method—the mouth-to-mouth method of just telling people about what you had to sell or what you wanted them to know—just about the only way to "advertise" in those old days? About the only difference between this original advertising method and radio broadcast advertising of today is that the voice of the "teller" is multiplied ten thousand fold or more by radio.

Chain broadcasting has now developed from just an experimental idea at one station to an established and growing advertising medium over which advertisers last year spent about twenty-four million dollars. So much has been said and written about chain broadcasting that I am going to pass over this proved successful phase of radio to another to which very little attention has been paid by organized advertising circles.

Spot broadcasting probably uses at least four times as many station hours as chain broadcasting. With twenty-seven million dollars' worth of chain broadcasting being done in 1930, it is immediately apparent that spot broadcasting is an increasingly important field of advertising.

I should say that of all the advertisers who *should* use radio, at least 80 per cent of them *must* use spot radio if they are to use this medium profitably. This is either be-



F. R. Steel

cause their distribution does not parallel the chains or because their advertising appropriation is not large enough to use chain broadcasting. In addition to these two large classifications there are all those advertisers whose particular problems are solved only by the ultra flexibility and adaptability of spot broadcasting.

Mr. Graham of the Willys-Overland Company, our guest speaker last week, asked that the advertising fraternity suggest ways to reduce the cost of advertising per unit of results. Broadcast advertising of the kind I have in mind will do exactly that.

There are a number of reasons why radio is the cheapest form of advertising. One of them is that radio is the only advertising medium which insures that 100 per cent of the "circulation" or listening audience will hear your advertising. If you want to hear a certain station's program you have to hear the advertising, while in other forms of advertising you can read the editorial matter and not look at the advertisements. A second reason for the low cost of broadcast advertising per unit of results is that it is the only practicable "human voice" or "mouth-to-mouth" form of advertising—and that sort always has been recognized as the

most powerful kind of selling propaganda in the world.

The uncertainty of measuring the listening audience and the lack of enough experience in its use have always been the limiting factors in the use of radio. Scientific use and study of surveys is, however, gradually giving us a closer and closer way of measuring radio audiences. So much is this true that at the present time fully as close a cost per delivered person message (in other words, the cost of having the advertising message *actually* read or heard by an individual prospect) can be obtained on radio campaigns as on those in any other medium. In radio campaigns you depend upon surveys for the size of the listening audience, but know that the number of delivered person messages is the same as the number of listeners to the program. In publication campaigns we know the circulation, but have only estimates of the percent of that circulation who will choose to read our particular advertisement.

By the way, this "cost per delivered person message" we have found after considerable study to be the best "common denominator" sort of measuring stick for advertising value in different media.

SPEAKING of interesting radio results, I want to tell you a little story—a true one. I had put a series of two-minute programs on a well known station for a client. The day after the first little two-minute broadcast had run I received a long distance telephone call from the manager of the station—nearly across the United States it was. The conversation went about this way:

"Mr. Steel, you know I agreed to send you the inquiries from those little announcements you're running on my station by first class mail. Well, my mailing department tells me the postage on the mail for the first announcement cost me \$35. Considering you're only paying me \$30 each for these broadcasts, I

(Continued on page 40.)

*From an address delivered before the Advertising Council of the Chicago Chamber of Commerce, February 5, 1931.

GOODRICH Check-Up Proves Value of Fan Mail

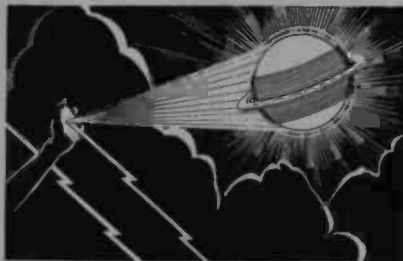
*Letters Show Intelligent Interest;
Less Than 5% from Children*

By Manly Wright Conant

EXECUTIVES who appropriate funds for advertising demand tangible results that are commensurate with the outlay. They refuse to spend promiscuously and then be content with a hope and a prayer. Most of them understand that, sometimes, the process of building recognition and good will is not a matter of days, months, or even a few years. They are patient and willing to await the ultimate success of the process if they have concrete evidence that the necessary progress is being made.

That radio advertising offers an accurate method of finding concrete results in a definite campaign is notably illustrated in the checkup now in process by the B. F. Goodrich Rubber Company. Of nearly 100,000 requests for the little "Down East" publication, "The Home Town Thistledown News," received between November 15, when the offer was broadcast, and December 22, only a little more than five per cent came from children. This low percentage of requests from children is remarkable, yet, in this instance it is not to be counted as totally lost, because the Goodrich advertising in this little paper appeals to children of both sexes through its line of sports shoes and protective footwear.

This method of testing broadcast reception offers concrete proof of intelligent response, highly qualified in potential buying power, and establishes the attention quality of the program. It offers proof that fundamental principles of advertising applied to radio do produce results most favorably comparable to other forms of advertising, and, in addition, radio offers a means of



checking up that is not always available in other forms of advertising.

Again, broadcasting, as a method and means of producing a requested message bearing tidings of Goodrich quality goods, must be given credit for a somewhat new and unusual advertising relationship that gives radio its rightful place as a full brother to magazine, newspaper and direct mail advertising. Every request for "The Home Town Thistledown News" was a request for a Goodrich direct by mail advertising message, and the total provided a valuable mailing list and established radio and direct mail on a basis of most direct relationship.

The observant advertising man will see behind the requests for the little paper, of which "Uncle Abe and David" are both "Editors in Chief," the clever work of the Goodrich advertising department, the advertising agency and the artistic efforts of the artists who are adept at touching human heart strings to make them vibrate to their liking.

Broken down into three divisions of relative value in potential sales production, the check-up on this short and popular radio program reveals some interesting figures and facts. Of exactly 96,413 requests tabulated up to December 22, there were 52,779 from women. The sterner sex were interested in

"Uncle Abe's and David's" newspaper efforts to the total of 37,835. Children, of the age to write, read and understand, totalled 5,790.

In addition to flooding the Goodrich advertising offices with requests for nearly 100,000 advertising messages, the spontaneous circulation of the little paper furnishes a check on the audience to which the program is broadcast for fifteen minutes four nights each week. While the sponsors of the program are gratified with the response to their invitation to send for the little paper, they feel that not more than one-tenth of the vast audience responded, which is an extremely conservative estimate.

The NBC hookup which broadcast the story of the Skowhegan merchants every Wednesday, Thursday, Friday and Saturday evening was comprised of 28 stations. Requests for the little newspaper have arrived from a total of 47 stations, which is 19 more stations than were included in the NBC chain for this program. In Chicago, for example, letters were received from three stations in addition to WENR, which carries the program there. (The significance of this fact, if there is any, the reader must figure out for himself.)

Breakdown by Stations

ALABAMA	
*WAPI, Birmingham	24
CONNECTICUT	
*WTIC, Hartford	2
COLORADO	
*KOA, Denver	2
DISTRICT OF COLUMBIA	
WRC, Washington	573
FLORIDA	
*WIOD, Miami Beach.....	1
GEORGIA	
WSB, Atlanta	61

Broadcast Advertising

FAN MAIL CLASSIFIED BY STATES

State	Men	Women	Children	Total
Alabama	129	147	33	309
Arizona
Arkansas	51	34	4	89
California	4	3	1	8
Canada	370	412	28	810
Colorado	4	7	1	12
Connecticut	885	1,452	164	2,501
Delaware	37	40	1	78
District of Columbia	1,005	1,364	215	2,584
Florida	78	53	3	134
Georgia	353	532	32	917
Idaho	1	1
Illinois	2,426	3,136	279	5,841
Indiana	639	712	99	1,450
Iowa	1,819	2,381	140	4,340
Kansas	396	548	34	978
Kentucky	529	669	68	1,266
Louisiana	113	165	11	289
Maine	2,072	3,360	327	5,759
Maryland	273	401	50	724
Massachusetts	4,486	7,165	914	12,565
Michigan	1,823	2,326	332	4,481
Minnesota	237	335	33	605
Mississippi	87	126	18	231
Missouri	806	867	83	1,756
Montana	1	1
Nebraska	285	385	44	714
Nevada
New Hampshire	839	1,213	132	2,184
New Mexico	2	1	3
New Jersey	845	1,319	138	2,302
New York	8,430	12,255	1,276	21,961
North Carolina	70	58	10	138
North Dakota	3	4	1	8
Ohio	2,984	4,232	531	7,747
Oklahoma	41	35	6	82
Oregon	1	2	3
Pennsylvania	1,706	2,108	243	4,057
Rhode Island	1,280	1,935	240	3,455
South Carolina	45	28	73
South Dakota	24	36	2	62
Tennessee	287	344	29	660
Texas	25	37	4	66
Utah	1	1
Vermont	917	1,162	93	2,172
Virginia	240	273	45	558
Washington	1	1	1	3
West Virginia	69	71	4	144
Wisconsin	881	1,042	130	2,053
Wyoming	1	1
Africa	1	1
Canal Zone	2	2
Germany	1	1
New Foundland	4	1	5
Porto Rico	1	1
South America	1	1
No Addresses	226	226
TOTAL	37,835	52,779	5,799	96,413

State	Men	Women	Children	Total
ILLINOIS				
WENR, Chicago	1,060			
*WLS, Chicago	18			
*KYW, Chicago	3			
*WBBM, Chicago	1			
IOWA				
WOC, Davenport	308			
WHO, Des Moines	145			
KENTUCKY				
WHAS, Louisville	142			
LOUISIANA				
WSMB, New Orleans	32			
MAINE				
WCSH, Portland	1,027			
MASSACHUSETTS				
WEEI, Boston	3,390			
*WNAC, Boston	3			
*WBZ, Springfield	5			
WTAG, Worcester	597			
MICHIGAN				
WWJ, Detroit	620			
*WXYZ, Detroit	1			
MINNESOTA				
WEDC, Duluth	50			
*KSTP, St. Paul	29			
MISSISSIPPI				
WJDX, Jackson	2			
MISSOURI				
WDAF, Kansas City	304			
KSD, St. Louis	91			
NEBRASKA				
*KFAB, Lincoln	1			
WOW, Omaha	183			
NEW YORK				
WBEN, Buffalo	122			
WEAF, New York	4,671			
*WJZ, New York	71			
WGY, Schenectady	4,858			
OHIO				
WFJC, Akron	20			
WSAI, Cincinnati	32			
*WLW, Cincinnati	18			
WTAM, Cleveland	901			
*WHK, Cleveland	1			
PENNSYLVANIA				
WFI, Philadelphia	268			
*WLIT, Philadelphia	3			
WCAE, Pittsburgh	235			
*KDKA, Pittsburgh	7			
RHODE ISLAND				
WJAR, Providence	1,001			
*WEAN, Providence	3			
TENNESSEE				
WMC, Memphis	9			
WSM, Nashville	40			
VIRGINIA				
*WRVA, Richmond	1			
WISCONSIN				
WTMJ, Milwaukee	142			
Total mail received from stations				
	21,078			

*Indicates that station did not carry the program.

AUTOMOBILE tires have been the central advertising theme of the Goodrich broadcast, but the very evident interest that 52,000

(Continued on page 38.)

SALES without SELLING

Kodak Programs Strike New Note in Advertising

HOW to sell without selling is being demonstrated by the Eastman Kodak Company in the program "Devils, Drugs and Doctors," which it is sponsoring over 41 Columbia stations from coast to coast at 8 o'clock on Sunday evenings.

The plan is especially appropriate now because it takes advantage of public interest in preventive medicine and the desirability of letting your doctor keep you well, "treat" you before you need it.

But what has all this to do with Eastman Kodak Company?

Kodak makes X-ray film. Physicians and dentists use X-ray film when individual cases require radiographic examination. But almost never does an apparently well person ask for such an examination.

Now, Kodak is scarcely in a position to increase the number of tubercular lungs, broken legs, and defective teeth; like the morticians', the emergency market is limited. But Kodak can educate the public on the necessity of radiographic examinations; in fact, to ask for X-rays as a precautionary measure even before a condition becomes recognized.

How? To advertise to the physicians, the surgeons and the dentists offers but limited sales-building opportunity; professional ethics prevent them, in turn, from advertising to the public. Yet unless the pub-

lic realizes the importance of radiography strongly enough to be induced to ask for X-rays, the number of examinations can never be greatly increased. The amount of X-ray work that is patently necessary will never result in anything like the possible ultimate consumption of X-ray film.

And you can't advertise directly to the public because the public isn't buying the X-ray film any more than the public buys the gold for inlays. In short, how to sell without selling?

Radio seems to offer a solution; at least so the Kodak executives think. And they are thinking so to the extent of a \$225,000 campaign through the air in 1931.

Radio advertising is indirect, gentle; Eastman prefers not to scare or horrify people into looking after their health. So Kodak's newest "hour" is as indirect and gentle and delicate as the subject in which it aims to promote interest. No selling is attempted; in the entertain-

ment there is nothing bald nor apparent, like, "Have an annual X-ray examination for your health's sake."

Yet the entertainment bears on the subject; Dr. Howard W. Haggard, associate professor of physiology, Yale University, gives a series of talks on "Devils, Drugs and Doctors," the title of the history of medicine that he has written in laymen's language. But Dr. Haggard's talks are not simply excerpts from his book. They are interesting, entertaining exposures of medical practice through the ages. And descriptions of the benefits of the world we live in, benefits due to the present-day skill of physicians, surgeons and dentists.

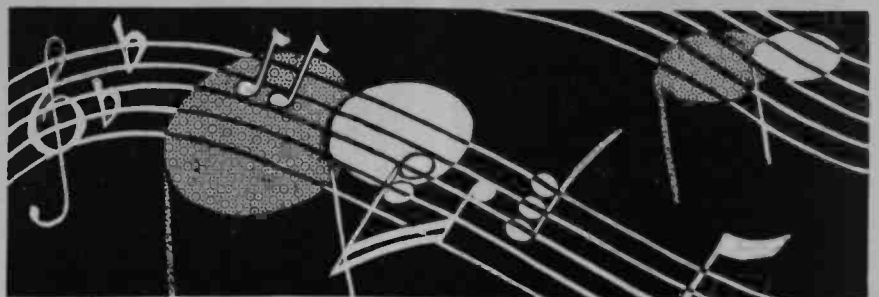
True, the announcer mentions that the entertainment is sponsored by the Eastman Kodak Company as a tribute to the medical and dental professions; but the usual phrase, which in this case would be "Makers of X-ray Film," is omitted. For the public isn't interested directly in X-ray film, but can, conceivably be interested in health assurance.

So Kodak is demonstrating how to sell without selling; how to sell X-ray films without mentioning them to the public. A new note in radio advertising.

Of course, Dr. Haggard will from time to time mention, among the marvels of modern medical science, the incalculable advantages of periodical health examinations, which to be complete should include radiographs of the chest, for example. Perhaps in this wise: X-rays make diagnosis of tuberculosis of the lungs possible well in advance of the time the victim would show the usual symptoms, recognizable to the profession.

A word about the man himself: obviously for such a delicately poised, slightly exhortative program, a man of merit and unim-

(Continued on page 39.)



LET GEORGE DO IT

The Use of the "Third Person" Element in Radio Advertising

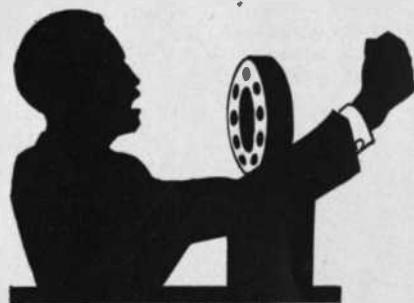
Is Urged by Russell Byron Williams

IF YOU can interest a prominent third person in your story, you will get your message carried farther and better and cheaper than would otherwise be possible. To illustrate:

Some years ago I used to write publicity for a prominent tire chain manufacturer. And with some success, since my lineage returns, if calculated on a space rate basis, were about six to one. That is, for every dollar invested in publicity effort we used to get about \$6 worth of space. But doing this work by brute force and postage stamps was a hard job. Worth while effort, but a lot of hard work. Finally, I bethought myself of the third-person element and forthwith started to cultivate it.

Tire chains were primarily a safety appliance and so, I reasoned, safety organizations would doubtless be interested in my copy. They were. So, for the next year or two, I would now and then pound out a newspaper story which I thought the editors would take, submit that story to the publicity men of some organizations like the National Safety Council, and they, at their own expense and with the high prestige of that name behind them, would send my story in mat form to a list of newspapers twice as long as mine. Because it came from such a source, the clipping bureaus would subsequently return clippings from more than twice the usual number of newspapers.

There may be a thought in this experience for some radio advertisers. Not infrequently a sponsored program can be definitely tied up to some third person organization—to the very distinct benefit of both the sponsor and that organization. To do so, however, the sponsor needs to inject a very definite *service* element into his broadcasting.



After all, since radio broadcasting is practically a public service, isn't it true that the radio advertiser will benefit from radio in direct proportion to the amount of service he gives his public? Of course, that isn't true with any other form of advertising, but it is true with radio advertising, and the sooner some of these thoroughly-qualified but old-school copy-writers and contact men get the public *service* angle of radio firmly implanted in their heads, the better off will be radio.

Compare space advertising with radio broadcasting—just for instance. Regardless of what artist paints the space advertising illustrations—what compositor sets the type—what engraver makes the plates, or to what extent color is used—the advertiser does not do these things as a contribution to art. The advertisement is not printed for the purpose of making the reader appreciate the privilege of reading it. Nor is there usually anything in it to impel the reader to look for that advertisement in the next week's issue.

Radio broadcasting is different in that with each radio advertisement the more you contribute to the general knowledge of some art—the more downright service you give the public—the more you make your auditors appreciate the privilege of listening to your advertisement, the more benefits you will reap. That "service" may be ecclesiastical, edu-

cational, literary, mechanical, musical, historical, entertainment, or another kind. But the harvest of benefits varies in proportion to the amount of service rendered.

It is true, of course, that many products need and desire from radio only the outdoor, billboard type of advertising, which is to say: frequent trade-name repetition. Low priced, widely distributed articles, such as cigarettes, chewing gum, socks, or soap, frequently need more of a publicity show than one which may be merchandised to the 'nth degree through extraneous channels. But for certain products and sponsors the radio advertisements can be given a service angle which will permit the enlisting of large third-person groups, much to the benefit of both sponsor and public.

TWO winters ago it was my privilege to originate, then carry through to completion, a series of twenty-six half-hour radio shows for Cadillac and LaSalle automobiles, to be broadcast in Chicago.

In radio advertising Cadillac and LaSalle cars we took the two characters, Robert Cavalier de La Salle and Antoine Cadillac, brought them back to life, and made them re-live episodes in their thrilling lives as explorers. That is to say, we wrote thirteen dramatic episodes in the life of La Salle at the time he was making his early American explorations through the Great Lakes and Mississippi River Valley region. Then we selected and dramatized thirteen episodes in the life of Cadillac, from the time he was a student in a military academy in France to the time he founded the city of Detroit.

All of these episodes we made as nearly as possible one hundred per cent historically accurate. In this way we could not only gain the by-

(Continued on page 42.)

CRITIC or CRANK?

A Station Manager Answers a Letter

MANAGER, Radio Station.
Dear Sir:

I have had my radio set for over six months now. It is an all electric seven tube set and cost me a lot of money. I don't know now why I bought it when you broadcast such uninteresting programs. It seems to me they are all about the same.

I could send you the names of hundreds of my friends who think the same. If you can't do any better than what I have heard I shall write to the Federal Commission in Washington about you; anyway, there is too much advertising.

Yours very truly

LETTERS such as this are not uncommon in the daily mail bag of any radio station. Critic or crank? That is the question. Was the writer justified in her criticism? Granted that the letter does not specifically state just what the writer objects to hearing other than that the programs seem to be more or less similar in character and contain too much advertising—was this letter justified?

If this correspondent had stated the type of program she desired to hear, not only would the letter have been welcome but the station owner could have called her attention to certain of his daily programs which she had missed and which possibly, were the exact type of entertainment which she was seeking. However, let us take this letter seriously even though the temptation is strong to disregard it entirely. We may, of course, discount at once the "hundreds of friends," nor should we give the possibility of a "letter to the Federal Radio Commission" any more weight than it deserves.

We have, therefore, persuaded this much abused station owner to tear up the fiery answer which he intended to send. This answer, by the way, rather cleverly and truthfully pointed out that if the writer were a citizen of any other country than ours, she would be obliged to pay a yearly tax for owning a radio, ranging from forty cents to over ten dollars, which perhaps in a measure would give her the right to express her opinion; but in this "land of the free, etc.," just so long as she contributed nothing, she "could take his programs or leave them." He was careful, of course, not to suggest her listening to any other station.

Now let us consider for a moment the station itself, which is typical of many throughout the country—1,000 watts, located in a metropolitan city, affiliated with one of the national chains and in direct competition with two other major stations. It has been in continuous operation for over eight years and is on the air daily from six thirty in the morning until one o'clock the next day, except Sundays, on which day the programs start at eight a. m.—a total of one hundred and twenty-eight hours each week. It would be

interesting to consider the investment involved, as well as the expense of operation, but we will assume that such costs are the responsibility of any station adequately equipped to serve the radio audience.

However, a word concerning the equipment in general is of importance, as it has a direct bearing on the programs. The transmitter is located about five miles from the heart of the city. The studios are conveniently situated in two adjoining buildings just outside the business area, while complete offices are maintained downtown. At the studios we find an ample reception room, two large studios capable of holding seventy artists, two smaller studios, in one of which is a sixteen thousand dollar organ, and five other studios in the process of construction. The staff consists of fifty-three people, not counting the thirty musicians who are maintained on the regular weekly payroll.

So much for the physical equipment. With such tools to work with, what about the programs themselves which were the cause of our correspondent's caustic letter?

Careful analysis of a particular week in January of this year disclosed the fact that programs were divided into the following classifications and periods:

	Hrs.	Min.
Popular (including all forms of music except classical, dance, and selections entirely vocal)	29	30
Dance music	16	55
Classical music	16	20
Recordings	11	25
Organ	9	..
Educational	13	55
Religious	6	45
Vocal	8	..
News	4	35
Dramatic	3	45
Children's programs	3	35
Band	1	45
Operatic	30
Community and U. S. Government reports	30
Sports	1	30

128

Whether or not we agree that the several divisions outlined contained the right proportion of the total hours is beside the point. It is certain that the entire gamut of entertainment was run during the week selected for this study. Had we taken the week following, "Operatic" would have increased by five hours through the broadcasting of two complete operas by the Chicago Civic Opera Company, or, for those lovers

of sports, any week during the summer months would have shown a corresponding increase in the sports column, reflecting the broadcasting of baseball daily, and of football during the fall season.

But we are still not content. Let us carry this analysis a step further. Of what are these classifications composed? Very well, let us take them in their order.

Popular—As the title implies, every form of entertainment of popular appeal which could not definitely be classed under any of our other headings. Here are included sketches, dialogues, etc.; in fact, any program that is varied and popular in its appeal.

Dance Music—This music was furnished by fifteen separate dance orchestras.

Classical—Included in this classification we find such names as the New York Philharmonic Orchestra, the Detroit Symphony Orchestra, Curtis Institute of Music, the Boston Conservatory of Music Orchestra, and a group from the Boston Symphony.

Educational—Here we find a daily series known as the American School of the Air introducing leading educators of the country, a regular series by the Massachusetts State Board of Education, talks by State officials, and such names as Dr. Julius Klein, Frederick William Wile, Dr. Charles Fleischer, Professor Robert Rogers of Massachusetts Institute of Technology, H. V. Kaltenborn, Heywood Broun, Senators Arthur Capper and David I. Walsh, to mention but a few, and to say nothing of the interesting and varied educational features designed to be of service to the busy housewife, as well as the four and one-half hours of news flashes.

Religious—A list of the denominations represented is the best answer to our correspondent's criticism, so far as this subject is concerned. They are as follows: Bible Institute, Jewish, Episcopal, Catholic, Presbyterian, Lutheran, Evangelical and daily services under the auspices of the Y. M. C. A.

Six organists were used during the week and the purely vocal programs included units of from one (a recital by a well known artist) to choruses numbering all the way from eight to fifty voices.

It should be noted that voices were used in practically every musical unit, but under the title "Vocal" are included only those units with which no orchestra was used. Similarly under "Popular" programs of every nature and type except those that normally came under the headings designated. If the classification "Recordings" seems unduly high, it must be borne in mind that included here are those programs of electrical transcription which today play an important part, and in many instances are of considerable more entertainment value than would be otherwise available.

It might further be of interest to our critic to list here the cities from which the broadcasts of the week originated. They were fifteen in number, namely, New York, Geneva (Switzerland), Montreal, Boston, Philadelphia, Washington, Detroit, Buffalo, Chicago, Minneapolis, Asbury Park, St. Louis, Niagara, and Los Angeles.

So much for the "sameness" of programs. What about the complaint of "too much advertising"?

This subject has been intelligently dealt with time after time and does not require much space here. To-

March, 1931

ADVERTISING THEIR BROADCASTS

FIRST INTERNATIONAL FASHION BROADCAST

Direct from PARIS

Across 3,000 miles of sea and 3,000 miles of land

CAPT. EDWARD MOLYNEUX
Fashion-Personnel Consultant

BROADCASTS HIS SPRING OPENING DIRECT FROM PARIS
FRIDAY, FEBRUARY 6TH, 10 P. M., EASTERN STANDARD TIME
OVER 42 STATIONS IN COAST-TO-COAST
HOOK-UP OF THE COLUMBIA BROADCASTING SYSTEM

Sponsored by the Makers of



GENUINE
Peter Pan
Guaranteed *Just Color*
WASH FABRICS

Edne Woolman Chase, Editor-in-chief of Vogue, will introduce Molyneux.
Michel de Brunhoff, Editor of French Vogue, will review the openings of other leading French couturiers.

This is the first of a series of 14 weekly Peter Pan fashion forecasts by leading style authorities, which will be broadcast Friday, February 6th, 10 P. M. Eastern Standard Time and every Thursday thereafter at 11:45 A. M. Eastern Standard Time.

Be sure that you realize on the opportunities that this great series of world-wide fashion broadcasts creates for you.

HENRY GLASS & COMPANY,
46-48-50 White Street, New York

WITH full-page space in the trade press, Henry Glass & Company announced their Peter Pan Forecasts series of radio programs, each of which introduces some outstanding style authority, who tells his women listeners about the new spring fashions.

day, many of the programs sponsored by advertisers are far superior to those which are purely sustaining and this is a point to stress whenever the opportunity presents itself—as long as the radio owners in this country do not pay the bills it is questionable as to just where the programs would come from and what would be their merit without advertisers to meet this expense.

However, here are the actual figures on the amount of advertising during the week under consideration:

	Hrs.	Min.
Total hours on air.....	128	
Total hours for which station was paid by advertisers	47	20
Total hours for which no money was received	80	40

We honestly believe these figures need neither apology nor further explanation. In conclusion, there is just one item which is worthy of at least passing comment and this, by the way, is the only estimated figure which we have used—engaged in presenting the programs of the week were over three thousand people, exclusive of the several studio staffs.

NEW ACCOUNTS ON THE AIR

With This Issue, "Broadcast Advertising" Starts a New Department. Hereafter, the Principal New Accounts of Radio Stations, with the Exception of Chain Programs, Will Appear Under This Heading Each Month.

ARIZONA

KGAR, Tucson—Stonecypher's Bakery, Inc. Chevrolet Chronicles. Texas Co., gasoline.

ARKANSAS

KTHS, Hot Springs—Barrett Co., fertilizer. F. W. Fitch Co., toiletries. American Farming Magazine. National Home Magazine. D & M Finance Co., silverware. National Macaroni Manufacturers Association. Painallay Co., antiseptics. Arzen Laboratories, antiseptics.

CALIFORNIA

KFSD, San Diego—E. H. Andrews, beauty shop. Boldrick Shoe Co. Crystal Palace Market. California Reserve Co., security. Capitol Stores, Ltd., clothing. Chevrolet Motor Co. Joe Rogers, sausage. Edenette Washer Sales Co., washing machines. The Elite Shop, clothing. Fox Orpheum Theater. C. M. Gifford & Son, olives. Selberling Rubber Co., tires, etc. Southern California Baking Co. Security Trust & Savings Bank. Whiting Mead Co., hardware, etc. Weaver-Jackson Co., beauty shop.

KNX, Hollywood—Plymouth World Tour, automobiles. Pacific States Life Insurance. McCormick Tea Co. Straska Tooth Paste Co. Vitality Shoe Co. Retail Dry Goods. Pennant Oil Co. City Bond & Finance. M. Stein & Co., cosmetics. Hollywood Playhouse. Club Lido. Barrett Co., fertilizer. Bowerman & Co., financial. Hollywood Products, soft drinks. Charis Corp., corsets. Snow Products, antiseptic powder. Bill Sharples and Gang, various accounts. Dr. D. C. Beauchamp, dentist. National Macaroni Co. California Home Extension, homes. Du Pont Co., paint. Hillerich & Bradsby, golf clubs.

KFRC, San Francisco—California Animal Food Co., dog food. Cuesta La Honda, Inc., real estate. H. D. Hogrefe & Son, real estate. Hudson Bay Fur Co. Libby, McNeill & Libby Co., food products. Bartlett Springs Co., water. Burnham & Morrill Co., canned food. Doralina, Inc., cosmetics. E. I. du Pont de Nemours & Co., paint. El Dorado Brewing Co. Field Finance Corp. R. T. French Co., bird seed. R. P. Gust Co., wholesale drugs. General Paint Corp. Lowe Bros., paint and varnish. McCormick Co., Inc., spices. Moore, Ltd., clothier. Oakland Motor Co., cars. Paraffin Companies, Inc., paints. Progressive Optical Co. L. T. Piver, Inc., perfume. Paas Dye Co. Reliance Mfg. Co., shirts, etc. Swift & Co., food products.

KJBS, San Francisco—Albert A. Bock, hat cleaning. City of Paris, department store. Green Top Cab, taxi. H. O. Harrison, Chrysler automobile. Peter Pan, cosmetics. Producers Produce, produce. C. N. Weaver Co., Studebaker automobile. Coffee Dan's restaurant. Federal Outfitting, clothier.

COLORADO

KFUM, Colorado Springs—Allen Music Co., springs. Blair's Business College. Elliott Works, Inc., Nu-Life. Old Virginia Chow Chow. Royal Gorge Bridge & Amusement Co. John Pflug Tire & Battery Co., Selberling tires. The Macdonald Co., radios. The Colorado Springs Creamery Co. Modern Woodmen of America. Milks Emulsion Co. The Zim Bread Co.

DISTRICT OF COLUMBIA

WOL, Washington—Park & Thford, Tintex dye. Flint Atlantic Coast Fishery. My-T-Fine Corp., food products. National Sales Agency.

FLORIDA

WFLA, Clearwater—Hav-A-Tampa Cigar Co. Berring Cigars. Norris Candy Co. Florida Citrus Assn., fruit. Florida Brogdex Co., fruit. Royal Typewriter Co. (local). I. G. A. Stores, grocery. Echo-phone Distributors, radios.

WQAM, Miami—Hires Root Beer. Norris, Inc., candy. Curtiss Candy Co. Paas Dye Co. Scheaffer Fountain Pens. Sears, Roebuck Co. Pan-American Oil Co. Philbrick Funeral Home. Chitlow Health Bread. Red Cross Drug Dept. Store. Backgammon. Hart Hardware Co. Hirsch Fauth Furniture Co. Diamond Furniture Co. Jurlets Bakery. Hill's Grocery. Penton Shepard Tire Co. Trinity Church. Bob Jones College. Graham, Ramsey & Selden, income tax advice.

WDBO, Orlando—Atlantic Insurance Co. Colonial Pharmacy. Emerson Radio Service. Ferneries Flower Shop. Pan American Petroleum Corp. Prudential Life Insurance. Winter Garden Nurseries. Sun Life Insurance Co. Wright's Beauty Salon. Royal Typewriter Co. (local). Selberling Tire Co. (local).

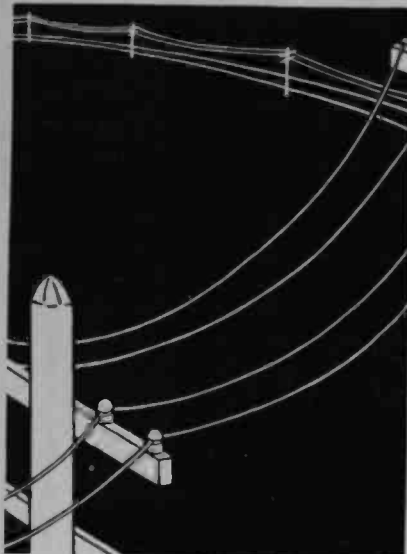
GEORGIA

WMAZ, Macon—Power Oil Co., gas and oil. L. A. Thomas Drug Co. D & M Finance Co., silverware. Sears, Roebuck & Co., miscellaneous. Piggly Wiggly Co., groceries. Tavern Tea Room. Willingham Sash & Door Co., paints. Pyroal Co., mouth wash. Collins Bakery.

ILLINOIS

WGN, Chicago—D. Hill Nursery Co., evergreens. Hincley & Schmitt, Corinnis Waukesha water. Packard Motor Car Co. Simplex Shoe Co. Swift & Co., Quick Arrow Flakes. John Rakilos & Co., restaurant business. Chappel Brothers, Inc., Ken-L-Ration.

WMAQ, Chicago—Carson Pirie Scott & Co. Bob-O-Link hosiery. First State Pawners Society, loans. Florida Citrus Growers Clearing House Association, fruit. Haggard & Marcousson Co., Tiger bed springs. Jean Wallace Butler Laboratories, Buena skin tonic. F. L. Klein Noodle Co., noodles. Nunn Bush & Weldon Shoe Co. Utica Steam & Mohawk Valley Co. Mills, sheets and pillow cases. Yonkers, Inc., groceries. Walgreen Drug Co.



INDIANA

WOWO, Fort Wayne—Meyer Drug Co. Florida Citrus Exchange, fruit. Lord-Mott Co., oysters. South Bend Bait Co., fishing tackle. Creek Chub Bait Co., fishing tackle. Muncie Gear Co., outboard motors. Bronson Reel Co., fishing reels. Bowes Sealfast Corp., auto and furniture polish. Dr. Welborn's Med. Co., patent medicine. Ivanhoe Food Products Co. Radio Equipment Co., Majestic radios and refrigerators. McAleer Polish Co., automobile polish. Bauer & Black Co., surgical supplies.

KANSAS

KFH, Wichita—Gulf Crushing Co., oyster shell. Friends University. Loose-Wiles, candy. L. T. Piver, Inc., cosmetics. Arzen Laboratories, antiseptic. Walter Baker Chocolate Bar. Radio & Television Institute, school. Swansdown Pure Food Tints, dyes. Weaver Gardens. Wichita Wholesale Furniture Co., mattresses. Dockum Drug Co. Ridings Baldwin Cadillac Co. Dawn Donut Co. Johnson Electric Co., refrigerators. R. E. Ruse Furniture Co. George Innes Co., Munsingwear. Gibbons-Homans Western Co., roofing. Lehn & Fink Products Co., cosmetics.

KENTUCKY

WHAS, Louisville—Tastyeast, candy. Palmer Asbestos & Rubber Co. Phoenix Hosiery Co. Price Flavoring Extract Co. Selberling Rubber Co. Du Pont de Nemours Co., paint. Sterling Oil Co. Brown Fence & Wire Co. Hillerich & Bradsby, golf clubs. The Strietmann Biscuit Co. Walgreen Drug Co. United Drug Co. National Dairies, ice cream. Kentucky Products Co., biscuits. Florida Citrus Fruit Co., fruit. Swansdown Pure Food Tints, dyes.

MARYLAND

WBAL, Baltimore—McCormick & Co., Bee brand spices and banquet teas. C. M. Athey Paint Co.

MASSACHUSETTS

WEEI, Boston—George E. Warren Corp., coal. Peter Paul Candy Co., candy. Nashua Baking Co., bread and coffee. Milhender Radio Co., radios. Simpson Spring Co., beverages. Wm. Filenes' Sons Co., department store. A. J. Tower Co., Fish brand slickers. Hoover & Corbiere, Ford agents.

WNAC, Boston—Carbide & Carbon Chemical Corp., Pyrofax compressed gas. Simmons & Hammond, pie crust. Aspirin Seltzer Corp., proprietary medicine. Walter Baker, cocoa. Hamilton Umbrella Co., Duroweave umbrellas. Runkel Bros., Inc., chocolate. Phoenix Hosiery Co.

WBSO, Needham—Lakeside Biscuit Co., crackers. Berry's Store, furniture. Music Box, records and radio supplies. Norwood community program, 5 merchants. Milford community program, 9 merchants. Natick community program, 16 merchants. Wellesley community program, 20 merchants. Newton community program, 6 merchants.

WNBH, New Bedford—New Bedford Lingulcer Co., meat products. Perry's Market. King & Co., electricians. Willey & Willey, mimeographers. M. Steinert & Sons, musical instruments. Crandon Brothers, electrical supplies. Richmond Wood, tires.

WORC, Worcester—American Tobacco Co., cigars. Runkel Bros. Co., cocoa. Dwinell Wright Co., coffee. J. L. Prescott Co., polishes. Junior Food Products Co., Jack & Jill gelatin.

WTAG, Worcester—Randall Flower Shop. The Whipple Co., jellies. Howard H. Amlon, radios.

**“MANY OF THE
MOST POPULAR
PROGRAMS
STARTED LOCALLY”**



“I’m sold on radio advertising”, said the manufacturer. “But when we go into it, it will be on a national scale.”

The Westinghouse Radio Station’s representative nodded. “That’s fair enough”, he agreed. “But there is no need to delay your start in broadcast advertising simply because you do not feel ready, financially or market-wise, to undertake a national schedule.

“Perhaps you don’t realize it, but many of the most popular programs on the air today started in a small way over a single station and gradually grew to national proportions.

“The coverage of the Westinghouse Radio Station group is concentrated in the richest, most thickly populated, most responsive area of the United States. That means you can start with this group, or any station in the group,

and popularize your program and your product with a view to immediate returns from the cream of your market.

“A plan of this sort will put radio advertising to work for you immediately, give your program a flying start, and furnish you with a valuable background of experience for future expansion into the national field.”

This advertisement is one of a series covering a number of questions commonly brought up in a discussion of broadcast advertising. If you wish further information on any such questions, or advice on the application of broadcast advertising to the specific problems of your own product or service, simply write the nearest commercial office. Westinghouse operates the pioneer broadcasting service of the world, and is equipped to render complete assistance to advertisers, including the origination of merchandising ideas and the securing of suitable program talent.

WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA

Boston, Mass., Statter Building
Springfield, Mass., Hotel Kimball

KDKA

COMMERCIAL OFFICES

Pittsburgh, Pa., Hotel William Penn

KYW-KFKX

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

March, 1931

MICHIGAN

WBCM, Bay City—Berry Brothers, Berlyold, Chevrolet Motor Co. Paris Shop, Inc., department store. M & B Ice Cream Co.

WXYZ, Detroit—White Tower System, Inc., restaurant chain. American Life Insurance Co. Radio & Television Institute, school. L. T. Piver, Inc., cosmetics. Nash Tailoring Co. Commonwealth Loan Co. Ernst Kern Co., department store.

WOOD, Grand Rapids—Colonial Baking Co. Mail Pouch Tobacco Co. Walter Baker Chocolate Co. City Fuel & Oil Co. Buick Motor Co. General Foods Co., Minute tapoca. Tunis Johnson Cigar Co. Real-Silk Hosiery Mills. Beacon Shoe Co. Grand Rapids Chevrolet Dealers' Association. Harris Sample Furniture Co. Lee & Cady, Quaker brand coffee. C. Wendel Muench & Co., Foley's compound. Citizens' Mutual Auto Insurance Co.

MISSOURI

KWK, St. Louis—Arzen Laboratories, Inc., remedy for colds. Berry Brothers, Inc., paints. Beverly Rubber Co. and Seiberling Rubber Co., tires. Curtiss Candy Co., candy and gum. Edwards Cosmetic Co. David G. Evans Coffee Co. Green Brothers Co., Tastyest. Lamert Furniture Co. Mississippi Valley Lumber Institute, lumber. National Enameling & Stamping Co. NuBone Co., Inc. Price Flavoring Extract Co. A. J. Tower Co., Fish brand slickers. Clarke Bros. Chewing Gum Co., gum. City Ice & Fuel Co. Miracul Wax Co.

MONTANA

KGIR, Butte—R. C. McAteer Co., Swansdown food tint. Granite City Hatcheries. W. P. Fuller Paint Co. Curtiss Candy Co. Chevrolet Motor Co. Seiberling Tire Co. Oakland Motor Co. Butte Hudson Essex Co., cars.

NEBRASKA

WJAG, Norfolk—A. H. Lewis Med. Co., Tums. Foley & Co., Foley's honey and tar.

KOIL, Omaha, Nebr. and Council Bluffs, Ia.—J. L. Brandeis & Sons, department store. Chevrolet Motor Co. Dwarfies Corp., breakfast food. Gate City Hat Co. Master Laboratories, insecticides. Munsingwear Corp., underwear. National Enameling & Stamping Co. Rapid Air Lines Corp. Thoma Glass, Inc. Venus Laboratories, beauty cream. H. A. Wolf Co., real estate. Bowes Seal Fast Corp., automobile accessories.

NEW JERSEY

WPG, Atlantic City—Seward, astrologer. Dorothy Chase, garments. Smith Bros., cough drops. Blue Bird Natural Bridge Shoes. Chevrolet Motor Co.

WODA, Paterson—Io-Dize Co., corn remover. R. A. Caplan Co., jewelry.

NEW YORK

WBEN, Buffalo—Wilson, Forster & McCall, insurance. Charles Store, women's clothing. Majestic Refrigerator Co. Bond Clothing Co., men's clothing. Radio & Television Institute, school. City Ice & Fuel Co. Rumford Chemical Co., baking powder. Seiberling, Buffalo dealer. Edward Lehde Nurseries, nursery stock. Consolidated Baking Co. S. M. A. Corporation, pantry cream. Kleenex Co. Puritan Soap Co. Good Luck Food Products.

WGR, Buffalo—Harris Soap Co. Dad's Cooke Co. Sectional Garage Works, garages. Sanfelder Co., corsets. Hillerich & Bradsby, golf clubs.

WKBW, Buffalo—Mail Pouch Tobacco Co. Reliance Mfg. Co., working garments.

WMCA, New York—Rokeach Food Products, Chocco yeast. Mayan Productions, Inc., pottery. Simplex Diathermy, health appliances. Adam Hat Stores, men's hats. Warburton Realty Development, real estate. Sach's Quality Furniture. Goldberg Furniture & Carpet Co. Samuel Schlossman Furniture Co. Commonwealth Associates, real estate. Jos. M. Gross Co., real estate. Rudolph Roemer Furniture Co. Bost, Inc., tooth paste. Veldown Co., sanitary products. A. Goodman & Sons, matzohs and noodles. H. B. Drollinger, health appliances. Royal Diamond & Watch Co., jewelry. Robert Beauty Salon, beauty specialists.

WLWL, New York—W. S. Secretarial Schools.

WHEC, Rochester—Unit Parts, auto accessories. Fire King Fuel Corp., coal and coke. Journal American, newspaper. Temple Cosmos Club. Polish Merchants, various articles. Becker's Meat Market. Kermis Tent & Awning Co. Belmont Grocery. Theronold, health belt. Paine Drug Co., drugs. Who's Who in Rochester, various articles. Wallace Furniture Co. Clark Coal Co. Clark Paint Co. Optometrists Association, optical equipment. Office Appliance Corp., typewriters. Seiberling Tires (local dealer). Real Estate Board. Gilbert Appliance Co. Curtiss Candy Co. Rochester Realtors. Buster Brown Shoe, group of dealers. Cunningham Joyce, cars. Charis of Rochester, undergarment. Vick Chemical Co., medicinal. Chocco Yeast, Inc. Master Painters, group of Rochester painters.

WGY, Schenectady—Walter Baker Co., chocolate. Du Pont, paint. Barbasol Co., shaving cream. Frelhofer Baking Co. Empire Milling Machine Co., electric milling machines. Reliable Flour Co. Curran Laboratories, Jo-Cur. Maloney Bros. Nurseries. Peter Paul Mounds, candy. A. J. Tower Co., Fish brand slickers. Maplewood Poultry Farm, chicks. Runkel Brothers, cocoa. American Agricul-

tural Chemical Co., fertilizer, etc. Charis, foundation garment. Kelly Bros. Nurseries. Woodlawn Nurseries. Lockwood Brackett Co., soaps, etc. Durham Duplex Co., razors. Brown Fence & Wire Co. Dickinson Seed Co., pop corn. Travelers' League, Inc.

NORTH CAROLINA

WBT, Charlotte—The Barrett Co., chemicals. Auto Inn, garage. Carolina Transfer Co. City Ice Delivery Co. Johnny Crowell, aviation. Levie's Food Shoppe. New DeLuxe Beauty Shop. Rice's, ladies' ready-to-wear. Spoon's Ice Cream Co. Sterchi Bros. Furniture Co. Publix Theaters. Walk-Over Shoe Store. Wenige Radio Shop. Westbrook-Norflett Co., Dodge automobiles. Chocco Yeast, Inc. Curtiss Candy Co. First Baptist Church. Hillerich & Bradsby, golf clubs. Howard-Hickory Co., shrubbery. J. B. Ivey & Co., department store. H. V. Johnson & Son, coal. Kay Jewelry Co. Lucielle Shop, ladies' shop. National Enameling & Stamping Co. Norris, Inc., candy. Paas Dye Co. Phoenix Hosiery Co. L. T. Piver, Inc., perfume. Futh's Shop, ladies' shop. K. A. Hughes Co., medicine. Sanitary Bakery. Sears, Roebuck & Co. Columbia Hatchery. American Land Co., real estate. Pearson Remedy Co., medicine. Kannapolis Bakery Co. Thermold Rubber Co., rubber goods. United Drug Co.

WBIG, Greensboro—Foster Chemical Co., headache remedy. Dobson Shoe Store. Sears, Roebuck Co. Jones Bros. Bakery. Columbia Laundry. Mayfair Cafeteria. O. Henry Drug Stores. Paris Medicine Co., chill tonic. Rustin-Johnson Furniture Co. Greensboro Motor Car Co. Superior Motors. Carolina Theater. Gross Upholstering Co. Gate City Roofing Co. City of Greensboro. County of Gullford. Belk's Department Store. Ellis-Stone Department Store. Sockwell & Causey, real estate. Greensboro Meat Market. Davidson County Creamery Co. Lexington Laundry Co. Manuel's Cafe. Troxler Bros. Grocery. Hepler Bros. Grocery. Vick Chemical Co., Vick's VapoRub. Woco-Pep Gasoline. North State Hatchery. Griffin Pie Co. Happy Acre Poultry & Egg Farm. Mays Motor Co. Clegg's Bakery. Seiberling Tires. Carolina Baking Co. Peerless Cleaners. John W. Knight & Sons, memorials. Tucker Motor Co., Inc. Greensboro Chamber of Commerce. Dockery Lumber Co.

WPTF, Raleigh—Royal Baking Co. Job. P. Wyatt & Sons Co., seeds, etc. Barbee & Co., stocks. Keeley Institute, hospital. Boylan-Pearce Co., department store. Alfred Williams & Co., books, etc. Durham Life Insurance Co. News and Observer, newspaper. W. H. King Drug Co. Watch Tower Bible & Tract Society.



MEXICO

GET THE DATA!... IT COSTS YOU NOTHING!

... The entire listening public, an audience of educated people of high purchasing power, is thoroughly covered by these 1931 stations.

XEW - XET - XES

5,000 watts RCA
100% modulated

500 watts

500 watts
100% modulated

offering a complete publicity service, handled by experienced personnel. Stations available singly or as a group.

Representatives: Western McElhiney and Associates

Eastern Scott Howe Bowen, Inc.

Mexico Wendell Cox
RCA-Victor Agency, Tampico

Stanley

PLANS—Stanley cooperates with advertising agencies in the preparation of basic radio plans that properly supplement the other media used.

PROGRAMS—Stanley cooperates with advertising agencies in the preparation of the programs.

PRODUCTION—Stanley cooperates with advertising agencies in the production of programs for spot broadcasting by electrical transcription on either 78 or 33-1/3 r.p.m. discs.

PROCUREMENT—Stanley cooperates with advertising agencies and station representatives in the procurement of the proper broadcasting facilities.

The Stanley Recording Company of America, Inc.

1841 Broadway (TELEPHONE COLUMBUS 5-3181) New York, N. Y.

Write for booklet

Tastyeast

The Tastyeast Jesters, Pep, Vim and Vigor, broadcast regularly three times each week from 31 leading stations. These stations are listed below:

KDKA
*KWK
*KYW
WBAL
*WBTM
WBZ
WBZA
WCKY
*WCSH
*WEEI
*WEBC
*WFBR
WFLA-WSUN
WGAR
WHAM
*WHAS
WIOD
*WJAR
WJAX
*WJR
WJZ
*WLBZ
WLW
WPTF
WRC
WREN
WRVA
*WSB
*WSM
*WTAG
*WTMJ

Stanley electrical transcriptions of the Tastyeast Jesters are used by Green Brothers, the manufacturers of Tastyeast, on fifteen stations. In the list above these stations are indicated by an asterisk.

North and
South
Dakota,
Northwest
Iowa,
Minnesota,
Most of
Nebraska

Most popular agricultural station

Broadcasting news, markets, and the most popular entertainment from 6 a. m. to 12 midnight, with full time and 1000 Watts, eight million people in the great North Mid-West depend on

WNAX

Besides the full coverage mentioned above, the popularity of WNAX programs attracts part time listeners in Montana, Wyoming, Colorado, Kansas, Oklahoma, Missouri, Illinois, Indiana, Michigan, Wisconsin and even into Canada.

Top of the dial—526 Meters, 570 Kilocycles—and full Western Electric Equipment with 90% Modulation insures wide and clear reception continuously. Member Columbia Broadcasting System.

Build your business in this splendid market, at moderate cost, as we have built our business by marvelous strides—and as others have increased their business, the facts on which are yours on request.

HOUSE OF GURNEY INC.

YANKTON, S. D.

Nunnally Candy Co. Barrett Co., fertilizer. Wesson Oil Co., Snow Drift. Chevrolet Motor Co. Davis Baking Powder Co. T. W. Wood & Sons Co., seeds, etc.

NORTH DAKOTA

WDAY, Fargo—Congress Candy Co. Curtiss Candy Co. Dakota Breeders Hatchery, chicks. Maplewood Hatchery, chicks. Northwest Seed Growers Association, Parkelp. Phoenix Hosiery. George Porgie Breakfast Food Co. Chic-Tone Co., remedy. Empress Coffee Mills. St. Cloud Hatchery. Fargo Foundry Co., steel products. N. D. Grinnam Alfalfa Association, seeds. Meadowbrook Gardens, flowers. Bows Seal-Fast Products, auto accessories. Seiberling, Moorhead dealers, tires. American Farming Magazine. National Home Magazine. Chevrolet Motor Co. Northern Packing Co., meat products. Valley City Grocery Co., wholesale groceries. Theronold of Fargo, electric belt. Good Samaritan Society, old folks' home. Northern & Dakota Trust Co., investments.

OHIO

WGAR, Cleveland—Ruth Co., hand lotion. Arzen Laboratories, cold remedy. Ayer Co., cherry pectoral. Curtiss Candy Co. Burt's, Inc., jewelry. Airspring Co., shock absorbers. Vincent Barstow Co., furniture. Smith's Brake Service. Beretik Rugs. James Mell, photographer. Al Sirat Grotto, circus. Rex Hosiery Co. Forest City Securities, household loans. Loudenville Sales Syndicate, ready bake flours. Phoenix Hosiery Co. Baker Chocolate. Rogers Philco Co., radios. International Bible Students Association. Unitarian Church. Radio & Television Institute, school. Edward Tailoring Co. Cleveland Polo Club. City Ice & Fuel Co.

WJAY, Cleveland—Bamboo Garden Restaurant. Bartunek Bros., clothiers. Northway Coal Co. Piezall Cookie Co. Wm. Taylor Son & Co., department store. Sidney Rose. Rosenblum's, clothing store. Bett's Optical Co. Bond Dress Shoppe, Inc. J. F. Freedman & Co., Inc., clothing store. Asbestosheld Corp., radiator covers. Hyvis Oil Co. Scenic Building Co., builders. Pfaffman Egg Noodle. Bachman Pretzels. Fidelity Budget. Typewriter & Supply. The May Co., department store. W. J. Thompson Co., magazine soliciting. Burt's, Inc., jewelry and clothing. Rothart Bros., jewelry. K. B. Company, clothing. I. J. Fox Co., furriers. Cleveland Cooperative Stove Co. Midvale Oil Co. Cleveland-Sandusky Brewery Co. Ideal Securities, Inc. Merchants & Consumers Prot. Alliance. The H. Blonder Co., wallpaper and paint. Alton Textile Co. The Newman-Stern Co., sport goods. Cleveland Neon Co., Inc., electric signs. Bing Furniture Co. Systematic Protection, Inc. International Bible Student Association. Washington Shirt Co. Hanna Coal Co. Philco Radio Co. National Bank of Commerce. Walkover Shoe Store. Maytag Sales Co., washing machines. Cleveland Provision Co. The Mullaie Co., cleaners. Good-year Raincoat Co. The Connors Co., florists. Jack Frost Do-Nuts. Bob-ezz-ee Pins, bobby pins. Chas. Sands Co., jewelers. Starr Plano Co. Ellsworth School of Beauty. Fries & Schuele, department store.

WAIU, Columbus—Lowe Brothers Co., paint. Ohio Radio Wholesalers, Inc. Spartan Radio. Hanna Paint Mfg. Co. C. C. Winans Co. Mail Pouch Tobacco. Radio & Television Institute, school. Brown Fence & Wire Co. Du Pont Co., paint. Reliance Mfg. Co., working garment. United Woolen Co., men's clothing.

OKLAHOMA

KFJF, Oklahoma City—Smith Bros., cough drops. Chas. T. Boulware, automobiles. American Farm Magazine. Dierks Lumber & Coal Co. G. A. Nichols, Inc., real estate. Freeman Langston, general merchandise. Radio Corp. Texas Syrup Co. L. T. Piver, Inc., perfume. The Curran Laboratories, Inc., Jo-Cur perfume. Hardware Trade Journal. National Enameling & Stamping Co. Implement & Tractor Journal. Physicians Life & Accident Insurance Co. A. J. McMahan

& Co., bonds, etc. Oklahoma Manufacturing Co., ready-to-wear.

WKY, Oklahoma City—Oklahoma Gas & Electric Co. Thermold Rubber Co., brakes. Al Rosenthal's, Inc., ready-to-wear. Oklahoma Transportation Co., buses. Rosenfield Jewelry Co. Loose-Wiles Co., candy. Du Pont Co., paint. American Standard Insurance Co. Beauty-mold, corsets.

PENNSYLVANIA

WCAU and W3XAU, Philadelphia—Abbott's Dairies. Ansonia Bootery. Arzen, cold remedy. Brown Fence & Wire Co. Capital Bakeries. Charis Corp., women's foundation garments. 18th and Ridge Ave. Market. The Morrison Co. MacAndrews & Forbes, Maflex wallboard. Nasalets, Inc. Philadelphia Ecclesia. L. T. Piver, Inc., perfume. Ritz-Carlton Hotel. Adam Scheidt Brewing Co. Sun Vitamin Co. Hotel Walton. Guy A. Willey Motor Car Co.

TENNESSEE

WOPI, Bristol—The Vogue, ready-to-wear. General Shoe Stores. H. P. King Co., department store. Goebel Theaters, Inc. Sterchi Bros., Inc., furniture. F. H. Hammer & Co., motorcycles. Bristol Bridle & Saddle Club. United Shoe Repair Shop. Tennessee Cafe. Beck's Best Bread. Bank of Bristol. Bryan Kempt Co. Holston Small Loan Co., ind. bank. Intermountain Telephone Co. Bristol Typewriter Co. Bristol Fixture & Mfg. Co. Snow King Baking Powder Co. Bristol Insurance Agency. D. B. Ryland & Co., jeweler. Chamber of Commerce. Interstate Hardware & Supply Corp. Pet Dairy Products. Rubber Products Co. Southern Ice Cream Co. Patrick Eads Coffee.

WNBR, Memphis—E. L. Bruce Co., lumber. X-tite Termlinx. Liberty Cash Stores, groceries. National Furniture Stores. Three Musketeers, book shop.

TEXAS

KGRS, Amarillo—Amarillo Grocery. Amarillo Tent & Awning Co. Roy Burke, plumber. Bloom Bros., clothiers. Hershell Boone, filling station. Capper Publication Co. Central Produce Co. EZ Tite Weather Strip Co. H. Fair, auctioneer. Fowler Brake Service, service station. Hill Motor Co. Durant automobiles. Hamilton Tire Service, Federal tires. Hetrick & Sons Hatchery. Beck Bros., boot manufacturers. Jenkins Service Station. Just Rite Market, groceries. Marie Dining Room. Montgomery Ward & Co. Nugent's Cash Grocery. National Enameling & Stamping Co. L. D. Perry, contractor. Tex Theater. Sweedish Cure Bath. Seiberling Rubber Co., tires. Texas Syrup Co. Take It 'N' Pay Grocery. Tenth Street Fender & Body Works. H. Lewis Medicine Co., Tums. Mineral Cell Food School.

KPRC, Houston—American Maid Flour Mills. Shurnan-Magnolia Seed Co. Malt-O-Meal, cereal. Kuhn's Paint & Varnish Works. Davis Baking Powder Co. Norris, Inc., candy. Big Yank Work Clothes, clothing. Phoenix Hosiery. Du Pont, paint. Arzen Laboratories, cold remedy. Lucky Tiger, hair tonic. Jacob E. Decker & Sons, pork products. Walgreen-Texas Co., drugs. Beacon Shoe Store.

KTSA, San Antonio—Texas Steam Laundry. E. Y. White, Inc., launderers, cleaners and dyers. Moore's Red Barrel Syrup. Frank Brothers, men's clothiers. National Enameling & Stamping Co. F. W. Fitch & Co., shampoo and tonic. Dierks Lumber & Coal Co. Richter's Bakery. J. E. Decker & Sons, meat products. Winns Stores, 5c and 10c stores.

WACO, Waco—National Enameling & Stamping Co. Texas Syrup Co. Kidd Russ Co., radios. Arzen Laboratories, cold remedy. Chevrolet Motor Co. Curran Laboratories, cosmetics. Liddel-McKinley, sprinklers. American Farm Magazine. Borden Ice Cream Co. Wm. Cameron & Co., Inc., lumber. Goldstein Migel Co., department store. R. T. Dennis, furniture. Waco Packing Co., meats and produce.

UTAH

KDYL, Salt Lake City—Curtiss Candy

Broadcast Advertising

HEAR Royal Recorded Programs and Judge Their Superiority for Yourself!



Spot, Regional or National Coverage

by **ELECTRICAL TRANSCRIPTION**

Royal Broadcasting Systems include 202 representative stations in the United States and 17 in Canada. Most effective and complete coverage at a lower broadcasting cost than any other medium.

ROYAL sells time on one or any number of stations. Rates, coverage, marketing conditions and other data concerning all stations instantly available. Full commissions to recognized advertising agencies.

ROYAL SERVICE INCLUDES:

Creating Programs; Artists' Bureau; Recording by Electrical Transcription; Arranging for Station Time; Distributing Broadcasting Discs; Checking Audience Circulation.

Royal Broadcasting Systems offer the services of experienced continuity writers, composers and directors who co-ordinate their knowledge of showmanship in creating outstanding programs of superior entertainment value and audience appeal. These specialists assist you in serving your clients.

Royal's Artists' Bureau offers the fore-

most performers from every field of entertainment—radio, dramatic, musical comedy, vaudeville, concert and motion picture. The facilities of Royal's modernly equipped recording studios are at your disposal for the production of electrically transcribed programs. Sustaining features are available for clients requiring regional or local coverage.

ROYAL BROADCASTING SYSTEMS, INC.

Royal International Radio Features

Royal Recording Studios

Royal Records

501 MADISON AVENUE

NEW YORK CITY

ON THE

DEFINITION:—“to place in a prominent

IN Spot Broadcasting you place your programs only on those stations which best serve *your* purpose. Your radio advertising can be built to do a definite job in a certain territory. New territory is more quickly and more thoroughly developed.

The right program will put enthusiasm in your salesmen, and get the enthusiastic co-operation of your dealers,—because it will make money for them.

By the use of Spot Broadcasting you can make your broadcasting local—regional—national or international.

Radio Broadcasters of America are specialists in the field of Radio Advertising. They will co-operate with the client and agency to produce a radio feature which will instill in the sales and dealer organization an enthusiastic aggressiveness that will make sales history.

Radio Broadcasters

RADIO STATION SPECIALISTS

New York City

113 West 42nd St. --- Bryant 1452

Cincinnati

Enquirer Bldg.

SPOT

position for a definite purpose."

Radio Broadcasters of America Inc. is efficiently organized with strategically located offices and Field Service Men continually in the field.

Advertising agencies of national importance call upon Radio Broadcasters of America for the selection of stations best suited to the distribution problems of their clients. R. B. A. offers real assistance in merchandising the program to the sales organization of the advertiser, and, in turn, to the dealer organization. R. B. A. will handle your entire radio campaign or give you just the assistance you want.

Your inquiries are solicited regarding service in any or all of the following particulars:

IDEA	CONTINUITY	MUSIC	PRODUCTION
PROGRAM PLAN	TALENT	DIRECTION	SUPERVISION
ELECTRICAL TRANSCRIPTIONS			SPECIAL FEATURES
SPOT ANNOUNCEMENTS			

of America, Inc.

REPRESENTATIVES

Ohio
way 4543

Cleveland, Ohio
1510 Standard Bank Bldg. --- Cherry 0154

Co. A. Nash Tailoring. National Paper Products, Zee toilet tissue. Birrell Bottling Co., ginger ale, etc. Segó Milk Products Co. Cudahy Packing Co., hams, bacon, etc. Western Furniture Co. Anderson Jewelry Co. Utah Oil Refining Co., oil and gasoline. Munstingwear Corp. underwear.

VIRGINIA

WJSV, Mount Vernon Hills—Joseph Harris Co., gardening talk. Paris Med. Co., Grove's quinine. J. P. Quarles, real estate. Washington Textile Weaving Co. James Martin, garage. Beaconlight Inn. Robert S. Clay, radio. J. B. Watkins & Bro., seeds. Southern Inn & Tea Room. Betsy Ross Restaurant. The Green Lantern, cafe. Busy Bee Restaurant. Shuman's Ice Cream Co. J. Kent White, electrical engineer. Wagar Realty Co. Charlie Loo, chow mein. J. F. Adams, jeweler. Dr. H. Leman.

WRVA, Richmond—National Enameling & Stamping Co., Nesco oil stoves. Norris, Inc., candy. R. T. French Co., bird seed. Chocco Yeast, Inc., candy. Paas Dye Co. National Macaroni Manufacturers Association. T. W. Wood & Sons, seed. John K. Crutchfield, Jr., Korn Kakes. Curtiss Candy Co. Peter Paul, Inc., candy. Brown Fence & Wire Co. Johnson & Shuman Coal Co. Propst Allen Co., Inc., tires. Harwood Bros., Inc., paints.

WISCONSIN

WTMJ, Milwaukee—Rellance Mfg. Co., shirts, etc. Carbide & Carbon Chemical Co., Pyrofax gas service. Phoenix Hosiery Co. Selberling Rubber Co., tires. Schlitz Brewing Co., ginger ale, beer, etc.

Myers Leaves News for Radio

CHARLES W. MYERS has resigned as business manager of the *Portland News* to devote his full time to station KOIN, of which he is president and majority stockholder. The *Portland Oregon Journal* has purchased a substantial interest in the station, which will now be affiliated with it instead of the *News* as formerly.

Hair Lotion Broadcasts

LA GERARDINE, INC., manufacturers of La Gerardine, a hair lotion, are sponsoring a series of broadcasts over the CBS network. Authorities on hairdressing will talk on the programs, which will be broadcast each Monday and Thursday afternoons.

NBC Clients May Record Chain Programs for Spot Use

ADVERTISERS now sponsoring NBC broadcasts will be able to use the same programs on supplementary stations through the use of electrical transcriptions, according to a recent announcement. While the technical details have not yet been made public, the plan seems to be to record the program at the same time as it is broadcast over the network.

Rumors that the NBC is going into the transcription business or that recordings are to be broadcast over the network have been definitely denied by officials of the company. As one of them stated, "This does not change in any way our previous stand on the question of recorded programs for chain use. It merely allows our clients to extend their broadcast activities into territories not now reached by NBC outlets without changing their talent or building new programs."

Although the National Broadcasting Company will neither manufacture nor broadcast these recorded programs, it has been pointed out that this sanction of transcriptions is in effect a tacit recognition of the effectiveness of this form of advertising.

Joins A. T. Sears & Son

WRIGHT has joined the staff of A. T. Sears & Son, Inc., national radio station representatives. Mr. Wright was formerly with Electrical Research Products Company, Inc., and prior to that was Western manager of the Forbes Publishing Company.

Frisco Ad Club Broadcasts Talks on Advertising

A SERIES of talks on the value of advertising are being broadcast each Wednesday afternoon by members of the San Francisco Advertising Club over stations KGO, San Francisco, KGW, Portland, and KOMO, Seattle.

Ungar Joins Radio Broadcasters

HENRY Z. UNGAR, well-known advertising man, is now district manager with Radio Broadcasters of America, Inc., and is in charge of the company's offices in the Enquirer building, Cincinnati, Ohio.

Ungar has had many years' experience in merchandising, display and general advertising, and a little over a year ago was put in charge of sales and advertising of a well-known station. He recently decided to enter the larger field of special radio representation. Radio Broadcasters of America, Inc., render a complete radio advertising service, and Henry Z. Unger will fit well into their organization and be of real service to advertising agencies and clients.

Du Pont on KDKA

THE Chemical Specialties Division of E. I. du Pont de Nemours & Company is sponsoring a series of weekly programs over KDKA, Pittsburgh. The programs are musical and are known as the Du Pont Speed Blenders.

Another new KDKA feature is "Over the Coffee Cups," sponsored by the Campbell Woods Company, makers of Breakfast Cheer coffee. Each broadcast features a story of love or adventure told by "The Major."

Philadelphia Campaign for Vi-Cod

BROADCASTING, newspapers and car cards in the Philadelphia territory are being used to introduce Vi-Cod, a candy substitute for cod liver oil, made by the Sun Vitamin Co., Inc., of Miami, Fla., and Oxford, Pa. Myers & Golden, Inc., New York, direct the account.

Spot Campaign for Nash Tailors

THE A. Nash Company, Golden Rule Tailors, of Cincinnati, Ohio, are launching a spot radio campaign, using electrical transcriptions. Bertha K. Wulff, Cincinnati, is in charge of the programs.

Just a Word about Kansas—

Oh yes—there is more than one radio station in Kansas. However, if you want thorough coverage backed by conclusive results and ample editorial publicity, better follow the leaders and choose WIBW—"The Favorite Station of Kansas."

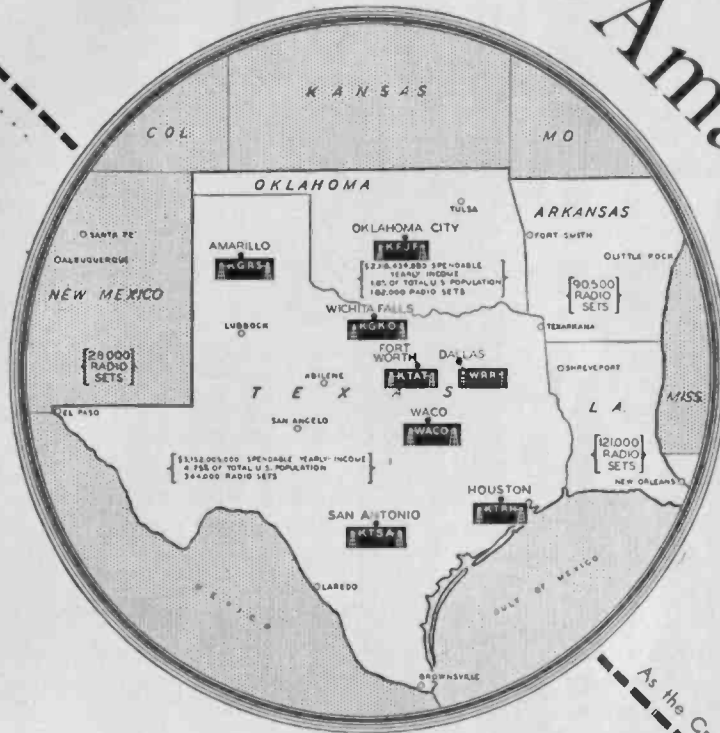
WIBW

The **CAPPER**
PUBLICATIONS
TOPEKA

AMARILLO

By Train
Just 16 Hours

It's a Long, Long Way to Amarillo...



As the Crow Flies
Just 501 Miles

HOUSTON

It takes more butter to cover a whole slice of bread than a half slice. There's more to cover.

Now, when you're buying radio coverage in a country like the Southwest, it just takes more butter. Think of it—16 hours by train from Amarillo to Houston! 18 hours from Amarillo to San Antonio—and a night's ride from there down to Brownsville! What a country!

Southwest Stations put more butter on your radio bread—in this country of broad slices. Best of all, you can butter just what you want—buy coverage to fit your distribution—and leave the rest alone. We'll help you fit it. Because we want Southwest time to pull for you like it's pulling for our present advertisers. Let's talk over your bread and butter!

SOUTHWEST BROADCASTING CO.

AVIATION BLDG. - FORT WORTH, TEX.

- | | | | |
|---------------|---------------|----------------------|---------|
| STATIONS: | | ASSOCIATED STATIONS: | |
| Oklahoma City | San Antonio | Amarillo | Houston |
| Fort Worth | Wichita Falls | | Dallas |
| Waco | | | |

ILLUSTRATING RADIO ADVERTISEMENTS

(Continued from page 5.)

trating the Broadcast Advertising.

Appropriately illustrated broadcast advertising employs the same fundamentals applied in illustrating four color magazine copy. There is no black and white in radio.

Drama, comedy, tragedy; symphony, salon, concert and dance orchestras; soloists, blues singers, harmony teams, crooners and quartettes; all are radio colors and, like paints, are properly used in an advertisement only when crushed into an appropriate picture.

Occasionally, one of radio's most brilliant colors constitutes, in itself, an appropriate picture. For example, a dance orchestra makes a splendid illustration for the broadcast advertisement of a hotel grill, dining room, night club or dance hall. But alone, the dance orchestra could by no stretch of the imagination properly illustrate the advertisement of a washing machine manufacturer.

LET'S take a look at some of these properly illustrated broadcast advertisements. After that, if you are willing, I would like to draw a comparison between the thing one radio advertiser is broadcasting, and what his program could be, if appropriately illustrated.

One of the outstanding examples of this technique is the "True Story Hour." I believe the statement that

the *True Story* broadcast advertising is an outstanding success will stand unchallenged. A part of the illustrations used in these weekly broadcasts pictures a young couple touring the country in search of "true stories." And these pictures are as complete in detail as any you see in magazine advertisements.

The remainder of the "True Story Hour" illustration uses every color in the radio rainbow. Dance orchestras, soloists, blues singers, harmony teams, comedy, tragedy, drama, are all used in painting appropriate illustrations for the *True Story* broadcast advertisements. These programs are 100 per cent advertisement, yet their tremendous entertainment interest is sustained to the fullest extent.

The broadcast advertisement of the *Street and Smith Detective Story Magazine* is very similar, both in technique and accomplishment. It was reported, authoritatively, that before this program had been on the air a month, its news-stand sales had quadrupled in the Kansas City territory.

The radio edition of *Collier's Weekly*, the *Blackstone Cigar* and the *Hamilton Watch* programs are all notable examples of appropriately illustrated broadcast advertisements, and, if you please, all singularly successful.

Orchestral coloring is used for background in the broadcast advertisements of the *Pacific Coast Borax Company*. The main theme of the

illustration is artistically woven in a colorful presentation of dramatic, historic events in Death Valley, where *Twenty Mule Team Borax* is mined. The entertainment value of these broadcasts is unsullied, yet they are definitely *Twenty Mule Team Borax* from start to finish.

Now, because I am an ardent user of the product and knowing that the manufacturers adhere to the policy which says, "The customer is always right," I am going to jump with both feet on *Maxwell House Coffee* broadcast advertising.

For illustrating the broadcast advertisements of this fine product one color is used. What a contrast to the *Maxwell House* four color national magazine advertisements. Without the short announcements, which radio audiences are rapidly learning to ignore, the *Maxwell House* broadcast advertisements have no suggestion of coffee about them.

The *General Foods Corporation* is spending a lot of money for these broadcasts, and if theirs was the only concert orchestra on the air, the expense would be justified in "good will" gained, but the same program is being used by the chains as sustaining features and by oil, automobile and radio companies for other purposes. Unquestionably the "ballyhoo" attracts a crowd, but not any more of a crowd, than would be attracted to a program which would also do a real job of advertising.

To This Land of Perpetual Pasture Come Shrewd Advertisers



• THOSE who seek profitable summer markets for their products; wise men, who, like the pioneers of covered wagon days, view Kansas in the light of a promised land; men who know that the populace of this state do their heaviest buying of many commodities during the great midsummer harvest, depression notwithstanding.

Why not include your product in this trek to a profitable summer market? But in so doing, do not forget this fact—KFH is the Only Station that Can Guarantee You Coverage in This Rich Territory.

RADIO STATION KFH
WICHITA, KANSAS
Full Particulars on Request

RADIO STATION REPRESENTATION!

OUR service to advertisers and advertising agencies comprehends all phases of essential co-operation in the development of successful radio campaigns and the allocation of desirable station time.

We serve each radio station we represent as an active, integral part of its own organization. This service from the stations we represent is a valuable economical and helpful service to those advertisers and advertising agencies who are seeking to make the most effective and profitable use of radio broadcast advertising.

As you turn the leaves of the Standard Rate and Data Service you will find us listed by many important stations as their representatives. The Standard Rate & Data Service includes such listings only when so instructed by the stations themselves.

This company was the first one in the East to function as direct representatives of radio stations. We have been responsible for the development and placing of a major share of all "Spot" broadcasting by National Advertisers. This long and successful experience is a strong assurance of the validity and usefulness of our service.

A 'phone call, telegram or letter to any of our offices will bring prompt response.

*Radio
Station
Representatives*

SCOTT HOWE BOWEN, Inc.

CHRYSLER BUILDING, NEW YORK

CHICAGO
180 N. Michigan Ave.

PHILADELPHIA
1615 Integrity Bldg.

DETROIT
1106 Fisher Bldg.

DALLAS
Baker Hotel

What can be done about it? My suggestion for properly illustrating the Maxwell House Coffee broadcast advertisements, is that they use the pictures that have been running in Maxwell House magazine ads over the past few years. For demonstration, we'll lift one from the *Saturday Evening Post* of January 7th, this year, and write a synopsis.

The scene is in the coffee salon or breakfast room of the old Maxwell House at Nashville, Tennessee. The background of the picture is colored with a concert ensemble. Coffee is served to the ladies and gentlemen gathered there. "Never dawned a morning but was the brighter for a cup of good coffee."

Riding to hounds is the order of the day and the company is togged in hunt livery. The conversation, over coffee cups, is lively. Outside we hear, faintly, the quarrelling of the hounds, impatient to be away, and the occasional blasts of the master's trumpet.

The excitement grows. More coffee is served. An exuberant member of the company harks the call to horse and leads the company in

singing "A Hunting We Will Go."

The chase. The stop at a wayside tavern for coffee. The company is entertained by a negro stringed orchestra and amused by the antics of the negro youngsters. The original blues singer. A most colorful part of the picture.

The baying of the hounds. The kill. The return to the Maxwell House. Maxwell House coffee.

What an interesting tale could be made from this picture. How it would impress Maxwell House on the minds—and in the hearts—of radio listeners. A Maxwell House broadcast advertisement on a par with the perfect Maxwell House national magazine copy.

To you who have seen Maxwell House magazine advertising, the subject has endless possibilities. What more thrilling narrative than the early experiences of young Joel Cheek in his world wide search for coffees of rare flavor, or the story of President Roosevelt's visit to Nashville. A grand ball at the Maxwell House.

Any broadcast advertisement can be properly and appropriately illus-

trated without sacrificing entertainment, which is the primary purpose of broadcasting, and radio has attained a position of importance in the media world that justifies the effort.

Success in broadcast advertising demands it.

"Associated Broadcasters of America" Organize at St. Louis

A NEW organization of radio stations, called the Associated Broadcasters of America, was formed at a meeting of broadcasters at St. Louis on Feb. 24. About 120 stations were represented at the meeting. Any U. S. station is eligible for membership, but as one of the purposes of the association is "to use every effort to oppose applications for increase in power to 50,000 watts," membership will probably be confined to the lower powered stations.

According to the constitution, "the objects and purposes of this association shall be:

"(a) To promote, foster, safeguard, and protect the mutual rights and interests of its members.

"(b) To establish for its members and in their interest to maintain a medium for the exchange of ideas for the better management, control and operation of radio stations.

"(c) To promote a spirit of mutual helpfulness and cooperation among its members to the end that high-class programs may be put on the air in order thereby better to serve the public interest, convenience and necessity."

Other purposes of the organization are to combine the influence of its members and to lessen the cost to individual stations of presenting their points of view to the Federal Radio Commission. Headquarters have been established in the Barr Building in Washington, D. C., and Thomas Stevenson elected Executive Director. The Washington Bureau will also include an attorney and an engineer. Besides representing the organization as such, the attorney and engineer will also assist member stations with their individual problems.

Control of the organization is vested in a board of directors made up of three members from each Radio Zone. At the St. Louis meeting the following eight directors were elected: H. J. Brennen, WJAS, Pittsburgh; L. E. Ore, WLBW, Oil City, Pa.; J. T. Ward, WLAC, Nashville; E. T. Bell, WKY, Oklahoma City; G. E. Zimmerman, KPRC, Houston; J. F. Wright, WILL, Urbana, Ill.; Henry Field, KFNF, Shenandoah, Ia.; Curtis Mushlitz, WGBF, Evansville, Ind.

Pearson with Sears & Son

ROY PEARSON, formerly of the Pathe Phonograph & Radio Corporation, is now associated with the Chicago office of A. T. Sears & Son, Inc., radio station representatives.

Broadcast Advertising

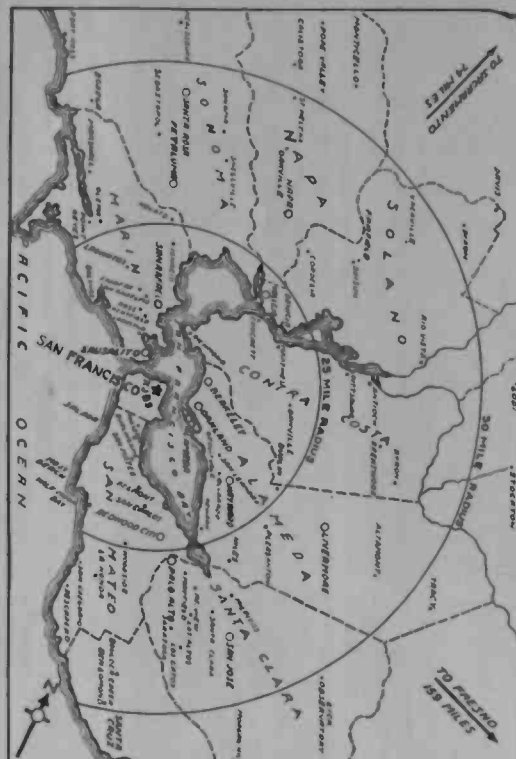
KJBS

SAN FRANCISCO

In the Heart of
Northern
California's
1,500,000
Population

50.1% of the population of Northern California live within the 25 mile radius of San Francisco.

61.5% of the population of Northern California live within the 50 mile radius of San Francisco.



KJBS is located in San Francisco, in the center of this Concentrated Metropolitan Area

1380 Bush Street

OR dway 4141

WBBM Spring Sales Soar to New Record

1606 New Program Periods Starting in March and April

Already the following new accounts are contracted to make their debut over Station WBBM during the months of March and April—each an outstanding leader in its field. Together with other representative advertisers now on the station, they insure that WBBM's commercial schedule will reach an all time record during the spring months.

New accounts starting in March and April:

	<i>No. Program Periods</i>
Dr. Strasska's Tooth Paste	156
R. B. Clothing Co.	26
*Coty Perfume, Inc.	13
Kasper Coffee Co.	728
*Fortune Magazine	13
Good Humor Ice Cream	171
Hillerich & Bradsby	16
*Premier Salad Dressing	13
*Tasty Yeast	208
*International Shoe	13
National Chain Stores	13
*La Gerardine	26
Liberty Cleaners	39
Prima Brewing Company	171
	Total 1606

*Columbia Chain Features

Renewals have reached an unusually high percentage even for WBBM, where high renewal averages are customary—evidence of results secured from an exceptionally large and responsive audience developed by this super-power station.

For over seven years, WBBM has offered unexcelled facilities, and sound merchandising ideas to its advertisers. The use of WBBM makes highly satisfactory results a foregone conclusion.

The Air Theatre
WBBM CHICAGO

25,000 Watts -- 389.4 Meters -- Clear Channel

A PRIMER FOR BROADCAST ADVERTISERS

(Continued from page 9)

ing, it can be said to complement and complete the advertising-selling family—publications for the eye, radio for the ear, demonstration and sampling for touch, taste, and smell.

Radio advertising is the nearest approach to the personal salesman. No adequate means of replacing this personal salesman has as yet been found. Only the radio announcer can speak to many thousands of people in the same manner, in the same tone, and in the same words he would use were he personally endeavoring to "sell" only one person.

Almost overnight radio can build a structure of good will, confidence, and public acceptance that publication advertising alone would require months at least to develop similarly. Because of its ability to establish this foundation for satisfactory and continued sales, radio is a distinctive and extraordinary selling agent. For many objectives it can be used to better advantage and for speedier results than perhaps any other medium. Radio has proved repeatedly its effectiveness in:

Lending prestige to a new or unknown business and augmenting prestige of an old business.

Quickly establishing consumer and dealer interest, recognition, and acceptance of a product.

Familiarizing a trade name and emphasizing quality, service, and convenience.

Calling attention to and increas-

ing effectiveness of all other advertising by coordinating advertising, merchandising, and sales efforts.

Arousing an "esprit de corps" among salesmen, dealers, and consumers.

Putting warmth and personality into the sale of merchandise.

Bringing about an intimate contact between buyer and seller.

Building and maintaining business leadership.

Acting as a large scale, carefully controlled personal salesman.

Delivering the advertising message to the whole family at one time.

Pulling inquiries in large volume at comparatively small cost.

Crystallizing indecision into sales.

What radio can do depends largely upon the specific job it is called upon to accomplish. But whatever the problem, if the objective is more sales, radio, properly used, can materially help solve it.

Radio advertising can be merchandised as can no other advertising medium. It presents an angle to the business of selling which enables more resultful sales promotion to the trade and to the public. Broadcasting never fails to elicit enthusiastic dealer and salesman cooperation. In fact many advertisers have used it with considerable success to build aggressive dealer organizations. Dealers should be furnished with radio tie-ups, such as window displays and stickers, counter cards, direct mail helps, and circulars. An effective plan is to coordinate dealer sales arguments with sales messages in the program. An interesting sidelight is the tendency

among dealers to take greater advantage of cooperative local newspaper advertising arrangements after commencement of broadcast advertising.

Salesmen find radio advertising particularly helpful when the purpose of the broadcast is set clearly before them, and if they are shown how to use the broadcasting to fullest advantage. Both dealers and consumers receive salesmen with greater friendliness if the salesmen are introduced by radio advertising.

Read a play. Then see it acted on the stage. . . . What a difference! The written play is cold, lifeless, compared to the warmth, color and personality of the actors. In radio, warmth and intimate personality are an integral part of the advertising. Hitherto these elements could only be suggested in the cold type of the printed advertisement. In radio the inflection of the voice, the pleasure derived from the entertainment, and the general effect of the whole production create a friendly attitude which leaves a lasting, favorable impression on the listener.

Nowadays when competitive products are about equal in quality, service, and price there is not much that can be said for one article that does not apply almost equally as well to competitive items. The only basic point that can be emphasized is the human factor—confidence in the manufacturer and the dealer. Radio solidifies this confidence and crystallizes it into concrete consumer ac-

ONLY Station in Rochester equipped to handle electrical transcriptions giving definite local coverage as well as the rich Genesee Valley.

Associated with the Columbia Broadcasting System

500 Watts
Crystal
controlled
100%
Modulation

WHEC

Western Electric
Double Turn-
Tables
78 RPM
33 1/3 RPM

If your schedule calls for broadcast time in Rochester,
whether Transcription, Spot Program or Announcement

Use facilities of WHEC, Rochester, N.Y.

ceptance and eventual, if not immediate, sales.

TURNING now from the abstract to the actual, from the theory to the practice, here are a few experiences of broadcast advertisers:

A nationally known firm of manufacturing chemists started radio advertising in 1925. Two years later they increased their radio expenditure by 15 per cent. In 1928 the appropriation was increased an additional 40 per cent, and in 1929 another 64 per cent. Altogether the sum spent for radio was increased an average of 39 per cent annually. Since this company commenced broadcasting their sales increases have been as follows:

	Per cent
1925 over 1924.....	57
1926 over 1925.....	48
1927 over 1926.....	28
1928 over 1927.....	23
1929 over 1928.....	32
* * * * *	

A concern making and selling tooth paste began its radio activity with a nine-week contract calling for three programs weekly. The results were so convincing that the firm signed a new contract for a period of 26 weeks with two programs per week, each for a half hour, one during the daytime and the other in the evening. This concern reports actual sales figures on the first nine weeks of broadcasting as follows:

During first three weeks, 29 per cent.

During second three weeks, 36 per cent over the original 29 per cent.

During third three weeks, 106 per cent over and above the previous increases.

* * * * *

A large midwestern department store specializing in low priced merchandise has been on the air since 1928 with two 15-minute programs daily, at 9:30 a. m. and 2:00 p. m. During June, July and August only the morning program is broadcast. The daily programs consist chiefly of direct merchandise news with an occasional sprinkling of institutional material. When asked whether they considered radio advertising worth while, the officials of the store stated that the fact that they "had just

signed another contract for 1931" was the strongest evidence of how they felt about the value of this kind of advertising.

* * * * *

Another department store, specializing in high priced merchandise, advises that it broadcasts a half hour program daily from 5:30 to 6:00 p. m. with the exception of Sundays. In addition it also sponsors a two-hour program every day except Sundays from 7:00 to 9:00 a. m. Contrary to the practice of the store mentioned above, this con-

cern allows only a minimum of direct merchandising and mentions no prices. During the year these programs have been on the air they "proved satisfactory" enough to be continued throughout 1931.

* * * * *

A rice growers' association in California increased its sales 500 per cent in a test market as the result of only ten radio advertising programs.

* * * * *

The manufacturers of a nationally known insect powder sent out a

The Only Way To Cover Iowa by Radio

Radio coverage problems are easy to solve in Iowa

- few radio stations
- less competition for attention of listeners
- only one nationally cleared channel

WHO at Des Moines and WOC at Davenport are the only 5000 watt stations operating on full time and on a nationally cleared channel in Iowa and offer

- a two station hook-up broadcasting the same programs at the same time from two 5000 watt synchronized transmitters (one at Des Moines near the center of population and the other at Davenport in the heart of the richest section of Iowa and Illinois;
- the only way to reach the majority of Iowa listeners.

Iowa is too big a state to try to cover intensively with one moderate size transmitter. It is 335 miles wide east-and-west and 200 miles north-and-south. A great state and the brightest spot on the national business map today.

CENTRAL BROADCASTING COMPANY

Frank W. Elliott, V. P. & Gen. Mgr.
Sales Headquarters — Davenport, Iowa

WOC AND **WHO**
DAVENPORT **DES MOINES**

questionnaire to known customers asking, "Did our radio advertising influence you to buy our product?" Of those replying, 47 per cent answered affirmatively. . . . A detective story magazine increased its circulation from 190,000 to 690,000 with six months of radio advertising. . . . A manufacturer of poultry incubators was paying \$5.10 per inquiry at a sales cost of 113 per cent for advertising in farm papers. Broadcasting brought in inquiries at 18 cents each and at a sales cost of 21 per cent.

* * * * *

One of the largest small loan companies, lending \$100 to \$300 to families, began an experimental radio campaign with a half-hour evening program on a Chicago station. Results were almost immediate, and for the next three or four months the returns showed such a steady, cumulative increase that the company felt justified in initiating a larger and more comprehensive campaign. Their first schedule included a list of thirty stations broadcasting weekly 15-minute evening programs. The results on nearly every station were identical with those obtained in the Chicago station test. New business secured from radio advertising cost considerably less than the average cost of new business from all other media combined. Because of its method of doing business this company is able accurately to trace the origin of new business. Needless to say, radio for this company is being used for the second year.

A national chain of retail stores writes as follows: ". . . relative to our experience with radio advertising, we are at present (January, 1931) using for our basement shoe department a 15-minute daily (except Sundays) dialogue program . . . which features shoes at \$5.00.

"The only merchandise announcement is one minute before and one minute after the dialogue is on.

"As a test: announcement was made over the radio that autographed pictures (of the artists) would be distributed without charge to anyone visiting the shoe section. At 3:00 p. m. the next day 500 pictures were gone and we sent for 200 more, which were entirely distributed.

"We found a 15-minute radio broadcast for shoes sold more shoes than a 24-inch advertisement in Shopping News.

"Executives report that radio broadcasting, when done consistently, persistently and intelligently, can be a very effective factor in promoting sales of merchandise."

* * * * *

During 1929 a travel and accident insurance company advertised over numerous stations throughout the country, offering to send sample policies for examination to anyone interested in accident insurance. Requests for sample policies were received at a cost of 40 cents each, less than one-third the cost of similar quality inquiries from any other source. Sales were made to one out of every four people inquiring for sample policies. Now radio takes

a primary place in this insurance company's advertising plans, and during 1931 it will carry the advertising load for the third year.

* * * * *

The manufacturer of a nationally known brand of yeast, advertising by radio over a coast to coast network, reports that sales during the first three months of 1930 ran 10 per cent ahead of corresponding sales in 1929.

* * * * *

The sales of a certain popular cigarette increased 47 per cent in less than two and one-half months almost entirely as a result of radio advertising.

Two Accounts Placed by Bureau of Broadcasting

ADVERTISING programs of the National Enameling and Stamping Company, Milwaukee, manufacturers of stoves, heaters and a number of other metal products, were placed on stations in all parts of the country in February by the Bureau of Broadcasting, Chicago. Electrical transcriptions are being used.

Another electrically transcribed program series placed on a national scale by the Bureau of Broadcasting is that sponsored by the Sanfelder Manufacturing Company, Chicago, manufacturers of Beautymold corsets.

New Van Heusen Series

THE Van Heusen program, sponsored by the Phillips-Jones Corporation, New York, manufacturers of Van Heusen collars, Collarite shirts and Flexibelt pajamas, which was heard over the Columbia network last fall, will return to the air-waves as a Friday night feature, beginning March 20, with an entirely new array of talent. Redfield-Coupe, Inc., New York, handles all the advertising for Phillips-Jones products.

"Only the Leader Can Be First"

Operating with
5,000 Watts

WJR

On Michigan's Only
Clear Channel

THE GOODWILL STATION, INC.

National Broadcasting Company Survey of Michigan Outlets Gives Lead to Michigan's Largest Broadcasting Station!

Population Served	7,287,000	Number of Passenger Cars	1,693,000
Number of Homes	1,443,000	Individual Tax Returns	226,838
Number of Receiving Sets	768,000	Net Income	\$1,224,083,000.00
Number of Telephones	895,000	Leads in advertising patronage; leads in listener response!	

WJR, THE GOOD WILL STATION, INC.

LEO FITZPATRICK, Vice-President and General Manager

2800 Fisher Building, Detroit

Consider All Factors Before You Start on Air, Is Stoll's Advice to New Advertisers

INTERESTING sidelights on things to be taken into consideration by the new advertiser over the air were disclosed in an interview with Irving C. Stoll, president of Radio Broadcasters of America, Inc., radio station representatives and specialists in spot broadcasting. People buy radio receiving sets for entertainment and diversion—they hear the finest artists of the world in their own homes; they receive the big news and sport events, etc., while it is “news,” or they have painted for them an intriguing word picture of action that is gripping, fascinating and thrilling.

Briefly, in radio broadcasting, as in the theater, “the show's the thing.”

These very factors, which bring to radio the marvelous attention value, likewise present a problem to the would-be advertiser. He must not dissipate this inheritance of attention value, nor abuse his privilege in presenting his propaganda to the family as an assembled group.

The realization of these two points should serve as a starting point for consideration in building a radio program. In so doing we will base our appeal on the very keynote to which the great mass of our modern civilization will respond most readily, namely, entertainment and diversion.

In considering the product to be broadcast, let us determine whether the broadcast is to build a trade-name, to command dealer acceptance, to stimulate consumer acceptance, to maintain prestige, to stabilize sales, to build volume generally, or in weak territories, and every contributing factor so that we may more accurately determine our course of procedure.

Then, with the knowledge of the established distribution of the product, its potential distribution, competition, advertising and sales promotion being done or proposed, the method of merchandising and the sales policy of the client, we can determine program plans.

The need of the client may be spotty national coverage; complete national coverage; it may be confined to a section or two of the country, or it may be even local.

The program must be an instrument to accomplish a very definite result. To this end the tie-in between product and program and advertising by other media must be synchronized to permit of the most effective merchandising.

At times it will be found that spot announcements would be very effective and could be used economically over a number of stations during day or night. These announcements may be in the form of Time Signals, Weather Announcements, News Flashes, Sports Summaries, and other service announcements of interest to the vast radio audience.

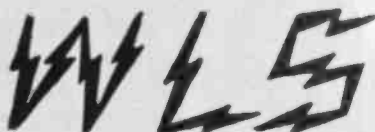
According to Mr. Stoll, even these announcements must be presented in an interesting way to attain the maximum results for the broadcast advertiser.

Now!

50,000 WATTS

In keeping with the WLS policy of providing the best in broadcasting for its rural and small town audience, we are pleased to announce an increase in power from 5,000 to 50,000 watts.

Ever since its first broadcast, WLS has been the favorite station of rural folk. Now its service has been extended to a vastly greater audience.



The Voice of Agriculture
870 Kilocycles

is recognized by its record for results. This outstanding station serves a host of broadcast advertisers. Listener interest proven by mail response—619,980 letters in 1930 and January and February this year ahead of the same period last year.

Let us tell you how other advertisers are stimulating sales through WLS programs.



The Prairie Farmer Station

1230 W. Washington Blvd.

Chicago, Ill.

A problem of a small manufacturer

A SMALL manufacturer, or perhaps a jobber, whose distribution is limited to a few states or less, wants to get the returns that only good radio advertising can give him.

“Telephone chains” are not sufficiently flexible to cover his market, and if he only needs four or five stations for coverage, the cost of specially made transcriptions cannot be justified.

The problems—and the costs of individual live talent on each station are factors to reckon with, and this client demands a program of proven quality anyway—he doesn’t want to experiment!

“**W**hen better electrical transcriptions are made

• • *its solution*

The Continental "wax chain" is unquestionably the answer to this situation. Its coverage is limited only by the location of radio stations.

A diversified library of good radio programs by electrical transcription is the foundation of the Continental "wax chain." Each feature is designed to reach a certain type of audience—and the talent and entertainment is the best to be had on the air.

Continental programs are being used now by the better radio stations in every part of this country. They are proven result getters and they are reasonably priced.

We are anxious to tell you more about this solution to a general problem—let's get together!



will bear the name "Continental"

BUFFALO CITIZENS ARE WORKING AND SPENDING MONEY

WESTERN NEW YORK IS A STRONGHOLD OF PROSPERITY

Buffalo holds a dominant position in many key industries, such as shipping, railroading, milling, steel, packing, lumber, building materials, electrical power, and diversified manufacturing.

That Is Why Buffalo Returns Exceptional Results for Radio Advertisers

The Buffalo Broadcasting Corporation offers choice time periods, superior program building and presentations, and expert radio merchandising counsel.

THE BUFFALO BROADCASTING CORPORATION

OPERATING

WGR
WKBW
WMAK

RAND BLDG.
BUFFALO, N. Y.

GOODRICH FINDS VALUE IN FAN MAIL

(Continued from page 13.)

women have displayed in the little newspaper is unequivocal evidence that women comprise a large contingent of the admirers of the old merchants. Recently the program has included drug sundries and protective footwear advertising which were more direct appeals to women although many women buy tires or influence the choice of tires for the family car.

From the beginning, the radio advertising has been institutional. Various persons prominently identified with the many departments of this large corporation have been introduced to the radio audience. The more prominent lines in the production of 1,500 different and distinct items, which total more than 30,000 sorts, shapes and sizes, have been publicized. These institutional efforts, augmented by similar efforts in national journals, comprise an institutional program that this company has stressed during recent years.

In the face of a rather discouraging start and the general tendency to curtail advertising expenditures during this depression, the Goodrich program would seem a testimonial to the courage of the Goodrich advertising department and the agency. It was a strategic move, begun last summer when all of its competitors were off the air, and evidence of the confidence in its pulling power by Goodrich executives is demonstrated in the renewal of the contract well up into 1931.

While sales figures that would show results from the direct stimulation of radio advertising are not disclosed, Goodrich branches have reported numerous sales as direct results and many of the letters requesting the little newspaper tell of their authors having bought Goodrich tires as a direct result of radio selling talk.

It is interesting to note that the majority of the requests for "The Home Town Thistledown News" were sent directly to the Goodrich offices at Akron. This does not reflect adversely on the stations in the hook-up, but it does demonstrate that the program has driven home a consciousness of the institution and its location. Requests mailed di-

rectly to the factory totaled 75,335, leaving 21,078 that came through 47 stations.

Probably the most important feature of the check-up is the fact that an old fallacy is exploded, the belief that only children and curiosity seekers respond to such efforts as this attempt to get a line on program reception. P. J. Kelly, Goodrich advertising manager, told me that the letters average exceptionally high in intelligence and indicate interest of the most substantial sort. He attaches great importance, too, to the deeper philosophical sentiment in "Uncle Abe and David," which, he believes, inspires fan mail of greater potentiality in buying power than broadcasts by artists who are surrounded by romantic mystery that makes them popular idols of adolescent adoration. Also, Mr. Kelly believes that the short program with greater repetition is the more successful—an application to radio of an old and basic advertising virtue.

Radio Associations Plan \$5,000,000 Campaign

A TWO-YEAR cooperative advertising campaign to cost in the neighborhood of \$5,000,000 will be launched in the near future by the National Federation of Radio Associations, who met last month at Indianapolis. A committee was appointed to solicit funds for this drive, which has for its goal the placing of a modern receiving set in every home, office and factory.

Frequent broadcasts of national interest will form the basis of the campaign. These will be announced with large newspaper space. Magazines will be used for institutional advertising in the interests of manufacturers and broadcasters. The Radio Manufacturers Association, the Radio Wholesalers Association, the National Electric Light Association, the coast-to-coast broadcasting companies and the individual power companies are expected to take part.

The Federation also sent a petition to the Federal Radio Commission stating that 40 per cent of the population lives more than 75 miles from a dependable broadcasting station and asking that the maximum power of 50,000 watts be granted to all stations occupying cleared channels.

Walquist Joins Metropolitan Sound Studios

METROPOLITAN Sound Studios, Hollywood, Calif., announce the addition of Russell W. Walquist to their New York sales staff. Mr. Walquist was formerly associated with Electrical Research Products, Inc.

Broadcast Advertising

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

**AGENCIES
BROADCASTING
BUREAU, Ltd.**

520 No. Michigan Ave.
CHICAGO, ILLINOIS
WHITEHALL 4915

COVER

CENTRAL IOWA

FROM
THE GEOGRAPHICAL CENTER

||
K F J B MARSHALLTOWN

||
250 WATTS
ASK FOR RESULT FOLDER

||
Limited Time Available for Transcriptions

**AXEL
CHRISTENSEN**



**MASTER MIRTH MAKER
PIANIST—ENTERTAINER**

Has over 100 15-minute
programs ready to broadcast,
record or syndicate.

Also the following daily or
weekly comedy features:

"Axel Grease for Your
Funny Bone"—sure-fire one-
man show.—"Axel and Christina"—
Scandinavian dialect comedy.—"Axel
and Pat," etc.

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

**EVERY
PROGRAM
SPONSOR**

should subscribe to the

Heinl Radio Business Letter

Insurance Building
Washington, D. C.

SEND FOR SAMPLE COPIES

March, 1931

**SALES WITHOUT
SELLING**

(Continued from page 14.)

peachable ethical integrity had to be retained. Dr. Haggard's standing in the profession is of the highest; his radio presence is excellent, and he has behind him the authority of his position in Yale University and his prestige as the author of a widely read and universally accepted book. "Devils, Drugs and Doctors" is in its sixteenth edition.

His voice is good, his story entertaining: "Some aspect of medicine has been involved in every great historical event. . . . The incentive that led to the discovery of America was the hope of finding a short route to India in order to obtain spices . . . These spices were really medicinal substances used to treat disease.

"Tobacco was once a sovereign remedy against disease. Catherine de Medici thought that its use would be good for her health. Catherine did not smoke but she snuffed and chewed tobacco.

"The Puritans were few in number and the Indians numerous. . . . Some years before the Puritans arrived here smallpox had been introduced to the southern part of America. Shortly before the Pilgrims landed the epidemic reached the Indians in New England . . . The Indians were too much occupied with their own troubles to oppose the unwelcome immigrants. Thus the colonization of New England was, in part at least, a medical matter."

Eastman technical service to physicians and dentists using X-ray film is another example of how to sell without selling. Eastman technical advisors do not write orders for film, but spend their time showing the profession the country over how to secure the best possible radiographs. These men are skillfully trained, professional in their attitude. They are welcome in hospitals, in doctors' offices, in sanatoriums and at clinics, as no salesman could be. Result: sales of X-ray film—but without actual selling.

Armour Appoints N. W. Ayer

N. W. AYER & Son, Inc., will hereafter handle the broadcast advertising of Armour & Company, Chicago packers. This agency already handles the Armour publication advertising.

**At
Half Price!**

Advertisers

Using

Daylight

Hours

On KMBC

Received

59.2%

of all Mail

Response to

Commercial

Features

During 1930

KMBC

"Midland Broadcast Central"

"FIRST,
IN THE HEART OF AMERICA"

Midland Broadcasting Co.
Pickwick Hotel

Kansas City . . . Missouri

SELLING THINGS BY RADIO

(Continued from page 11.)

don't see where I get off. What do I do about that?"

I told him I was sure the client would pay for the transportation of inquiries when such fine results were obtained, but to send the inquiries by express after that. There were three thousand inquiries from that first broadcast; and in a few days we received a big wooden packing box—about the size of a flat topped desk—absolutely filled with inquiries. I don't know how many inquiries we did get from that station; there were too many to count.

Many advertisers have, in the past, considered radio effective for "good will" and general interest campaigns but questioned its power of getting direct sales. One of the simplest ways of studying this direct effect of radio is in its use by retail stores, because this form of advertising gets a closer "feel" and check on its advertising results than any other classification except mail order.

A recent survey by personal interview of 762 retailers who had used radio showed the surprisingly high percentage of 96 per cent of them satisfied with results obtained. It is interesting to note that 73 per cent of these retailers wanted institutional good will from their radio advertising—and got it. Twenty-nine per cent of this group wanted to increase store sales profitably on specific items. The report shows 96 per cent got the desired results.

Another considerable portion of

these retailers used radio to reach the higher income group. (In this connection, do you know that radio homes rent for an average of 40 per cent more than non-radio homes?) Persistence proved one of the main factors for success in this study. The only retailers who failed to get good results were those who tried radio advertising for a short time and then stopped.

By the way, speaking of persistent use of radio, I think the Geo. W. Caswell Company of San Francisco, coffee manufacturers, hold the record. They have used the same style of program, on the same station (KPO, San Francisco), at approximately the same hour for seven years and eight months.

A leading Chicago merchant sold 200,000 pairs of hosiery recently with a radio campaign in three weeks. Radio ran the circulation of one national magazine from 199,000 to 690,000 in six months' time.

A well known varnish company got 9,500 requests for a small sample and descriptive literature of a new product per station per month by radio. On the same campaign this advertiser averaged over six new dealers per day per station during the duration of the campaign. This was a very inexpensive campaign, too, by the way.

About the best record for low cost returns, however, was made by a seed company. This concern actually got their radio inquiries for nothing. They charged ten cents—"for packing and postage"—on a sample package of seeds with their catalog. The inquiry cost by radio

was 9 cents, so the inquiries—as far as their radio advertising was concerned—cost 1 cent less than nothing.

Quick distribution through the help of radio is shown by a breakfast food company who delivered 79,800 packages of their breakfast food from a short campaign on one station.

One big advantage of radio for a comparatively small or medium sized company is that an effective and even dominating campaign can be put on at a cost that would be entirely inadequate for a national magazine or newspaper schedule. An example of this is the experience of a medium sized watch company. With jewelry off 50 per cent in 1930, this company obtained a slight increase in 1930 over 1929 with a radio advertising campaign at a cost that would not put on a dominating campaign in other media.

RADIO campaigns—to be most effective and most profitable to the advertiser—should be designed and radio continuities and programs "built to order" on a "made to measure" basis to fit each advertiser's selling problems. In most cases—if the advertising agency in charge of the campaign knows enough about this kind of radio and will put in the real individual work on each account—the radio advertising can be made good program material and the entertainment or educational or news program made good advertising.

Practically every radio station man and chain representative will



550

here

says
CINNATI

WKRC

"The Only Columbia Station in the Rich Ohio Valley"

Right at the top of the dial...
with the best of programs...on a
full-time schedule...WKRC enjoys
intensive local preference...a
sure fire medium in a rich market!
Make your advertising Dollar in
Cincinnati go the limit: Choose
WKRC.

tell you this is "impossible and entirely wrong." Maybe it is, but it *certainly works!* Certainly this is the surest way—if skillfully done—to insure satisfactory advertising value for the company paying for the broadcast.

Most of the sensational selling successes up to six months ago were in spot broadcasting campaigns, but not on a national basis. Campaigns of short, concise advertisements, taking about two minutes' time, for instance, had been very successful sectionally and locally. But nobody knew how a national campaign of this type would work out.

Plymouth answered this question. The Plymouth Contest campaign was the first such campaign to cover every radio listener in the United States and Canada. A lot about radio advertising can be learned from that campaign. But first let's see what the objectives were. There were four of them:

1—To bring a message about the Plymouth car to practically everyone in the United States and Canada as many times as possible in three months at a reasonably low cost.

2—To send at least 500,000 people into dealers handling this car to look at and study the Plymouth.

3—To make America Plymouth conscious.

4—To do these things at the least cost.

Analysis of media and methods possible showed only one answer to these specifications, and the more exhaustive the study grew, the more certain the answer became. A spot radio campaign of two-minute programs was the only coverage method possible for allowable cost. The fact that only about half of the radio stations in the United States that we wanted and hardly any of the Canadian stations had any rates or sold any of the length of time we wanted was an obstacle—but not a bar to the project.

It took \$7,000 worth of long distance telephone argument with several hundred radio stations from Los Angeles to Bangor, Me., and from Miami, Fla., to Halifax, Nova Scotia, to get the missing rates and complete the set-up of stations we considered necessary.

The "hook" to bring the half million people into the dealers' sales-

rooms was supplied by a contest that made every contestant eager to examine the Plymouth. The best reasons "Why I'd Buy a Plymouth" would win one of these 1,111 prizes. Sensational prizes—too good to be overlooked by anybody—were offered. An income of \$1,000 a year for life was the first prize.

Two hundred and seventeen stations broadcast the Plymouth story practically every day for three months. The station selection and broadcast time were so arranged that in any section of the United

States or Canada any radio listener could pick up the Plymouth message at least three times every day—and could get it morning, noon and night. Such coverage by radio had never been given before—and yet the cost was comparatively low.

The campaign went on. The number of people coming in to look at Plymouth cars—study them—and get an entry blank was checked up on stubs kept by the dealers. Remember the objective was 500,000 people to come in and look at a Plymouth.

W
C
A
E

PITTSBURGH'S POPULAR PROGRAMS are heard on WCAE.

Reception enhanced by complete modern equipment.

Audience gained by quality and scope of entertainment.

Spot your program among good neighbors.

100% Modulation.

Complete program service at your call.

Double turntables for electrical transcriptions. Both 78 r.p.m. and 33½ r.p.m.

Reach a busy, thriving commercial community of 3,618,629 consumers.

1000 Watts ——— 1220 Kilocycles.

Full time operation.

N. B. C. Red Network Station.

E

WCAE 1930
GIMBEL - PITTSBURGH

One Contact for Complete Coverage

MONTANA

KGIR, Butte
KGEZ, Kalispell
KGCX, Wolf Point

WASHINGTON

KFPY, Spokane

IDAHO

KGKX, Sandpoint
KGIQ, Twin Falls

NORTH DAKOTA

KLPM, Minot
KFJM, Grand Forks

SOUTH DAKOTA

KSOO, Sioux Falls
KGCN, Watertown

WYOMING

KDFN, Casper

MINNESOTA

KGFK, Moorehead

NEBRASKA

KGKY, Scottsbluff

MONTANA RADIO COVERAGE CO.

Butte, Montana

Announcing a greater

KYA

San Francisco's
Newest and Most Modern
Radio Station

The first **Screen-Grid Transmitter** for Pacific Coast broadcasting — 1000 watt R-C-A. 1230 kcys.—243.7 meters. Unlimited time.

Programs of outstanding interest.

Electrically transcribed advertising programs solicited.

Send for Rates
and Schedules

Pacific Broadcasting Corp.

Prospect 3456
988 Market St.

San Francisco, Cal.

In three months over *three million* Americans of driving age came in to examine the Plymouth car. These three million people were sent in to Plymouth dealers at a cost of less than 8 cents each. Gentlemen, *that is an advertising miracle.*

Incidentally, Plymouth used to rank tenth or eleventh among American automobiles in registrations. At the end of the Plymouth Contest campaign, Plymouth registrations were running third among all makes of cars.

Just because this Plymouth campaign was so sensationally successful it should not be concluded that the particular method used here is the only good one or that it will fit all cases. Nothing could be farther from the truth. Each case has to be analyzed individually, and each broadcast campaign built around the problems and objectives of that individual company's product and merchandising needs.

This much, however, is plain to any business man who studies the facts. Any business needing consumer demand—and needing the most of it at the lowest possible cost—cannot afford in this day and age to overlook efficient broadcast advertising.

One last thought. You can't plan, design or carry out any advertising campaign—especially radio—unless you earnestly and whole-heartedly believe in the soundness and real result-producing effectiveness of the campaign you design and the medium you use. For those who can bring to the job the experience of the medium and methods necessary, and who will put in the almost endless care and study needed, broadcast advertising offers just the medium to produce advertising miracles.

Joins Radio Broadcasters

DONALD PETERSON, formerly Director of Radio and Market Research for Street & Finney, Inc., has joined the staff of Radio Broadcasters of America, Inc.

Correction

THE Blackstone cigar program, sponsored by Waitt & Bond, Inc., Newark, N. J., was incorrectly listed in the February issue of BROADCAST ADVERTISING as being broadcast over a Columbia network. Since the first of this year the Blackstone programs have been presented over the NBC chains.

LET GEORGE DO IT

(Continued from page 15.)

line approval from Superintendent of Schools Bogan and Prof. Terry of Northwestern University (which we broadcast each time to impress our listeners with the fact that they were hearing the reenactment of authentic history) but we could enlist Rev. Father Pernin of Loyola University as a member of our dramatic cast. Having these prominent Chicago educators right in our program, and having a script which was as historically accurate as it was possible to make it, we could then circularize all of the principals of grade and high schools, all of the history teachers, all the priests and Sisters Superior of parochial schools—and call their attention to this radio presentation of early American history. We could urge them to recommend our show to the school children, and to place on the school bulletin board a placard advertising the radio feature. We could assure them that here was interesting, dramatized education which would effectively supplement their own American history work.

After we had been on the air seven weeks, we again circularized this list of teachers and principals, and learned that more than 160 school teachers in Cook County were assigning our radio shows to all the students in their classes as home assignment work, it being necessary for the children to return to school Friday morning and answer either an oral or written examination on our program.

This is what I mean by "letting George do it." This is third-person enlistment which is very profitable to the sponsor. And, in turn, we were giving a public service over the radio which made thousands of people in the Chicago area appreciate the privilege of listening to our advertisements.

Just analyze this effort, if you will. Let "George" be the young 14-year old school boy who comes home at 4:15 p. m. with legs as hollow as an old tree. George fills his hollow legs with graham crackers and milk—but still he is hungry again in time for the evening meal. Then, at the dinner table, George suddenly remembers! "Oh, by Gosh," he exclaims, "I've got to listen to WMAQ tonight. Wh-what

Broadcast Advertising

time is it?" "Seven-thirty," answers Dad, and then asks: "Why do you have to listen to WMAQ?" "Oh," replies George, "Miss Jones, our history teacher, wants us to listen to that history program tonight. It's about La Salle, or something. Part of our history work."

All of which interests the parents, since who is more interested in present day educational methods than parents? And if Dad wants to hear the news from Washington, the oldest son wants the sports review, Mother wants the pipe-organ, and sister wants the jazz orchestra—it's just too bad, that's all. George, the hollow-legged one, gets what he and his teacher wants, and he carries with him the whole family. And that's good advertising, because it is public service—and you are letting George do it.

SOME time ago I had the pleasure of helping work out a radio plan for a food products manufacturer, who, because of individual state legislation, was practically barred from doing business in some of our most populous states.

Using spot transcription programs, this sponsor put on a long series of weekly evening shows, supplemented by daily, shorter shows. The first were general features; the latter purely for housekeepers. Both were so designed that they would put into the hands of women who answered the program certificates entitling them to standard sized packages of the product, free, if they would but call on the local grocery store or delicatessen and get it.

The sponsor placed his programs on practically every station in the states where he knew he could not sell his product due to existing laws. The women hearing the programs gave him all the opportunity he needed to flood those states with coupons or certificates which he knew full well could not be cashed, since the local stores were practically prohibited from handling the food product. And once Mrs. Jones found that her grocer did not handle a product she knew was all right—that he couldn't handle it because the existing state law demanded a \$100 license fee for that single, individual article—then she was mad. Here in her hand were anywhere from one to a dozen certificates for

a food product she wanted, and she couldn't cash 'em in. Volsteadism all over again. What she couldn't have she wanted—and wanted badly.

Furthermore, she had all the logic in the world on her side. She knew the product—she had read advertisements of it for years—she had always assumed it could be bought anywhere—she had a sister in Illinois that never had experienced difficulty in buying it—and she wanted to know why, if grocers in Illinois sell it, so also couldn't the groceries in her state.

"What! \$100 annual license fee? For each store? Ridiculous! What's the matter with our legislature, anyway?—etc., etc."

This initial work, together with some very deft direct-mail and local newspaper space, as supplementary effort, has already made a deep and probably lasting impression on the state representatives in those few recalcitrant states. Doubtless in another year, or even sooner, the existing laws of those states will have been changed to more nearly parallel other states—and thus will this

Send for this interesting Survey

Which shows complete 1931 coverage by towns, cities, rural districts, and states as compiled from 5,649 letters received by K S C J within a given two weeks' period. It is significant that 92% of these letters were addressed to 61 local and national advertisers now using this important station.

Finest available programs from 6:30 a. m. until 10:00-11:00 p. m. broadcast from the only station in Sioux City—the agricultural and shopping center of four states.

A few desirable broadcast periods are still available.

SOME OF THE NATIONAL ADVERTISERS USING KSCJ:

J. C. Penney Company	Automatic Washing Machine Co.
Perfect Voice Institute	RKO Orpheum Theatre
Willard Storage Battery Co.	Robb Ross Products
Eastman Kodak Company	Montgomery Ward & Company
Paramount Publix	General Motors
General Mills	American Cranberry Association
Martin Senour Company	Dwarfies Corporation
Barnsdall Oil Company	Vacuum Oil Company
American Maize	Mobiloil Company
Pinex Company	Skelgas Corporation
Oakite Products Company	Brunswick Tires
Fishback Co., Virginia Sweets	Wonder Bread
Smith Bros.	Defiance Tires
Theronoid Company	Kelvinator Refrigerator
Capitol Paramount Publix Theatre	Chicago, Milwaukee & St. Paul R. R.
Princess Paramount Publix Theatre	Chicago North Western R. R.
Seiberling Tires	Mirror Silver Co.
International Milling Co.	Albert Dickinson Co.
Old Gold Cigarettes	Simmons Bed Co.
	American Tobacco Co.

ASSOCIATE COLUMBIA BROADCASTING SYSTEM

K S C J

The Broadcasting Station of the Sioux City Journal

SIoux CITY, IOWA

224.4 Meters - 1330 Kilocycles

2500 Watts - 100% Modulation

Automatic Crystal Control

Double Turntable System for Electrical Transcriptions
33½ and 78 R. P. M.

sponsor have used radio to open up whole states as new markets—and find a pot of gold at the end of his rainbow.

Additionally, this is a job that only radio could do, and even radio would have failed had it not enlisted the third-person element to a point where that element would take the message and carry it to Garcia and back again.

School children, boards of education, women's clubs, boy and girl scout organizations, churches, fraternities, clubs, safety or public welfare organizations and many other extraneous third-person elements are all ready and set to go with a radio sponsor's message—providing that sponsor will so design his radio effort that he will give the members of those organizations a real service in return for what he asks of them. That is because radio is something no other form of advertising is: it is both a class and a mass medium, and it is a public service. The sponsor who can and does do a good "service" job, as well as "public" job, will gain a larger return on his investment than he could get from any other form of advertising.

Clark Joins Farm Net

THOMAS C. CLARK, former publisher of *Farm Stock and Home Magazine*, has joined the sales department of the Columbia Farm Community network.

Mr. Clark, who will work from the western office of the Columbia Broadcasting System, has a wide experience in the agricultural field. He was associated with the Standard Farm group for five years and, later, acted as Chicago advertising representative for *Successful Farming*.

USING RADIO FOR DIRECT SALES

(Continued from page 10.)

derly cared for a baby and was now watching it kick off the swaddling clothes and take its first firm steps.

Today J. W. Marrow makes this statement: "We never could have educated the consumer on the printed page, because no one in this busy day and age would take the time or the trouble to read the story thoroughly enough to be sold on our shampoo. After the product was on the air a few weeks there was a great demand for it. After it had been on for six months the demand was so great for a larger sized bottle that we had to introduce a ten ounce size, and now many want to buy it by the gallon.

"Radio has so developed the demand that it was necessary to put on a night force at the laboratory to keep up with the orders. Even now it is still growing so rapidly that we are running behind approximately a thousand gallons a day. Beauty and barber shops, drug and department stores all carry Mar-O-Oil in the territories our broadcasts reach, and we find it is known in most of the states of the Union. This has all been accomplished in less than three years' time. I feel safe in saying that from an unknown product, our shampoo oil has grown, through radio advertising alone, to be one of the most popular of shampoos sold today."

It is interesting to note that broadcasting, and broadcasting only, is responsible for the successful introduction and intrenchment of the

Marrow product in a highly specialized and intensely competitive market. Never has there been one printed line on Mar-O-Oil. And today this firm does well over a quarter of a million dollars' worth of business annually.

The Marrow company still feeds the "goose that lays the golden eggs" and you may hear Adele Nelson delivering her talks on the care of the hair and scalp any Tuesday, Thursday or Saturday morning over station WBBM.

Furniture Company Sponsors Classical Programs

A STRING quartette playing classical selections broadcasts each Thursday evening over KDKA, Pittsburgh, under the sponsorship of the Dauler-Close Furniture Company.

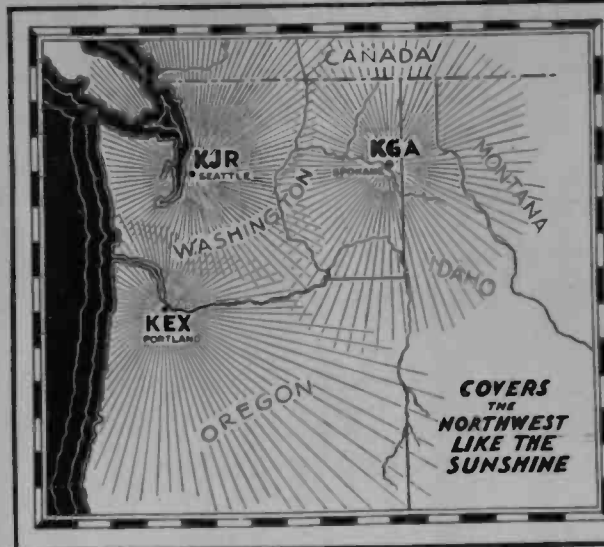
Roller Skating Via Radio

COOKING, Spanish, French and myriad other subjects have been taught by radio—and now comes a broadcast with instructions in roller skating. The Kingston Products Company, Kokomo, Ind., makers of Champion roller skates, are sponsoring an afternoon skating lesson for youngsters each Friday over a Columbia hook-up. The Walker Advertising Agency, Kokomo, is in charge of the account.

Phoenix Expands Campaign

SO successful was the test campaign launched by Phoenix Hosiery Company of Milwaukee, Wis., by electrical transcription, on a number of southern stations during the month of February, that they have expanded their radio advertising activities nationally.

The Phoenix programs are being broadcast through thirty-nine stations, by So-A-Tone electric transcription, featuring the famous Ben Bernie orchestra.



NORTHWEST'S MOST POPULAR CHAIN

KJR KEX KGA

SEATTLE
970 KCS.

PORTLAND
1180 KCS.

SPOKANE
1470 KCS.

POWER

INTENSIVE COVERAGE

— 5000 WATTS —

REPRESENTATIVES

M^cELHINEY & ASSOCIATES
SCOTT HOWE BOWEN, INC.

NORTHWEST BROADCASTING SYSTEM, INC.

GENERAL OFFICES, HOME SAVINGS BUILDING, SEATTLE.

Oak Flooring Industries Launch Spot Campaign

THE Southern Oak Flooring Industries of Little Rock, Ark., a group comprising more than half of the oak flooring manufacturers in the United States, launched through their advertising agency, the Robert H. Brooks Company, also of Little Rock, a broadcast advertising campaign of So-A-Tone electrical transcription, March 1. Warner Brothers Vitaphone orchestra is being featured.

Announcements of the broadcasts have been sent to lumber dealers in the territories covered and follow-up copy will appear in newspapers and lumber trade papers.

NBC Takes Over WENR

RADIO station WENR, Chicago, is now operated by the National Broadcasting Company, who are leasing the station from the Great Lakes Broadcasting Company. The lease, which went into effect on March 1, 1931, contains an option to buy. WENR shares time equally with WLS, also Chicago, on the 870 kilocycle channel.

Sears & Son Appoint Wakefield

A. T. SEARS & SON, INC., station representatives, have announced the appointment of Howard Wakefield to the sales staff of their organization. Mr. Wakefield was formerly connected with the General Outdoor Advertising Company.

Appoints Seaver Brinkman

THE Seaver Brinkman Company, Cleveland advertising agency, has been appointed to handle the advertising of the Weideman Company of that city, distributors of Saegertown Old Style and Aristocrat Saegertown Extra Dry ginger ales. Broadcasting, newspaper space and direct mail will be used.

BARBASOL Uses Amateurs for Network Broadcasts

AN ENTIRELY new cast faced the microphone when the Barbasol program was broadcast over the Columbia network on Wednesday, February 25. And every one of them was an amateur.

Not one of the six members of the new cast makes his living from radio. Two of them are in the insurance business; one is a salesman of Ford cars; one is a realtor; one is a school-teacher, and the last, who is the new Barbasol Ben, is a banker.

They had never been heard on a national network before. Their radio work, which they consider great sport, had been confined to local broadcasts in Rochester, N. Y. Their initial network performance was piped to the chain from the studios of station WHEC in Rochester.

Before the Barbasol program was put on a national network it was tested out in Rochester over station WHAM. It was decided to use local talent, and William Fay, genial manager of the station, started casting about for a quartet which would fit in with the general tone of the program and approximate the casual barber-shop quartet which was once a definite American tradition.

He and Jack Lee, ace announcer of WHAM, were sitting at a table in one of these informal eating-places one evening when they heard, coming over the partition which separated the tables, the sound of men's voices, singing softly in harmony. Lee popped his head over the partition—which interrupted the harmony and thoroughly startled the singers—and addressed the four: "Would you like to sing over the radio?"

Next week the four business men, visibly nervous, surrounded the WHAM microphone and put the first Barbasol program on the air.

It was an immediate and unquestionable hit. Within a week the program

was getting more letters than any other going out over the station. It was decided to put a similar program over the Columbia network, meanwhile keeping the Rochester cast working over WHAM.

The popularity of the Rochester program kept skyrocketing to such an astounding degree that the sponsors of the program, in awe and wonderment, decided to cancel the program of their high-priced New York radio stars and put these Rochester businessmen, who regarded radio as an amusing lark and were bringing results by the truckload, over the network.

Success is blowing down their alley, and the whole situation tickles them immensely. George Doescher, the first tenor, would rather sing than sell cars; Robert Woerner, the second tenor, is treasurer of a prominent Rochester insurance house; Ted Voellnagel, first bass, has a nice income from his real estate holdings, and Jim Carson, the second bass, also sells insurance on sight. They refuse to take seriously the singing they do for pleasure. Each, of course, will continue his real-estate, Ford-selling, etc., activities.

The new impersonator of Barbasol Ben, chief character in the barber-shop skit, is George Culp, local banker and well-known member of the Rochester Advertising Club and similar local organizations.

Last of the six and director of the program is Earl Remington, teacher of dramatics at the Benjamin Franklin High School in Rochester. A machine gunner in the war, now one of the leading figures in the city's amateur theatricals, he plays several parts, writes the script and stages the show. His initial Barbasol performance was his first before a microphone.

Survey Proves Leadership of K-O-I-L

A recent, impartial survey conducted by the Price-Waterhouse Company, Certified Public Accountants, New York, proves with facts and figures that Station K-O-I-L is far-and-away the most popular station in this prosperous Iowa-Nebraska market.

Questionnaires were sent to 3,000 residents of Omaha and Council Bluffs (selected at random). The 18 1/2% returns revealed the following figures on the popularity of the first five stations in this territory:

No. of replies	555
No. giving K-O-I-L first choice	359

Second Station	123
Third Station	82
Fourth Station	24
Fifth Station	17

These figures represent a good cross section of the radio listening habits of folks in this rich market. K-O-I-L programs are preferred just as all the better things in life are preferred in the Central Corn Belt.

No matter what you have to sell, you will find that K-O-I-L packs a sales wallop that you should have on your side.

Studios in Council Bluffs, Ia., and Omaha, Nebr. Full time wave length. Average daily schedule of 16 hours.

An inquiry brings full details.

K-O-I-L

"The Voice of Mona Motor Oil"

RADIO STATION K-O-I-L
Commercial Dept., Council Bluffs, Ia.

CHAIN ADVERTISERS

A partial list of advertisers using time on the national or regional radio networks, together with the names of the executives in charge of broadcasting, agencies and agency contact men. This information has been obtained directly from the advertisers. More names will appear next month.

Company	Product and Chain	Executive in charge of broadcasting	Agency	Contact Man
Amer. Mut. Liability Ins. Co. 142 Berkeley St., Boston	Automobile Insurance (CBS)	C. S. Crummett	N. W. Ayer & Son, Inc. 30 State St., Boston	E. C. Greiner
Armour & Co. Union Stock Yards, Chicago	Meat Products (NBC)	W. R. Hemrich	N. W. Ayer & Son, Inc. 164 W. Jackson Blvd., Chicago	
Automatic Washer Co. Newton, Iowa	Automatic Duo-Disc Elec. Washer (CBS)	F. B. Lower	Rogers & Smith 20 N. Wacker Drive, Chicago	Walter E. Smith
Bristol-Myers Co. 75 West St., New York	Ingram's Milkweed Cream (NBC)	J. M. Allen	Pedlar & Ryan, Inc. 250 Park Av., New York	D. F. Crosier
California Fruit Growers Ex. 607 S. Hill St., Los Angeles	Sunkist Fruit	W. B. Geissinger	Lord & Thomas and Logan 1151 S. Broadway, Los Angeles	Leigh Crosby
Curtice Bros. Co. Rochester, N. Y.	Blue Label Ketchup & Tom. J'ce (Yank. Net)	Fred G. Weber	N. W. Ayer & Son, Inc. 200 Fifth Av., New York	Don McConaughy
J. A. Folger & Co. 101 Howard St., San Francisco	Folger's Coffee (CBS)	J. A. Folger	Earnshaw-Young, Inc. Petrol. Securit's Bldg., Los Angeles	R. R. Morgan
Gilmore Oil Co., Ltd. 2423 E. 28th St., Los Angeles	Gasoline & Oil (NBC)	C. S. Beesemyer	Botsford-Constantine Co. 506 Union Ins. Bldg., Los Angeles	Chet Crank
The B. F. Goodrich Rubber Co. S. Main St., Akron, Ohio	Tires & Rubber Goods (NBC)	P. J. Kelly	J. Walter Thompson Co. Graybar Bldg., New York	W. G. Palmer
Graybar Electric Co. 420 Lexington Av., New York	Radio, Elec. Appliances (CBS)	Don Julien	Newell-Emmett 40 E. 34th St., New York	S. Senzer
Halsey, Stuart & Co. 201 S. La Salle St., Chicago	Investment Bonds (NBC)	A. E. Bryson	Gamble & Co., Ltd. Civic Opera Bldg., Chicago	T. S. Gamble
Household Finance Corp. 919 N. Michigan Av., Chicago	Family Finance Service (NBC)	Mr. MacHarlan	Charles Daniel Frey 333 N. Michigan Av., Chicago	R. B. Davis
International Baby Chick Assn. 3223 Troost, Kans. City, Mo.	Eggs (NBC)		The Geyer Co. 32 N. Main St., Dayton, Ohio	L. F. Haughey
Keystone Steel Wire Co. Peoria, Ill.	Red Brand Wire Fence (NBC)	A. O. Brock	Mace Advertising Agency Peoria, Ill.	M. J. Matusak
McElroy-Sloan Shoe Co. St. Louis, Mo.	Shoes (NBC)	J. H. Wilson	(Direct)	
National Biscuit Co. 449 W. 14th St., New York	Uneeda Bakers' Products (CBS)	Geo. Oliva	Frank Presbrey Co. 247 Park Av., New York	K. Plumb
National Dairy Products Corp. 120 Broadway, New York	Ice Cream, Milk, Butter, etc. (NBC)		N. W. Ayer & Son, Inc. 200 Fifth Ave., New York	Earl B. Thomas
Nat'l Sugar Ref. Co. of N. J. 129 Front St., New York	Jack Frost Sugar (NBC)	A. D. S. Palmer	Gotham Advertising Co. 114 Liberty St., New York	W. G. Hildebrand
New England Confectionery Co. 254 Massachusetts, Cambridge	Necco Candies (CBS and Yank. Net.)	J. L. Clarke	Lavin & Co. 916 Statler Bldg., Boston	J. L. Lavin
Niagara Hudson Power Corp. 15 Broad St., New York	Electricity (NBC)	Arthur Pryor, Jr.	Batten, Barton, Durstine & Osborn, Inc., Rand Bldg., Buffalo	S. P. Irvin
Northwestern Cons. Milling Co. Metropol. Bldg., Minneapolis	Ceresota Flour (NBC)	H. P. Gallaher	Addison Lewis & Associates 1111 Foshay Tower, Minneapolis	Addison Lewis
Harold F. Ritchie & Co., Inc. 40 E. 34th St., New York	Eno Effervescent Salt (CBS)	W. A. Armstrong	N. W. Ayer & Son, Inc. 200 Fifth Av., New York	Gerauld Lauck
Shell Oil Co. Shell Bldg., San Francisco	Gasoline & Oil (NBC)	E. H. Sanders	J. Walter Thompson Co. Shell Bldg., San Francisco	H. M. Stevens
Geo. E. Warren Corp. 31 St. James Av., Boston	Cleercoal (Yankee Network)	G. W. Anderson	Frost Advertising Co. Metropolitan Bldg., Boston	
The Wheatena Corp. Rahway, N. J.	Wheatena (Breakfast food) (NBC)		McKee & Albright 1528 Walnut St., Philadelphia	

Gauss Joins Royal System

E. WOOD GAUSS, former sales promotion manager of the Columbia Broadcasting System, has been appointed director of sales for the Royal Broadcasting System, New York.

Dowd & Ostreicher Move to Boston

D.OWD & OSTREICHER ADVERTISING have announced the removal of their headquarters from Lowell, Mass., to 137 Newbury street, Boston.

International Shoe on Air

B.EGINNING March 25, the International Shoe Company of St. Louis will sponsor a series of broadcasts over a CBS network. The agency is H. W. Kastor & Sons, Inc., also of St. Louis.

Cremo Broadcasts Contain Only 20 Words of Advertising

SETTING a new record for brevity of commercial announcements for sponsored programs, Arthur Pryor's Cremo Military Band will go on the air over a coast-to-coast Columbia hook-up six nights a week commencing Monday, March 16, with only twenty words of Cremo cigar advertising at the beginning and end of each program.

"The lowest cost of admission on the air today"—meaning the twenty Cremo words—is how the sponsors bill their fifteen-minute concert, 8 to 8:15 p. m., E. S. T., every night but Sunday, with a repetition for the benefit of mid-western and Pacific coast audiences from 11:15 to 11:30 p. m., E. S. T. This slight advertising framework, with the famous Pryor baton filling in the musical picture, is expected to provide ample radio publicity against spit-tipping and for a good five-cent cigar.

The cost of commercial announcement is figured at \$133 an advertising word.

Two Stations Join NBC

THE National Broadcasting Company has announced the addition of two stations to its networks, KFYZ, Bismarck, and WDAY, Fargo, both in North Dakota. KFYZ broadcasts with 2,500 watts days and 1,000 nights on the 550-kilocycle channel. WDAY uses 1,000 watts on the 940-kilocycle channel. WDAY was formerly associated with the Columbia chain.

STRANGE but true

To those advertisers who use space in Worcester newspapers, calling attention to their programs on outside stations which cannot be heard in Worcester—we suggest joining the ninety other New England and national advertisers who use

WORC

knowing that their sales messages "will be heard."

Studios 60 Franklin St., Worcester

Member of Columbia Broadcasting System and the Yankee Network

WJAY

610 KILOCYCLES

Ohio's Most Popular Daytime Station . . .

National advertisers are beginning to realize the vast pulling power of W J A Y in the great metropolitan market of Cleveland and surrounding towns.

Complete facilities for transcription programs.

NEW OFFICES AND STUDIOS

1224 Huron Rd., Cleveland, Ohio

Spot Campaign for Loose-Wiles

LOOMIS, Baxter, Davis & Whalen, Inc., Kansas City, Mo., advertising agency, have placed an order through McElhiney & Associates, Inc., special representatives, for a series of electrical transcription programs throughout the middle west. The series, which will further the sale of Loose-Wiles candy, will be augmented at a later date, using a larger number of stations.

The electrical transcriptions were produced in the Hollywood Studios, under the direction of McElhiney & Associates, Inc.

Coty Sponsors Series

IRENE BORDONI has signed a long-term contract to portray the title role of "The Coty Playgirl" in a series of broadcasts over the Columbia network on Sunday evenings. The feature is sponsored by Coty, Inc., New York perfumers, who, with the exception of a one-time broadcast last year, are making their radio debut.

City Will Advertise

THE city of Covington, Ky., will shortly begin an advertising campaign, using radio, newspapers, displays and motion pictures. The Keelor & Stites Company, Cincinnati, has been appointed to direct the account.

Correction

A NEWS item in the February issue of BROADCAST ADVERTISING stated that H. W. Kastor & Sons, Inc., is handling the Congress cigar broadcasts. This was in error, as the account is in charge of the Lawrence Fertig Company, New York.

Shannon Clothes on Air

SHANNON stylists and makers of clothes for men launched their first radio program on March 10 over station WXYZ, Detroit. Two 15-minute programs a week will be broadcast, featuring a symphony orchestra and soloists. The account is under the direction of Bertha K. Wulff, Columbus.

Whitelock Joins Radio Broadcasters

HALL WHITELOCK, formerly connected with radio station WHK, Cleveland, has joined the Cleveland staff of Radio Broadcasters of America.

Simmons Beds Broadcast

A SERIES of twelve weekly concerts featuring artists of the Metropolitan and Chicago Opera companies and a 32-piece symphony orchestra composed of members of the New York Philharmonic will be inaugurated over a coast-to-coast hook-up of the Columbia Broadcasting System from 8:30 to 9 p. m. (E. S. T.), Monday, March 2, under the sponsorship of the Simmons Company, Chicago, makers of Simmons beds. The account is handled by the J. Walter Thompson Co.

HAYNES'

RADIO LOG

Plats the Air

The makers of Aladdin Kerosene Lamps used over 100,000 in 1928, over 150,000 in 1929 and over 200,000 in 1930. Their results were instantaneous.

For inquiries and profit, you, too, should use HAYNES' RADIO LOGS.

Write NOW for samples of Radio Log, Auction Bridge Calculator and Baseball Schedule.

HAYNES' RADIO LOG

608 So. Dearborn St.
CHICAGO

COMPANY?

Look at the company you keep when you use WDAY, Fargo?

Chevrolet, Phoenix, Seiberling, International Harvester Co., Curtiss Candy Co., Georgie Porgie Breakfast Food Co., and more than 100 other local and national accounts.

Make your radio advertising profitable. Use WDAY, Fargo.

WDAY, Inc.

FARGO, N. D.

1000 watts; 100% modulation

940 kc.

WHO

Can use the services of this man with six years' experience in radio production and station management? He

IS

Qualified from experience as a leading man and director in motion pictures to lead, direct and produce radio feature attractions.

THIS

Man is 40 years of age, college trained with a background of theatre, educational and agricultural activities unequalled in any radio personality. A

MAN

Whose availability will prove of unquestionable value to a radio station, advertising agency or recording studio.

ADDRESS: Box 305
Broadcast Advertising
440 So. Dearborn St.
Chicago, Ills.

Classified Advertisements

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

Broadcast Advertising,
440 South Dearborn St., Chicago.

TALENT WANTED.

Wanted—Experienced radio entertainers for regional Great Lakes district station, with a coverage of several million people. Give complete details, together with the salary wanted, in first letter. Address Box 302, % Broadcast Advertising Magazine.

Young & Rubicam Open Chicago Office

YOUNG & RUBICAM have opened a Chicago office at 221 North La Salle street. Gordon Hoge, head of the agency's radio department, who was recently elected vice-president, will be in charge at Chicago.

Kasper Company Sponsors Comedy Broadcasts

A. J. KASPER COMPANY, Chicago, blenders of Sip of Gold coffee, have signed a contract for two broadcasts daily for the next year over WBBM, Chicago, featuring the comedy team Mike and Herman. In addition to the broadcasts, newspapers and three-sheet posters will be used. The entire campaign is being handled by the Schl Advertising Agency, Chicago.

ARMOUR PROGRAM IS PLANNED TO PLEASE

(Continued from page 7.)

ity merchandise. By planning our programs to please *these* women, we have changed many other women from just *women* to *friends*, and from *friends* to *customers*.

"Undoubtedly, radio is one of the major media and, although we don't believe that it could do our whole advertising job by itself, we do feel that radio, newspapers and magazines are all necessary to put our story across with the greatest effectiveness."

McAdam Places Two Accounts on Air

TWO clients of McAdam Advertising, Inc., Wheeling, W. Va., have recently begun broadcasting. The Leadclad Wire Company, Moundsville, W. Va., is presenting a program, "Neighbor Dave Says," over KDKA. The Sterling Oil Refining Company is sponsoring a musical program over WHAS, Louisville, Ky., and WLW, Cincinnati.

Canadian Broadcasters Limit Sunday Advertising

ADVERTISING in Sunday broadcasts over Canadian stations will henceforth be limited to the name and address of the sponsor and the name or nature of his product or business. This decision was made at the annual convention of the Canadian Association of Broadcasters, held last month in Toronto. It was also recommended that advertising on evening programs be limited to five per cent of the total program time.

The following officers were elected: H. S. Moore, president; R. W. Ashcroft, vice-president; Ewart Grieg, secretary-treasurer; all of Toronto.

Columbia Announces Dixie Network

THE Columbia Broadcasting System has announced the formation of a new unit in the south to be known as the Dixie Network, with WBT, Charlotte, N. C., as its key station. This new chain will begin operation on March 23. A majority of its programs will originate from the studios of WBT, at which Columbia will maintain a complete departmental organization for programs, music, production, publicity, sales and sales promotion.

Eleven stations already have been included in the Basic Dixie Network: WWNC, Asheville; WGST, Atlanta; WBRC, Birmingham; WBT, Charlotte (key station); WDOD, Chattanooga; KLRA, Little Rock; WREC, Memphis; WLAC, Nashville; WTOG, Savannah; WDSU, New Orleans, and WNOX, Knoxville.

OPPORTUNITY

Well known commercial director of highly personalized station of over one thousand watts power will consider change.

Absolutely competent and well versed in station commercial direction and a real producer.

Only a commission arrangement agreeable. In acknowledging state full particulars as information will be held in strict confidence.

Address Box 301
Broadcast Advertising
440 South Dearborn
Chicago, Ill.

Not How Many, But How Well!



Careful preparation
and supervision
of that which goes
through the
Microphone
including spot
announcements,
sponsored studio
programs
and Electrical
Transcriptions
by Columbia

A. T. Sears & Son, Inc., is an organization of experienced advertising men formed to co-operate with the manufacturers' sales department, through the Advertising Agency, to secure the maximum benefit from the important medium of radio advertising.

Our recommendations are planned without prejudice as a sensible, practical part of the well-balanced merchandising plan—dovetailing with and supporting other media.

As one of the pioneer organizations in electrical transcriptions and spot announcements, we have successfully planned and placed programs for many of the leading national advertisers. As a result, our knowledge of individual station coverage will materially benefit the agency in obtaining the best results for its clients. Our intimate contacts with station managers will assure them of the most profitable periods.

It has been, and will continue to be, our policy to serve only as many clients as we can with unremitting and scrupulous attention to detail. Not how many—but how well!

*We invite you to ask
for further information.*



A. T. SEARS & SON, INC.

The Company where every executive and representative is an experienced Advertising man

520 North Michigan Avenue, CHICAGO

Cleveland: 850 Euclid Avenue

The organization built upon its SERVICE to advertising agencies, and upon its CREATION of national and regional "spot" Radio advertising campaigns that, with proper merchandising, have been so successful as to cause renewals.

Recognized as direct Radio Station Representatives by all leading Radio Stations

McElhiney & Associates, Inc.

Special Representatives in Radio Advertising

2090 Railway Exchange Building
St. Louis, Missouri
Central 4910

Chicago, Ill.
716 Carbide & Carbon Bldg.
230 N. Michigan Avenue
Central 7370

Kansas City, Mo.
912 Pioneer Trust Bldg.
1016 Baltimore Ave.
Harrison 4956

Los Angeles, Cal.
5360 Melrose Ave.
Granite 4141

San Francisco, Cal.
865 Mission Street
Garfield 7941