

MAY

# Broadcast Advertising



MAY, 1932

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# HERE'S A SAD STORY

First time in Washington Radio History a program was cancelled because of TOO GREAT listener response!



**T**HIS picture was taken in S. Kann's Department Store and shows the crowd that turned out to see our program exclusively of child talent, broadcast from our studio for four years. It was moved to Kann's, one of Washington's leading department stores, in order that the public could see this splendid feature. Hundreds were turned away the first day and when the program was moved into larger quarters, the contract was cancelled because the audience could not be cared for in safety.



*Tell your story to an audience  
that has been educated to buy.*



**AMERICAN BROADCASTING CO.**

**Washington**

**ANNAPOLIS HOTEL**

**D. C.**

G. W. STAMM  
Publisher and General Manager

# Broadcast Advertising

440 So. Dearborn Street, Chicago

R. B. ROBERTSON  
Editor

C. A. LARSON  
Eastern Representative  
254 W. 31st St., New York City

Volume 5

20c a Copy

MAY, 1932

\$2.00 a Year

Number 2

## What Are the Wild Newspapers Saying?

### The A. N. P. A. and Texas Daily Press League Radio Surveys

*Are Reviewed by Russell Byron Williams*

**R**ADIO, the healthy young boy-scout of sales promotion, is meeting with opposition. Its contemporaries in the advertising world are beginning to dislike it—and misrepresent it. The past two or three months have seen the completion of two or three major "surveys," and the issuance of several briefs and treatises, all designed to knock the props out from under radio advertising. But since the greater portion of all these are honey-combed with untruths and characterized by illogic, we of the radio division may well doff our hats and sincerely thank our competitors for their knocks, knowing full well that every boomerang inevitably finds its way back to the original dispatcher with practically undiminished speed.

One of the mosquito bites directed against radio advertising, which may be dismissed almost immediately as being more amusing than sinister, is the "Resolution" appearing in the Spring Number of "Highlights," a house-organ published by and for the members of the Chicago Photo-Engravers' Union (No. 5, I. P. E. U.). This "Resolution" I offer here merely

for the purpose of "highlighting" this article with a rather illuminating example of just the sort of opposition radio men everywhere have every reason to expect, in flood tide, during the next couple of years. The "Resolution" is:

#### A RESOLUTION

Adopted by Chicago Allied Printing  
Trades Council

WHEREAS: The privilege of advertising by Radio has been abused to such an extent that it has become a common nuisance and a rank intrusion upon the rights of the listening public; and

WHEREAS: Many cities and states have enacted legislation of unquestioned constitutionality which prohibits the placing of advertising billboards even on private property where such placement is offensive to the public eye; and

WHEREAS: The air is the property of the American people, and not of any private corporation; and

WHEREAS: The public ear is at present being offended by long advertising harangues which are a gross imposition upon the American people; therefore be it

RESOLVED: That the Chicago Allied Printing Trades Council in meeting assembled, urge all officers and members of the Printing Trades Union to file complaint with the Federal Radio Commission, protesting against the continuance of this flagrant abuse and that they also petition their congressmen and senators to enact legislation restricting

radio advertising, to the end that the ear of the long-suffering American public shall no longer be offended by endless advertising ballyhoo; and be it further

RESOLVED: That this Council urges all members of the Printing Trades Unions to write the offending advertisers protesting against their encroachment upon the rights of the listening public, and that they abstain from answering all radio advertising until such time as this abuse is abated, and further, *that each member be requested to answer at least one magazine or newspaper advertisement each week, thereby helping to restore this form of effective and inoffensive advertising to its rightful place in the advertising field and discouraging obnoxious and excessive radio advertising.* (Italics are ours.)

NOTE: This resolution has been approved by the Chicago Photo Engravers' Union No. 5, therefore we call upon all members to read it carefully, and faithfully comply with its contents and recommendations."

There y'are, men. S'too bad, but they got us licked. Might as well lock up the studio, shut down the transmitter, and go home. If the trade unions can't stop our "endless advertising ballyhoo," they can at least perform the public service of clipping magazine coupons and thereby "restore this form of effective and inoffensive advertising to its rightful place"!!!

Great Heavens Above! Can you

produce anything that will match this bunch of horse-feathers?

A SANER, much more carefully thought out, but no less warped Big Bertha was recently fired against broadcast advertising by the Bureau of Advertising, of the American Newspaper Publishers' Association. A digest of this "survey" was given prominent display in the March 26th issue of "Editor & Publisher, The Fourth Estate," and subsequently in briefened form in a number of other publications.

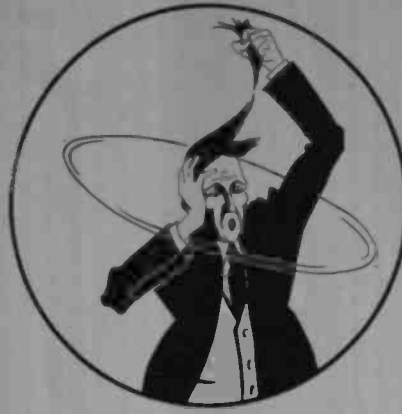
The ANPA survey was another one of these telephone affairs, in which it is said 28,947 homes were canvassed and the following four questions were asked:

1. Do you own a radio?
2. Are you listening to your radio this evening?
3. To what station are you listening?
4. What is the program supposed to advertise.

After completing this exhaustive survey in a business-like manner, the report is very thoughtfully prefaced with: "The Bureau of Advertising makes no claim of infallibility for its tabulations, nor for the inferences that may be drawn from them."

Of all the mistakes, misconceptions, and misinterpretations made in the A. N. P. A. survey, and there are many, this is, it seems to me, Number One. Here is an instance where the Association has empowered its Bureau of Advertising to spend considerable money and time in the collection of data and the interpretation thereof—then assures you, right off the bat, that the Bureau doesn't know whether it is right or not, either in actual figures or inferences. . . . Would it be out of place to rise at this point and thank God for the Audit Bureau of Circulation, and even suggest the institution of an Audit Bureau of Surveys?

In spite of the fact that this newspaper—conducted survey of broadcast advertising was very obviously made for the purpose of discrediting radio, there are several of the findings we are glad to see included and admitted by our contemporaries. The worst of it is, if the Bureau of Advertising (A. N. P. A.) doesn't know whether its own report is right or not, its conclusions,



which are very much in our favor, may be of doubtful value. But here is one of them:

The report says: ". . .—a total of 23,562 radio sets in the homes covered by the survey. Of these, 11,205, or 47.6 per cent were listening to some program." Thank you, gentlemen, thank you. The next time you make a survey add a fifth question: "Are you reading the advertisements in the newspapers?" If you find that 47 per cent of all your readers are perusing the advertisements at the time you make your telephone call—well, we would suggest the inclusion of this same prefatory disavowment of all responsibility. And that is exactly what every listener is doing, since every program is an advertising program—if not a of a piece of merchandise, then certainly of the service of some individual station or chain.

Again the newspapers unwitting-

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## no authority--

THE Interstate Commerce Commission has no "power or authority to regulate or control the rates, charges, rules, regulations and practices" of broadcasting companies, in the opinion of W. M. Chesaldine, examiner for the Commission, who recommended that the complaint of unreasonable rates filed by the Sta-Shine Company against the National Broadcasting Company and radio station WGBB be dismissed. The establishment of the Federal Radio Commission, Chesaldine contended, is indication that Congress had no intention of putting radio under the control of the Interstate Commerce Commission.

ly credit radio in this way: ". . . the homes shown in the Bureau survey as owning radios are obviously much higher than the average . . . representing a better than average standard of living." Thank you, gentlemen. We have known for several years that the radio audience is an "above the average" audience, at least when measured by economic standards. But we are grateful that you also recognize that fact.

A number of times, however, the Bureau of Advertising's slide rule must have slipped while the statisticians were figuring up percentages or arriving at conclusions regarding the meaning of those percentages. They find, for instance, that the best radio shows would have a circulation of not to exceed seven homes out of every hundred, or a circulation of not more than 2,200,000. And even to achieve that, it is necessary, in their opinion, to have a large national hook-up, at the best possible hour in either the eastern or central standard zone, and employing outstanding talent. Indeed, they go farther than this to say: ". . . the theoretical maximum listening to a single program, we find that effective circulation did not exceed over three or four out of each 100."

On this point there are only two comments to make. First: The Bureau of Advertising was most considerate of itself when it said frankly that it wasn't sure either the figures or the conclusions were right. Second: That if this "circulation" of a single radio program is anywhere near correct, then, from the known sales experiences and merchandising successes of program sponsors, broadcast advertising is the most amazingly effective sales medium ever devised by man.

But leaving aside all consideration of the advertiser and looking at the matter from a purely selfish standpoint (which obviously was the reason for this comprehensive attempt to discredit radio) the entire survey is a reflection against the intelligence of the newspaper publishers, since from their own statistical records it can be proved that the radio-advertiser is both a more liberal and more consistent user of newspaper lineage than the non-radio advertiser. With very rare exceptions the national advertiser who

employs broadcasting has held his volume of space advertising to a much higher level (during this depressing period) than the advertiser who does not use radio. That is a fact which can be presented without the necessity for disavowal of responsibility.

VERY evidently, radio broadcasting in Texas is doing things. Among others, such as selling more merchandise per dollar invested than contemporary media, radio has got the newspapers groggily hanging to the ropes and yelling for the sponge. At least that's the impression one gains from the 84-page, leatherette-bound book, called "Eliminating Advertising Waste in Texas," published by the Texas Daily Press League, Inc., at Dallas.

After presenting a fairly interesting picture of the Lone Star State and doing a creditable job at selling the multiple-market to be found in Texas, the compilers of this book have turned their obviously prejudiced attention to radio, and in a purely theoretical and academic way wrap about the reader a maze of confusing contradictions and irrelevant "facts." The book complains bitterly about the lack of circulation measurements in radio. Very early in the book appears this astonishing statement: "In order that radio, the youngest and least specific of advertising media, may be subjected to a tentative measurement chart of possible effectiveness in the Texas area, we seek a suitable yardstick. . . . *All Advertising measurements, however, are secondary to circulation.*"

The devil they are! If that statement is correct, then all the space-buyers in the United States have been crazy for fifty years. The intelligent space-buyer wants reader interest and reader attention, since long ago he learned the costliness of advertising in some medium that was delivered but not read.

The radio stations of Texas, as elsewhere, can readily supply *potential* circulation of any advertisement. And that is all any newspaper or magazine can do, since, though it is possible to count press run in publications, it is no more possible to guarantee any advertisement being read in any newspaper than it is possible to guarantee an audience

(Continued on page 28.)

## NAB Acts Promptly to Avert Increase in Copyright Fees

THE threatened boost in fees for broadcasting copyright American music, scheduled to go into effect June 1, has been postponed until September 1, by agreement between the National Association of Broadcasters and the American Society of Composers, Authors and Publishers. Meanwhile, the two factions will have a chance to talk things over and to work out some basis for the payment of copyright fees that is acceptable to the broadcasters, who pay them, and to the copyright holders, who collect.

The proposed increase would amount to approximately 300 per cent. At present the broadcasters are paying about \$1,000,000 a year for the privilege of broadcasting copyrighted music, each station paying a definite, predetermined sum. This would be increased to about \$4,000,000 under the percentage system, outlined by the American Society as follows:

Commencing as of June 1, the following rates will prevail:

**SUSTAINING LICENSE:** At approximately present rates, with such readjustments either upward or downward as will equalize the fee paid by stations operating under similar or equal conditions, taking into consideration power input, rate card, radio population and other pertinent factors, as and when any such existing inequalities are discovered. The sustaining license fee, upon an annual basis, to be payable in equal monthly installments, on or before the 10th of each month to cover the preceding month. (Fees paid at present are determined on this basis.—Ed.)

**COMMERCIAL LICENSE:** At 5 per cent of the amounts charged for use of the facilities of the station in respect of all

commercially sponsored non-network programs. In the case of network programs, the fee of 5 per cent is payable by the key station, based upon the gross amount charged for the use of broadcasting facilities. Two or more stations simultaneously broadcasting the same program to be considered as a network.

Accountings to be rendered on or before the 10th of each month, covering operation of the previous calendar month, on forms provided by the Society. Such accountings to be under oath, signed by a responsible officer of the operating company, and subject to audit during customary business hours.

Immediately upon receipt of the announcement the NAB called a meeting of its Board of Directors and Copyright Committee, who met in New York on April 18, drew up a reply to the Society's letter, presented this reply to E. C. Mills, general manager of the Society, and won the postponement and the opportunity for negotiations. The thanks of the broadcasting industry are owed to the NAB for its prompt action.

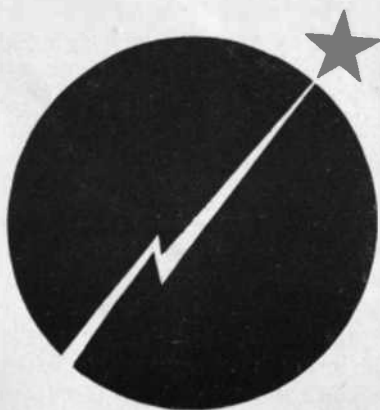
Following the meeting, this statement was released to the press:

"The National Association of Broadcasters has reached an amicable agreement with the American Society of Composers, Authors & Publishers to negotiate the question of the fees to be paid by the broadcasters for copyright American music. This agreement was reached following the announcement by the Society that broadcasters would have to increase their present annual payments of approximately \$1,000,000 by \$3,000,000 to \$4,000,000 a year, starting June 1 next.

"The agreement involves the immediate opening of negotiations between committees of the two organizations in the hope of reaching before September 1 a working basis satisfactory to both, and the American Society, meantime, has suspended its demands until September 1 unless the two committees shall be able to come to an accord before that date.

"A decision to negotiate ensued upon the broadcasters notifying the American Society that the broadcasting industry was wholly unable to support such total payments as had been suggested, and that further, it could not agree to the proposed basis of assessment.

"The strong mutual interest which broadcasters, composers, authors and publishers all have in fostering American music, which can only be done by insuring adequate and equitable returns to the producers of such music, was heartily recognized by both sides in agreeing upon a course which has served to prevent the impasse which threatened as of June 1."



# BROADCASTING FACES

## Advertisers Must Eliminate Radio's Faults or Foes Will Eliminate Radio Advertising

*Warns Senator C. C. Dill\**

U. S. Senator from Washington  
Co-Author of the Radio Act of 1927

I AM not certain as to just why I am invited to talk to an audience made up largely of advertisers. I assure you that I know practically nothing about the practical side of advertising on the radio. I suppose because of the fact that I have had some part in legislation affecting radio that it was thought I might fittingly talk to you for a few minutes on this subject.

I am very much interested in the advertising side of radio, not because I am personally concerned as to the advertising as such, but because I believe that it will determine to a large extent what the future policy of the Government will be in regard to radio, and under the plan that we use now advertising is the financial foundation of radio broadcasting. It is the only foundation of radio broadcasting of which I can conceive that will be satisfactory to the American people if radio is to continue under private ownership in the United States. If we cannot maintain radio in this country by advertising, then it seems to me we will be driven to the operation of radio by the Government in some one or other of the forms used in practically every other country of importance in the world.

I don't wish to go into a discussion of the methods used in foreign countries or to attempt to discuss radio as it exists in foreign countries, yet I feel a few words might be appropriate.

Last summer I spent a few weeks in the leading countries of Europe, at least the countries that are most active in radio, and I attempted to

\*An address before the Radio Session of the 15th Annual Meeting of the American Association of Advertising Agencies, in Washington, D. C., April 15, 1932.

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### *inevitably--*

ADVERTISING by radio is doomed to die, says E. P. Joyce, counsel for station WNYC, owned by the City of New York. Appearing before the Commission on the matter of dividing time between WNYC, WMAC and WPCH, Mr. Joyce said: "Stations such as WNYC, which do not rely on sponsored programs for financial support, are the only ones that will last in broadcasting. Advertising will inevitably die out, commercial stations will be abandoned, and noncommercial stations will carry on."

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learn at first hand about the radio broadcasting in those countries. I had the assistance of the ambassadors and ministers of our own Government and particularly the commercial agents from this country and as a result I was able to secure an unusually large amount of information in a comparatively short period of time.

As you all know, there is practically no advertising on radio in Europe as we understand advertising on radio in the United States. In England they have no advertising at all. In France they have some stations run by advertising, but it is entirely different from our sponsored programs. In Germany they have some advertising, but it is entirely separate. They put on their program of entertainment or lectures, whatever it may be—information—and then they have two or three minutes, as the case may be, that is purely advertising, in which they do nothing but talk advertising,

and the people who get the advertising pay a certain fixed amount.

There is practically no advertising, as I recall it, in Denmark or Sweden and very little in other countries there. I noticed in Holland, for instance, that they run their radio stations largely by contributions from their listeners, voluntary contributions.

The difference, of course, is quite apparent. When the Government provides radio it provides it from a fund that is collected from the listener, in the form of a tax for the ownership of a radio receiving set. In this country the listener pays also, but he pays by another method. And that leads me to call attention to the fact that the interest of the broadcasting station and the interest of the advertiser are extremely closely allied.

The radio station owner wants to make his station popular. He wants good will and his primary purpose in securing good will is that he may make a proper showing. I take it, when his license expires with the Federal Radio Commission and also that he may be able to sell advertisers time at a sufficient rate to pay expenses and net him a profit.

So good will is the dominant note in the radio station owner's operation of his station. And just so the advertiser is looking for good will. He wants good will because he must sell goods to his listeners, and if he isn't able to sell goods by his advertising then, of course, he cannot afford to continue to advertise.

I DO not want to tell you men who are in the business the kind of advertising you ought to put over the radio. I want to remind you,

(Continued on page 16.)

*Broadcast Advertising*

# FEDERAL REGULATION

## Reforms That Are Necessary To Save American Radio Can Come Only from Government

*Says Judge Ewin L. Davis\**

Representative from Tennessee

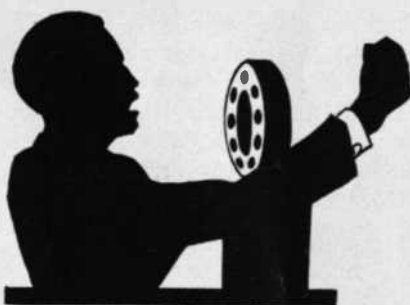
Chairman of the House Committee on Merchant Marine, Radio, and Fisheries

I AM in accord with what Senator Dill has said and I believe that that represents pretty well the Congressional viewpoint. We are the legal custodians of the law regulating radio. Because of a situation with which all of you are familiar it was necessary for some functionary, some tribunal, to regulate radio. For reasons which were apparent to all, that service could be rendered solely by the national Government, and the Federal Government having necessarily and properly assumed jurisdiction over the subject there goes with that authority a certain responsibility and obligation.

The Federal Government is the trustee for all the people in providing for the allotment to different citizens of the right to use the air through instrumentality of the radio. It is assumed that the air belongs to all the people, that no one individual has any vested rights therein, and that radio consequently is a matter of public interest. Consequently radio should be regulated and administered in the interest of and for the benefit of the entire public, including all classes of citizens.

Those of us in Congress feel, therefore, that it is our duty to approach this subject from that standpoint. The interest of others is only incidental, so far as the interest of the whole public is concerned.

As I understand, I am expected, as was Senator Dill, to talk with you with particular reference to radio advertising. I certainly would not be capable of talking to a convention of expert and experienced advertisers upon any other feature



of their work, even if it were true (which it probably is not) that I am capable of discussing this one phase of your profession and problems.

In the first place, I wish to state that, with Senator Dill, I am a believer in the American system. In fact, I think it is always better for functions of any kind, unless they be strictly Governmental, to be administered by private citizens rather than through the Government. I think that that applies to radio. However, I am very decidedly of the opinion that the use of it should be and must be regulated and regulated in the public interest. And of course as we have a system now which is largely predicated upon advertising, or rather funds raised from advertising, the question of advertising enters very definitely and importantly into the subject.

I always undertake to talk very frankly, either publicly or privately. I may be too candid sometimes, but that is my method, and I never mean anything offensive by it. I shall probably say some things that many of you do not approve. However, I want to state that whatever I may say will be said in an entirely kindly and friendly spirit. I am in no sense hostile to advertisers or advertising in the proper place and of the proper kind. However, I state without hesitation that I think we have

decidedly too much sales talk over the radio, and I think that that is the general public opinion, and I think that that is proving harmful, not only to the radio industry, to the broadcasting stations, but to the advertisers themselves.

Senator Dill enumerated certain powerful factors who are making a crusade against so much advertising over the radio. I have in mind a much larger, a much more important, and to my mind, in the final analysis, a much more influential group than those which he mentioned. I refer to the rank and file of the listeners.

Having been for twelve or thirteen years a member of the committee of the House which has jurisdiction over radio legislation, I have given the subject much consideration and as much investigation as I could. At all times, wherever I have been, I have been on the alert to learn what I could with respect to the public psychology as related to radio. Consequently, for years and years I have, to the best of my ability, been studying the public viewpoint, and I am sure that Senator Dill and I have somewhat more opportunity to get a general expression and a general knowledge upon that subject from various sources than is true with respect to the ordinary individual, because of our connection with the subject of radio legislation. We receive letters constantly from everywhere giving the views of the listeners and of various other citizens upon the subject.

In addition to that, people talk with us frequently and constantly about the subject, and I know my colleagues who come from every section of the United States talk to

\*An address before the Radio Session of the 15th Annual Meeting of the American Association of Advertising Agencies, in Washington, D. C., April 16, 1932.

# RADIO HAS DISCARDED THE "TIME BROKER"

Says J. R. Spadea

SCOTT HOWE BOWEN, INC., Detroit

**T**HE following is in answer to statements included in the agency-station symposium in the April issue of BROADCAST ADVERTISING to the effect that better results are obtainable when agency men and stations "deal direct rather than through a time broker." (Editor's Note.)

"GOOD morning, Mr. Jones. My name is Gurney, representing Flagg, Flagg & Flagg."

"Oh, yes, yes. You're another of those 'time brokers.'"

How many times have you heard this? If you've heard it once, you've heard it once too often. "Time brokers" no longer exist. They have been eliminated—thanks to the good judgment of broadcasting associations. The term "time broker" is obsolete today.

The expression was coined in the pioneer days of radio advertising, when everybody plunged into radio with visions of making huge profits. These people bought "time" in quantity lots, at ridiculous prices, and resold it at a "nice" profit. Thus originated the "time broker."

This practice has since been discarded. Radio has elevated itself considerably in the past few years so that today we have the station representative, or specialist, if you please.

The station representative has a

me about the matter. They give their own reactions, and they give the reactions of their constituents, which they receive through personal contact and through correspondence.

In the light of that study and of information coming through those various sources, I am convinced that there is a very considerable dissatisfaction with and reaction to the amount of sales talk now going on over the radio. And when that situation is being constantly aggravated and when that feeling is being fanned by the aggressive elements which Senator Dill has mentioned,

specific place in this field as does the special representative in the newspaper field.

In fact, there are numerous services which radio specialists are now offering agencies and advertisers. For instance, they are equipped to do a complete job—such as submitting an idea, writing a program, making a specific recommendation, furnishing up to date station information, maintaining talent connections, and supplying the best information on electrical transcriptions. Moreover, they keep a constant check on programs, handle all billing, etc.

In addition, the representatives maintain offices in various parts of the country to facilitate matters for all concerned, and they maintain staffs of efficient salesmen. These men make it their duty to create new business for stations and agencies. Many times dormant accounts are revived because of novel ideas submitted by the representatives.

Many spot programs would never have been on the air were it not for special radio representatives who created this business for the agency and the radio station.

Therefore, why shouldn't the representatives be allowed a reasonable commission? So long as a radio representative is constructive, he is entitled to the support of all agencies, manufacturers and stations.

in my opinion it will reach such momentum that something will be done with the present system.

I want us to retain this system we have, but I want us to curb and to reform this system, not only in order that we will be able to retain it, but in order that it may render the public service which radio can and should render.

**M**Y friends, radio is not maintained to sell goods. There is no justification for the Federal government maintaining an agency for the purpose of advertisers to use in a commercial way. The only

justification for advertising, for the commercial use of radio, is the use of it in such a way and to such an extent that it may be maintained financially for the purpose of rendering a greater and a larger public service.

Those are my views. And I want to state furthermore that I do not believe the public will stand for any other use of it in the final analysis.

With respect to the amount of sales talk that is being indulged in, more than two years ago I began giving public warnings along this line, before there was any pronounced public reaction. I talked with many of those engaged in the broadcasting industry. I have discussed it with them since. Many of them have, all along, said, "I think you are correct. I agree with you, but we will handle the situation ourselves."

However, instead of that situation which is causing criticism being remedied it has grown steadily worse. There is more advertising talk over the radio today, according to my observation, than there ever has been before.

Of course, you gentlemen naturally feel that I am not capable of giving you advice with respect to advertising but, based upon my own observations, and the things that I hear said around me constantly, as indicated before, I think that much of the advertising going over the radio now is over-done to such an extent that it has the opposite effect from that sought by the advertisers.

The purpose of advertising is to win good will for this, that, or the other commodity or service. When it does that, it is successful advertising. When it creates ill will it has the opposite effect, and it is very common to be in any group when a radio program is coming over the air and to hear expressions of disgust on all sides on the part of the audience. In a case of that kind that advertising is doing the advertiser more harm than good, and it is certainly doing that broadcast station or that chain system a great deal more harm than good.

Not only that, but when you indulge in so much of that advertising talk interspersed all through a program you are going to lose listeners, more and more.

(Continued on page 22.)

Broadcast Advertising



# Is MAIL or SALES

## Your Radio Objective?

Asks J. Leslie Fox

General Manager, KFH, Wichita, Kansas



I THINK that both the agencies and broadcasters may well be proud of the record which has been set up in the development of this great new medium, radio. This has come about only on account of a willingness on the part of both to learn from and to take advantage of the experience of the other.

Only a few years ago radio station managers were, as a rule, good showmen with a total lack of knowledge of advertising principles. At the same time the agencies knew advertising but were short on knowledge of showmanship. This gave the perfect opportunity for cooperation and I am sure that both sides have shown a complete willingness to learn from the other.

Broadcast advertising will, I think, have reached its Utopia when agencies and advertisers have satisfied themselves as to the value of each station as regards audience and coverage and broadcasters have learned the value of merchandising cooperation.

Then the advertiser will not feel called upon to make a ballyhoo on every program for mail, to offer prizes, to do something for the poor unenlightened radio listener. Instead, he will take the money and use it for a closer merchandising tie-in with his jobbers and dealers.

Then the broadcasters, knowing the value of such merchandising, will be in a position to assist in creating the perfect working of the whole program of advertising and merchandising.

There is no need to worry about

the good station having an audience. It is there. The 1930 census has given very definite figures on the number of sets and the average family. Surveys conducted by Price, Waterhouse and others have shown definitely the portion of the audience in various territories which are listening to certain stations. It is no longer necessary to make an audience test on every program by so-

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### *a necessity--*

WHAT would we do without the radio to bring us voices from everywhere—laughing voices, learned voices, soft voices sweetly singing, or thundering voices to warn us and wake us and to inspire us to our duties and opportunities? We hear the voices from the air even as Joan of Arc heard them, and often, if we listen thoughtfully, they may lead us as they led her, to deeds and decisions which may mould our whole careers and even influence the history of the world.

The music over the radio is inspiring and delightful, too, and even those casual little references to Sunkist oranges and Palmolive soap have a very actual and practical value.

The answer to the question, "How could we get along without the radio?" is that we could not get along without it.

—From an address by William Randolph Hearst, broadcast over station KFI, Los Angeles, during its tenth anniversary celebration.

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liciting mail and giving away premiums.

Did you ever stop to figure how many letters a day the poor listener would be compelled to write if he made an attempt to reply to all the offers he received. He would need at least three good stenographers and several hours for dictation.

I cannot help but feel that when an advertiser buys time on our station, he does so because he wants to accomplish one or more of several objects. First, he wants to create new business. He wants to obtain new dealers, or more firmly cement his relationship with his old dealers. Surely, he doesn't buy time because he likes to receive letters from the dear radio audience.

Assuming that the above is true, and with no idea of posing as a Moses who will lead the children of Israel out of the Wilderness, I would suggest that the agencies work with the stations to the end that the real value of dealer and jobber cooperation will be appreciated; that enthusiastic support of dealers be fostered and developed; that merchandising helps such as counter and window displays, cut-outs, etc., be supplied.

Let us work together in developing and broadcasting a good, clean, entertaining program with a minimum amount of pleading for mail. This will create good will for your product. Take the money you save on prizes, premiums, etc., and spend a small part of it in soliciting dealer enthusiasm through the stations. This will sell merchandise.

And that's what you want, isn't it?

# TIE YOUR PRIZES TO YOUR PRODUCT

The Premiums Should Continue  
the Sales the Contest Starts

Says Edgar F. Riebetanz

Account Manager, VAN SANT, DUGDALE & CORNER

WE hear rumblings of Federal agitation to tie the can to prize contests on the air, because, 'tis said, they savor of the outlawed lottery. The ripples of this agitation have spread to such an extent that (we are told) the large broadcasting systems are trying their darndest to discourage all new clients who come to them with bright ideas for ether contests.

The whole thing is absurd, stupid! How on earth can you draw a parallel between lotteries and radio prize contests? They just don't live in the same neighborhood, don't speak the same language.

Prize contests featured through broadcast advertising, or through the advertising pages of magazines and newspapers, do not deserve the damning that some people are inclined to heap upon their heads. Call them mere contests if you will; sneer in their direction if you like; lift a shocked eyebrow if you feel so disposed. The fact still remains that prize contests, properly conducted, are nothing more than smart merchandising ideas designed to stimulate the sale and consumption of the products being advertised.

If radio contests do not break any existing laws, then please let them be. Don't go to the trouble to enact new laws that will make them out-laws.

The rub with radio contests is not with the contests themselves, but with the people who conduct them. Most of them miss entirely the mark of the contests; they don't take full advantage of the purpose of a con-

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## recognition--

BROADCASTING is at once a public service and a business of incredibly swift growth. Mobility of operation, quick responsiveness to public taste and public needs are essential to any organization that is to remain in the forefront in this giant art.

It should be recognized that its vast development and the dissemination of programs of popular and classical character have been due largely to the cooperation and support of advertisers.

—From a statement by William S. Paley.

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test—to stimulate the sale and consumption of the product being advertised. And the reason they do only a half-way job in this respect is because they go far afield in tying the offered prize to the product being advertised.

It is true that in the majority of the contests now on the air you are gently invited to buy the product being exploited (or furnish a facsimile of the carton, or what-have-you) in order to enter the arena. But—the ideal situation would be to carry this condition a step further—to give a prize that would help to *continue* the sale and consumption of the product.

Just glance at the opposite condition existing today. A cigar manufacturer gives away an automobile. A shaving cream manufacturer gives

away a tooth brush. A dentifrice manufacturer gives a trip to Europe. A household cleanser manufacturer gives a diamond ring. A hair tonic manufacturer gives cash and a motion picture screen test. A food manufacturer gives silk hosiery. And so on, ad infinitum.

How much better it would be if the prizes did something to help the winner keep in a buying frame of mind. Suppose the cigar man gave a fine humidior, loaded with smokes for six months; suppose the shaving cream fellow gave a fine razor; suppose the dentifrice manufacturer gave tooth brushes for the family; suppose the household cleanser boy gave a fine Venetian bathroom mirror. To be sure, these prizes don't possess the glamor attached to automobiles, diamond rings and European tours. But they are only suggestions; undoubtedly better ones could be concocted. But after all, they are more businesslike and practical.

For instance, we know of a soap manufacturer who makes a product perfect for washing dishes, and tells the world about what the product will do. What better prize could he offer than an electric dishwasher, a real consumer of his product?

Some time ago BROADCAST ADVERTISING carried an article on tying programs to products. Go all the way, you radio contest advertisers—tie your prizes to your products for your own good. Give 'em something that will consume more cigars, tooth paste, soap. And more power to you!

Broadcast Advertising

# Here's What One Station Wants from Advertising Agencies

## A Composite Report, Submitted by Five Departments of WJR, Detroit

**W**HHEELS go round in many departments of a broadcasting station before a program or announcement is put on the air. Each of these departments has submitted a report on its relations with advertising agencies, employing radio broadcasting for their clients.

*From Ruth F. Crane, Commercial Department:*

Frequently there is a definite waste of money in radio advertising, simply because the agency has neglected to consult the station. Let us say, for example, that an agency spending \$250.00 is not sufficiently versed in radio to think of anything other than a one-shot proposition. We might acquaint them with various other means and combinations which could more effectively accomplish their purpose.

With announcement copy, agencies should follow the well-established radio styles more closely, noting rules of time and form, and bearing in mind that radio schedules from day to day are variable and that an announcement cannot be made precisely at 6:02 p. m. each day. Certain leeway on time is essential. One of the most surprising neglects is that of the radio deadline. Sufficient time must be allowed for scheduling, checking, editing, comparing statements with competitive accounts on the air, etc.

*From P. M. Thomas, Secretary-Treasurer, Bookkeeping Department:*

We find little difficulty in dealing with advertising agencies. Few corrections are ever required on invoices or affidavits. The system of agency discounts is established on a satisfactory basis, comparable with other media.

*From the Program Department:*

Needed cooperation between advertisers and radio stations is on

the way. It will take time and not a little patience before such cooperation actually arrives. To speed matters up, radio stations might ask that advertising agencies afford radio programs the same treatment received by other media. Only the persons actually responsible pass on artwork or copy. The salesmanager says, "You know the advertising business. It's up to you."

But a radio program! It calls for a conference of (a) the sales manager, who likes "a lot of brass"; (b) the assistant sales manager, who likes Victor Herbert; (c) the account executive, who thinks popular programs go over best; (d) the account executive's production man, who believes a dramatic sketch would be more effective than music; (e) the assistant to the president of the company, who believes that the

president should make a speech against Depression.

What price the musical director who tries to please them all? What price the audition and rehearsal time? What price all this waste motion before the agency finally decides to leave it entirely up to the radio department, which in turn eventually gets together with the station's production department, and the result is a program.

Production departments plead, "Let us contact those persons at the agency who believe that a radio program represents only so much advertising for so much money."

*From C. D. Tomy, who conducts a popular children's program under the name "Uncle Neal":*

Recently I received a mass of material for a new account from an  
(Continued on page 12.)

## Survey Shows Listening Habits and Preferences of Syracuse Audience

**M**MUSICAL programs are most popular with listeners in Syracuse, N. Y., and 8 to 10 p. m. is the best time to find them listening in, according to an independent survey covering 4,000 personal calls, which is included in a brochure "Selling the Syracuse Market by Radio" just published by station WFBL.

The following table gives in percentage form the relative preferences for different types of broadcasts as disclosed by this survey:

	Per cent
Music .....	99.8
Comedy .....	64.2
Dramatic .....	53.4
Sports .....	44.2
Religious .....	40.4
Educational .....	38.0
Children's .....	32.2
News, Markets.....	31.4
Special features.....	30.7
Women's features.....	20.0

The habitual listening hours were reported as follows:

	Per cent	Per cent
6- 8 a. m. ....	9.5	4- 6 p. m. .... 37.7
8-10 a. m. ....	28.3	6- 8 p. m. .... 86.1
10-12 a. m. ....	28.5	8-10 p. m. .... 87.3
12- 2 p. m. ....	25.5	10-12 p. m. .... 47.7
2- 4 p. m. ....	33.3	

In answer to the question "What is your favorite program?" 182 features were named. The first ten, in order of preference, were: Myrt and Marge, Kate Smith, Colonel and Bud, Amos and Andy, Bing Crosby, Morton Downey, Mary and Bob, Eno Crime Club, Julia Sanderson and Frank Crumit, and the Philadelphia Symphony.

It is interesting to note that all of these are sponsored programs. The preponderance of Columbia programs is probably due to the fact that WFBL, a CBS affiliate, is the only chain outlet in Syracuse.

# Stepchild or Cinderella?

## Afternoon Time Is What You Make It

Says Arnold B. Hartley

Program Director, WGES, Chicago

**A**FTERNOON time has too long been the mistreated stepchild of the radio family. From the first evening time has had suitors aplenty and has been able to pick and choose from the advertisers who have sought her favor. And morning time has been scarcely less popular, particularly with those whose wares are sold to women. Afternoon, however, has too often been passed by as unworthy of attention.

We had a feeling that this was all wrong, that all afternoon needed was a little brightening up to win a large following of listeners who could be turned into customers for any advertiser enterprising enough to try it. To prove our contention, we selected for our test what is generally considered as the least desirable time in the afternoon—3:30. Furthermore, the program went on *cold*,

as by a division of time we go on the air at that time. And finally, we did it with records!

The program is the "Camptown Minstrels," a real old-time minstrel show, with a smile and a song for everyone. It first went on the air last September, on Tuesday, Thursday and Saturday afternoons. All we needed to put on the show were some old-time minstrel numbers, which are plentifully recorded, one interlocutor and two end-men, an applause record, and a set of gags for each show. There was nothing else to it. On the air, it leaves the impression of a studio crowded with blackface comedians and singers—three men can make plenty of noise.

Here's a sample of the way it worked out in continuity form:

*Announcer:* Ladies and gentlemen: the Camptown Minstrels!

(Record: "Down South." Fade down for announcement.)

*Announcer:* These are the Camptown Minstrels—merry messengers out of the Southland—sent to everyone who loves a lilting tune and laughter! Listen to that happy blackface troupe swing into the rhythmic opening chorus—the curtain's going up!

(Record: Opening chorus.)

*Interlocutor:* Gentlemen, be seated!

(Record: Chord in G.)

*Interlocutor:* Introducing Camptown's premier funmakers—on my right, Camptown's own Beau Brummel—Eclipse!

(Record: Applause.)

*Eclipse:* Pardon my roped shoulders, please.

(Laughter.)

*Interlocutor:* And on my left, the dancing demon—Smokestack!

(Applause.)

*Smokestack:* Hot shot, they calls me.  
(Laughter.)

*Interlocutor:* Eclipse, I hear that your uncle died.

*Eclipse:* Yes, hard drink killed him.

*Interlocutor:* You don't say. And I always thought he was a teetotaler.

*Eclipse:* He was, Mr. Joe—a piece of ice fell on his head.

(Laughter.)

*Interlocutor:* The Camptown Revelers sing "Oh, Miss Hannah!"

Record: "Oh, Miss Hannah!"

And so the show goes on, with all the regular minstrel features, including the inevitable minstrel tap-dance.

**T**WO weeks ago from the date of writing, this feature was sold, three times weekly at 3:30, to Mills and Sons, one of the foremost organizations in the community-development field in Chicago. They wanted direct sales, and naturally they were skeptical that afternoon time would fill the bill, but as genuine sportsmen they agreed to try it.

The first program went on the air. Nothing in the show was changed; there were no references to Mills and Sons in the entertainment copy; commercial credits were inserted at the opening, quarter-hour and conclusion. The next day Mills and Sons sold a \$10,000 home.

Since then, five other programs have gone on the air, with the result that Mills and Sons have sold six more homes to date, varying in price from \$8,280 up to \$11,000—solely by virtue of a novel idea in record programs that started out to be simply a sustaining feature in the afternoon. Mills and Sons do no other advertising; radio did the job

(Continued on page 14.)



# SPOTLIGHTING THE COMMERCIAL ANNOUNCEMENT

## Carnation Used Its Studio Audience to Make Its Sales Talk the High Spot of the Program

WHEN the Carnation Company learned that 300 or 400 visitors were turning up at NBC's Studio A in Chicago each Monday night to watch the Contented Hour broadcast they felt rather complimented, and took it as another indication that their broadcasts were going over successfully.

At first they wondered if they couldn't do something about this studio audience, but there didn't seem to be anything to do except feel pleased. And then someone had a bright idea. Why not move these visitors from behind the plate glass window separating them from the performers into the studio itself, and let them take part in a program? It would give them a thrill, and if properly handled would make an unusual broadcast for the real audience listening in at home.

And so, on March 14, those who came to see as well as to listen found themselves in the studio, where Jean Paul King, the announcer, greeted them, introduced himself and the program's artists, and warned them that any sound they made would be carried into millions of homes. They might applaud, he said, but must stop if he raised his hand, as the program was timed exactly to fill the allotted half-hour.

The program began as usual; the orchestra played; the quartette sang; the orchestra played again; then the announcer stepped to his microphone, which for this broadcast was placed between the orchestra and the guests:

Do you hear that applause, ladies and gentlemen? Here in the studios with us



tonight we have many, many guests, and as I look around the room I notice several children here with their parents. I am just wondering if any of our guests are just real, honest-to-goodness housewives. I know there are many mothers with us this evening—are there any housewives with us here? I wonder if you will just do me a little favor and raise your hands.

Well, there's a hand—there's another—and another! Lots of housewives here tonight. Now, I wonder if one of you—won't you please—yes, the lady in the gray fur—would you mind coming up here by the microphone with me just a moment? Oh, there's nothing to be afraid of. Now just a little closer. Thank you. My name's Jean Paul King and yours—?

(She whispers "Mrs. Williams.")

King: Mrs. Williams? Good evening, Mrs. Williams. I hope you're enjoying our program.

Mrs. W.: M-m-m, I am—it's fine.

King: Mrs. Williams, is this the first Carnation "Contented Hour" you've heard?

Mrs. W.: No, I think—let's see—the third, or fourth.

King: Well, that's splendid. You're a regular "Contented Hour" fan, aren't you, Mrs. Williams? Now tell me—you're a housewife—have these programs really been useful as well as entertaining to you?

Mrs. W.: Why, yes.

King: Well, have we made it clear what Carnation Milk is? Just pure, whole milk with part of the water taken out?

Mrs. W.: Yes . . . I think so.

King: That's fine, and have you learned that Carnation is just as nourishing as

the best bottled milk, that it is fine for creaming coffee and cereals—and is especially good for cooking? And, of course you know it's always pure and safe.

Mrs. W.: Economical, too.

King: (Laughs.) Thank you, Mrs. Williams. (Laughs again.) Economical! Everybody's interested in economy these days.

The Carnation Representative: Don't forget the babies.

King: Of course. That, ladies and gentlemen, was an assist from the Carnation representative. Yes, you know we want every mother to know that Carnation Milk is an ideal milk for babies. It is so much easier to digest and so safe and nourishing and uniform. Did you get that point, Mrs. Williams?

Mrs. W.: Yes. My sister's little girl is a Carnation baby . . .

King: Isn't that fine! . . . Your own niece. I wonder—would you mind telling me just how she happened to start using—

Mrs. W.: Why, the doctor said Carnation Milk would be so nourishing and digestible. And safe, too.

King: Splendid, Mrs. Williams. Excuse me, just a moment, won't you? Ladies and gentlemen of the listening audience, I hope you all heard that. Will you please repeat that, Mrs. Williams?

Mrs. W.: The doctor said Carnation Milk would be nourishing, digestible and safe for the baby. -

King: That is precisely what doctors are saying everywhere. Many of the most famous baby doctors in the world are prescribing Carnation Milk.

Now, wasn't that a hard look I got from Mr. Cain, our production manager over there with a stop-watch in his hand! I guess my time's about up. Thank you, very much, Mrs. Williams. I am sure now that these "Contented Hours" are telling women things they want to know and I hope all of you who are listening, both our guests in the studio and those of you who are listening in your own homes, will feel that we want your suggestions—anything that will help us prove to women everywhere

(Continued on page 32.)

## Historical Dramas on New York Life Programs

THE Tuesday night broadcasts of the New York Life Insurance Company over an NBC chain are now depicting "Great Personalities" in dramatic form. This new series replaces the narrative recitals broadcast by Frazier Hunt, well-known interviewer, who has started on a trip around the world.

## Paint Program on New Time

"KEEPING Up with Daughter," sketch of American family life broadcast each week over an NBC network under the sponsorship of the Sherwin-Williams Company, Cleveland, manufacturers of paints, varnishes, etc., is now an evening program, after a year on the air in the morning. Henri, Hurst & McDonald, Chicago, is the agency in charge of this account.

## Station Plans Club Activities

WEEKLY steamboat rides, trips to ball games, and other outdoor activities are planned for members of KMBC's Big Brother Club during the summer. Broadcast daily for the last two years, the Big Brother Club now includes more than 32,000 children among its members.

## KDYL Brochure Is Packed with Information

A STATION brochure that is packed full of data about rates, coverage, programs and other information of interest to advertisers and agencies has just been published by station KDYL, of Salt Lake City. And, what is equally important, this folder has left out the usual mass of stories and pictures about its staff artists, which are undoubtedly of great interest to listeners but of little value to advertisers.

## Stores and Manufacturers Cooperate in Sponsoring Organ Program

ONE hundred and twenty prizes are given away every week as a feature of the Lanco Service Stores weekly organ broadcast over WGAL, Lancaster, Pa. Advertisers are McCormick & Company, Baltimore (mayonnaise), and My-T-Fine Corporation, of Philadelphia (dessert).

Lanco Stores, a group of 200 or more local independent merchants, are cooperating with manufacturers of these two products in the radio campaign. The costs of broadcasting are being paid by the McCormick and My-T-Fine firms.

## Correction

A QUOTATION in our house ad in the April issue of BROADCAST ADVERTISING was inadvertently credited to H. T. Hildebrandt instead of to W. P. Tomlinson, and the company's name was spelled Norwich Pharmaceutical Company, instead of Norwich Pharmacal Company. Aside from those errors the item was correct.

## New Series for Phillips

STERLING PRODUCTS INC., makers of Phillips Milk of Magnesia, Dental Magnesia, etc., are sponsoring a new series of musical programs featuring Frank Munn, broadcast over an NBC network each Monday and Friday evening. Blackett-Sample-Hummert, Inc., Chicago, is the agency in charge of the Phillips broadcasts.

## Davies Advanced at WIP-WFAN

EDWARD A. DAVIES has been appointed vice-president of WIP-WFAN, Philadelphia, according to an announcement issued by Benedict Gimbel, Jr., president. Mr. Davies was director of WIP for eight years and continued in that capacity when WIP consolidated with WFAN one year ago.

## Mileage Increaser on KTM

BURNOL Petroleum Company, Los Angeles, is sponsoring a thrice weekly mystery serial on station KTM of that city, to advertise a liquid to put in gasoline for increased mileage.

## Godfrey Joins Memphis Station

GROVER A. GODFREY, JR., recently with the Southwest Broadcasting Company and previously associated with the Bond-Pilot Advertising Agency of Dallas, Texas, has joined the staff of WNBR-WGBC, Memphis, Tenn.

## Cooperative Bank Campaign

THE banking institutions of Charlotte, N. C., are cooperating in the sponsorship of "The Builders," a series of historical dramas based on events in the building of our nation, broadcast each Thursday over WBT, Charlotte.

## Radio Helps Boost Perfume Sales

THE weekly "Dance with Comtesse d'Orsay" radio programs are given a large share of the credit for the fact that sales of Parfums d'Orsay for the first three months of 1932 show an increase of more than 63 per cent, in a statement issued by Hanff-Metzger, Inc., New York, advertising agency in charge of the d'Orsay account.

## Seek America's Brightest Smile

BEGINNING May 15, the Iodent programs will promote the "Iodent-Agfa National Smile Hunt," a 12-week contest sponsored jointly by the dentifrice company and the Agfa-Ansco Corporation, makers of photographers' supplies. Weekly and grand prizes are offered for the "Brightest Smile in America."

Entrants must send the end of an Iodent carton with each photo submitted. Any film may be used, but if contestant uses Agfa-Ansco film and encloses the label from the package he will be sent a new roll of film free. Plan will be exploited in all advertising of both sponsors, and is also being intensively merchandised to druggists.

## WHAT ONE STATION WANTS OF AGENCIES

(Continued from page 9.)

agency in New York. With it was a letter which brought joy to my heart. The letter read:

"We want you to understand that we do not expect you to use this copy as it is written. The enclosed sheets give you an idea of what we want to put over. You do it in your own way, and your own words."

Agencies now are giving radio personalities a chance to do their best work in the way in which their popularity has been established.

*From the Engineering Department:*

We urge advertising agencies to maintain a close check on the quality of electrical transcriptions. Many transcriptions are indistinguishable from an actual performance, but still others, we know, do not bring 100 per cent return because of mechanical inaccuracy.

## Here's a Way to Mix Advertising with News

A NOVEL method of inserting commercial copy on the "Betholine News Reporter" period has been devised at WIP-WFAN, Philadelphia. In the middle of the program while skipping around the world, the "reporter" breaks in with the statement, "And here's some good news from your home town. You can get Betholine Gas, etc., etc." Then he immediately goes back to the news flashes and maintains his listening audience in a perfect manner.

## Greer Now Manager at KFUL

WILLIAM N. GREER, formerly in charge of all technical work at station KFUL, Galveston, Texas, has been named manager of the station, succeeding Jack Gross. J. D. Holmes becomes chief engineer.

## Kodak Returns to Air

THE Kodak Week-End Hour has returned to the air as a Friday evening feature, broadcast over a CBS network, extending from New York to Denver. A separate program is broadcast for the Pacific Coast audience also on Fridays. The programs, sponsored by the Eastman Kodak Company, Rochester, N. Y., are musical, under the direction of Nat Shilkret. The advertising agency in charge is J. Walter Thompson Company, New York.

## Aylesworth Heads R-K-O

MERLIN H. AYLESWORTH, president of the National Broadcasting Company, was elected president of the Radio-Keith-Orpheum Corporation at the April meeting of the board of directors, succeeding Hiram S. Brown.

*Broadcast Advertising*

# RESPONSE

During 1931 WMAQ received one letter for each four receiving sets in the city of Chicago!

Last year WMAQ received 131,067 letters from Chicago listeners—one letter for each four receiving sets in the city. A great portion of this mail was in response to programs on which no offers were made. This is decisive proof of the appreciation of this great metropolitan audience for the quality and originality of WMAQ's features, included among which are many of the most popular NBC programs. This evidence of leadership in Chicago, with its concentration of purchasing power, makes it apparent why WMAQ is the choice of advertisers seeking assured results. Suggestions for programs that are distinctively "yours" will be submitted upon request.

670 KCS.  
CLEARED  
CHANNEL

# WMAQ

100%  
MODULATION  
18 HRS. DAILY

A National Broadcasting Company Network Station

MERCHANDISE MART

CHICAGO, ILL.

PHONE SUPERIOR 8300

## AFTERNOON TIME IS WHAT YOU MAKE IT

(Continued from page 10.)

alone, without printed assistance of any kind. Take into consideration, too, that these homes were sold in one of the most unfavorable periods in the economic history of this country—and on top of that, in an election year, when conditions are notoriously unsettled anyway!

We originally used records in this unusual way to keep costs down on sustaining time. As it turned out, the idea kept talent costs down for the advertiser at the same time, and did an unparalleled job of selling to boot. A record program of this type never occasions the distasteful comment that the talent is not alive, largely because of the catchy continuity idea behind it. We have never used records on a program without similarly "featurizing" them in some way, and hence have both garnered listeners and avoided arguments with the cash-dispensing department of the organization at one stroke.

All of which goes to prove that afternoon time is just another case of a neglected stepchild who needed only a little encouragement to turn into a Cinderella.

### WMAQ Moves to Merchandise Mart

ON May 7, radio station WMAQ, Chicago, will move from its quarters in the Daily News Building to space in the Merchandise Mart, where the Chicago offices and studios of the NBC are located. Last fall, the National Broadcasting Company purchased a part interest in the station from the *Daily News*, which had previously held all of the station stock. William S. Hedges, president of WMAQ, Inc., and manager of the station, said that the move is being made in the interests of operating efficiency, and that it will have no effect on station policies.

### Radio Tastes Are Changing, Says Koon

ALTHOUGH music is still the most popular form of radio entertainment, other forms of entertainment, notably dramatic and mystery programs, are rising in public favor, said Dr. C. R. Koon, radio specialist of the U. S. Office of Education, basing his statement on the answers of broadcasting stations to a question as to which of their programs is the most popular. The conclusions of the study will be published in a handbook for instruction by radio.

### Campaign for Cleanser

RADIO and newspapers are the media selected to introduce the "New Wyandotte" cleanser, made by the J. B. Ford Company. The campaign, handled by N. W. Ayer & Son, Inc., is based on the slogan "Lightning Fast—Saves 'Elbow Grease.'" The product is the result of a year's consumer survey, in which four tentative formulas were tested by housewives.

### Palm Beach Clothes on CBS

THE Goodall Worsted Company, Sanford, Maine, makers of "Palm Beach" and "Nurotex" summer suitings, are sponsoring a series of musical programs, broadcast each Thursday evening over a CBS network of 20 stations. The account is handled by the Lawrence C. Gunbinder Advertising Agency, New York.

### Sponsored Program Celebrates Tenth Birthday

THE tenth anniversary of its advent on the air as a commercial program was celebrated last month by Uncle WIP of the Children's Hour of WIP-WFAN, Philadelphia. During the decade the program has been sponsored by the Children's Department of Gimbel Brothers Store. A news story in a Philadelphia newspaper, commenting on the anniversary, estimated this feature's audience at nine million listeners.

### Joins Associated Broadcasters

NORMAN E. KNUDSON, former western manager of *Advertising & Selling*, has joined Associated Broadcasters, Inc., Chicago, as general sales representative.

### Newspaper Campaign Features Radio Characters

THE well known Tompkins Corners characters will soon appear in print as a comic strip advertising campaign for Post Toasties, which they are now advertising on the air. Broadcast for several years under the title, "Real Folks," first as an NBC sustaining feature and then sponsored by the Cheseborough Manufacturing Company, the program was taken over by General Foods some months ago and placed on a CBS network to advertise Log Cabin Maple Syrup. Recently it was moved back to NBC in the interests of Post Toasties. Erwin, Wasey & Company, New York, are in charge of the Post Toasties advertising.

### G. Washington Launches O. Henry Series

THE makers of G. Washington Coffee, sponsors of the series of Sherlock Holmes broadcasts, who have also been presenting dramatizations of Kipling stories, are discontinuing the latter and inaugurating a series of programs based on the stories of O. Henry. These will be broadcast on Wednesdays, and the Sherlock Holmes series continued on Thursdays. Cecil, Warwick & Cecil, New York, is the agency.

### A Psychologist Studies Personality on the Air

"VOICE and Personality, as applied to Radio Broadcasting" (John Wiley & Sons, Inc., New York . . . \$3) is a psychological discussion of the expression of personality by voice alone, written by T. H. Pear, professor of Psychology in the University of Manchester. The latter half is given over to a detailed description of an experiment conducted by the author, in which the same short passage from Dickens was read over the B. B. C. chain by nine persons, whose personalities were then judged by some 4,000 listeners.

This volume, while cleverly and amusingly written and not in the least dull or pedantic, will probably be of more interest to students of psychology and linguistics than to broadcasters and advertising men.

### Bunch Opens St. Louis Office

BURTON BUNCH, former St. Louis newspaper man and recently manager of the Atwater Kent national radio auditions, has opened offices as publicity counsel in the St. Louis Mart Building, St. Louis.

### Grocery Campaign on WTMJ

A VARIETY program of catchy music and nutty dialogue, featuring the "Three Crumbs," is broadcast each week-day morning over station WTMJ, Milwaukee, sponsored by the Wisconsin National Tea Company stores and the Milwaukee Piggly Wiggly's. Each program includes "blackout" sketches, based on jokes submitted by listeners in special "Three Crumbs" envelopes, obtainable only at the sponsoring stores. Writers of winning jokes are awarded baskets of food. Seven specially priced grocery items are featured in each program.

The opening announcement does not exceed 30 words of institutional copy. This is followed by five minutes of the regular "Three Crumbs" entertainment. Then the seven National radio specials are announced, followed by the names of the prize winners and the presentation of the prize-winning jokes . . . and then more entertainment. The program closes with an explanation of how to win one of the baskets of groceries, and urges listeners to watch for National radio specials at their nearest National Tea or Piggly Wiggly store.

### Set Sales Show 50 Per Cent Increase

SALES of radio receiving sets in the last three months of 1931 showed an increase of 54 per cent over those of the preceding quarter, according to figures recently released by the Department of Commerce.



## An Open Letter to Advertisers

# From Five to Fifty Kilowatts

W  
C  
C  
O

WCCO will have in operation in the summer of 1932 one of the finest fifty-kilowatt transmitters in the world—a masterpiece of Western Electric engineering. Installation has already started.

The service area of WCCO after this installation can only be estimated. In Minnesota, Wisconsin, Iowa, the Dakotas, Nebraska, eastern Montana and the peninsula of Michigan this new transmitter will establish a new standard of broadcast service.

However, the essential story of WCCO's commercial value will be unaltered. It is the story of service to a great community.

With the fifty kilowatts WCCO will continue to dominate the Twin Cities and the Northwest. In addition, it will reach the most remote corners of this rich and fertile area—sections where today no radio service is completely dependable.

This great Northwest territory is a region of enormous natural wealth; of courageous people, and of a prosperity deeply rooted into the earth itself.

With fifty kilowatts as with five, WCCO will devote itself to the service of the great Northwest.

**Northwestern Broadcasting, Inc.**  
Minneapolis, Minnesota

H. A. BELLOWS, Pres.

E. H. GAMMONS, V. Pres.

## RADIO ADVERTISING HAS STRONG FOES, DILL TELLS 4 A'S

(Continued from page 4.)

however, of this fact: that radio advertising is under severe attack in this country from a number of sources. The motive back of the attacks is not the same in all cases, but the purpose of it is the same, namely, to get advertisers off the air.

I suppose that the one source that has the greatest field of publicity against radio advertising is the newspaper, and the newspaper fights radio oftentimes because it believes that there is a conflict between newspaper advertising and radio advertising. I think Mr. Aylesworth has in a rather lengthy address attempted to show that there is no conflict, but he has failed to convince a great many newspaper managing men—publishers—to that effect. (Laughter.)

I only want to suggest this: that there is a rather wide difference between radio advertising and newspaper advertising.

It seems to me that the difference between newspaper advertising and radio advertising is that the newspaper is through the eye to the mind and the radio is through the ear to the mind of the listener, or the prospective customer. That being the case, it would seem that the advertiser would if possible invent and create a little different method of reaching the prospective customer

through the ear than he does through the eye.

So I say you have that newspaper opposition, and they seize upon every weakness that they can find for the purpose of building up public sentiment against the radio that carries advertising.

Then you have the educational forces of the country fighting advertising. Their primary purpose is to secure, they say, better facilities for broadcasting educational programs, that are now possessed by commercial stations that broadcast advertising programs. I call them "advertising programs" when I mean programs sponsored by advertisers. So these educators are quick to try to find anything objectionable that they can in the advertising put on, in order to build up public sentiment against further grants of radio facilities to commercial stations using advertising.

I shan't go into a discussion of the weaknesses of the educational forces other than to say that they haven't the money with which to build great stations and maintain them if the Radio Commission were to give them the facilities they ask, and they haven't a plan sufficiently prepared and sufficiently financed to educate the people by radio if they were given these facilities and could maintain the stations.

Their objection to the free grant of time over the air by radio stations as put to me is that while the station owner does not censor their program and does not attempt to interfere

with what they may put on the air, they feel under obligation and do not feel the freedom to present educational material over the air that they do in the schoolrooms supported by public funds. It may be that that is to you a very indefinite objection, but I really think that many of the leading educators feel it quite strongly as a hindrance and a deterrent force in their building up radio programs to be put on the air free, as most of the radio stations are willing to let them do.

Then there are the reform people, if I may use that term. I was going to say "churches," but that would hardly be fair. But it is the people who are looking for something to reform, and they seize upon anything they can find in advertising which they claim is objectionable to the morals of the people or which they think is harmful, which can be made to appear harmful to the young people particularly, to the audiences that listen in.

When you consider that you have these three forces—the newspapers, the educational forces, and the reformers—fighting advertising, you are pretty well surrounded by those who are looking for weaknesses in your work.

I remember when I was a member of the House of Representatives some years ago Champ Clark came into the lobby of the House one day and said, "Some of my enemies out in Missouri are saying . . . ." When he got that far someone in the Congress interrupted him and said,

# WDRC Broadcasts from HARTFORD . . .

## *The Advertising Test City of America*

To more than one million people living in its service area in Connecticut and Massachusetts, WDRC broadcasts over 90 hours per week of

Basic Station  
of the  
Columbia Broadcasting System  
Associated Station  
Yankee Network

COLUMBIA CHAIN FEATURES  
and is on the air full 16 hours daily.

Write for  
Booklet

"Well, Mr. Speaker, you don't pay any attention to what your enemies say about you, do you?"

He replied, "They are the only people I do pay any attention to. Your enemy never attacks you where you are strong. He always attacks you where you are weak."

I want to leave that story with you to think about in connection with radio advertising. The newspapers do not attack radio advertising where it is strong. The educational people do not attack you where you are strong. They do not attack you on the things that the people like, but they pick out the objectionable things and they magnify and multiply them in the public mind to the point, if possible, of making them forget the many desirable features which an advertising basis of radio gives in the development of the radio art and radio broadcasting in this country.

**A** GAIN, I hesitate to talk about different programs and yet I do want to call your attention to some of the programs that have caused the most outcry, and I want to call attention to the kind of programs they are. There are a number of programs on the air by notable advertisers that seem designed to make a deep impression upon the listeners in the interest or rather by the use of the particular performer, instead of by impressing the advertising matter itself. I don't want to strike at anybody and yet I can't talk about this without talking specifically. I am thinking particularly of the Crempo Cigar program. People who listen to it don't talk about Crempo Cigars. They talk about "Twenty Words, No More, No Less." (Laughter.) That is driven at them so much over the air that they think of "Twenty Words, No More, No Less," and it seems to me to lose sight largely of the real advertising.

I sometimes think that the Amos and Andy program is making Bill Hay more notable than it is Amos and Andy. He has become a performer who is as well known as Amos and Andy because he always gets his name in and he always says the same thing.

Then the Lucky Strike programs have been under such severe criticism because of the advertising of the use of tobacco for the good of the throat, when most people think

## TWO reactions



## to every WLS Program

The value of radio advertising is measured by one thing . . . RESULTS! Records on WLS show that both listeners and dealers REACT to WLS programs. Actual mail returns show that listeners respond to WLS programs even during hours which experts have classified as "undesirable".

Advertisers have told us "afternoon is no good". Yet ONE five-minute broadcast alone at two p. m. brought requests for 7,650 catalogues on home needlework. A half hour on Sunday afternoon brought 10,000 requests for free samples. And on Saturday morning, "when children are all out at play", a single 15-minute program brought over 5,000 drawings, all from children under 15 years.

Dealers REACT to WLS programs, too. Advertising over WLS builds for them actual cash sales. A manufacturer went on WLS with but two dealers in a new territory. Without the aid of any other form of advertising WLS has created such a demand for this product that it is now handled by 5,000 dealers in the same area.

WLS Knows its audience; knows what they like—and knows how to build programs that bring RESULTS. Let WLS help increase your sales in 1932.



### THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

Main Studios and Office: 1230 W. Washington Blvd., CHICAGO

50,000 WATTS

870 KILOCYCLES

that it is bad for the throat and that sort of thing. And now they have the famous commentator, Walter Winchell, and we have come to think of the Lucy Strike program as the "O.K. Somebody!" (laughter) rather than Lucky Strike.

I don't want to seem to be critical of this kind of advertising, but I am mentioning it because it seems to me that the criticism of it has some justification, in this respect: that they are driving home certain performers in a way that only does one thing and that is to impress the name of the company doing it without causing any real liking or admiration for the thing sold, or arousing any real interest in the thing sold.

It may be that it wins customers. I am not able to answer that, and of course, I suppose the test of the advertiser is whether it does win customers.

But alongside of that I want to call your attention to another kind of program to which there seems to be little or no objection and which, in my judgment, is a more natural form of advertising. Maybe it doesn't do as much good. I am thinking, for instance, of the Davey Tree Surgery program. You may not like it. You may not even enjoy it. But there is this to be said about it: there is nothing in it that grates or arouses the sensibility of opposition on the part of anybody.

I saw Mr. Davey some weeks ago in Canton, Ohio, and he told me he would have to leave that night, be-

fore the meeting was over, probably, because he was on his way to New York to speak over the radio in his program. I said, "Why do you go all the way to New York? (He lives out at Kent, Ohio.) Why don't you go to Cleveland? WTAM is on the hookup."

"Well," he said, "I can't get the talent in Cleveland that I can in New York for my program."

"Well," I said, "why don't you get your talent in New York, but make your speech from Cleveland?"

He said, "I can't get the organ background that I want." He said, "When I talk about trees I want to arouse a little sentiment in the people who listen, and so if I have an organ background it gives a sentimental touch to what I say and I hope causes people who listen to me to get in tune with the ideas I give. In that way I will increase the love of trees, and if I can increase the love of trees I have done a great service to the people, and I think I have done a great service to my business, because people who love trees want to take care of them, and if they want to take care of them they will go to experts, and I try to remind them that we have the experts."

That is an illustration of a kind of advertising that it seems to me does not arouse opposition. While they talk considerably in the Davey Tree program about themselves, nevertheless it is done in a way that harmonizes with the subject of the advertiser.

I am not so particularly caught by the programs, but I think the RKO "Theater of the Air" programs are very natural programs. The actors, the singers, the speakers who advertise a theater, are themselves theater people.

So it seems to me that if the advertiser will think in terms of his advertising he may be able to remove much of the objection that is aroused by the policy of using performers that arouse opposition on the part of a lot of listeners and give those who want to strike down on radio advertising, for one reason or another, a club with which to beat the radio game, the radio advertising game.

There is another kind of advertising that I think has proved quite popular on the radio, and that is the sponsoring of notable characters, placing on their programs very notable men or notable singers or notable people, in order to secure good will. I think there has been very little if any criticism of that kind of advertising.

Of course, the great objection we hear to advertising is that there is too much driving to sell something on the air. That I think has been somewhat toned down.

I remember as a young man in Cleveland, Ohio, when I was working on a newspaper, reading a set of instructions gotten out by Mr. Marlin Pew. At that time he was the editorial director of the Scripps newspapers of the state of Ohio. And I have never forgotten what

# WORC

# 78.9%

The third Price-Waterhouse survey shows that 78.9% of the radio audience, listen regularly, habitually, to the programs of WORC.

In the City of Worcester alone, this portion of the audience spends more than \$68,000,000.00 annually for retail purchases. Whether you use the Columbia or Yankee network or spot broadcasts, this tremendous market is open to you by the use of

# WORCESTER

he said in his advice to his editors. He said, "The ideal newspaper would be a newspaper in which every line was of interest to every reader. Now," he said, "we can never hope to reach that ideal. But if we build our newspapers so that a larger and larger percentage of what we print in the paper is of interest to a larger and larger percentage of our readers, we shall more nearly meet the public demand." And from that he led to his argument that they must have more human interest material in the newspaper and less of the didactic and specific and particular items on various subjects.

I remember along the same line when I was in college I had a professor of public speaking who told us one day that the greatest orator in the world could teach us all the greatest truths of oratory, and he asked us all to come prepared at the next class meeting to talk for three minutes in support of our conclusions as to who was the greatest orator the world had ever produced. So when we met in the next session every student had his particular orator, and each one gave a talk of two or three minutes telling why he thought the man he had chosen was the greatest orator. When we were finished the professor said, "You are all wrong. The greatest orator was Jesus Christ. I don't say that," he said, "because He was divine or the character of religion, but I say it because the record proves it."

One of the students said, "Well, Professor, you asked us to tell why we thought our choice was the greatest orator. Will you tell us why you think your choice is?"

He said, "Yes." He said, "Of all the men who heard Him speak and who wrote a record of it none ever mentioned anything except what He said. They have never told you the kind of clothes He wore when He preached a certain sermon. They have never said anything about His gestures. They have never mentioned His voice. Those things were so harmonious to His thoughts that His listeners never remembered anything except what He said."

So it seems to me that the problem of the radio advertiser is to so present his advertising as to make his listener pleased and to have a

feeling of good will and kindness, so that he will remember primarily the advertiser and not so much the particular method of advertising.

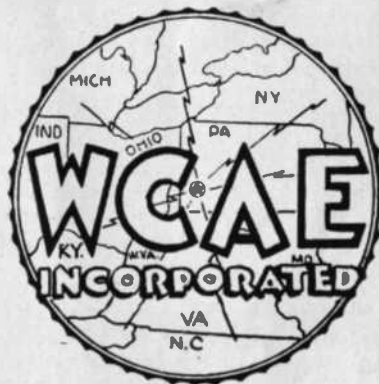
Now, gentlemen, I don't know that I have talked at all about what you wanted me to talk about. I don't know whose toes I may have trampled on. I don't know whose advertising programs I may have praised or hit. If I had known, I couldn't have said what I have said. But it was suggested by Mr. Angus there might be questions and so if there are questions some of you would like

to ask, I don't know that I can answer them, but I should be glad to attempt to. (Applause.)

H. P. WARWICK (Cecil, Warwick & Cecil, Inc., New York): I should like to ask the Senator how he figures the radio receiver owner pays for the privilege of listening to the broadcast.

SENATOR DILL: Well, of course, if he never buys any of the goods that are advertised over the radio I suppose he doesn't, unless it be he buys a set from a radio station that is run by someone who makes sets. But I think that most radio owners sooner or later buy something that is advertised over the radio, because almost everything is advertised

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



Basic Station  
of  
Red Network  
of N. B. C.

Affiliated with the Pittsburgh Sun-Telegraph

WCAE is on the air more than 17 hours each weekday, covering fully the busy, thriving Metropolitan Pittsburgh area, with population of 3,618,629, by intelligent, entertaining and instructive programs.

Large staff of favorite artists, and full program service included newest equipment to handle electrical transcriptions.

Field intensity tests WITHIN CITY LIMITS show WCAE strongest signal.

• **WCAE Incorporated** •  
Sixth Avenue and Smithfield Street  
**PITTSBURGH**  
**PENNA.**

over the radio. (Laughter and applause.)

MR. ALLEN: I should like to ask the Senator about the quality of the programs, in England particularly, paid for by the Government, as compared with those paid for by advertisers here.

SENATOR DILL: I haven't time to go into a discussion of programs in England or other countries but I can answer you easiest probably in this way: in all of England, I think, when I was there, there were seventeen stations. At no time could you hear more than two programs in England. They had one program on their high powered station and then there was always a local station program that might be running part of the time.

I remember I had a set placed in my room at the Savoy Hotel because I wanted to listen to the programs alone, and I came in on a Saturday afternoon about two o'clock, turned on the radio, and couldn't get any programs except from Paris. No, I couldn't get any programs at all at that time. I was trying on the shorter wave-length. I called up the man who had put the set in and said, "I wish you would come up here and see what is the matter with this radio set. I can't get anything on it."

He said, "Well, there isn't anything on the air." (Laughter.)

This was the city of London at two o'clock on a Saturday afternoon—there was no program at all. He said, "If you will turn over to the long wavelengths you can get a program from Paris and probably from Brussels or possibly from Copenhagen but there is no program going on in England at two o'clock this afternoon."

Then I looked in the newspaper and I saw that there was no program from one o'clock until three-thirty—on Saturday afternoon in the city of London!

That is typical of the failure of radio in those countries to supply the kind of radio service we know. The programs are in the first place stiff, if I may use

that word. They are formal. They are the kind of program that has passed the censorship of this board. They have some humorous programs. They were featuring plays when I was there. And they have extremely fine music.

But let me tell you about their orchestra. While I was there they announced that the following week (I was there in June) one-half of the orchestra would go on vacation and so they would only have half of the regular orchestra to play (laughter) and then at the end of that vacation those who had been on vacation would come back and the others would go on vacation. This was on their great national station in London.

The reason for that is that they have a very limited amount of money, in the first place, and, in the second place, of course the English are naturally conservative about what they put on the air and there was a considerable feeling existent while I was there because the money that was raised by this tax on receiving sets, this permit fee was, a large part of it, kept in the treasury of the postoffice instead of put into radios. As I remember, the division was sixty and forty—sixty per cent went to the radio and forty per cent went for collecting to the Postoffice department, which of course, was a way of putting it in the treasury. And while I was visiting the house of Commons one of the questions that was put to the Minister of the Department that had charge of the post-office was, "What are the plans of the Department as to allowing a larger percentage of the radio fees to be used for radio purposes?"

But I found this in England: They have some publications there—*The Radio Times*, *The Radio World*, and *The Listener*—and those are government monopolies. My radio publishing friends will be interested in this: they refuse to give to the newspapers any advance programs except as they are placed in *The Radio Times*, and the ordinary publication can't

get those programs until after they have been printed and published by *The Radio Times*. (Laughter.) They have a monopoly and they justify it, so that they can sell this weekly publication and make a considerable sum of money to help maintain radio. It is really a very great problem with them.

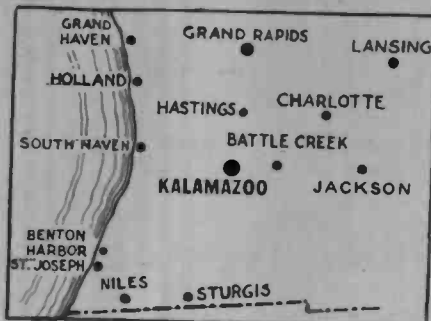
Over in Germany, for instance, they take fifty per cent of the money collected from radio sets for purposes of maintaining the Government and the other fifty per cent goes to the radio there, but of course they have some private money invested there.

In Denmark they take the entire fees for radio, 100 per cent of them, and I may say to you that Denmark is further advanced in the way of variation of programs than any other country to whose radio programs I listened.

But the great difference between radio in the countries where the Government runs it and in a country like ours is the lack of freedom of development, the lack of initiative. In this country as you know—and you men know this better than anybody else, you advertisers—you are continually experimenting with something new in the radio field. You are continually trying out some new phase. If it is unpopular, you drop it. If it is popular, others take it up. Not only that, but in this country you have made it possible for every kind of listener to hear whatever kind of program he or she prefers.

I don't want to get into that because I didn't come here to talk to you about the advantages of the American system of radio as against the system of government-owned radios, but I did try to talk to you about safeguarding and using a little self-control in the advertising, so that we may maintain this system and not allow the opposition to advertising to be built up to a point that it will drive those of us in Congress to pass legislation that will eventually take over radio under Government control.

# WKZO



**WKZO, Inc.**  
KALAMAZOO

590 K. C.

1,000 Watts

## Western Michigan's Most Powerful Station

offers

Greater Daylight Coverage. You cannot afford to overlook this market. The next few months will bring 8,000,000 visitors to the playground of the central west. The tourist business is Michigan's second largest industry. It will bring

**\$300,000,000 TO THIS VAST MARKET**

**WKZO** dominates the tourist playground. Spot your campaign here.

Pres. and Gen'l Mgr.  
**John E. Fetzer**

### G-E Broadcasts Remain with B.B.D.&O.

ALTHOUGH the Merchandise Department of the General Electric Company, Bridgeport, Conn., has appointed Young & Rubicam, Inc., New York, to direct the advertising for all of the G-E appliances, the General Electric broadcasting will continue in the hands of Batten, Barton, Durstine & Osborn, Inc., New York.

### Columbia Adds Gary Outlet

THE Columbia Broadcasting System is now sending a number of its sustaining programs to WJKS, Gary, Ind. This is believed to be preliminary to a full time affiliation.

WJKS operates on a frequency of 1360 kilocycles with 1250 watts daytime and 1000 watts nighttime power. Some time ago this station applied for the 560 kilocycle channel, now occupied by stations WIBO and WPCC, Chicago, and was given this place by the Federal Radio Commission. WIBO secured a stay order, and has continued to operate. The case is scheduled to come up early in May.

### Commission Calls for Reports on Synchronization

REPORTS on the results of tests with synchronization which have been made during the past year by a number of radio stations have been called for by the Federal Radio Commission. After examination of these reports the Commission will decide whether enough progress has been made to warrant continuing the experiments.

### Kincaid Heads Western Broadcasters Association

GEORGE KINCAID, manager of station KFJI, Klamath Falls, Ore., has been elected president of the Western Broadcasters Association, an organization of seventeen radio stations located in the Northwest.

### More Power for Arkansas Stations

RADIO station KARK, Little Rock, Ark., has been granted permission to increase its daytime power from 250 to 500 watts. KFPW, Fort Smith, Ark., has been granted a power increase from 50 to 100 watts, a time increase from daytime to unlimited, and a change of frequency from 1340 to 1210 kilocycles.

### Launch "Ideas, Unlimited"

"IDEAS, Unlimited," a clearing house for and an originator of new ideas, has been formed by a group of agency and manufacturing executives with offices in the Chanin Tower, New York, and the Southern Bldg., Little Rock, Ark. Leo P. Bott, Jr., president of the Bott Advertising Agency, will be in charge of the Western activities of this organization. Edwin M. Phillips, of Associated Advertisers, will have charge of the Eastern territory.

### Haller Joins Hawaiian Station

RICHARD HALLER, well known radio advertising man and transcription producer of the Pacific Coast, has been called to Honolulu by station KGMB to act in advisory capacity in the enlargement of the station activities. Haller will be assistant to General Manager A. Henley.

### Record Crowd Visits NBC, Chicago

ON Sunday, April 3rd, 4,039 visitors were shown through the NBC studios on the top of the Merchandise Mart, Chicago, breaking all records. Reason for the crowd was the General Motors show on the second floor of the building.

### Coward Shoe on Air

JOSEPH RUMSHINSKY, famous composer, will conduct a series of broadcasts over WMCA, New York, Sunday afternoons, sponsored by the Coward Shoe, Inc., New York.

### Legion Asks for Station

A RADIO station to be operated in the interests of ex-service men has been applied for by the Donald Holden Post No. 106 of the American Legion, Department of Missouri, of Albany, Mo. Full time on 1200 kilocycles, with 100 watts power, is asked. If the application is granted, the new station will replace two St. Louis stations, WIL and KFWF, which now share time on the 1200 kilocycle channel.

# WANTED-----

## A MAN'S SIZE RADIO SALES JOB

A MAN with eight years of active endeavor in radio.

The last four years at the same station.

Which, in that time, has progressed from

A net loss of more than \$20,000 a year to

A net profit of over \$50,000 a year, and from

A poor third in popularity with listeners to

An unquestionable first . . . . .

IS NOW AVAILABLE To repeat this job for another radio station.

To build and manage an advertising agency's radio department, or

To gain station and agency recognition and business for a radio sales organization.

Due to a change in station ownership

ADDRESS BOX 502,  
BROADCAST ADVERTISING

## RADIO ADVERTISING MUST BE REGULATED BY LAW, SAYS DAVIS

(Continued from page 6.)

I will tell you what my idea is: that you will get very much better results by having a moderate amount of advertising than you will by having the amount that is generally given now. For instance, this is what ordinarily happens: If there is a name advertised or if they mention some commodity in a very brief statement and then go into the program, the auditors will listen to all of it. But when they know, from experience, that when this announcer or this advertiser starts to talk he is going to talk for a minute, or two or three or four minutes, what happens? Do those listening sit there and listen through that talk? No. They start talking with each other; they either go to biffing this sales talk or they start talking about something else. So the advertiser loses the effect of even having them listen to what is being said. Then if the program goes on for a few minutes and then they go back to that, the same thing occurs.

If you give the public only so much sales talk or so much advertising, they are willing to listen and absorb, and you will be doing infinitely better for yourselves than you will if you make it so lengthy or so obnoxious that they will not listen to it at all and will turn away with disgust, either mentally or physically. In other words, I am

firmly convinced that a proper curb on advertising will not only be in the interest of radio generally, but even in the interest of the advertisers themselves.

I don't know what experience you have had, but my observation has been such that I have become absolutely convinced beyond any peradventure of a doubt of the sentiment which I am expressing.

Another thing: As I suggested before, the Federal Government is trustee of this important function, of this function with such a tremendous potentiality. The public so regards us. They come to us with complaints if they think that we are not administering our trusteeship in a manner in which they think it should be administered. And, as I stated before, the obligation does rest upon us to see that radio, which we have assumed to supervise and to regulate, shall be held on a high and unobjectionable plane from every standpoint in so far as that may be possible.

Right in that connection, the House of Representatives has passed, and the Committee on Interstate and Foreign Commerce of the Senate has reported, I believe, a bill which embraces a provision forbidding the conducting or advertising of lotteries or lottery contests over the radio. There has been very little objection even from the industry to that, so far as I have heard, but we couldn't do otherwise. Certainly Congress and the Federal Government cannot

be put in the attitude of licensing citizens to violate the laws of every state in the Union over the radio.

I heard mention of these contests today. They arouse interest, yes. You can always arouse interest with a lottery. Why, the Federal Government could go into the lottery business and could conduct a great national lottery and could raise enough money to run the Federal Government without any other taxes. Yes, that could be done. But we can't afford to do it. We can't afford to raise public revenue in that way. In like manner we cannot afford to license individuals to do the same thing.

If we regulate and maintain radio broadcasting upon a sane, sound basis so that it will render a service that is acceptable to the masses of the people, there won't be any difficulty about continuing the present American system, at least in principle. If we fail, however, to maintain it on that plane you may rest assured that there will be such a reaction that the system will inevitably be changed.

I do not want to see that done, and so I give the warnings which I have today and heretofore, with a view to preserving the system and avoiding the destruction of it. But, as I say, I am convinced that there is room for reform, there is room for correction of evils.

I have discussed this subject—and they have come and discussed it with me—with many men engaged in broadcasting and in other branches

# GREATER COVERAGE FOR YOUR SPOT BROADCAST DURING DAYLIGHT HOURS

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



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

# WFBL



of the radio industry, including executives of broadcast stations and of broadcast systems. Almost without exception they agree that I am correct in principle. They approve all of it, but they speak of difficulties. They say that "the advertising agencies insist upon more sales talk than we ourselves think is proper. We have trouble with them constantly."

I understand that the advertising agencies say they have trouble because of the insistence of their clients.

I don't know just how that is. I expect that that is square. I suppose that the average individual advertiser is obsessed with the idea that if he pay for fifteen minutes he should be able to talk just as much as they will let him about himself and his goods. But he is looking at it from an individual, selfish standpoint. He is not looking at it from the interest of that broadcast station, and he is not looking at it from the interest of the broadcast system generally. So perhaps the advertising agency feels that he may want too much advertising, and maybe they will politely curb him just as much as possible but still agree to perhaps more than they themselves think is wise. The same thing takes place between the advertising agency and the broadcast station.

There is an opportunity and a duty for everybody involved, but I will frankly say that I haven't a great deal of belief that it is possi-

ble for the industry itself to entirely eradicate an excessive amount of sales talk. Even if a majority of advertisers and a majority of the advertising agencies and a majority of the broadcast stations and systems were aware of the situation which I have undertaken to describe and were disposed to prevent an excessive amount of talk, there would certainly always be a considerable element who would persist in an excessive amount of sales talk. And so one advertiser will go to one station—one agency—and he will be allowed to talk this much. One of his competitors will go through another channel and he will not be permitted to engage in so much talk. The latter naturally wants to have as much sales talk as his competitor, and so he will go to his station and say, "If you don't permit me to talk that much I shall have to go to the other station," and so he will go. That is the way those things work out.

I have very, very often been convinced of the fact that those in this industry, both the executives of broadcast stations and advertisers themselves, especially those in advertising agencies, realize that this is carried too far, and yet they are in somewhat of a vise. They are driven more or less by competitive conditions and forced frequently to agree to something which they themselves do not approve. Consequently, I would frankly state, as I have heretofore, that I believe the only reform—and reform that is abso-

lutely necessary to preserve the system—will be some regulation by Congress itself, or rather some criterion laid down for the Radio Commission, so as to treat everybody alike, so that everybody will be on the same basis.

In my opinion, that would not only not result in hurting radio or the advertiser, but it would really help both. Therefore I do not consider that any suggestions I make in this regard are hostile to either. Of course, if permitted to run on in an unbridled way it is doubtless true that for the time being more revenue might be received. But I am talking about the future. I am discussing what will result in the final analysis, and we may as well look at that because we are going to be confronted with it, and not at any distant date, unless there is a change in the present system. I mean not so much the present system as the present practices.

I have thought over this matter a great deal. I have discussed the question of the method of regulation with a great many people in all branches of the radio industry as well as those who are not within the industry but who are interested in the subject and in the success of radio broadcasting, and I think that it is pretty generally recognized by all of those with whom I have discussed the subject that the practices cannot go on to the extent they are going on now, with respect to excessive advertising. I should like for us to correct this situation before it

# WSPD — WWVA

Toledo—Ohio

1000 Watts—1340 Kilocycles

• • •

Twenty employees  
added to  
creamery payroll  
thru results on  
**WSPD**  
campaign

Wheeling—West Virginia

5000 Watts—1160 Kilocycles

• • •

**WWVA**  
Leading all Columbia  
chain  
supplementary  
outlets  
in mail response

reaches a point that the public will not be satisfied with the correction, but will want to use the guillotine instead of the pruning knife.

We have so often seen a lack of recognition of a sentiment and an ignoring of a sentiment until it finally got absolutely beyond bounds, and I am convinced that we are confronted with such a situation with respect to radio advertising.

I don't expect all of you gentlemen to concur in these views and conclusions. But as you were kind enough to ask me to come and talk with you I felt that you wanted my real candid views and did not want or expect me to come down here simply for the purpose of attempting to entertain you. So I have in this very informal way given you very briefly and incoherently some of the thoughts which I have upon the subject, and I believe that that expresses the sentiment of a very large segment of the public, not to speak of the interests who perhaps may have a different motive and which as I said were described by Senator Dill.

Instead of killing the goose that lays the golden egg let us all work together towards perfecting instead of destroying a great American system of radio control.

#### Contests and Lotteries

H. H. KYNETT (The Aitken-Kynett Company, Philadelphia): May I ask Representative Davis if he construes all contests as lotteries?

REPRESENTATIVE DAVIS: I can't answer that question by saying, "Yes," or "No," because there are so many different kinds.

I would lay down the same yardstick or definition that has been laid down in court decisions upon the subject, if I had the interpretation of the provision put up to me.

If anything is paid either directly or indirectly for a chance at a prize, according to the law in all of the jurisdictions of which I have any knowledge, that would be classed as a lottery or gambling scheme and would come under the ban of the law.

I am aware of the fact that it is frequently sought to circumvent the idea of the payment of anything for the chance by various devices. For instance, to give a specific case, it frequently happens in these contests that the listener is told that he or she may have a chance at a certain prize upon writing a certain answer or a certain number, or something of that kind, on a wrapper which he can obtain from a certain commodity. In order to get that wrapper he or she must go and purchase that commodity.

That is undoubtedly a violation of the law. The courts have repeatedly held that that is a mere subterfuge, that he indirectly pays for his chance. It is not given to him free, but he must make a purchase before he gets that chance. Those are banned by all the local laws so far as I know. Everything of that kind is banned.

Now I will give you a distinction which has come under my observation, not with respect to radio but generally, and I think the application should be the same. I know down home sometimes they will have a real estate sale and they will advertise that they will give away certain prizes or a certain amount of gold at the sale, and everybody attending the sale is given a ticket with a number on. There is no admission to the grounds. Nobody is charged anything at all for the chance. It is given away. Each one who receives a ticket drops part of it in some receptacle, and then they draw out the numbers, and the one who has the lucky number gets a \$20 gold piece, or whatever the

prize may be. The courts hold that that is not a violation of the law because the recipient of the ticket has paid nothing for it either directly or indirectly.

These contests manifest themselves in so many different forms that it is impossible to answer any question in a general way, except, as I stated before, that I think the criterion laid down by the courts is that if anything is directly or indirectly paid for, or parted from the recipient of the chance, it is a violation of the law.

Do I make myself clear?

MR. KYNETT: No, I am sorry to say, you don't. I think I have some comprehension of the lottery laws. What I am trying to get at, however, is whether you feel that contests of any sort should be eliminated from the air. Perhaps that is a little more definite question. I first used the word "contest," then said "lottery contests."

REPRESENTATIVE DAVIS: Well, the existing provision is any lottery or scheme by which they draw by a lot or chance—

MR. KYNETT: I understand.

REPRESENTATIVE DAVIS: And I am frank to say that I think, generally speaking, that those are objectionable and they are generally banned by the local courts, by the local laws, rather. Of course, it is true that many people do not object to those things, and yet there is a large element that does, and as I stated at the outset I do not think the Federal Government can place itself in the attitude of sponsoring any program or any feature of broadcasting which is censurable, even on the part of any of the law-abiding people, or people who feel that we ought to conduct it on a higher plane, and I think that most of them do.

#### Majority or Minority Opinion?

H. S. GARDNER (Gardner Advertising Company, New York): I should like to ask Mr. Davis whether or not he feels that the protests he referred to earlier in his talk might represent the majority feeling of the people or the minority feeling? I think it is a pretty well-established fact

"IT IS A REAL PLEASURE" WRITES ONE EXECUTIVE



"TO DEAL WITH A RADIO STATION THAT KNOWS WHAT IT'S ALL ABOUT—

and gives the advertiser the kind of co-operation given us. We certainly want to compliment you highly on the excellent merchandising job and complete follow-up you have done."

This executive's remark is in regard to the excellence of the regular merchandising service afforded the advertiser through KFHH. Another executive writes as follows on the same subject:

"Your station is to be complimented on its complete merchandising service. We are now using 38 stations and in no other instance are we receiving such co-operation."

*The same excellent merchandising service that has brought outstanding success to many accounts is also available to you. Write us for complete information concerning its function.*

**KFHH**  
WICHITA, KANSAS

that the objector is more articulate than the man who favors something. The man who has a personal grudge or a feeling of dislike is very apt to express it. The person who is pleased is not so apt to do so.

I am wondering whether or not the members of Congress who are interested in this subject feel that they have sensed the general feeling of the public at large, or whether they are depending too much upon those who may have protested, perhaps because that is their constitutional nature.

**REPRESENTATIVE DAVIS:** Speaking for myself, I am thoroughly convinced that the views I have expressed represent a large majority of the public, the listeners, not that I have, of course, heard expressions from any more than a small number, but the sources of my information not only with respect to the listeners but others who speak of the reaction they get I think represents a fair element of the people and different classes of people. I don't think there is any question at all but that the vast majority of the people are dissatisfied with as much sales talk as we are now having. In fact, outside of the radio industry, I don't hear any expressions to the contrary.

**C. W. HOYT (C. W. Hoyt Company, Inc., New York):** Along these lines, a few years ago we didn't have radio as a means by which to advertise. We used newspapers, magazines, billboards, and other forms of advertising. What has happened in the last few years in the case of certain advertisers is that they have given up all other forms of advertising and are using radio exclusively, and in many instances where that has been done the sales are showing greater increases than they did when they used those other forms of advertising. It seems to me, following what Mr. Gardner has said, that that is rather indicative of the fact that certain programs must be pleasing to the public or they wouldn't respond in that way to the sales of the products advertised.

**CHAIRMAN GAMBLE:** Do you have any comment to make on that, Mr. Davis?

**REPRESENTATIVE DAVIS:** Well, of course, I can't say with respect to individual cases. I will say this, however, that the companies who have had that result would certainly not get it if we go to a Government ownership system in which no advertising is permitted. I will state further that it is my opinion that those same advertisers—I don't know, I can't very well say that, without knowing whom you are talking about—but I think that many of the advertisers, even though they do get results now, would get much better results, even from their own standpoint, if they had less advertising talk and more acceptable. Much of the advertising is not only voluminous but otherwise unattractive. It is as Senator Dill says: Some of the advertising messages are of such a character that they go over pretty well and do not cause a feeling of revulsion; others have just the reverse effect. It is just like any other form of advertising.

I will say furthermore that I think it is getting worse with respect to many advertisers and many programs. There is a degree of sales talk among different advertisers. Some of them are much freer of it than others, but I think on the whole that the advertising talk has been increasing during the past year or two and in fact all along, that there has been a gradual increase of it, and I think it has certainly reached an excessive volume, not only from the standpoint of the public interest but also from the standpoint of the advertiser and certainly the broadcaster, not to speak of the fact, as Senator Dill undertook to stress, and which I have undertaken to stress, that even if the present situation is satisfactory to many people it is unsatisfactory to such a large number that there will be a continual agitation and criticism which will doubtless result in some drastic action being taken.

#### Quantity or Quality?

**J. M. DAWSON (Tracy-Locke-Dawson,**

Inc., Dallas, Texas): Mr. Chairman, as a member of the A. A. A. Radio Committee I should like to make a few remarks.

I sometimes think that there is a confusion about this question of sales talk, the quantity of sales talk. I think sometimes it is the way the advertising credit, as we call it, is put over the radio rather than the amount of the sales talk that is objectionable. I know I have sat at my radio many times and been thoroughly entertained—and I mean that in its fullest sense—by the man who was giving the sales talk, and I believe that is true of thousands upon thousands of radio listeners. On the other hand, I have heard advertising credits of a much shorter nature that were obnoxious to me and I think likewise obnoxious to many other listeners.

As to this thing regulating itself, I have had a very definite experience in that respect. The radio public regulated one of our radio programs very definitely, and it didn't take us long to find out that they were regulating our program, and we very quickly corrected the program the way we thought the greatest majority of people wanted it, and today that particular program is the most successful that we have ever offered on the air.

On this matter of time, I have just gotten some figures that may be interesting. I presume most of you have read, seen, or heard these figures. They were startling to me when I first got them. For instance, take the two chains. Let us take Columbia first—78 per cent of all the Columbia chain programs are non-commercial programs; 22 per cent are commercial programs or advertising programs as we understand them. Out of the total time less than 3 per cent is devoted to commercial credits. In other words, for every one hundred minutes they are on the air with programs ninety-seven minutes are devoted to entertainment and three minutes to advertising.

That may be too much. It may not be enough. I don't know, and I don't

#### WOMEN STILL WEAR UNDERWEAR

Local department store staged sale of women's underwear. Used 3 short announcements over KOIL exclusively. No other medium used. Result: 1900 units sold. Largest day in point of units of 1 line sold in 25-year history of store.

**N-B-C—WJZ Network**



## NOW K-O-I-L ANNOUNCES

# Larger Frequency Discounts

Applicable to announcements and programs except on Farm Programs. Short rate applies if cancelled. Discounts as follows: 13 times — 5%; 26 times — 10%; 39 times — 15%; 52 times — 20%; 100 times — 25%; 200 times — 30%; 300 times — 40%.

If your program is off the air during summer months use announcements to keep your message before the Iowa-Nebraska market at greatly reduced cost. Two-announcer system assures maximum of attention value. Write or wire today for full details and rates.

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

**ONLY FULL-TIME STATION IN IOWA AND NEBRASKA OF 1,000 WATTS OR OVER**

think anybody knows, and the one thing, as an advertising agent, that I am interested in finding out is whether or not that is too much. I think the greatest service that could be rendered to the industry is to determine that question and think it should come through the Radio Commission. I am speaking purely from personal conviction and personal observation. I have the impression that the Radio Commission has done a very, very fine job. I think they are working on some things now that are going to be fine for all of us engaged in this radio thing.

I think that this material should be gathered and it should be tabulated. I think it is perfectly fine and I think it is perfectly proper for the Congress of the United States to take the interest that they are taking in this subject. I find no fault whatever with that. I think this meeting here today has been most constructive from every standpoint. On the other hand, and getting back to the self-regulation of this thing, I would remind Judge Davis of this one point: I think—and I know from experience of some seventeen or eighteen years in this advertising business—that the quickest and best way to find a reaction to any advertising problem is the bank account of the advertiser. Let him find that something is not profitable and it is not going to be long before he cures that thing, whether it is the kind and type of advertising, the medium that is being used, or the advertising agent that he is employing. Very quickly the man who is investing his money is going to do something about it and that is just as certain to happen in radio as it has always happened in all other advertising media.

I don't say that the Government of the United States should let any industry of this kind go unbridled. This radio industry is entirely different—I realize that. I don't say that they should let it go unbridled, that they should let advertisers or advertising agencies or broadcasters

run away with the thing. I don't say that at all. But it is so new. The thing is only in its infancy. It isn't out of its swaddling clothes yet. It has only just begun, and I am just as certain as that I am standing here today that the men who are investing their money—and they are the men who are selling merchandise—if they find that they are abusing this thing, that they are using too much or the wrong kind of advertising or the wrong sort of announcers to tell their advertising 'story over the radio, will make some change in it.

I know this: that we as advertising agents are deeply interested in this thing. It is one of the main factors of our business existence. It is a very, very important factor in the business existence of our clients, and most surely we would be the last to want to kill the goose that lays the golden eggs.

MR. STIEGEL (WJSV): It is customary at services of this kind along about this time of the evening for somebody to pronounce benediction, and I am assuming that position for three reasons: first, I am an escaped Congressman; second, I am a radio director; and, third, a newspaper editor. I believe I am qualified therefore to pronounce the benediction over this great meeting this afternoon. (Laughter.)

Ewin Davis is a square-shooter. He is an old colleague of mine.

Senator Dill and I have discussed these questions frequently.

Every one of us is right in the position we have taken and we are all pulling together and we are going to win this fight for improved radio.

But I want to say to Congressman Davis that I believe the question he has emphasized the most is a question of quality of the advertising rather than the quantity. When a man tells me that if I smoke a cigarette I am going to cure an Adam's apple (laughter) I have my doubts, even though he takes but a min-

ute to tell me. On the other hand, if a man gives me a long talk and tells me that I can save two dollars by spending one, I think, because I want to make the two dollars. He may take ten minutes to tell me that, to convince me.

I believe these advertising agencies would be all right if they didn't forget their particular part in this picture, that the radio stations would be all right, and that Congress would be all right, and I believe this meeting has been productive of good because it has caused us to rub elbows and get closer together and iron out some misunderstandings that have been broadened and lengthened by long distance discussion.

#### What Type of Regulation?

C. G. GANNON (Erwin, Wasey & Company, Inc., New York): Mr. Chairman, I don't want to seem to dishonor the benediction pronounced by the previous speaker, but I should like to ask the Judge if he would state the type of regulation which he favors.

REPRESENTATIVE DAVIS: Well, of course, that has been a moot question among those who feel that something should be done along this line and various suggestions have been made.

My opinion, candidly, is that it should consist at least chiefly of name or indirect advertising and perhaps the use of a slogan. I agree thoroughly with you gentlemen who have stressed the difference between the quality of advertising. Some of it is objectionable, no matter how brief. Others are not so unless carried to an unusual length. But there is no way of defining or regulating the character and efficiency of an announcer or of a particular program. While there is undoubtedly a difference in the quality and in the acceptability of it from a listener's standpoint, yet notwithstanding that, I think that many of the programs are entirely too lengthy as far as advertising talk is concerned.

I think many of you gentlemen are aware of the fact that some of the most



## ... TOBACCO— One Big Reason Why Business is Good in North Carolina

Three-fourths of all cigarettes made in the United States are made in North Carolina—one reason why North Carolinians have jobs and money to spend—why this State leads the South in total net sales.

WPTF is centrally located in this rich territory, and there's no other radio station within 80 miles. Associated NBC station—nearest other is Richmond, Va.

### WESTERN ELECTRIC EQUIPMENT

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

H. K. CARPENTER, MANAGER

R. L. BRIDGER, COMMERCIAL MANAGER

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

effective advertising in the history of advertising has been name advertising. I think entirely too much stress is laid upon purely elementary descriptions. For instance, if you are advertising a certain car it isn't necessary to tell the public what a car is for or details which are familiar to everybody who is interested in a car. What you should do is get over to the public mind that particular car.

It is the same with regard to toothpaste. Anybody who is likely to buy toothpaste knows what it is for when he buys it. It isn't necessary to give a long detailed instruction as to how to use it.

So it is with various things. I think that by name advertising at appropriate intervals, and not too often, and perhaps by the use of some slogan which would drive home the commodity or the service, some brief statement of that kind, you will get more results than you will by a continued, detailed discussion of a fundamental use of the commodity, because you will hold the attention of the listener during the entire program and the entire statement, whereas as I said, and I have observed it so often and have heard others say that they have observed it, if you go into a long sales talk they will quit listening and begin thinking about something else or talking about something else.

That is my view in a general way.

Mr. DAWSON: Judge Davis seemed to be rather positive about the large number of people who object to the type of advertising credit that is now being employed. I should like to ask the Judge if he has made any investigation? Let me make this statement first: he has likewise evidenced a desire that we continue to give to the American people the kind of radio entertainment that they are getting at present. I should like to ask the Judge if he has made any investigation as to what would happen to radio if the advertiser should be reduced to mention of name only and a slogan. Does he know or does he have any idea as to what use would be made of radio under those circumstances?

REPRESENTATIVE DAVIS: It was used largely in that manner up until recent years, until the last two or three years. It started with name advertising. Advertising got in. It has gradually grown and grown and grown. It is my opinion that the advertiser would get just as good or better results and would continue to advertise as much as he does now.

SENATOR DILL: Mr. Chairman, I have one thought I should like to suggest. I should like to ask whether this whole situation doesn't call for the finest ingenuity that these men engaged in this business can show. In other words, whether this kind of advertising doesn't call for them to use an ingenuity to meet this situation such as they have not used to any great extent up to this time.

I don't believe you can depend entirely on slogan advertising, or any other one thing, or anything I can say, but I have so much faith in the ingenuity, in the ability, in the initiative of American advertisers and advertising men that I believe if they will put their minds to it for the purpose of meeting a situation, and not simply follow in the old ruts, they will come out of this situation. Brains will win in this thing just as they win in everything else.

#### Quartet on Moth Cake Program

THE Zorex Company, makers of Zorex Moth Cakes, is sponsoring a series of noontime programs three times a week over a CBS hookup, featuring the "Zorex Moth Chasers," a quartet that is well known to listeners as the Maple City Four. Faxon, Inc., Chicago, is the agency in charge.

#### Radio Night Club for Cigar

THE Bernard Schwartz Cigar Corporation, Detroit, is sponsoring a new radio night club, broadcast each Tuesday and Thursday evening over an NBC network in the interests of the R. G. Dun Cigar.

#### WHAS Joins Columbia System

RADIO station WHAS, in Louisville, Ky., which has recently been authorized by the Federal Radio Commission to install a fifty-thousand watt transmitter, will become a member station of the Columbia network on Sunday, May 15. WHAS is owned and operated by the Courier-Journal Company and the Louisville Times Company and uses the 820 kilocycle channel.

#### Broadcast from Theatre

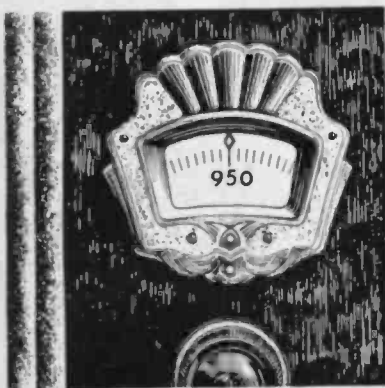
COINCIDENT with the announcement that the WLS National Barn Dance would be broadcast from the stage of the Eighth Street Theatre came the announcement that Airway Sales Engineers, Chicago, had arranged to broadcast the Automatic Soap Flakes and Kitchen Klenzer programs from the stage. Placards on the stage inform the packed theatre about the sponsorship. Mail response, contrary to expectations, has shown a marked increase each week.

#### Field Intensity Surveys Reported

A REPORT on thousands of daytime field strength measurements made by the Bureau of Standards on radio stations in the eastern part of the country is included in the April edition of the *Journal of Research* of the Bureau, according to an announcement from the Department of Commerce.

#### New Program for Pops

FOODTOWN KITCHENS, Inc., Chicago, makers of Pops, a breakfast food, will sponsor the Pops Pirate Club, a juvenile feature, six nights each week over WGN, Chicago, beginning May 9. McJunkin Advertising Company, Chicago, is directing the Pops advertising. The Pirate Club is a feature originated by A. T. Sears & Son, who will assist in the production.



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

LET THE DIALS  
of this Great Trade Territory  
TUNE IN  
YOUR SPRING MESSAGE

ON **KMBC**

MIDLAND BROADCASTING CO., KANSAS CITY, MO.

# K T B S

Shreveport, Louisiana

Affiliated With

## NBC

**O**FFERS ideal facilities for reaching the buying power of a million population in the great Tri-State trading area of Louisiana, Arkansas and East Texas.

Listeners' preference for this station proven by responsiveness and actual advertising returns.

Send for booklet containing survey of market.

Studios in the  
Washington-Youree Hotel

MAKE  
YOUR  
DOLLARS  
TALK  
in MONTANA  
over

# KGIR

*"The Voice of Montana at Butte"*

WESTERN  
ELECTRIC  
TRANSCRIPTION  
EQUIPMENT



*The NBC Outlet for  
Western Montana*

## WHAT ARE THE WILD NEWSPAPERS SAYING?

*(Continued from page 3.)*

for any given program. All a newspaper or magazine supplies is a given number of potential readers for the advertisement. All a radio station supplies is a given number of potential listeners for the advertisement. And usually the "milline" rate for radio circulation is so much lower than the rate for space advertising that the comparison is most disparaging to the publications.

Additionally, the radio advertiser has two and one-half times as much chance to reach his listener as the space advertiser has to reach his reader. Accredited surveys show that the average radio operates about 2½ hours a day; a large percentage of sets operate from 4 to 6 hours a day. Frankly, I have never seen a survey which showed the average reading time of a newspaper, but I venture the guess that a mighty small percentage of readers devote 2½ hours to each daily paper. The average certainly shouldn't be more than one hour; by far the greater number of readers falling into the 15-minute to 30-minute class.

And how much of a newspaper is one going to read in a scant 60 minutes when the average metropolitan newspaper has as much to read as will be found in an ordinary novel? There are anywhere from 40,000 to 200,000 words of editorial content in any good daily. The advertising that daily carries runs anywhere from fifty to one hundred per cent or more of the editorial content. The total printed content of an average daily newspaper is equivalent to two average books. How much of two books can one read in an hour?

Following a fallacious and entirely inconclusive reasoning about "circulation," the Texas publishers present an atrocious "allegorical solicitation" of radio advertising, presented on the basis of a space solicitation. In itself, this allegory reveals rank prejudice—and prejudice has no place in a sane comparison of media.

This allegorical solicitation is followed by the imaginary space-buyer insisting upon the answers to five questions which he knows to be un-

answerable. The point the Texas newspaper publishers overlook is that if the questions are right and proper for radio, they must of course be answered by themselves. The questions are very silly, but since they have been made seriously in a well-bound book presenting the case of the Texas newspapers, we will publish them here, then in turn, ask them the same questions. The five are:

1. How many stormy evenings do you anticipate?
2. How many homes in your territory own radio receiving sets?
3. How many of these homes owning radio receiving sets maintain these sets in good working conditions?
4. Give me an estimate of the number of homes in your territory having radio receiving sets in working order in which the family will be at home during the one-half hour that you specify.
5. Of these homes in this territory having a radio in working order, granting that the radio will be turned on during the half-hour you specify, how many will find the family listening to the program you specify, regardless of the competition of other programs?

Because newspapers are a much older division of advertising and have marshaled their statistical and sales promotional departments to a higher degree of efficiency than radio men, let us ask the newspapers the following counter questions:

1. How many paper boys will deliver the newspapers in such a way that they will be rained on before the subscriber has a chance to pick them up off the porches?
2. How many of the homes in your territory are subscribers to your paper?
3. How many of the people in each of those homes read the newspaper every single day? What portions of the newspaper? How many advertisements do they read?
4. How many of your subscribers are out of work? Have taken cuts in salary recently? Have the same purchasing power they enjoyed five years ago?
5. How many of your readers will carefully read every word of the copy in my ad, regardless of how attractive other ads may have been made to appear?

When the Texas newspapers answer these five questions (which they should be able to do, since they have the much better established advertising medium), I believe we can safely promise answers to the questions they have put to us.

More or less in summary to the Texas newspaper publisher's opinion on how to "eliminate advertising

waste," is the question, "What am I getting for my money?"

Just this: an opportunity to employ a sales medium that has definitely proved itself far and away more effective than any other existing medium.

That is no idle statement made out of ignorance of what other media have accomplished. Newspapers—magazines—outdoor—direct mail, and all other forms of advertising have individually and collectively proved themselves eminently successful as sales media, have experiences behind them which prove irrevocably the value of properly employed white space. The list of advertising successes that must be attributed to these media is such as would convince the most skeptical.

By the same standard of measurement—actual increase in sales—radio broadcast advertising also has an ever lengthening list of amazing successes. There are those who have tried to employ radio, but without success. So also, there are those who have tried space advertising without success. Probably, taken as a unit, the newspapers have had a larger mortality amongst advertisers than any other single division. Certainly the turn-over amongst advertisers (due entirely to failure of the space to justify itself in sales) is very large—even in such nationally recognized media as the *Saturday Evening Post*, *Colliers*, *Christian Science Monitor*, *New York Times*, or *World's Work*.

All divisions of advertising have had their successes and failures, including radio. But there is this to be said of broadcasting: this new form of advertising has shown a capacity for growth and acceptance that is without parallel in any other division—entirely because of its influence upon the sale of merchandise.

The radio industry is right now entering a period of malicious damnation by its several contemporaries. The longer dollars remain hard to get, the longer and more severe will become our competition. Up to the present time radio has actually benefited by the depression. During the past two years the newspapers, magazines, out-door, and direct-mail forms of sales promotion have lagged in effectiveness.

When these old, familiar doctors

failed to cure the patient, the sales seekers turned to radio. And for the most part we have come up to the scratch. We have done what other media failed to do. And our contemporaries don't like it. They are jealous of our success. Right now—and probably for some time to come—they will voice that jealousy. It is up to us to let them do so—knowing that there is ample room in the advertising world for all media—particularly for the successful medium.

And in the meantime, hope to heaven that all future opposition will be as obviously prejudiced, as weak, and as impotent as that which has turned up so far. Our opposition can't laugh at us, because no one can laugh away success. In the long run, the more of this sort of material that is published the better will be our case. Radio is a willing target for boomerangs.

#### Sound-Proof Audition Room in Agency's New Quarters

A RADIO audition room, doubly sound proofed by stagger-studded walls with rock-wall infill that rest in a gelatin-like material at both floor and ceiling and with felt-lined ventilation ducts, is a feature of the new offices of Ruthrauff & Ryan, advertising agency, in the Chrysler Building, New York City.

#### More Power for KTFI

AN increase in night power from 250 watts to 500 watts has been granted to radio station KTFI, Twin Falls, Idaho, by the Federal Radio Commission. KTFI operates on a frequency of 1320 kilocycles. Heretofore it has been using 500 watts days and 250 watts nights.

#### Ties Up Knitting and Baseball

BY spotting its new "Knitting Guild" immediately before its daily baseball broadcast, WGN, Chicago, believes that many women will start knitting during the lesson and continue it throughout the ball game, the broadcast of which is sponsored by the John R. Thompson Company, operators of a chain of restaurants.

#### Columbia Renewals

ORIGINALLY scheduled to end in May, the "Adventures in Health" broadcasts, featuring Chicago's health commissioner, Dr. Herman N. Bunderson, and sponsored by Horlick's Malted Milk Corporation, have been renewed to continue through the summer and 11 stations added to the original Columbia chain.

J. A. Folger & Company, Kansas City, has also renewed its "Judy and Jane" programs, broadcast Monday to Friday over 13 Columbia stations. The Folger agency is Blackett-Sample-Hummert, Chicago.

# WXYZ

1000 WATTS

1240 KC.

Basic Station  
Columbia Broadcasting System

## 50 MILES AROUND DETROIT

Station WXYZ dominates in popularity, with the highest grade entertainment on the air.

Advertisers who want to convert this rich 50-mile market to profit, will find the dominance of WXYZ an effective means of successful exploitation.

**KUNSKY - TRENDLE**  
Broadcasting Corporation

Executive Offices  
300 Madison Theatre Building,  
Detroit, Mich.

### THE BIG GRAND RAPIDS MARKET

exclusively served by the only  
broadcasting station in this live,  
up-to-date city.

Kunsky-Trendle Corporation,  
Young Building, Grand Rapids

## WOOD- WASH

500 WATTS

1270 KC.

# WOOD

# HEINL

Supplies the only

## Confidential

semi-weekly  
radio information service.

**405 Insurance Bldg.  
Washington, D. C.**

# New Accounts on the Air

The Principal New Accounts of Radio Stations with  
the Exception of Chain and Strictly Local Programs

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

## CONNECTICUT

**WDRG—Hartford**  
Nehi, Inc., Columbus, Ga. (Nehi Beverage).  
Raekliffe Oil Co., New Britain, Conn. (Gasoline).  
E. L. Knowles, Inc., Springfield, Mass. (Rubine).  
Skinner Silk Co., Boston, Mass. (Silks).

## ILLINOIS

**WBBM—Chicago**  
Wilkening Mfg. Co., Philadelphia, Pa. (Piston Rings).  
Globe-Union Mfg. Co., Milwaukee, Wis. (Auto Batteries).  
John Ritzenthaler, New York (Ritz Neverub).  
Rit Products Corp., Chicago, Ill. (Rit Tints and Dyes, etc.).  
**WMAQ—Chicago**  
General Foods Corp., New York (Grape Nut Flakes).  
Olson Rug Co.  
Tobey Polish Co., Geneva, N. Y.

## IOWA

**WMT—Waterloo**  
Matt Gruben & Sons, Waverly, Iowa (Granite Memorials).  
Beach Brothers, Dubuque, Iowa (Soap).  
Cash & Carry Nursery, Mason City, Iowa (Flowers).  
Farmers' Seed Nursery, St. Paul, Minn. (Flowers).

## MARYLAND

**WFBR—Baltimore**  
Beechnut-Packing Co., Canajoharie, N. Y. (Food Products).  
Quaker State Oil Refining Co., Oil City, Pa.  
Norwich Pharmaceutical Co., Norwich, N. Y. (Unguentine).  
Household Finance Corp., Chicago, Ill. (Investments).  
Pebeco, Inc., New York, N. Y. (Tooth Paste).  
The Gosman Co. (Ginger Ale).  
American Oil Co. (Amoco Gas & Oil).

## MASSACHUSETTS

**WBSO—Babson Park**  
B. F. Sturtevant Co., Boston, Mass. (Air Cooling).  
Bay State Nurseries, North Abington, Mass.  
**WTAG—Worcester**  
Florence Stove Co., Gardner, Mass.  
Kenslea Trade School, Boston, Mass.  
Wonder Heat Burner Co., Salem, Mass. (Wonder Heat Burners).

## MICHIGAN

**WOOD—Grand Rapids**  
Sherwin-Williams Paint Co., Cleveland, Ohio.  
Dutch Tea Rusk Co., Holland, Mich. (Rusk).  
G. R. Kinney Co., Inc., New York, N. Y. (Local dealer). (Shoes.)

## MISSOURI

**KFEQ—St. Joseph**  
Ozment Instruction Bureau, St. Louis, Mo. (School).  
Douglas Candy Co.  
Ansbacher-Slekco, New York, N. Y. (Insecticide).  
**WIL—St. Louis**  
Malted Products Co., Chicago (Malt Orange).  
National Dairy Products Corp., New York (Hydrox Ice Cream).

## NEBRASKA

**WOW—Omaha**  
General Motors Co., Detroit, Mich.

## NEW JERSEY

**WOR—Newark**  
U. S. Lines, New York, N. Y. (Steamship Transportation).  
Japanese Chamber of Commerce.  
J. M. Horton Ice Cream Co., New York, N. Y.  
Atlantic Refining Co., Philadelphia, Pa. (Oils & Gas).

## NORTH CAROLINA

**WBT—Charlotte**  
Nehi, Inc., Columbus, Ga. (Nehi Beverage).  
**WBIG—Greensboro**  
Hattaway Jordan Seed Co.  
Crazy Water Crystals Co., Raleigh, N. C.  
**WPTF—Raleigh**  
Valvoline Motor Oil Co., New York, N. Y.  
Quaker State Oil Refining Co., Oil City, Pa.  
United Drug Co., New York, N. Y.  
Nehi, Inc., Columbus, Ga. (Nehi Beverage).

## NORTH DAKOTA

**WDAY—Fargo**  
Interstate Nurseries, Hamburg, Iowa (Seeds, etc.).  
Scientific Laboratories, San Francisco, Calif. (Reduceoids).  
Swedberg Nurseries, Battle Lake, Minn. (Trees).  
Great Northern Ry., St. Paul, Minn.  
Hotel Lowry, St. Paul, Minn.  
International Harvester Co., Chicago, Ill. (Local branch). (Implements.)

## OHIO

**WCAH—Columbus**  
The Marietta Paint & Color Co., Marietta, Ohio.  
Beechnut Packing Co., Canajoharie, N. Y. (Food Products).  
Curtice Bros. Co., Rochester, N. Y. (Blue Label Foods).

## OKLAHOMA

**KFJF—Oklahoma City**  
Fugate Co., Indianapolis, Ind. (Medicinal Remedy).  
Tanna-Menthol Co., Tulsa, Okla. (Medicinal Remedy).  
Klix Co. (Beverage).  
National Aid Life (Insurance).  
Prosperity Wednesday Association (Promotional).  
Slendress Laboratories Co., Dallas, Tex. (Reducing Cream).

## PENNSYLVANIA

**WGAL—Lancaster**  
N. V. Potash Export My., Inc., New York, N. Y. (Fertilizer).  
Marco Products Co., Mountville, Pa. (Salve).  
Eastern Seed Co.  
Tomolo Co., Baltimore, Md. (Salve).  
General Mills, Inc., Minneapolis, Minn. (Flour).  
Goodrich Rubber Co., Akron, O. (Local dealer) (Tires).  
McCormick & Co., Baltimore, Md. (Mayonnaise).  
My-T-Fine Corp., Philadelphia (Candy).  
**WKJC—Lancaster**  
Geo. D. Wetherill & Co., Inc., Philadelphia, Pa. (Paint).  
The Baugh & Son Co., Baltimore, Md. (Fertilizer).  
Hamburg Plow Works, Hamburg, Pa.  
E. T. Rugg Co., Newark, Ohio (Rope).  
Cello-Wax Co., Baltimore, Md.

## WCAU—Philadelphia

John F. Jelke Co., Chicago, Ill. (Oleomargarine).  
Olson Rug Co., Chicago, Ill.  
Pennsylvania Railroad.  
Quaker State Oil Refining Co., Oil City, Pa.  
Adam Scheidt Brewing Co.  
**WIP.WFAN—Philadelphia**  
Field & Flint Co., Brockton, Mass. (Foot-Joy shoes for men).

## KDKA—Pittsburgh

Land O' Lakes Creameries, Inc., Minneapolis, Minn. (Butter, Cheese, etc.).  
John F. Jelke Co., Chicago (Good Luck Foods).  
Virginia Snow Studios, Elgin, Ill. (Catalog).  
Allen Knapp, Inc., New York (Ready-to-Bake).  
A. J. Logan Co. (Mattresses).

## WCAE—Pittsburgh

Atlantic Refining Co., Philadelphia, Pa. (Oil & Gas).  
F. W. Clements Products Co., Rochester, N. Y. (Local dealer). (Kruschen Salts.)  
Weideman Co., Cleveland, Ohio (Ginger Ale).  
Summit Hotel & Golf Club, Uniontown, Pa.

## SOUTH CAROLINA

**WCSC—Charleston**  
Quaker State Oil Refining Co., Oil City, Pa.  
Nehi, Inc., Columbus, Ga. (Nehi Beverage).  
Jarman Shoe Co., Nashville, Tenn. (Friendly Five Shoes).  
Selberling Rubber Co., Akron, Ohio (Tires).

## TENNESSEE

**WDDO—Chattanooga**  
B. C. Remedy Co., Durham, N. C. (Headache Powders).  
Nehi, Inc., Columbus, Ga. (Nehi Beverage).  
The Nisley Co., Columbus, Ohio (Ladies' Shoes).

## TEXAS

**KPRC—Houston**  
Hudson Motor Car Co., Detroit, Mich.  
General Mills, Inc., Minneapolis, Minn. (Wheaties).  
Moore Bros., Houston, Dallas and San Antonio (Bendix Brakes).  
United Drug Co., Boston, Mass.  
Guaranty Bldg. & Loan Co., Houston-Galveston, Texas.  
Virginia Snow Studios, Elgin, Ill. (Catalog).

## KTLC—Houston

Nehi, Inc., Columbus, Ga. (Nehi Beverage).  
Moore Bros. (Bendix Brake).

## UTAH

**KDYL—Salt Lake City**  
Utah Oil Refining Co. (Pep 88 Gasoline).  
Victor Neustadt, Inc., New York, N. Y. (Gesundheit Malt).  
Bell Tailors, Inc., Denver, Colo. (Chain Clothing Stores).  
Kelvinator Co., Detroit, Mich. (Electric Refrigerators).  
Sears, Roebuck & Co., Chicago, Ill. (Local branch, Salt Lake City, Ogden and Provo, Utah). (All-State Tires.)

## KSL—Salt Lake City

Phoenix Hosiery Co., Milwaukee, Wis.

## VIRGINIA

**WRVA—Richmond**  
Quaker State Oil Refining Co., Oil City, Pa.  
General Mills, Inc., Minneapolis, Minn. (Bisquick).  
Nehi, Inc., Columbus, Ga. (Nehi Beverage).  
Stanback Medicine Co., Salisbury, N. C.  
Globe-Union Mfg. Co., Milwaukee, Wis. (Auto Batteries).

## WASHINGTON

**KOL—Seattle**  
Louis Philippe, Inc., Chicago, Ill. (Toilettries).  
Eugene, Ltd., New York, N. Y. (Permanent Waving Appliances).  
J. C. Penney Co., Inc., New York, N. Y. (Local branch).  
Wyeth Chemical Co., New York, N. Y. (Jad Salts).

## WISCONSIN

**WTMJ—Milwaukee**  
General Mills, Inc., Minneapolis, Minn. (Gold Medal Flour).  
United Drug Co., New York, N. Y.  
Rit Products Corp., Chicago, Ill. (Rit Dry Cleaner Compound).  
Blue Valley Creamery Co., Chicago, Ill.  
Marquardt Co. (Perfect Sleeper Mattresses).  
Robert A. Johnston Co. (Cookies).  
Anchor Oil Co.



## "Back to Good Times" Is Bank Campaign

A SERIES of Saturday night talks by prominent Californians, broadcast over stations KFI, Los Angeles, and KGO, Oakland, is being presented by the Bank of America as an important part of its "Back to Good Times" campaign. In addition to the broadcasts, space in more than 300 California newspapers, outdoor posters, car cards, folders, letters, and displays in the lobbies of the 410 Bank of America branches in California, are being used to promote the idea that "California Can Lead the Nation to Sound Prosperity."

## Malt Sponsors Baseball Scores

THE Premier Malt Sales Company, Chicago, distributors of Blue Ribbon Malt, are sponsoring a daily report of the baseball games, broadcast by Hal Totten over WMAQ, Chicago, each evening. These broadcasts are in addition to the regular Tuesday program over the CBS network. The advertising is placed by Matteson-Fogarty-Jordan, Chicago.

## Bement Gets Aviation Accounts

AUSTIN F. BEMENT, INC., Detroit, has been named as advertising agency for the Thompson Aeronautical Corporation and for the Thompson-controlled Transamerican Airlines Corporation. Radio, direct mail, outdoor advertising and magazines will be used.

## New Schedule for Gold Medal

TWO quarter-hour broadcasts each week in place of a single half-hour period are called for by the new schedule of the Gold Medal Fast Freight programs over Columbia. The new series is broadcast on Tuesday and Wednesday evenings.

## WHBU Crystal Control Tests O. K.

LETTERS from 29 states and 3 Canadian provinces have been received at radio station WHBU, Anderson, Ind., as a result of tests made on its new crystal control composite transmitter. WHBU operates with 100 watts power on a frequency of 1210 kilocycles. All listeners reported that the volume and quality were good.

## New Loan Campaign

THE William H. Rankin Company is directing a new campaign for the Globe Industrial Loan Corporation of Newark and New York, using radio, newspapers and direct mail.

## More Time for WBBM

WITH the advent of daylight saving time, an hour's time on the air was added to the schedule of WBBM, Chicago, which operates simultaneously with KFAB, Lincoln, Neb., during the day and shares time with it at night. WBBM is now on the air from 6:45 a. m. to 10 p. m. and for a couple of hours after midnight.

## Will Test Directional Aerial

A DIRECTIONAL aerial, said to be able to turn radio waves around and send them in the opposition direction, is soon to be tested by station WFLA-WSUN, Clearwater, Fla. Located on the Florida peninsula, this station is at present sending more than half of its waves out over the water, for no other reason than that radio waves naturally spread out in a circle from the transmitter. With the new aerial it is hoped that these sea-going waves may be rescued and sent inland instead.

## AFA Moves

THE Advertising Federation of America has moved its New York offices to the McGraw-Hill Building, 330 West 42nd street.

## Ed Wynn Makes Radio Debut in New Texaco Series

ED WYNN, one of the few outstanding stage stars who never has been heard on the air, has just signed a long term contract to play fire chief each Tuesday night in a thirty-minute program of fast moving comedy and looney Wynn humor, broadcast over a coast-to-coast NBC chain under the sponsorship of the retail dealers of The Texas Company, New York, producers of "Texaco" gas and oils. The advertising is directed by Hanff-Metzger, Inc., New York.

## NBC Raises Rates for WEAJ and WJZ

POINTING out that the rates for time on their New York key stations have remained unchanged for more than three years, while the number of receiving sets in the New York area has greatly increased, the National Broadcasting Company has announced new rates for these stations, effective May 1. The new rates are: \$900 per hour, \$562.50 per half-hour, and \$351.57 per quarter-hour.

## Oil Heat on CBS

THE International Oil Heating Company, St. Louis, Mo., is sponsoring an early morning series of organ programs over a Columbia chain twice weekly. Lloyd & Hill, Inc., St. Louis, is the agency.

## Utah Oil Uses Transcriptions

RAJPUT, Hindu Secret Service Agent, is now on KDYL, Salt Lake City, three evenings a week in transcribed form, for the Utah Oil Refining Company, producers of Vico motor oil and Pep 88 Gasoline.

Over 1,000 good-luck miniature ivory elephants, given by Rajput, were sent to listeners the first week. Listener must request folder about sponsor's product at any filling station, fill in the coupon which states that he has carefully read the folder, and mail to the sponsor. The elephant is mailed back.

This campaign, designed to introduce Utah's new "Fresh Gasoline," is handled by the L. S. Gillham Agency of Salt Lake City.

# Surveys Might Lie . . . . . Results Don't!

THAT'S why more advertisers use WDAY than any other station in western Minnesota; North Dakota or northern South Dakota.

Write for complete details

**WDAY** INC.

An NBC Associate  
FARGO, N. D.

940 kc.

1000 watts

There are six radio stations in NEW ORLEANS

**But,**

only one LEADER

?

**WDSU**

Write  
J. H. UHALT . . . Hotel De Soto

## SPOTLIGHTING THE COMMERCIAL CREDIT

(Continued from page 11.)

the wonderful all-around usefulness, convenience and economy of this modern milk—Carnation—in its handy modern package.

And now—I've gone way beyond my time. So—let's hear a beautiful number played beautifully by Mr. Eastman and his Carnation Vagabonds—Dvorak's "Humoresque."

Of course "Mrs. Williams" was part of the act, "planted" among the visitors as a stage magician plants his assistants, or a stage comedian his "stooges." Certainly the Carnation Company had no intention of deceiving anybody. It was merely a clever stunt, an unusual way of putting over a long commercial announcement interestingly—at which it was entirely successful. If more advertisers took as much pains to make their sales talks interesting, instead of having them cold-bloodedly read off by the announcer, there would be less talk of "too much advertising on the air" and fewer people saying "there ought to be a law."

### KXA Gets Stay Order

RADIO station KXA, Seattle, Wash., has been given a stay order by the Court of Appeals of the District of the Columbia against the action of the Federal Radio Commission, which granted the application of station KVI, Tacoma, Wash., for full time on 570 kilocycles, now occupied by KXA, and moved to KXA to part time on 760 kilocycles, now occupied by KVI.

### Musical Series for Ginger Ale

CANADA Dry Ginger Ale, Inc., New York, will return to the air May 2, with a series of musical programs by George Olsen's orchestra, Ethel Shutta, soloist, and Jack Benny as master of ceremonies. The programs will be broadcast over an NBC hook-up, as was the series of dramas formerly sponsored by Canada Dry.

### Club Paper Has Radio Number

THE *Adcrafter*, publication of the Adcraft Club of Detroit, an organization of advertising men of that city, featured radio in its issue of April 12. Staff members of Detroit radio stations and radio sales organizations contributed articles for this issue.

### New Radio Audition and Rehearsal Studios Opened

A NEW idea in radio rehearsals and auditions was emphasized in the opening of Radio Audition Studios at 1680 Broadway, New York. The studios will be leased to advertising agencies and artists for the rehearsing and auditioning of radio programs.

### Home Dramas for Insurance

"ROSES and Drums," a series of dramatic programs presenting outstanding incidents in connection with the building of the American home, is a new Sunday evening program, broadcast over a CBS network under the sponsorship of the Union Central Life Insurance Company of Cincinnati. The broadcasts are prepared and presented under the supervision of the Chicago office of J. Walter Thompson Company.

The first national advertising in this company's 65-year history, the campaign is being launched at this time in the belief that business generally must start preparing now to be fully ready to exploit the turn of the tide whenever that turn comes, according to a statement by W. Howard Cox, president. Magazines and newspapers will also be used.

### Krauss Joins Pearce-Knowles

ANDREW KRAUSS, former commercial manager of radio station KOL, in Seattle, is now associated with Pearce-Knowles, Seattle advertising agency. This agency is now preparing a radio campaign for the Seattle stores of the J. C. Penney Company.

### Commission Grants Power Increases

THE Federal Radio Commission has granted the applications of stations WEBR, Buffalo, N. Y., and WTAG, Worcester, Mass., allowing WEBR to increase its daytime power from 200 to 250 watts, and WTAG to increase its daytime power from 250 to 500 watts.

Other decisions of the Commission give KID, Idaho Falls, Idaho, unlimited time, instead of sharing night time, and permit WABC, Columbia's New York key station, to experiment with 50,000 watts on the 800 and 900 kilocycle channels. WHEF, Kosciusko, Miss., was granted a modification of construction permit to increase daytime power from 100 to 250 watts.

### Cash for Jokes Builds Audience for Announcements

CASH for humor is paid by station WGAL, Lancaster, Pa., on its Hickorytown Hoe-Down broadcasts every Wednesday evening at 9 o'clock. One dollar cash prizes are paid to listeners sending in the best jokes, riddles, humorous readings, situations, etc. The best letters are read over the air, and the ones causing the loudest laughter from the "crowd" are awarded prizes.

The Hoe-Down, conducted as an old-fashioned barn dance, features local hill-billy orchestras and singers. The commercial announcements are written in dialogue, and the parts are taken by "guests" at the dance.

### Getting Both Sides

NEITHER pacifists nor militarists can criticize station WIP-WFAN, Philadelphia, for being one-sided. Each week this station presents a program sponsored by the International League for Peace and Freedom and another sponsored by the National Defense League.

## Classified Advertisements

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

Broadcast Advertising,  
440 South Dearborn St., Chicago.

### SITUATIONS WANTED

Experienced station executive now employed in southern station desires connection with progressive station in the southwest preferably. Married, has family, steady, capable. Can furnish excellent references. Would prefer a station without chain affiliation. Has been proved a consistent money maker and has a modest idea of adequate remuneration. Address Box 501, Broadcast Advertising.

### Coffee Program Returns

THE Coffee Matinee, a weekly afternoon series sponsored by the Brazilian American Coffee promotion committee, is back on the air over an NBC network.

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

of "Broadcast Advertising," published monthly at Chicago, Ill., for April 1, 1932.

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

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

Publisher—G. W. Stamm, Chicago, Ill.  
Editor—R. B. Robertson, Chicago, Ill.

Managing Editor—None.  
Business Manager—G. W. Stamm, Chicago, Ill.

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

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

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

G. W. STAMM.

Business Manager.

Sworn to and subscribed before me this 7th day of April, 1932.

(Seal)

LILLIAN CONRAD.

(My commission expires May 17, 1932.)

Broadcast Advertising