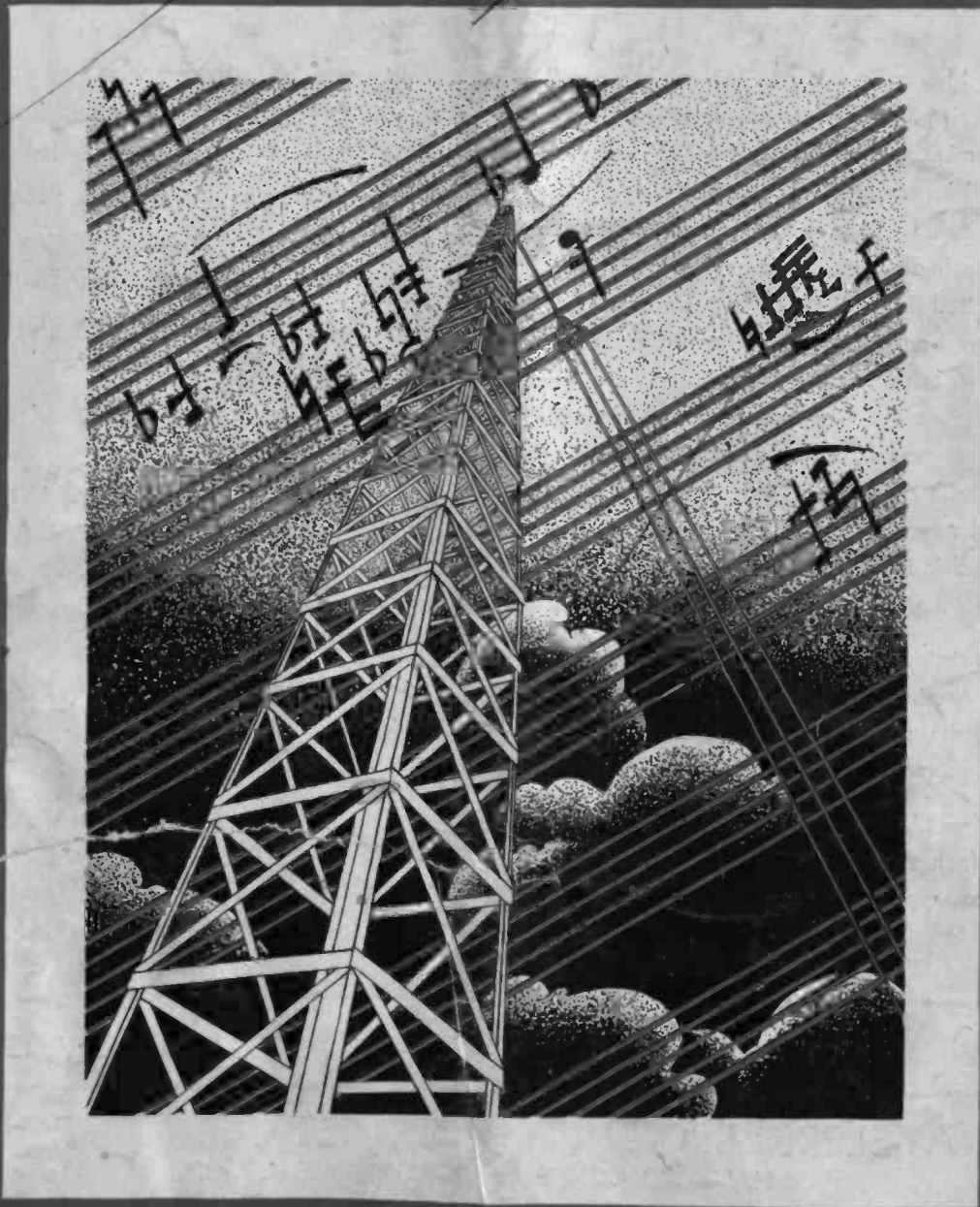


Broadcast Advertising

◆ FOOD INDUSTRY NUMBER ◆



NOVEMBER, 1932



The Mixing Bowl

The Outstanding Radio Cooking School

The Mixing Bowl is not just another cooking school, its three weekly presentations embrace thirty minutes of editorially treated food values offered in a human way, after the product has been tested and prepared in a model kitchen. Into each discourse is woven the merits of the advertised product. Recipes given over the air tell how products should be prepared and served.

As an extra measure of service to advertisers, the recipes are then prepared and mailed to listeners, over 10,000 of whom have been provided with an attractive loose-leaf binder to retain the recipes. These copies are widely distributed in New England homes. All this at no cost to the advertiser.

The Mixing Bowl is under the direction of Miss Florrie Bishop Bowering, a noted home economist, who has been associated with WTIC for 3 years.

*A well-known Connecticut manufacturer of an electric kitchen appliance contracted with the Mixing Bowl for

a thirteen-week test campaign starting October 1, 1931. Upon the basis of his returns from the Mixing Bowl he bought on November 2, 1931, thirteen stations on the Blue Network and followed a month later by clearing the entire Blue Network out to the Pacific Coast. This concern is today one of the enthusiastic clients of the Mixing Bowl. The factory has been working full time since he began radio advertising.

*A manufacturer of a food product used daily in the home, after advertising in WTIC's Mixing Bowl for a year, has just renewed his contract for another twelve-month period. Last year he took part in every New England radio cooking school. This season, after a study of returns, he has decided to use WTIC alone.

(*Names upon request).

WTIC

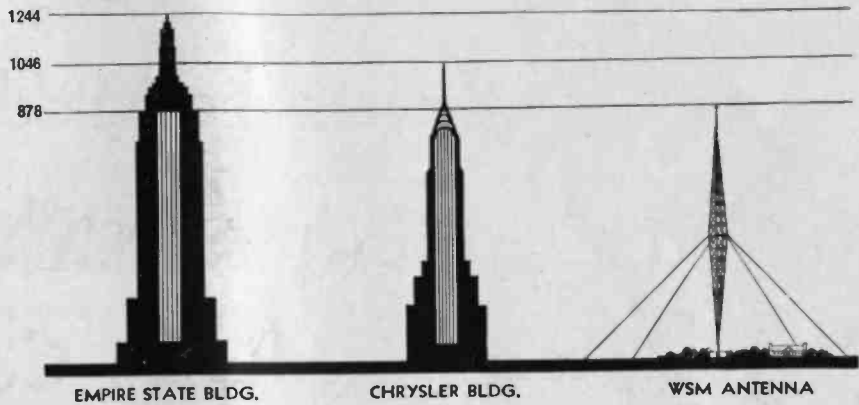
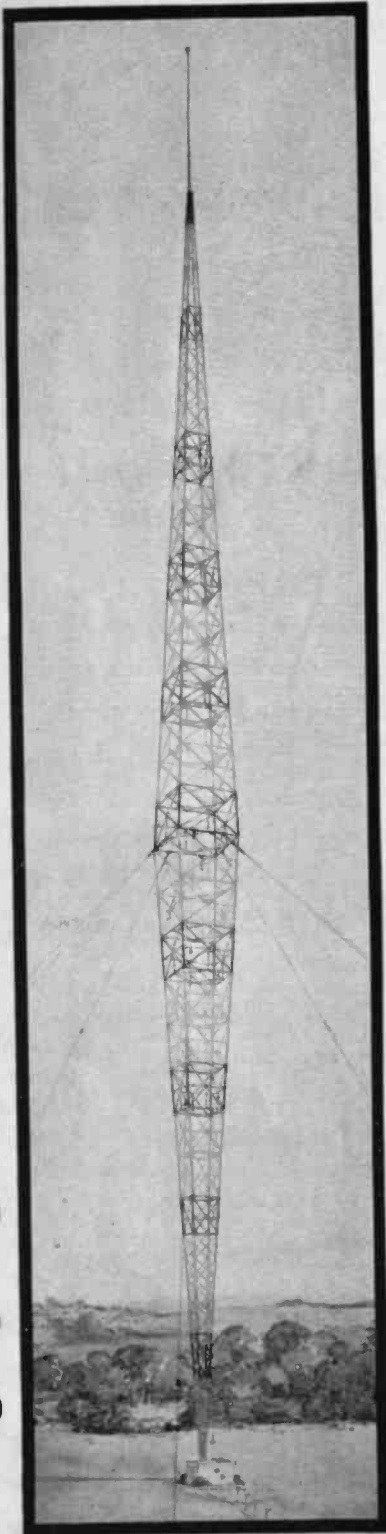
Participation in the Mixing Bowl will cost you \$75 per week, minimum contract twenty-six weeks.

50,000 WATTS Dominates Prosperous New England

THE TRAVELERS BROADCASTING SERVICE CORPORATION
HARTFORD, CONNECTICUT—ASSOCIATE N. B. C.

The Tallest Radio Tower in the World

• T O W E R •
• F O O T •
• 8 7 8 •



and **50,000 Watts**

Bring new opportunities for advertisers and a greater responsibility to listeners.

Complete new broadcasting facilities have been erected on a new site fourteen miles from the city.

A vertical radiator type antenna has been erected stretching 878 feet into the air—the tallest radio structure in the world, exceeded in height only by the Empire State, the Chrysler and The Bank of Manhattan Buildings.

The improvement in listening qualities of WSM and the significance of a step-up from 5,000 to 50,000 watts is being observed by advertisers throughout the nation, and by an ever increasing number of listeners who find themselves suddenly and pleasantly enclosed within its regular listening area.

W S M

The Shield Station

OWNED AND OPERATED BY

**THE NATIONAL LIFE & ACCIDENT
INSURANCE CO., INC.**

NASHVILLE, TENNESSEE

Unlimited Time • Clear Channel

**50,000
WATTS**

W.S.M

WMAQ-

Covers the Middle-west Market

MORE than 95% of WMAQ's audience in the United States is located in the five states—Illinois, Indiana, Iowa, Michigan and Wisconsin—according to an analysis of mail received during the first nine months of 1932.

This is the distribution of WMAQ's audience:

Illinois	67.742%
Indiana	5.006%
Iowa	2.213%
Michigan	5.365%
Wisconsin	15.229%
<hr/>	
Total 5 States	95.555%
Other States	4.445%
<hr/>	
United States	100.000%

WMAQ

CLEARED CHANNEL — FULL TIME
MERCHANDISE MART, CHICAGO

A NATIONAL BROADCASTING COMPANY NETWORK STATION

G. W. STAMM
Publisher and General Manager

Broadcast Advertising

440 So. Dearborn Street, Chicago

R. B. ROBERTSON
Editor
C. A. LARSON
Eastern Representative
254 W. 31st St., New York City

Volume 5

20c a Copy

NOVEMBER, 1932

\$2.00 a Year

Number 8

FOODS ON THE AIR

A Radio Outline for Food Advertisers

Presented by Everett George Opie

ROGERS & SMITH ADVERTISING AGENCY

GOOD morning, housewives! Perhaps you are wondering what to serve your family for dinner tonight. Well, here's a suggestion that will add a real taste thrill to your meal . . . serve Brown's delicious tomato soup. Only the choicest fresh garden vegetables are used . . ."

And so it goes over hundreds of stations every day. Through the loud speaker millions of housewives are told what groceries and food products to buy and how to buy them. The appeals run the gamut from the highly entertaining network programs sponsored by national food advertisers to one minute announcements sponsored by Joe Zilch's grocery store on Main Street. From "soup to nuts" and back again . . . each one seeking to find the shortest path to the grocery budget of the American family.

We are all familiar with the old saying: "The quickest way to a man's heart is through his stomach." But radio has changed this time honored phrase to read: "The quickest way to reach the family stomach is through the radio loud speaker." Food manufacturers were quick to recognize the value of broadcast advertising. They were among the first to accept this new medium, and today food advertising occupies the greatest amount of time on the air both locally and nationally. There are many reasons why food advertising has assumed this position of

leadership in an industry that has drawn to it every conceivable type of advertising.

Why has radio proven so valuable for food advertisers? From Walter E. Smith's book "What About Radio" we quote the following:

"Any article in which a large portion of the public is interested may be successfully advertised by radio. The more universal the appeal a product may have, the better its chances for success. In this respect, radio finds itself hemmed in by just the same limitations as does any magazine or newspaper, namely, the interest of its readers. Those articles of merchandise which move most readily across the counters of the retail stores, and on which widespread distribution may be secured, have, of course, the best assurance of success."

The universal consumption of food products places the advertiser of these products in a position of leadership when considering the value of broadcast advertising.

The majority of food broadcasts have a year 'round appeal. Radio gives volume appeal in units of individual homes. It talks to millions; it appeals to individuals. Fifty-two week contracts are now the rule, rather than the exception.

IN the early days of broadcast advertising, the local grocery stores, bakeries, food shops, etc., sponsored programs and announcements featuring everything from a complete grocery line to individual

food products. There were no restrictions on copy and prices were quoted liberally. Many stations were already featuring Home Economics

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Experts who read recipes and offered suggestions on the art of cookery. Most of these early local programs were directed to the housewife. Then the national advertisers and manufacturers of foods were approached by local stations and soon most of them were broadcasting educational and entertaining programs.

As broadcast advertising progressed, surveys were made to find out the listening habits of the American family. Then followed an attempt on the part of food advertisers to place the programs on the air at whatever time of day they felt they could reach a maximum audience of potential buyers. The breakfast food manufacturers selected early morning periods that would reach both adults and children. Manufacturers of general grocery items began using the mid-morning and mid-afternoon periods featuring both instruction in home economics and more purely entertaining types of programs. Most of these daytime broadcasts are planned for direct selling and merchandising.

A number of national food advertisers soon appeared sponsoring evening programs on the networks. These broadcasts were in the nature of good will appeals that tended to back up the national space advertising that had been built up by these firms during many years. Famous personalities and musical talent were employed successfully.

So, gradually, there has come a division of food advertisers into three groups:

First, there is the national advertiser whose distribution is nationwide and whose broadcast appeals to a maximum audience of listeners. These advertisers successfully use nation-wide networks and spot programs.

The second group includes those food advertisers whose scope is sectional or whose distribution is spotted in various parts of the country. These advertisers use either split or regional networks or local spot campaigns in the territories where their distribution is established.

The third group is made up of the strictly local food advertisers



E. G. Opie

who use the local stations in their home towns.

FOOD manufacturers were quick to learn of the effectiveness of an appeal to children. This is especially true in case of breakfast cereals and food items in which the children are interested. Today the air is filled with children's programs in the early morning and late afternoon periods sponsored by food advertisers.

This brings us to a point on which many arguments have been waged far into the night. "What about contests in radio?" Radio stations and agencies were confronted with the problem of producing programs that would secure box top and label response. The advertiser was not satisfied with fan mail complimenting his programs. He wanted definite sales reactions in the form of labels and box tops that would indicate sales activity. This demand brought to light the development of a merchandising type of program that would appeal to every member of the family. In the food industry these appeals have been concentrated principally on the children and housewives. The experience of advertisers indicated that children and women will write letters, pro-

vided the inducement for writing is attractive and appealing.

The use of contests as a means of stimulating sales is not peculiar to radio, and it was quite natural that this new medium should call upon the experience of space advertising to produce the required results. Many novel types of contests have been devised, offering attractive premiums to women and children that include a label or box top requirement. Not all of these tests are successful, but when they are the advertiser has felt definite merchandising results and sales stimuli that offered him a tangible approach through his dealers and salesmen in an effort to increase business.

There are those who say that mail response does not indicate the true value of broadcast advertising. In many cases this is true, but if a program that has been built with the purpose of doing a merchandising job does not produce satisfactory response, it is obvious that either the program is at fault or that the station does not have the necessary built-up audience of listeners. Perhaps the time of day is not suitable, or perhaps the programs are not attractive. However, these points can be determined by the use of test campaigns over one or more local stations before spreading to the network or group of spot stations. The contest type of program is not on trial. Many food advertisers have used contests very successfully.

Millions of housewives depend on the radio for suggestions that will help them plan meals and prepare tasty and appetizing dishes. The preparation of radio food copy has required a new technique of description. The copy must be written in conversational style, so that it will produce upon the listener the desire to purchase the advertised product. Differing from the space advertising where illustrations of the product can be shown, the radio announcement must create in the mind of the listener by words alone a picture that will produce a desire to try a new recipe or a new food product.

We must not overlook the importance of the radio program in relation to the salesman and the dealer. Many food advertisers present daytime programs in the morning or afternoon directed to the

(Continued on page 24)

FOODS TAKE MOST TIME ON AIR

FOOD is a mass product; radio a mass medium. It is not surprising, therefore, to find that during the last twelve months food advertisers spent more than ten million dollars for time alone on the NBC and Columbia networks, 27 per cent of the total spent by all classes of network advertisers during this period and two million dollars more than was spent by any other class. While exact figures for amounts expended for non-network programs, individually placed on local stations, are not available, surveys made in this field indicate that here, too, food advertising is the largest part of the broadcasting budget.

Food advertisers were among the first to use radio and have continued to place their advertising on the air in ever increasing quantities. The first chart illustrates the growth of this type of advertising over the coast-to-coast networks, from January, 1927, up to September of this year. The effect of recent business conditions on food advertising is vividly illustrated by contrasting the slight "summer slumps" of previous years with the extreme let-down of this summer.

Much food advertising is year 'round, but there is also a considerable fluctuation from month to month. The second chart shows this deviation during the last year, and compares it with the monthly change in all advertising on the air for that period. In each case the average month is charted at 100 per cent, so that the seasonal variations can be charted on a comparable basis. It is interesting to notice that food expenditures for broadcast advertising vary but little from the gen-

Chart I



eral trend, although food advertising picked up a little later in the fall and stayed above average a little later in the spring. Also that food broadcasting increased steadily from September to the peak in March, while broadcasting generally receded slightly in February.

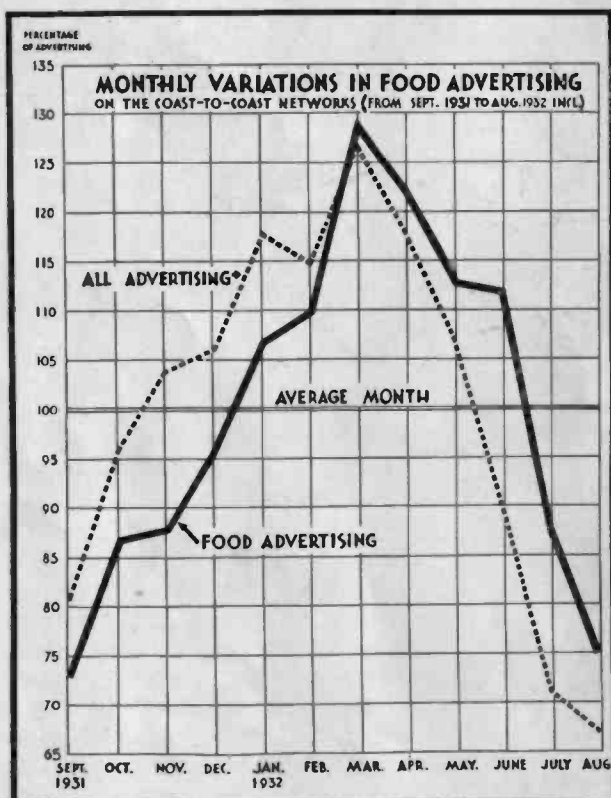
The following table lists the expenditures for radio time of all classes of advertisers using the coast-to-coast radio chains during the year from September, 1931, to August, 1932, inclusive. These amounts are for time only and do not include talent costs.

EXPENDITURES FOR RADIO TIME ON COAST-TO-COAST NETWORKS SEPTEMBER 1931 TO AUGUST 1932, INC.

Product	Amount	Per Cent
Foods and Food Beverages.....	\$10,947,383	26.97
Drugs and Toilet Goods.....	8,740,959	21.53
Cigars, Cigarettes and Tobacco.....	6,954,321	17.13
Automotive Industry.....	2,122,210	5.23
Lubricants and Petroleum Products...	1,791,382	4.41
Confectionery and Soft Drinks.....	1,558,833	3.84
Financial and Insurance.....	1,399,083	3.45
Soaps and Housekeepers' Supplies...	1,266,016	3.12
Stationery and Books.....	1,042,608	2.57
Shoes, Shoe Furnishings, Trunks and Baggage.....	847,868	2.08
Machinery and Mechanical Supplies..	671,930	1.65
Paints and Hardware.....	638,872	1.57
House Furniture and Furnishings.....	528,701	1.30
Clothing and Dry Goods.....	487,513	1.21
Radios, Phonographs and Musical Inst.	308,670	.77
Sporting Goods.....	154,688	.38
Building Materials.....	150,622	.37
Jewelry and Silverware.....	105,592	.26
Garden.....	63,025	.15
Travel and Amusement.....	44,609	.11
Miscellaneous.....	769,970	1.90
Total.....	\$40,594,855	100.00

The source of all figures used on this page, either in charts or elsewhere, is *National Advertising Records*.

Chart II



REGIONAL CAMPAIGN PUTS OVER NEW FOOD PRODUCT

Yankee Network Broadcasts Score Bullseye for Birdseye Frosted Foods in New England

Says C. A. Holcomb

WOLCOTT & HOLCOMB, INC.

IN April, 1931, Birdseye Frosted Foods were wrapped in a package, marked "O. K. for Commercial Development," and tossed into the New England arena, famed for conservatism and noted for its reluctance to cast aside the old in favor of the new.

In May, people began to talk about the new quick-frozen foods they had read so much about. "They've come to New England. Where can we get them?" A few dealers around Boston put in the expensive low-temperature cases required to keep the products solidly frozen at zero and started selling packaged meats, fish, poultry, fruits and vegetables.

In June, more dealers hung a Birdseye sign over their doors, more people were talking about Birdseye Frosted Foods; sales were growing by leaps and bounds; shipments were leaving Boston daily bound

for destination in other New England States.

This has been the story ever since. With the exception of last summer when the market was flooded with food of all kinds sold at glut prices, each month has seen a steady increase in sales, and dealers who now number in New England about three hundred.

Radio has played a big part in this development. Due to the unusual features of the product and merchandising plan, radio has been particularly well adapted to the advertising and sales problems. Most new products have to start from scratch. Frosted Foods had to start from below. Long experience with slow-frozen food had prejudiced the public; no woman would buy until she was reasonably certain that there was a big difference between the new quick-frozen food and what she had ever tried before.

This same prejudice naturally was reflected by the dealer. Display and storage cases for Birdseye Frosted Foods cost from \$800 to \$1,600 each, a lot of money for a food store these days. Even dealers that had the money—or could get it—hesitated to invest so much in a proposition of such uncertain future. "Yes," they said, when salesmen called and sampled, "it looks good and it tastes good, but I'm not sure I can sell it!"

After a few short weeks of this, it was decided that an educational program was needed immediately. Radio was selected as the best means of arousing consumer and dealer interest with the least waste of money spent where interest could not be translated into sales. Frosted Foods' policy of distribution called for non-competitive dealers—the aim of the sales force was therefore to high-spot rather than blanket, especially in the early stages of development.

A schedule was lined up for the Yankee Network starting with WNAC, the base station at Boston, immediately, and adding the other stations just as fast as high-spot distribution warranted. Because of the great amount of educational work required as well as the cost consideration, daytime programs were selected. Two fifteen-minute periods a week were scheduled for Tuesday and Friday mornings, and a check-list made of wanted results to serve as a basis for building the show. The programs were designed to start New England talking Birdseye, to nail down the difference between the new quick-freezing and the old slow-freezing, to direct inquiries to possible prospec-



2,450 women juggled the letters of three little words, "Rub," "Lies," and "Beer," made "Blueberries" out of them and wrote in to the station within three days after it was announced that a box of the Birdseye Product to be named would be sent to the first 25 listeners who figured it out

tive dealers, to build sales for existing dealers, and to educate New England women on the advantages of the new foods and their proper use.

Believing that most women at that hour of the day were too busy around the house to sit entranced in front of a radio, the show was built like a vaudeville program and kept marching. Marches played by an orchestra were punctuated with rapid-fire "Birdseye Views." A dietitian from the Birdseye Educational Department gave a two- or three-minute talk, and three or four Birdseye dealers were mentioned on every program. This was done after the signature to allow each station on the network to name local dealers. This made a great hit with dealers and resulted in their reporting any number of sales directly following the broadcasts.

From the first program, there has never been a doubt of the value of radio advertising in putting Birdseye Frosted Foods across in New England. Opportunities to trace results were presented almost daily. At the many food fairs where Birdseye was represented in New England, visitors at the Birdseye booth were always asked if and where they had heard about Birdseye Frosted Foods. Ratios of women who said, "Oh, yes—I've heard about them over the radio," invariably ran from two out of three to nine out of ten. Surveys brought the same story from the field. Dealers without exception were enthusiastic, many making it a point to ask their customers to listen in on the Birdseye programs.

SALES, of course, are the end-all and the be-all of advertising, regardless of the medium used. But no one will deny that there's also a great satisfaction at being able to point with certainty (and pride, perhaps), at the direct evidence of where and how the sales are being made.

And the "how" is most important of all. Advertising on a regional network offers great opportunities, but to fully realize them means a great amount of work for somebody. In the case of Birdseye Frosted Foods, the evidence of the last 20 months of continuous radio

(Continued on page 24)

Can Radio Sell Spaghetti? Four Weeks' Test Convinces Foulds

WHEN in doubt, test. It's a good rule anywhere, and radio is no exception.

Consider the case of the Foulds Milling Company, makers of macaroni, spaghetti and egg noodles. They had thought about using radio from time to time, but had done nothing about it until they were offered a radio version of the popular "Tarzan" books.

The idea looked like a radio natural. It had what is sometimes called "audience appeal" in a big way, and had it for both adult and juvenile listeners. A serial, it would soon build up a regular audience, who would listen day after day and so be exposed to a continuous barrage of Foulds' sales talks, which should result in sales. Recorded on electrical transcriptions, the programs could be placed wherever the sponsor wished. And finally, a series of statuettes of Tarzan and other leading characters were available, which could be used as premiums to test the program's pulling power.

Foulds were interested, but hesitant. Radio was new to them. This Tarzan series looked good, but maybe it wouldn't pan out as well as expected, and in times like these they didn't like the idea of spending a lot of money on a gamble. On the other hand, they hated to pass up a what might very well be an excellent advertising opportunity.

So they decided to test out the

testing--

"THE advertiser who relies on his own judgment or on the judgment of one or more advertising men is taking a bigger gamble with his appropriation than if he took it out to the race track," S. H. Giellerup, of Marschalk & Pratt, Inc., told the Direct Mail Advertising Association at its recent convention. "The man who stakes his money on untested advertisements hasn't even a dope sheet to go by. All judgment isn't worthless, yet luck will always be a bigger factor than skill."

program on two stations: WBBM, in Chicago, where there was already a large, regular demand for Foulds products, and CKOK, in Detroit, where they had but a scattered distribution. On each station five 15-minute periods a week were purchased. During each broadcast the announcer offered to send a statuette of Tarzan to anyone sending in the direction panels from three packages of Foulds products.

The programs went on the air; letters and labels began to trickle in. The sponsors watched, waited, then wrote a letter—"At the conclusion of the fourth week of the Tarzan program over station CKOK, we find that the program has produced amazing results. The consumer demand has actually brought distribution through 1,520 new retail outlets in the CKOK area."

As the sponsor had practically perfect distribution in Chicago before going on the air, results there are harder to measure. However, there has been a noticeable increase in sales, and the mail response to the WBBM broadcasts has been consistently gratifying. So much so, in fact, that at the present time outlets for the "Tarzan" series are being lined up in Indianapolis, Cincinnati, Columbus, Toledo and Pittsburgh. All of these cities are already good Foulds markets, but their Chicago experience has convinced the sponsors that radio can make them even better markets by strengthening the consumer demand.

The commercial end of the programs and their merchandising is handled by the Gotham Advertising Company. Speaking of merchandising, an unusual tie-up occurred when a representative of the publisher of the "Tarzan" books asked for some of the posters announcing the series for display in book stores. Since the beginning of the broadcasts there has been a noticeable pickup in the demand for the books, he said.

The transcriptions are placed by World Broadcasting System.

GETTING YOUR FOOD PRODUCT INTO THE KITCHEN

The Secret Lies in Talking to Women in Their Own Language

Says Martha Linn*

Chicago Radio Specialist



Martha Linn

RADIO advertising does not escape the necessity of hitting its mark! To sell your goods, your commercial credit must interest the listener who represents your market, and the sales message must be told in that listener's language.

Where does your food announcement land when the loud-speaker hurls it at Mrs. Housewife's ears? Is it the kind of technical masterpiece that bears no relation to her daily concerns? Does it go on endlessly about points interesting only to you as the manufacturer, while she continues to let her mind dwell on really important topics, such as the fit of her new dress or the value of the one over one bid?

Your program may be running along very pleasantly in a musical manner as a background to such thoughts, but your advertising message must arrest the lady's attention if it is to produce an urge to buy your product. The radio food announcement must reach the kitchen department of her mind by being projected in terms that link up with what she already knows and desires for her family table.

To do this successfully means

*"Mrs. Linn" of the *Armour Hour*, Summer of 1932.

that the advertiser must look at his spaghetti or cocoa or shrimps from the woman's-eye-view-point instead of his own. He must translate what he wants to tell her into words that fit her own housekeeping experiences. Only then will she hear that message in the first place, or act on it in the second place. And why a radio program at all unless the advertised goods is going to be moved from the shelves of the dealer to the kitchen of the radio listener?

The era of showy advertising to impress dealers and load them up with slow-moving merchandise went out with other illusions of the late lamented golden age. Today, after three years of deflated fancies, the canny advertiser demands results for his dealer as well as himself!

That fact makes Mrs. Housewife's personal reaction to the radio

food program of paramount importance. It is worth everything to the manufacturer to get her to remember a particular product when she buys because she has already pictured herself in her own kitchen getting it ready for her family to eat.

Now how many radio food programs hit at this obvious mark? Surprisingly few.

Doling out recipes ad infinitum won't make a sufficiently deep impression. They do help if spotted sparingly in a morning hour program when a woman is naturally thinking along those lines. But if you are the sponsor of an evening program where the dollars invested deserve the consideration that makes it a paying proposition, you cannot resort to so easy a kitchen tie-in as recipes. Few would listen.

The food announcement at night must, therefore, be built so adroitly that women will instantly recognize their connection with it and get a fast moving but inescapable impression that here is exactly the food that they have been hoping to find for their families.

If this were as easy to do as to say, there would probably be plenty of reasonable, imaginative announcements directed to Mrs. Consumer's kitchen consciousness. Instead, the continuity writer prefers to write about what he knows best . . . the merits of the product itself. If the message fails to make a connection with the purse of his potential listeners, the fault is easily attributable to this unaccountable new medium, radio.

However, the effort required to insure the phenomenal success for your product that radio has secured for others, is well worth the making. Don't let yourself believe that it is a matter of having your most

(Continued on page 26)

revenue--

ACCORDING to "Denny's Record," the advertising revenue of the "Saturday Evening Post" for the first nine months of the current year totals \$18,865,480, as compared with \$20,486,359 of the National Broadcasting Company for the same period. For the month of September the "Post" took in from advertising \$1,006,496, as against NBC's net of \$1,807,795.

How these two media have fared comparatively in the past three years is told in the following figures: In 1931 the "Post" grossed around \$36,000,000 from its advertising pages and NBC sold \$25,600,000 in time. In 1930, the revenue was about \$48,000,000, "Post," and about \$20,000,000, NBC. In 1929 the magazine attained a \$52,500,000 level, while the network earned \$14,300,000.—Heinl Radio Business Letter.

Good Entertainment *plus* Interesting Sales Talks

Have Made G. Washington's Radio Campaign a Consistent Success

Says James M. Cecil

Vice-President, CECIL, WARWICK & CECIL, INC.

THE experience of G. Washington's Coffee with radio broadcasting is a good example of a conservative food manufacturer who has achieved an outstanding success on the air. G. Washington's Coffee has been on the market long enough to have used nearly all the established media of advertising. When this company first became interested in the possibilities of broadcasting, all concerned came to an early agreement that a broadcasting debut for G. Washington must wait upon the finding of a really good program. This is a procedure that we would earnestly recommend to any manufacturer about to enter broadcasting.

When the "Adventures of Sherlock Holmes" came along we felt that we had a successful program. Nevertheless, we made a cautious beginning, starting with only about 20 stations. The audience built up rapidly and the results were so satisfactory that by the second season of broadcasting the program had been extended from coast to coast and we were using both networks of the National Broadcasting Company. As we are now in the third season of coast-to-coast broadcasting of the "Adventures of Sherlock Holmes," it is reasonable for the public to assume that the program has been successful from a sales making standpoint.

We have reason to believe that the style of advertising which has been woven into the Sherlock Holmes broadcasts has been no small factor in the welcome which the program has won from the public. A very high percentage of all the fan mail received makes specific mention of the manner in which the advertising



Dr. Watson makes a cup of coffee for his friend, Mr. Bell, while the public listens in

is handled and commends it heartily. The technique adopted for handling the sales story was radical at the time that it started. In fact, this was the first program on the NBC system, or anywhere else so far as we know, in which the spiel of the commercial announcer was omitted and the commercial end of the broadcast handled as a dialogue by the characters in the script.

The framework of the Sherlock Holmes broadcast is made by the visit of Joseph Bell to the studio of Dr. Watson, where the latter tells for Mr. Bell's entertainment an adventure from his experiences with Sherlock Holmes, the tale being dramatized in the telling. In such a setting as this it is perfectly natural for Dr. Watson to give his guest a cup of coffee, and this makes it easy for us to demonstrate the

method of making G. Washington's Coffee without boring the audience. In fact, hundreds of listeners have written us that they have their can of G. Washington's Coffee ready on the broadcast night in order that they may make their cup of coffee at the same time that Dr. Watson and Mr. Bell drink theirs.

We endeavor not to make the selling too obvious or too long, and we find that the commercial plugs become palatable when handled in the broken doses of a dialogue. At the end of the story the conversation of Mr. Bell and Dr. Watson flows along so naturally into talk about coffee that the listener who makes a habit of tuning out the commercial credit scarcely knows when he should pounce upon the dial. The quantity of fan mail very clearly

(Continued on page 28)



The H-O Rangers parade through down-town Buffalo to announce the new series

Build Your Audience *before* Your Program Starts

Advises W. H. Thornburg

Advertising Manager, HECKER-H-O COMPANY, INC.

“THE H-Bar-O Rangers are coming!”

This cry, coming from the throats of more than twelve hundred husky cowboys, resounded in the vicinity of kindergartens, elementary and high schools, and throughout streets in the residential sections of metropolitan cities within the product-distribution territories of the Hecker H-O Company, Inc., makers of H-O Oatmeal, for seven days prior to the opening network broadcast of this company on September 26th.

These hundreds of cowboys on horseback, accompanied in many cases by real Western stage coaches of the Wells-Fargo days, chuck wagons, and other vehicles symbolic of the days in the early West, awakens interest in the minds of thousands of school children in the North Eastern and Pacific Coast states. The cowboy publicity events of the week prior to the opening broadcast wound up with a grand finale of all the cowboys and equipment in each city, with a parade in the respective vicinities on Satur-

day preceding the opening Monday's broadcast.

In addition to this spectacular effort, small space advertisements were displayed on the radio pages of metropolitan dailies within the company's sales territories, as well as in the children's sections of Sunday supplements. Also, attractive display cards were featured in the windows of hundreds of grocers in these areas, further publicising the forthcoming series of broadcasts, appealing primarily to children.

Evidence that this advance publicity has been eminently worthwhile is the fact that the first H-Bar-O Rangers program to go on the air found an immediate waiting audience, without waiting for the usual necessary "build up" of fan mail and direct returns.

As for the show itself, The H-Bar-O Rangers is an interesting, appealing story of an eleven year old boy, Bobby Benson, who goes out West to take over a ranch to which he is the rightful heir, provided he lives on the H-Bar-O. The story is built in western Colorado, amid the

scenes of the early West just over the Continental Divide, which setting furnishes a colorful picture for the exciting events which take place throughout the series of broadcasts. The theme of the program series provides an absolute "natural" for the product advertised, H-O Oats. Oatmeal is a health food, used by the cowboys of the West, and during the course of the program various "scenes" are portrayed to enliven the listener's interest in an oatmeal product, such as a setting at the breakfast table at the ranch house, wherein young Bobby, the hero, asks Wong Lee, the Chinese cook, for "another bowl of this good, hot H-O Oatmeal."

This series of programs, broadcast over fourteen stations of the Columbia network in the East, and over fourteen stations of the Columbia Don Lee network on the Pacific Coast, is released by the sponsors on a thrice weekly schedule. Five o'clock Eastern time, and the same hour on the Pacific Coast, finds thousands of boys and girls eagerly awaiting the next episode of "The H-Bar-O Rangers" and their excit-

ing adventures. The western broadcasts are built with a separate cast and originate in station KHJ, Los Angeles, which arrangement provides for the release of the broadcast over the Pacific Coast network without necessity for a separate re-broadcast over land wires, from the point of origin of the eastern program. However, the same identical script is used excepting the relation to incidents where the difference in geographic locale makes slight changes necessary.

A merchandising plan has been incorporated as a part of the H-O

Company's radio activity in the form of a membership in the H-Bar-O Rangers Club, which is obtainable to every boy and girl upon sending a top from a package of H-O Oats. This membership includes the ranger's button, the ranger's official membership certificate, a picture of Bobby Benson and his horse "Silver Spot," and a folder showing photographic illustrations of various pieces of cowboy paraphernalia to which each member is entitled upon sending the required number of H-O package tops for the individual pieces designed.

The entire radio plan of our company was formed after careful study of other child programs on the air, and our advance publicity stunt confirms belief of our company officials that adequate pre-program audience building is necessary to obtain best results from any radio program, whether the audience be composed of children or of adults. Too, we believe that with a child's program particularly, it is necessary to involve some merchandising plan as a part of the radio activity in order to develop and maintain the fullest measure of audience response.

Canning Hour Is Cooperatively Sponsored

THREE years ago a venturesome sugar broker in Minneapolis decided that possibly the way to sell more sugar during the summer months was to encourage housewives to do more canning. He also decided that this persuasion could best be conducted over the radio. As a result, an educational feature was created for the WCCO Woman's Hour three mornings a week for five minutes each. This was sponsored by certain sugar manufacturers whom the broker represented.

The next summer fruit distributors of Minneapolis and St. Paul, noticing the increased sale of fruits for canning promoted by this sugar broadcast, joined the parade. A short time later a fruit jar company evidenced interest in the period, which was growing in length. By 1932 Certo, General Foods' famous product, became a participant in the hour, and with it the Kerr Glass Manufacturing Company, manufacturers of fruit jars. To stimulate interest in the "How We Can Can" period, the station itself sponsored a contest on canned fruits, jams, conserves and jellies. Sally Perkins, WCCO's home economist, took charge of the hour and herself conducted the broadcasts.

Nine o'clock was chosen as the best hour for the program, so that

women could take advantage of the tips given on the fruit market the same day if they cared to do so. Monday and Friday were the canning days. An alarm clock rang insistently at the beginning of the program to attract attention, and



The result of the "Now We Can Can" contest

listeners were urged to set their own alarm clocks at home to remind them it was canning day at WCCO. Each phase of the program was separated by a bit of theme music, with a short announcement to identify it.

The fruit dealers told the listeners just what fruits were cheapest and most plentiful at the moment, and warned them about those that would be off the market shortly. They also gave suggestions about

using fresh fruits aside from canning, such as unique fruit cocktails, fresh berry pies, fruit canapes, salads, etc.

The sugar broadcast included recipes for jams, jellies, sweet pickles, fruits, etc., making use of the fruits of the hour. The Kerr Glass Manufacturing Company explained all of the various methods of canning and jelly making with time schedules for the particular fruits under discussion that day. The Certo broadcast explained the place of Certo in their home canning, and occasionally gave recipes using Certo.

In addition to the hundreds of letters which came in requesting the Kerr booklet and the Certo jelly server, Sally Perkins received many calls each day asking for special advice on canning problems.

The Nicollet Hotel, in which WCCO's studios are located, gave a room on the ground floor, with two windows on the street, in which particularly delectable entries were displayed, as well as advertising of the sponsors.

At the end of the season, Sally Perkins and two other experts judged the contest. Every can was scored on flavor, color, appearance, clearness and consistency. All cans were given to charitable institutions after the judging.

Telling Your Story to Junior Will Sell Your Food to Ma

Programs that Please the Youngsters
Will Put *Your Goods* on *Their Tables*

Henry C. Klein *Explains How It's Done*

HHEY, fellas . . . It's half-past four . . . time for "Bud and His Buddies." And with that, a million young Americans click the dials of as many radio sets, and the big show is on; the greatest sales drive of all time gets under way.

Once, and not so long ago, manufacturers asked this question: Are children's radio programs successful? Do they really build sales? The latter, of course, is the barometer so carefully watched by those who send their money to the air. Today, one national chain carries fifteen children's radio shows, the other a like number. With what results?

A manufacturer of a food product recently went on the air with a child's program. Bear in mind, if you please, this particular product was not one that "children cry for," and certainly it is not one that the child has influenced the purchase of before. At the end of the first two weeks the sponsor had sold one hundred and fifty thousand pounds of this product. The manufacturer of a breakfast cereal decided to ride the ether waves and at the end of eight months succeeded in doubling his sales. Five hundred thousand young Americans voiced their approval of a certain child's show and sent the sponsor to first position in sales in his industry. Is there any longer a question of the success of children's radio programs? I think not.

But just how far can you go with these millions of young American salesmen? Just what can you expect them to sell for you? What will they demand in return? Frankly, I believe that children can and do influence the purchase of any article the family decides to buy . . . mince-meat or motor cars . . . soap,



Henry C. Klein

shoes, or sealing wax. No manufacturer has ever had a better, or a more honest salesman than a child. But tread lightly, be honest with these naturally enthusiastic youngsters, and, above all, never break

results--

THE announcer on a morning program broadcast over WCKY, Covington, Ky., recently told listeners that they could get free bottles of Coca-Cola by phoning either the station or the sponsor's Cincinnati office. Results of the program were: (1) complete paralysis of two telephone exchanges; (2) an indignant complaint from telephone company officials who stated that they were able to put through only a few of the 25,000 attempted calls; (3) the promise of L. B. Wilson, WCKY head, that no more announcements of that type would be broadcast; and (4) a three-year Coca-Cola contract for WCKY.

faith with them. Lose their confidence just once and the money you have sent to the air is lost. Let us look for a moment at this sales device which has proven itself so successful.

Some eight or nine years ago the bed-time story made its appearance on the air. Today that device is not worth a second thought, much less a dollar of your advertising money. "Roses are red and violets are blue" no longer appeals to the young modern. Not for a moment. While your simple sweet nothings are hanging somewhere on a sky hook, the savage cry of an Indian, the whoop of a cowboy or the purr of an airplane is filling thousands of American homes. One program of reality is worth twenty of fantasy. Stand in front of any movie theater and watch the Saturday afternoon juvenile audience that squirms and wiggles, pulls and fights for a better position at the box office. Read the billboard of that theater. "Buck Jones in a Real Thriller" . . . "To the rescue . . . Fearless Two-Gun Jim."

There is no need to experiment; you have but to look about you for definite proof of the type of program that will succeed. See to it that once you have selected the type of show you believe will carry your merchandise to market, the scripts (that is, the show or entertainment) are authentic. Children are keen to detect sham. You can fool all of the adults part of the time, but you can't fool all of the children any of the time. If you choose an adventure story, be sure the adventures are not only exciting, but possible. If you have an Indian show, under no circumstances must you allow the cigar store Indian to affect the entertainment that you are dishing out to the listening audi-

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ence. If honesty is essential to any adult show, and certainly it is, then it is even more so to a child's show.

A manufacturer recently brought a child's program to the air to stimulate the sales of a breakfast cereal. Others had succeeded; competitors had doubled sales; certainly he could do the same. The theme of the show was well selected. It was built around a class that for centuries has been the basis of hero worship. But the show was poorly done. Realism was sacrificed for showmanship. Keen-eared, keen-minded American children dialed it out and eventually off the air. A case in point to the contrary. A show that first took the air over a year ago presented its characters so honestly, so dramatically and so faithfully that it soared to first position in seven short months.

If the vehicle is right, you have half your battle won. The other half, and quite naturally the important half, is how to make the juniors buy your product. And let me assure you here, this is not an easy problem, but once achieved you can begin to give some rather serious thought to enlarging your production facilities, even in these rather difficult times.

TODAY the club, tribe, clan and corps have lined up some millions of tomorrow's citizens who are faithfully seeing to it that your product is on the table or in the home. They are of the age of joiners, and let me pause here to remind you that no nation has ever produced people who were more enthusiastic in this business of joining than Americans. These lads and lassies are going to wear that pin of your club, they are going to share in the secrets—and the more secrets the better—even though mother is not particularly drawn to your Red Top Ribbon Roasties.

But the labels count; two box tops mean a pin, three labels a promotion in the tribe or club, and that's that. One sponsor has gone so far as to offer elaborate gifts appropriate to his program. These particular gifts are costly, as premiums go, and require far in excess of the usual number of box tops or wrappers. Yet every one of the ten or twelve articles offered has been sent out to boys and girls numbering thousands. A celluloid

button may be attractively described in your commercial, but will it be disappointing when young America receives it? Look out for that! Misrepresentation is the dynamite that will blow your program off the air.

Those programs that have succeeded best are the ones that keep their offers freshened with new deals, new gifts. The original gift, the gift that these millions of listeners cannot buy themselves except through the Red Top Ribbon Roasties way, is the best merchandising hook for the program. And keep this important thought in mind: Write your commercials to the child. True, thousands and thousands of children's programs find their way to the receptive adult ear, but in the main you are directing your story, your sales argument, to children. Talk to them in their own language.

Walk slowly past some school building about the time the class rooms empty red-blooded, enthusiastic children onto the sidewalks. Listen carefully while they address

one another . . . "Yow wow . . . Hey, Skinny . . . You said it . . . Boy, oh Boy . . ." and what not will reach your ears. When you hear these things, remember that these youngsters understand better through this language than they will through the use of the customary dignified speech.

There are many natural instincts in children that are gone forever in adults. The pride of ownership, the natural desire to collect, to collect almost anything, the competitive spirit, that determination not to be outdone, to have what the other fellow has, and, as expressed earlier, the "I'm-a-member" period that comes to every boy and girl. These are but a few of the natural instincts that present themselves, and you can capitalize them.

Finally, and do not treat the importance of this thought lightly, remember that the mothers of these millions of young Americans are censuring your program. They are concerned, vitally concerned, about the entertainment their sons and

(Continued on page 28)

RADIO SWELLS MALTEX SALES

(The following case history of the broadcast campaign of the Malted Cereals Company was furnished us by the Sales Promotion Department of the National Broadcasting Company.)

THE program sponsored by The Malted Cereals Company, makers of Maltex, was on the air once weekly for 15 minutes through 26 weeks, September 9, 1931, to March 3, 1932. They resumed with NBC in September, 1932, with two 15-minute periods on the basic red.

During the first 17 weeks, the program was broadcast Wednesdays from 5:30 to 5:45 p. m., E. S. T., over WEA, WTIC, WTAG, WJAR, WCSH, WGY, WBEN, and WWJ. During the last nine weeks it was shifted to Thursdays, and WEEI and WTAM were added.

Mr. E. T. Williams, vice-president of Redfield-Coupe, Inc., advertising agency handling this account, informs us that *from the first week Maltex was on the air sales increased steadily.* He definitely cites the following figures:

Sales for Jan., 1932, increased 11 per cent over Jan., 1931.

Sales for Feb., 1932, increased 18 per cent over Feb., 1931.

Sales for Mar., 1932, increased 58 per cent over Mar., 1931.

Mr. Williams attributes these increases to NBC broadcast advertising exclusively—inasmuch as this was the only advertising medium used by the Malted Cereals Company in their fall and winter (1931-1932) campaign.

Here are the returns on mail solicited by Maltex over a period of 20 weeks, October 21, 1931, to March 3, 1932:

	Letters
Total returns . . .	18,179
Peak week, Feb. 4, 1932 . . .	1,789
Average per broadcast	909

Mr. Williams declares that the Maltex Company is doubly satisfied, since an analysis of these results shows that the cost of this broadcast advertising was relatively smaller than for any previous Maltex campaign.

His final statement is that the results Maltex obtained from their 1931-1932 broadcast advertising have already provided the necessary money for their 1932-1933 advertising campaign.

Varying Programs to Fit Local Conditions

Beech-Nut Finds Recordings Solve Problem of Spotting Advertising

By F. Arthur Elsey
McCANN-ERICKSON, INC.

WHEN the Beech-Nut Packing Company considered radio as a means for advertising its food products, first thought suggested the usual nation-wide plan of broadcasting. Not a city, town or village in the United States but knows the famous Beech-Nut trademark. What could be better, then, than to employ one or two chain hookups?

Second thought, however, remembered that while some items in the Beech-Nut line sell everywhere, others are relatively less important in certain parts of the country because of variable marketing conditions. It recalled also the patent fact that in the food field competitive conditions favor, first, the most direct and explicit type of sales promotion and, second, promotion designed to support those products which face an unusual local resistance.

Essentially it was a case of reaching everybody, providing an entertaining program at reasonable cost, yet allowing for sales messages fitted to the needs of particular trading centers and areas. The current mystery drama program, "Chandu—The Magician," is doing this triple job in an uncommonly thorough way. Independent stations, selected according to the sponsor's particular distributing set-up, broadcast electrical transcriptions of the "Chandu" thriller. The important point is that the commercial continuity is varied with different stations.

If a listener should tune in at Boston some evening he might hear about Beech-Nut Cream Crackers.

Turning his dial the merits of Beech-Nut Gum and Confections might be heard from an Atlanta station. Simultaneously Miami would be transmitting some special offer, and a New York audience would be hearing how the "Rex" served Beech-Nut Coffee on her maiden voyage from Italy.

Under this plan the company can support its sales organization to the full, giving definite product support, not merely trade-mark promotion. Taste preferences can be met. For instance, Beech-Nut Tomato Juice Cocktail is the big number in New York, but the man who writes copy to be broadcast in Indiana must remember that Pure Tomato Juice is far more pleasing to the Hoosier palate. Or again, most New Yorkers like Beech-Nut Cream Crackers, while elsewhere it is Beech-Nut Butter Wafers that get the call.

The use of electrical recordings makes possible this *spotting* of the broadcasts so that the advertising can be cashed in on most directly and effectively. It is the one sure way the company can turn its radio continuity to the support of products which need special impetus at the moment in any particular trading area.



A typical point-of-sale display

The "try it, see if you like it" principle has always been one of the keystones of good advertising practice. Beech-Nut has put it to work by offering something free, providing the radio listener will send in proof of purchase of the product being advertised. This proof may be a metal strip from a tin of Beech-Nut Coffee, five wrappers from Beech-Nut Luster-Mints, or perhaps the label from a jar of Beech-Nut Jelly.

The volume of returns so far received amply justifies the choice of the radio medium and the method of its use. Enthused by the showing, "Chandu's" sponsors recently added eleven stations to the original list, and at the moment more than thirty-five stations carry the program, from Maine to Florida and west to Minnesota. Present plans anticipate the extension of Beech-Nut broadcasting throughout the west.

The free offer referred to has comprised little magic tricks, such as the familiar multiplying billiard ball. To merchandise the radio activity, schedules of program announcements have run in newspapers in both large and small centers. Larger cities have received car card advertising reminding the public that "Chandu" is being broadcast every week, in most cases on five of the seven evenings. Grocery stores have received window signs, counter cards and folders.

ON November 2, KDKA celebrated its twelfth birthday, which is also the twelfth anniversary of the beginning of American broadcasting.

Broadcast Advertising

Radio's Place in the Advertising Program of Jack Frost Sugar

Is Discussed by W. G. Hildebrant
President, GOTHAM ADVERTISING COMPANY



W. G. Hildebrant

THE editor has asked us to outline the factors that have made the Jack Frost Sugar radio advertising campaign effective. This question is a little too bald and restricted to answer. I say this because, while I have a very sincere appreciation of the help that the radio broadcasting has been in behalf of Jack Frost Sugar, I can evaluate it only in its relation to all the other advertising and merchandising behind the product.

The Jack Frost Sugar Melody Moments program is now in its fourth year on a National Broadcasting Company network. Without disparaging the work it has done for its sponsor, I say frankly that I would never have recommended it in the beginning, nor would I recommend its continuance now, were it the sponsor's sole advertising effort. I believe absolutely that radio advertising must have other advertising support. In the case of Jack Frost Sugar, the foundation in the advertising structure is newspaper space; we spend much more for newspapers than for radio. I do not presume to say that this is the correct proportion for all advertisers, but it has suited our purpose very well.

I just want to make this point clear, because I think the results of radio expenditures can be estimated only in their relation to the entire advertising and merchandising plan. Now, having done so, I will talk about radio.

We have found the results from our broadcasting good enough to continue on with it, and I daresay that is the only practical test. There is a deep conviction in the advertising offices of the National Sugar Refining Company of New Jersey, which sponsors Jack Frost Sugar Melody Moments, that all its advertising must be so pointed as to return a profit to the dealer who handles the product. We make surveys from time to time to satisfy ourselves that the advertising is working according to the plan. One of our recent surveys made in an Eastern metropolis showed that where four years ago distribution of Jack Frost Sugar was to be found in only 20 per cent of the retail grocery stores, today it is found in 75 per cent of them.

A newspaper investigation just concluded independently in another large city disclosed a most remarkable situation. In that investigation, more than 278,000 families were polled on commodities. They indicated preferred brands in sugar, breakfast foods, soaps, and the countless other products that go into the home, the sum total including 664 different advertised products. In the sugar group, seven brands of sugar were voted on. The results showed that Jack Frost was preferred by 137,088 families—49.3 per cent of all housewives. The other six brands combined were chosen by 30.2 per cent; the remaining 20.5 per cent stated they had no preferred brand.

Tabulations such as these show

that the advertising is reaching toward the goal it aims for. We have never given anything away on the radio or in any other manner sought to intrigue a direct mail response from the radio audience. This, for the very simple reason that we are not interested in writing or receiving letters. What we are after is to sell sugar, and the response we want is to send Mrs. Housewife to her neighborhood grocer with the mental resolve and cash in her bag that will be translated into a sale of Jack Frost Sugar over the counter.

WE have never been able to see anything very mysterious in the use of radio broadcasting as an advertising medium, and have not attempted to make anything mysterious of it. In the very beginning, back in September, 1929, we created a program that we thought would appeal to the majority of average people. We did not aim at the fringe of ultra-highbrows; nor did we aim at the very young folk who are still in the jazz-mad stage. We wanted to reach the average home folks who comprise the great bulk of American families, and we tried to do it by creating a concert of music which appealed to them. That concert included good music of all degree, popular and classical. Our only insistence was on superior musical talent, and our only limitations were based on the standards of good taste.

There has been no reason at any time to believe we were wrong, and there has been a good deal of evidence to make us believe we were right. We were fortunate in the beginning to have as our conductor Eugene Ormandy, since gone to Minneapolis to become conductor of the symphony orchestra there, and we were doubly fortunate to secure

as his successor the services of Josef Pasternack. Every musician in our orchestra is a soloist in his own right, and the plaudits that have come to our orchestra have not only been a source of great satisfaction to us, but, we believe, a source of very real business creation as well.

In the handling of our commercial announcements we have done some experimenting. And I am not ready to say that we have found the solution yet. In the beginning, we patterned after most sponsors and had long dissertations meant to sell our sponsor's product then and there. Then we decided that we were piling it on too thick and swung to the other extreme of say-

ing practically nothing. In theory, this latter practice was very handsome, but it seemed to produce a misapprehension on the part of the public, who began to think they were hearing a sustaining program. Recently we have taken a middle course, and our commercial announcements now average about 40 or 50 seconds, sufficient to impress a listener with the name of the product that the broadcast represents and to suggest its use to her.

We do merchandise our program to the trade. This is fundamental, and obviously necessary, but mainly we adhere to the policy that is such an entrenched part of our client's plan, to make the program

create business for the dealer. The surveys I mentioned at the beginning of this article are the best answer to the question of its success.

After more than three years of experience with a radio program meant to improve the business of a food staple, our conclusion is this: If the other advertising which the sponsor has been doing has proven resultful, then broadcasting which in its appeal to the audience is in harmony with the other advertising will favorably expand results already obtained. By itself, I do not think radio advertising can work any magic, but in conjunction with a comprehensive advertising plan, it can prove very favorable.

Chrysler Holds Radio Sales Meeting

WITH the entire United States and a portion of Canada as a convention hall and the Columbia Broadcasting System as a speakers' platform, Walter P. Chrysler and other executives of Chrysler Motors addressed some 75,000 members of the Plymouth distributive organization (and any one else who cared to listen) to acquaint them with the new 1933 Plymouth Six.

The first half of the program, broadcast from one to two p. m., E. S. T., was a dramatized presentation of the activities surrounding the production of the new Plymouth, into which were incorporated the talks of Mr. Chrysler and others. The second part of the broadcast, three to three-thirty, E. S. T., was devoted mainly to answering questions telegraphed to New York by Chrysler, Dodge and DeSoto dealers who were gathered in meetings in 25 cities.

To facilitate the delivery of these questions, special wires were installed between Western Union's main offices and the dealer meeting places and another special wire in New York run directly from the central telegraph office to the Columbia studios where Mr. Chrysler and his staff were gathered for the broadcasts.

Explaining why the radio was used for this unusual purpose, Mr. Chrysler said:

"Chrysler Corporation has one of the most important business mat-

ters in its history to discuss with its dealer organizations simultaneously. To hold a meeting of Chrysler Motors' dealers who handle Plymouth cars in the United States and Canada, it would be necessary to hire an auditorium the size of Madison Square Garden. A dealers' convention, attended by an average of two men from each De Soto, Dodge and Chrysler dealer organization, would total about 20,000 persons. To bring such a group to Detroit would entail tremendous expense.

"With this situation confronting us, we decided to use radio as a means of personal communication with our Plymouth dealers."

To protect the company against financial loss in the case of breaks in the land wires connecting the numerous stations in the hook-up or the failure of any part of the intricate equipment for transmitting the program, the meeting was insured for \$500,000 with the National Surety Company, the first radio program ever to be covered with insurance and the largest policy ever applied to such a brief period of time, except in the case of money shipments.

Widely publicized as the first radio sales meeting, the Chrysler program was in fact not even the first automobile dealers' sales convention to be held via the air. On September 1, 1931, a similar broadcast get-together was held for Chev-

rolet dealers on the Pacific Coast. And as long ago as October 15, 1929, the California distributor of Spafon Radios collected his dealers in groups and addressed them by radio. To Chrysler, however, goes the honor of being the first to do the job on a national, not to say international, scale.

A six-column display ad appeared in evening papers the day before and morning papers the day of the broadcast. Headed "Plymouth Apologizes to the Radio Public for Taking Time on the Air to Tell 7,232 Dealers About Walter P. Chrysler's New Plymouth," the copy explained that the broadcast was primarily a business affair.

"But," it continued, "because the radio is a public institution, and because we may be replacing programs which you hate to miss, we have attempted to make this meeting as interesting as possible.

"Hearing Mr. Chrysler and other officials of the Chrysler Corporation explain the details of a new car may not be entertainment in the usual sense of the word. At the same time, sitting on the side-lines of a unique form of business meeting may be interesting.

"So we say . . . please accept our apologies for this intrusion on your radio time. And be assured of this: If you care to attend our first Radio Meeting, you are most cordially welcome! We'll be very glad to have you with us."

Musical Programs Sell Cookies in Detroit

Steady Sales Increase Largely Due to WJR Broadcasts

Says M. R. Watson

Detroit Sales Manager, LOOSE-WILES BISCUIT COMPANY

BEFORE the Schust Baking Company started featuring its products over the air, we had had no regular budget for advertising purposes or any definite campaign of advertising. Our advertising up until that time had always been done through painted cars which were used by our salesmen; smartly painted trucks; a little advertising in local trade papers; and at one time a flash newspaper campaign.

When it was finally decided that we should advertise Schust cookies and crackers over the air, it was also decided not to go on with an ordinary program, but with a high-class program consisting of a small symphony orchestra, because we figured this would, by association, stamp our merchandise as a quality line.

We launched our first program in the fall of 1928. For the three previous years our business had shown a steady increase in sales of approximately 10 per cent each year over the previous year. During the year of 1928 this increase jumped to 34 per cent over the year of 1927, and in 1929 to another 35 per cent over the year of 1928. During the year of 1930, when most lines of our type were having an exceptionally hard time in showing increases over previous years, we continued showing fair increases over 1929.

We continued our symphony orchestra for a period of two years, and then made a check-up, being helped by one of the large Detroit newspapers, in order to find out whether this high-class music was as popular with the general public, who were prospective purchasers of our merchandise, as a more lively dance program would be. We received a large number of replies



The Sunshine Bakers, heard from WJR each Thursday

which seemed to favor a new style of program—a mixture of both dance music and the higher type of program.

It is often hard to find out just what results are being obtained with a radio program, because in proportion to the listening audience very few letters are received commenting on the program. However, at different times we used a few features in order to find out whether or not we were entertaining the public in large numbers.

For instance, at one time we gave away 100 pairs of theater tickets to a large Detroit moving picture house. We announced over the air that these 100 sets of tickets would be given to the first 100 replies that came in on the following morning. Before noon of the next day we had received many telegrams and special delivery letters, as well as a large quantity of other letters, numbering in all, if I remember right, approximately 7,000, which in itself proved the fact that we were entertaining a vast audience, because of the fact that so few people who hear a radio program ever write in. At different times other checks of this kind were made which proved beyond a doubt that our program was worth while and popular.

Later on, when the Schust Baking Company was taken over by the Loose-Wiles Biscuit Company, we featured Sunshine Hydrox in 10c packages throughout this territory in a radio contest, offering \$150.00 in prizes. In order to qualify, the listener had to buy a 10c package of Hydrox cookies and write his name and address on the wrapper, telling us how he liked this particular biscuit. During the time this contest was on the air there was a continuous flow of wrappers into our office daily through the mail, and thousands of these packages were sold—in fact, many more than we had any idea could be sold.

The fact that the Loose-Wiles Biscuit Company has continued with our radio advertising appropriation in this territory during the last two years makes the writer feel that they, too, are sold on the many advantages of broadcast advertising, used in conjunction with their newspaper, car card, and magazine advertising.

I have always felt personally that as far as the city of Detroit was concerned, much of our sales increase can be traced directly to our fine radio program consistently used over long periods.

BROADCASTING A COOKING SCHOOL

RADIO advertising has been a major factor in the gratifying sales record of the Rumford Chemical Works, Rumford, R. I., manufacturer of Rumford Baking Powder and other phosphate food preparations, which shows that *sales and profits were higher in 1930 than in 1929 and still higher in 1931 than in 1930!*

Doubtful as to merits of this new medium in making sales, the Rumford firm started in radio about four years ago by assuming the sponsorship of the broadcast of an informal cooking school. Clarkson A. Collins, Jr., general sales manager, frankly states he was extremely skeptical about results and made the trial largely to prove to himself that there were better forms of publicity. But today radio has a generous share of the Rumford advertising budget because it has proved very profitable.

The first Rumford programs went out over a network, but study of this coverage disclosed that some of the firm's most valuable sales territory was untouched by any of these stations, which resulted in a change of policy. Accordingly the sponsor discontinued the use of a chain in favor of spot stations, each selected to produce the best and most complete coverage. At present, about 100 spot stations are producing close to 100 per cent national coverage for the twice-a-week cooking school chats.

Wider coverage has produced much better sales results. Complete coverage of New England was especially desired as this is one of Rumford's richest fields. This has now been secured as well as the reaching of several Southern states, another section where large quantities of Rumford products are sold and where sales were substantially increased following the adoption of

Is Profitable Advertising for Rumford Baking Powder

the new system. Much additional territory is also covered in the Western states.

"The use of spot stations," explains Mr. Collins, "has given us very nearly complete coverage of the country. Not only has this brought us increased sales, but it has enabled us to select the station in each city that we prefer. When using a chain system, it is imperative that the advertiser use the stations in that hook-up, which does not always constitute the most profitable line-up. In selecting individual stations, we have chosen first-class stations with the greater listener-preference, which is a major factor in sales results.

"While definite figures are not available on results to cost for the two forms of broadcasting, we do know for certain that the method of spot stations is very much more profitable per dollar of cost than the former method.

"Estimation of actual listener-audience, I believe, is more or less futile and often fabulously exaggerated. Sales results are the only practical mode of measuring radio, or any other form of advertising, for that matter. While we offer no inducement whatever for housewives to write in, we receive an average of about 2,000 letters weekly. These requests are invariably for a recipe, either broadcast or not, or for advice on some baking problem. Housewives who are unable to listen in on a particular day frequently write us, asking for a copy of that talk. This response, accomplished through sheer listener-interest, is an evidence of the broadcast's value."

NOT content with the mere announcement of its broadcasts, the Rumford Chemical Works does a great deal to build up its listener audience. Grasping the idea of distributing tickets for the broadcast just as tickets are used for admission to a theater, the firm ordered a printing of 4,000,000 actual reproductions of a theater ticket, done by a company which makes a specialty of printing theater tickets. These tickets carried the announcement of the broadcast in an unusual and attractive way, giving all details, even to seat number and price. These were distributed through salesmen to dealers and to housewives all over the country, and it is known that they helped in large measure to increase the radio audience. They invited new listeners in a way that made housewives remember the day and time, and they reminded former listeners.

So successful was the idea that another printing of four million was ordered, received and passed out. To date well in excess of 8,000,000 tickets have been distributed.

Other methods used to build the Rumford radio audience are the mention of broadcasts in newspaper advertising and the use of posters in stores where they are seen by thousands of housewives. The firm maintains nearly 200 salesmen, each covering a specified territory, who are continually boosting the listener audience by "selling" the idea to retailers who in turn "talk it up" to their customers. If a salesman visits a retailer during the time of the broadcast, he tactfully suggests turning to the station to hear the chat, providing the grocer has not already done so.

Broadcasters to Meet in St. Louis

Officers
of the
National
Association
of
Broadcasters



Harry Shaw, WMT
President



John Storey, WTAG
First Vice-President



Paul Morency, WTIC
Second Vice-President



M. A. Howlett, WHK
Treasurer

EVERY broadcasting station in the United States should be represented at the Tenth Annual Convention of the National Association of Broadcasters, to be held at the Hotel Chase, St. Louis, Missouri, November 13, 14, 15 and 16.

Whether or not the station belongs to the NAB—whether or not it is wholly in sympathy with this organization—the matters to be discussed at St. Louis are too important to its bankroll for it to miss out on the discussions. For instance, the copyright situation.

As it now stands, the American Society of Composers, Authors and Publishers is standing pat on its demands for a percentage of all commercial revenue, regardless of how much or how little copyright material the station may broadcast. And it is not at all sure that advertisers will allow the stations to get out from under by passing these charges along to them. In at least one case, a sponsor has notified the stations broadcasting his program that as he is using no copyright material he sees no justification for his paying any such fee, and that if he is forced to pay it he will discontinue the use of radio for his advertising.

This is one question facing the entire broadcasting industry that will probably be answered by the action of the broadcasters present at St. Louis, and those stations not represented will probably have no choice but to abide by that decision.

Then there is the question of the widening of the broadcast band and of settling the irritating Mexican situation, which can only be done

by some division of wave lengths between that country and that United States. While this is not strictly a matter for the broadcasters to decide, if they can agree on a particular plan their decision will undoubtedly carry considerable weight with the American delegation which has the power of deciding.

While these are the headline topics, there will also be talks and discussions on a variety of other subjects of importance from a legislative, commercial or program point of view. For one, Charles F. Gannon, of Erwin, Wasey & Company, chairman of the radio committee of the A. A. A. A., will explain the standard order blank proposed by the Four A's and the necessity for standardized rate cards.

But the Convention will not be all business. On Sunday there is a choice between the annual NAB Golf Tournament and a trapshooting meet. Or, if one would rather watch than participate, there are sightseeing tours of the city, with pauses at Shaw's Garden, which now holds the finest display of chrysanthemums in the world, and at the Zoo, where two trained chimpanzees will put on a specially prepared radio program. On Monday night there will be a smoker, and on Tuesday the annual banquet.

In keeping with the times, the Convention Committee (headed by Edwin Spence, which guarantees the success of the meeting, as those who have attended previous conventions know) is offering bargain rates. The \$10 registration fee includes not only admittance to all meetings, but the banquet on Tuesday, the smoker on Monday, and

luncheons on Monday, Tuesday and Wednesday. Also, an arrangement has been made with the railroads so that delegates can make the round trip for one and a half times the regular one-way fare. So fear of undue expense need keep no one away.

Daily Broadcasts Put Over Pittsburgh Radio Show

DURING the last week of September the Pittsburgh department store of Boggs & Buhl held a radio show. On Monday, the opening day, display space was taken in the three Pittsburgh evening newspapers. Aside from this single splurge, all advertising was by air. Three times daily, over station KQV, broadcasts were put on direct from the show: a quarter-hour at one o'clock, a half-hour at four, and another fifteen-minute period at eight forty-five. Talent was the regular KQV four o'clock show, "Uncle Henry and His Radio Rascals."

It was originally planned to announce at the four o'clock shows throughout the week that telephone requests for numbers to be broadcast would be honored by the artists. This was an innovation as this group had never answered requests before. Immediately following the first announcement on Monday afternoon, the telephone calls began to come in. The seven operators on the Boggs & Buhl switchboard were completely swamped. In fact, the telephone company put in a distress call stating that this announcement had completely demoralized the exchange. Lacking suitable facilities to handle such an avalanche of requests, the announcement had to be discontinued.

The show was attended by 30,000 people, and many more were unable to get in because of the limited space, although evening attendance was limited to adults only. Harry Lewis, radio buyer for the store and in charge of the show, reported that sales were satisfactory and added that "if a radio show is held next year, the same advertising methods will be employed."

Chicago Studio Opened by World Broadcasting System

THE World Broadcasting System has opened a production studio at 400 West Madison Street, Chicago, in the quarters formerly occupied by station WMAQ. This is the third in a coast to coast series opened by World; the others are at New York and Hollywood.

Equipment has been installed for recording transcriptions under the Western Electric license. At present, World Broadcasting System, through its subsidiary, Sound Studios of New York, Inc., is the only organization holding a



Edwin G. Foreman, Jr.

license for the production of transcriptions by the Western Electric method.

A. J. Kendrick, president of Sound Studios, is directing the opening of the new Chicago plant. Mr. Kendrick will welcome visitors who are interested in the new facilities of radio as an advertising medium. He will be glad to show the new recording equipment in operation and to accord his visitors an opportunity to listen to transcriptions of the new vertical wide range type.

Chicago operations will be in charge of Mr. Edward G. Foreman, Jr., formerly associated with Blackett-Sample-Hummert, Inc., Chicago.

Beerend with CBS

NORBERT BEEREND, for the past six years in charge of the radio division of the United States Advertising corporation, has joined the Columbia Broadcasting System sales department in the Chicago offices.

Leaving the promotion department of the Hearst Publications in the early days of broadcasting, Mr. Beerend became one of the pioneers in the radio trade. He was executive secretary of the Wisconsin Radio Trade association and one of the organizers of the Federated Radio Trades association.

Associated Oil Sponsors Sixth Year of Football Broadcasts

THE Associated Oil company, with headquarters in San Francisco, which during the past six years has increasingly taken advantage of the seasonal interest in football by sponsoring the broadcasting of major western contests, has this year announced a grid broadcast lineup and an exclusive coast-wide station schedule utilizing facilities of two networks.

Facilities of 20 NBC and CBS stations, spotted effectively in an area from Seattle and Spokane, Washington, in the north, to San Diego, California in the south, eastward to Reno, Nevada, and westward to Honolulu, are utilized in a schedule which calls for over 200 station broadcasts. This two-network lineup is said to be the most pretentious ever marshalled by a commercial sponsor for sports broadcasting.

But, paradoxically, Associated's sports broadcasts through the past six years have been designed not for the purpose of gaining a regular audience, but with the intent of increasing stadium attendance through the promotion of football interest, and thus of encouraging highway travel. The grid fan, unable to attend a game in which he is interested, tunes in the Associated play-by-play account. He hears the commercial announcements for Associated Flying A gasoline and Cocol motor oil before and after the game, and between halves and quarters. He hears also the announcer's repeated admonition, "Go to the Games," and "Get Associated with Football."

The result is that whenever he is able, he does go to the games, and if he drives a car, he will be inclined to fill up at an Associated service station or garage for the trip. Thus motoring is encouraged in a comparatively lax period, and the spotlight is turned on Associated products to enjoy an effective percentage of the business thus fostered.

Harold R. Deal, advertising manager for Associated, has found this annual tie-in with football most effective as an ad-

vertising idea. He is convinced that football broadcasting actually does encourage stadium attendance, and has sales figures to prove his contention.

In support of its grid broadcasting schedule, Associated has gone also into the media of posters, pamphlets, interest-building radio programs, and newspaper copy.

On its regular 90-minute Associated Spotlight program, heard Saturday nights on the coastwide KGO-NBC network, the company is now featuring a 15-minute eye-witness close-up resume by Herb Dana, colorful referee, of the game in which he has officiated the same afternoon. Dana's talk, entitled "The Huddle Side of Today's Football Games," has gained a tremendous audience since the opening of the grid season.

Recently the company issued a free booklet, distributed by Associated service stations and garages throughout the western territory. It is complete, up-to-date western football schedule, with such features as 1932 rule changes and their effects, a discussion of common violations and penalties on the gridiron, brief sketches of western coaches, a chronological schedule of western games, and the five conference schedules.

The public has come to look upon the Associated service station or garage as a reliable information bureau on grid matters. Posters carry from week to week an announcement of the games, and the "Smiling Associated Service Man" has been schooled as a football information expert, with complete data at his fingertips.

Thus a well rounded campaign has been built up, as successful in its advertising effectiveness as in its assistance to football officials, and Associated looks forward to the duration of the football season in confident anticipation of even more encouraging sales results than it has enjoyed in grid seasons of the past.

Grocers Approve Broadcasts As Genuine Sales Stimuli

RECENTLY the sales promotion department of NBC's San Francisco division arranged interviews with 137 grocers—79 independents and 58 chains—asking three questions regarding a well-known product advertised in magazines, newspapers, and radio. In answer to the question, "Do you listen to the So & So program?" 81, or 59 per cent replied "Yes." 14 of these replying "No," explained that they worked too late to hear the program. In reply to the question, "Do you think these programs strengthen the advertising campaign?" 116, or 84 per cent, replied "Yes." To the last question, "Does the radio program help your sales?" 100, or 73 per cent, replied "Yes."

Here's Modest Sponsor

NOT one word of commercial sales talk . . . yet the advertiser is paying for a series of 26 half-hour programs over station WGAL, Lancaster, Pa.

Adhering to its policy of cutting all sales talk on the air, the Bricker Baking Company, of Lancaster, has signed up for a weekly 30-minute program called "The Bricker Community Salute." Civic clubs, community organizations and religious groups have been invited to appear on this series of broadcasts. Each participating group supplies the entertainment and a speaker to give a 5-minute message.

Charles S. Goodman, manager of the baking company and president of the local Chamber of Commerce, will handle the arrangements. Only the name of his firm as being the sponsor is announced.

Broadcast Advertising

Now on the air...

3 OUTSTANDING RADIO PROGRAMS

in the Food Field

... typical of many* created by
Rogers & Smith, Chicago



Hear them . . .
and judge for yourself

You will observe that Rogers & Smith programs are always entertaining—exceptionally so. We realize that it's the show that gets the audience, whether at the theatre or in the home. But, in addition, you will note that we never lose sight of the fact that the principal objective of any paid radio program is increased sales for the sponsor. Program service is, therefore, only one of the functions of this agency.

A Radio Service combined with Advertising and Merchandising background

With 16 years successful experience in all forms of advertising and merchandising, we approach each problem with a keen sense of our responsibility in the production of tangible results. In several instances, advertisers who had met with previous disappointments in the use of radio, are now scoring remarkable sales successes through Rogers & Smith service.

Rogers & Smith was one of the first advertising agencies to present a broadcast program sponsored by an advertiser—the first advertising agency to present a broadcast program from the Chicago studios of the National Broadcasting Company—the first advertising agency to present a broadcast program over the Columbia Farm Network System.

Rogers & Smith experience includes both chain and spot stations, employing both talent and electrical transcriptions. We have within our own organization nationally-recognized talent for the writing, producing and directing of radio programs.

7 new and original Rogers & Smith Program Creations now available for advertisers

Rogers & Smith have available now for non-competitive advertisers, seven distinct and unusual program creations ready to submit for your consideration. Permit us to lay them before you. Then, without obligation or expense to you, we will gladly build around the selected program idea, a complete finished broadcast that will sell what you make. A coupon is provided for your convenience.

*In addition to the above features, Rogers & Smith have produced programs which have successfully sold Flour, Butter, Flavoring Extracts, Baked Beans, Hand Lotions, Threads, Garters, Books, Washing Machines, Water Softeners, Fishing Tackle, Boats, Outdoor Equipment, Outboard Motors, Garden Tools, Seeds, Poultry Feeds, Poultry Equipment, etc.

Rogers & Smith

A complete advertising service

WALTER E. SMITH, Pres. EVERETT GEORGE OPIE, Prog. Dir.

20 NORTH WACKER DRIVE, CHICAGO

Monarch "Mystery Tenor" for Monarch Finer Foods

Sponsored by Reid, Murdoch & Company, Chicago. 8,000,000 people have paid to hear the Monarch "Mystery Tenor" sing. He is supported by the Czerwonky Stringed Ensemble and shares the spotlight with Chas. J. Gilchrist, the popular Monarch Radio Reporter. Heard every Sunday over the N. B. C. Blue Network and Northwest Supplementary Group at 1 P. M., CST, 2 P. M., EST.



Rin-Tin-Tin Thrillers for Ken-L-Ration and Ken-L-Biskit

Sponsored by Chappel Brothers, Inc., Rockford, Ill. Featuring Rin-Tin-Tin Jr., in dramatic presentations of heroic deeds of the faithful dog. Now in the third successful year on the N. B. C. Blue Network. Every Thursday at 7:30 P. M., CST, 8:30 P. M., EST.



"Steamboat Bill" for Malt-O-Meal

Sponsored by The Campbell Cereal Co., Northfield, Minn. An exceptionally popular children's program now in its third year of marked success. A large group of leading spot stations are used, including WLS daily except Sunday, 7:30 A. M., CST; WTMJ, 7:45 A. M. CST; WJR, 8:00 A. M., EST; WCCO, Monday, Wednesday and Friday, 5:20 P. M.; WFAA, Monday, Tuesday, Thursday, Friday, Saturday, 8:00 A. M., CST, etc.



ROGERS & SMITH	
20 North Wacker Drive, Chicago	
Without obligation, you may present your radio program ideas for our consideration.	
Business title
Firm Name
Address
City State
Product

REGIONAL CAMPAIGN PUTS OVER BIRDSEYE

(Continued from page 9)

advertising indicates that the following points are most important:

First, the programs must not be allowed to grow stale. At least one out of every three Birdseye programs was a special broadcast. Guest speakers of all kinds were invited to the microphone. Dealers swapped experiences—we even went so far on one program as to have an actual Birdseye dealer “sell” a prospect. Strangely enough, this was widely and favorably talked about, and the local people really forced the prospect to take on the line immediately, whereas he was planning to sign up in that indefinite future so discouraging to the salesman.

Several contests were run with the Birdseye merchandise offered as prizes delivered through a nearby Birdseye store. When it was learned that several Gloucester skippers were bringing in boatloads of fish but buying Birdseye fish to eat at home and at sea, we had one of the skippers to tell all about it on an all-sea musical program. A few weeks ago the show was completely changed and an entirely new type of program was put on the air.

The second point is equally important: *merchandise the show!* Every program should be scanned with an eye to “selling” it to the trade. Keep it before the salesmen and dealers. Play up the new features.

Third and last: tie in the radio with other activities. With Birdseye, there are three major channels of promotion: sales, advertising, and the educational department with representatives conducting cooking schools, lecturing, demonstrating, and assisting dealers in many other ways. Radio is a grand medium of exchange. Local news can be turned into the best kind of advertising.

For instance, when the Governor of Massachusetts and his wife stopped at the Birdseye booth at one fair and asked a great many questions about the new foods, the story was put on the air the next day. When the city of Boston tendered a dinner to Clarence Birdseye, radio followed it up. This feature is one of the strongest points of regional broadcasting.

As already noted, this planning, producing, checking, and follow-up means a lot of work for someone. But if the progress of Birdseye Frosted Foods launched in a conservative territory at a time which was unpropitious, to say the least, means anything, it's very much worth while.

Detectives on Air for Toothpaste

BLACK and Blue, “Radio’s Ridiculous Dicks,” who used to work for Folger’s Coffee on the West Coast, are now engaged in selling Iodent Toothpaste throughout the East and mid-West. The programs are electrical transcriptions, spotted on various stations and broadcast three evenings weekly. The sponsor is the Iodent Chemical Company of Detroit, whose agency is Maxon, Inc., of that city.

RADIO OUTLINE FOR FOOD ADVERTISERS

(Continued from page 6)

children and women and a second program during the evening hours or on Sunday with a good will appeal for the entire family and one that will reach the dealers. The grocer is brought into direct contact with the program that features the products he carries. He is conscious of the advertising efforts of the sponsor and will reciprocate with enthusiasm in featuring these products to his customers. The salesman, after hearing the program sponsored by his company, is able to sell this advertising effort more thoroughly to the dealers, and he finds that the dealer who is acquainted with the program is more willing to cooperate in the putting up of window and counter displays that feature it.

The most successful broadcast advertising campaigns for food broadcasts have been those that were thoroughly merchandised with coordination between the program space advertising and point of sale display material.

Broadcast advertising offers “food for thought” for every manufacturer of food products who has not yet tried this potent sales and advertising force.

McGuire Head Radio Dept.

MASON MCGUIRE is now head of the radio department of the Chicago office of N. W. Ayer & Son, Inc., succeeding Stuart Hawkins.

The TESTED SPOT for TEST PROGRAMS

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION

KMBC

A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

MODERNIZED

To give the Advertiser **MAXIMUM COVERAGE**, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser **MAXIMUM CIRCULATION**, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

KMBC of KANSAS CITY

Station News

A HOST of broadcasting's prominent personages and personalities will assemble in Nashville, Tenn., on Saturday, November 12, to help WSM dedicate its new 878 foot vertical antenna, which will be completed and tuned for regular service by November 10, according to J. H. DeWitt, chief engineer.

Equally as outstanding as its new mast will be this station's merchandising service, says Harbin Daniel, commercial representative, who is developing the service under the expert guidance of J. Leslie Fox, commercial manager.

RECOMMENDATION that the application of the Westinghouse Electric and Manufacturing Company to move KYW from Chicago to Philadelphia be granted, has been made by Examiner Elmer W. Pratt. The 1020-kilocycle channel on which KYW operates really belongs to the second zone and was "loaned" to the fourth zone when it was assigned to KYW. To get rid of the need for continual court fights with second zone applications for its facilities, Westinghouse itself applied for a second zone location for its station.

COOPERATING with the Pittsburgh public schools, station KQV of that city will broadcast a series of Wednesday afternoon educational programs, at which time pupils in all schools will be assembled in the auditoriums. Music will be the first subject of the broadcast lectures, which will be illustrated by orchestras and choruses selected from the various schools.

A REGULAR college course, complete with registration fees and a final examination, is being broadcast over KSL, Salt Lake City, by the Extension Division of the University of Utah. Twenty-five weekly lectures will be broadcast, following which an examination will be given with full college credit to those who pass.

EIGHT separate broadcasts, ranging from ten minutes to an hour in length, were put on over WNAC, Boston, Sunday, Oct. 30, as a salute to John Shepard Day, annual sale day at the Shepard Stores.

THE studio orchestra of the new KFAB studios in Omaha has the distinction of playing in a room that has been judged more acoustically perfect than any other ever built. It is divided into two equal sections. Covering half the room is an enormous skylight. The orchestra is seated beneath this, causing the sound to strike the top and sides of the skylight before being thrown into the other half of the room, where the microphones are situated above heavy rugs. This causes the skylight side to be acoustically "alive" and the other half acoustically "dead."

Laboratory experimentation has proven that a skylight is an advantageous acous-

tical property, and, if the floor could only be made pointed instead of flat, the KFAB "North Studio" would be a model of acoustic perfection, the experts claim.

JOSEPH H. NEEBE, vice-president and general manager of CKOK, Detroit, recently decided to emulate the motion-picture producers in the matter of previewings, to which critics are invited, and held a luncheon for Detroit radio editors, followed by a prehearing of "Honey Boy and Sassafras," a new black-face program that will go on the air daily over CKOK, beginning Nov. 7, under the sponsorship of Purity Bakeries, Inc.

The idea met with the enthusiastic approval of the newspapermen, who were all of the opinion that it might well be adopted generally.

THIRTEEN programs, occupying a total of five hours on the air and presenting more than a hundred radio artists, were broadcast by a single sponsor during a single day over a single station, which is probably a record. The station was WCAU, Philadelphia. The day was Sunday, October 2, during the dedication of WCAU'S new 50 kilowatt transmitter. The sponsor was the Newton Coal Company of Philadelphia, and the time was contracted for by the F. Wallis Armstrong Advertising Agency.

RADIO station WMBD, Peoria, is devoting a quarter-hour once a week to public interviews of public officials. A member of the local Rotary Club, which sponsors the program, conducts the interview before the microphone. City, county and state officials are invited to the studio and asked questions concerning the offices they hold. Questions are being solicited from the audience.

THE Troy Broadcasting Company, Troy, Ala., has been given permission to erect a new broadcasting station (WHET) to operate daytime on 1210 kilocycles with 100 watts.

"WE have received mail from practically every state in the Union since October 16, when test programs were begun," WJSV writes, "and some mail has already reached us from overseas. . . . Of course, the most important improvement from our standpoint is the excellent signal laid down by WJSV in its primary service area. Judging from comment and mail in the twelve days since the new station went on the air, we have carried the bulk of the audience with us."

WOR Carries Record Number Food Accounts

RADIO station WOR, Newark, N. J., serving the New York metropolitan area, carries the largest number of food accounts of any radio station.

Food advertisers on the station at present are: Austin Nichols & Co. (Sunbeam Products); Beech-Nut Packing Company; Best Foods, Inc., (Hellmann's Mayonnaise); Corn Products

Refining Co., (Karo Syrup); Hoffman Beverage Company; Gottfried Krueger Brewing Co.; Rumford Chemical Works, (Baking Powder); Runkel Brothers, Inc.; Standard Milling Co., (Flour); Tastyeast, Inc.; Worcester Salt Co.; Salada Tea; Van Houten's, Inc. The Alfred W. McCann Laboratories have the following accounts on the station: The American Molasses Co.; The Borden Co.; Burnham & Morrill; Comet Brand Rice and Rice Flakes; Diamond Brand Walnuts; Dole's Pineapples; Dugan's Whole Wheat Bread; Icy Point Salmon; Green Giant Peas; Heart's Delight Prunes; Peter Pan Figs and Raisins; Martinsen's Coffee; Palm Brand Shrimp; Kemp's Sun-Ray'd Tomato Juice; Dromedary Products; Henry Pape; Snider's Catsup; Three Minute Oat Flakes. The C. Houston Goudiss "What to Eat and Why" hour has the following accounts: Richardson & Robbins; Kraft-Phenix Cheese; Fischer Baking Co.; Pie Bakers of America.

WBBM Reduces Surcharge on Transcription

A GENERAL increase of 14 per cent in rates for time is called for by the new rate card of WBBM, Chicago, effective November 1. To offset this increase, however, the station is now offering frequency discounts to advertisers using the station three or six times a week in the evening as well as the daytime hours. And the surcharge for electrical transcriptions has been reduced from 100 per cent to 20 per cent.

About Contests

CONTESTS, prize awards and premium offers over the air are now so common that the announcement of a new one is not usually worthy of comment. The Minnesota Packing Company, however, has injected an element of novelty into its new contest. To listeners writing the best letters on "Why I Like Niblets" the sponsor is awarding 500 pounds of Thanksgiving turkeys.

TALKING of premiums, H. W. Sehl, Chicago advertising man, told us the other day of an offer to send a package of Mama's Cookies to any one writing in, broadcast on one of this company's programs over WLS.

"As we were trying to sell cookies for the sponsor and not to bankrupt him," said Mr. Sehl, "the offer was not repeated. To put it conservatively, I can say that we have found the radio audience most responsive to premium offers and, when used with a sales hook such as requiring a label to accompany the request, premiums have proved an effective sales stimulus."

Papers Buy Stations

RADIO station WHBF, Rock Island, Ill., has been purchased by the Rock Island Broadcasting Company, a subsidiary of the Rock Island *Argus*. Controlling interest in WODX, Mobile, Ala., has been acquired by F. I. Thompson, publisher of the Montgomery, Ala., *Journal*.

GETTING YOUR FOOD INTO THE KITCHEN

(Continued from page 10)

effective magazine copy read in the best formal style of a staff announcer. Radio carries your message to the ear, not to the eye. The impression must be made instantaneously if it is to be made at all. The voice should express intelligent interest. Then, by one means or another, you must see the problem strictly from the woman's viewpoint. If you want her to know that your brand of condensed milk is so processed that all of the original butter-fat particles are still there, held in suspension by the magic of your particular formula, then do not try to impress this fact with the staggering term, homogenization. Even after she learns what this means, she still doesn't care.

But if she is made aware that a certain brand of canned milk gives her the equivalent of rich cream to cook with, her imagination responds with a pleased sense of a lifetime desire fulfilled . . . for every woman knows without further argument that she should give her family the advantage of this butter-fat nourishment.

NOT only must the successful food announcement be worded so that it clicks with a woman's experience and knowledge of values, but it must go out on the air in a manner representing her own psychology. To sell the housewife the

idea of going to a new neighborhood store to trade, the inspired continuity writer should be restrained from saying (as was recently done): "Toddle over to our new store at such and such an address and give three cheers, yes, a tiger yell, for today's vinegar bargain." The flapper daughter of the family does not hold the purse strings and is obviously not interested in these bargains to the point of giving the program any special attention. Therefore, why put a story to the housewife in a distinctly flapper idiom?

Printed media know through a long apprenticeship how essential it is to suit the copy and layout to the exact reader interest desired, if it is to sell goods. Radio often seems to consider itself exempt from this simple and first rule of getting the product and user together.

So listen more carefully to your own copy as it goes out on the air.

Does it tell with superlatives a story in which you are interested as the proud manufacturer, or does it show that you look at your product from the woman's angle, with a real knowledge of how and why she will want to use it?

Would your announcement really make better magazine copy? Does it take all possible advantage of the "between friends" word-of-mouth selling peculiar to radio?

Is each sentence so arresting that the thought in it is instantly put over clearly, or do you waste money on dull, colorless statements that could

not possibly excite the listener to the buying point?

Finally, are you sure that the voice representing you at the microphone has all the appeal that it should have? And is the manner convincing? If your message sounds just the same as a thousand other announcements, it will never succeed in putting your food into Mrs. Housewife's kitchen.

But, if your sales story is radio right and woman wise, then see to it that every merchant in your broadcast territory has a double supply of your food in stock before your program starts, because he's surely going to need it.

Mantle Lamp Names Evans

EVANS ASSOCIATES, INC. has been placed in charge of the advertising account of the Mantle Lamp Company of America, also Chicago.

Radio Prospects

THE following firms are now planning new advertising campaigns in which radio will be used:

Glidden, Hyde Company, of Boston, maker of Tripletoe hosiery. The agency is Chambers & Wiswell, Inc., Boston.

Blackstone Products Corporation, New York, maker of Tasty-Lax, a candy laxative. The agency is the Peck Advertising Agency, Inc., New York.

Skat-A-Rat Corporation, Providence, R. I., maker of Skat-A-Rat exterminator. Lanpher & Schonfarber, Inc., also Providence, is the agency.

Arabian Coffee Company, Inc., Boston. A. B. Hall is the agency.

Kildall Company, Minneapolis, is introducing a new candied cod liver oil. Greve Advertising Agency, St. Paul, handles the account.

HARTFORD RADIO FACTS

IN Hartford, Walter Mann and Staff made 5,116 telephone calls, starting at 9:00 A. M. on Monday morning, August 8th, and ending on Sunday night, August 14th, at 10:00 P. M.

Final Results

	WDRC	WTIC	WEAF	WBZ	WJZ	WOR	ALL OTHERS
Final Hartford Station Popularity for All Hours	57.0%	16.5%	12.7%	6.2%	3.3%	1.0%	3.3%
Final Hartford Station Popularity for Hours WDRC is only Hartford Station on Air	63.9%	Silent	17.7%	8.3%	3.4%	1.8%	4.9%
Final Hartford Station Popularity for Hours Both Hartford Stations Are On the Air	50.5%	31.9%	8.0%	4.4%	3.1%	.2%	1.9%

Further detailed information upon request.

FOR LISTENER POPULARITY USE

WDRC HARTFORD, CONN.

Reid, Murdoch and Company,
for three-quarters of a century,
have featured Finer Foods under
the famous Monarch trademark.

Monarch is the only nationally
advertised brand of Quality
Foods sold exclusively through
the Independent Grocer.

WLS was chosen as the broadcast
medium to present the message
of the Monarch Hostess to
the food buyers of the Middle
West.

FRIENDLINESS!

CONFIDENCE!

A radio station has a double job to be successful
as an advertising medium.

First—it must build an audience, and it must be
an audience that shows its *friendliness* and *confidence*
in its response to the advertising message.

Second—the station must have the *friendly interest*
and the *confidence* of advertisers who select the
station as a medium for presenting their sales
message.

Such friendliness and confidence has been
evidenced time after time by WLS audience and
advertisers. WLS points with pride to its many
successful commercial broadcasts.

Campbell Cereal Company,
Northfield, Minn., selected WLS
in September, 1930, to popularize
their breakfast Cereal,
MALT-O-MEAL.

Listener acceptance and response
was almost immediate. There has
been a steady increase in sales
and a proportionate expansion
of sales territory. This company
has been on the air continuously,
six days a week over WLS,
and is now in its third year
of broadcasting.

50,000 WATTS
CLEAR CHANNEL

WLS

870 KILOCYCLES

The Prairie Farmer Station

1230 West Washington Street
Chicago, Ill.

BURRIDGE D. BUTLER,
President

GLENN SNYDER,
Manager

November, 1932

27

A GOOD SHOW PLUS GOOD SALES TALK

(Continued from page 11)

proves that most of the Sherlock Holmes fans listen to the bitter end.

There has never been any offer made except that of a sample of coffee made at the end of the commercial credit, winding up the program. The volume of sample requests has been so large as to make this program one of the high spots among the mail producing programs.

Our experience with this and other successful broadcasting convinces us that commercial credits must be ingenious, fast moving and entertaining, lest the advertising end of the program become a public nuisance rather than a business stimulant.

Station Appointments

RADIO station WLS, Chicago, has appointed Donald I. MacDonald office manager and contact man for advertising agencies.

W. H. Taylor, formerly vice-president of Campbell-Ewald Company, has been named special representative of the Columbia Broadcasting System on the staff of station CKOK, Detroit.

WGAL, Lancaster, Pa., has appointed John S. Crego as commercial manager and has added Joseph F. Buckley and Paul Gantz to the commercial staff. Miss Violette Weacher has been placed in charge of WGAL's women's features.

A. G. Crane, formerly of the Chicago *Daily News*, is now on the advertising staff of WMAQ, Chicago.

William D. Norvell, former manager of KEX, Portland, Ore., has joined station KFJL, at Klamath Falls, Ore.

Government Now Controls Canadian Broadcasting

WITH the formation of the new National Radio Commission of Canada, Canadian broadcasting switches from the American to the British plan. It will not be an overnight change, but slowly advertising on the air will be eliminated and a governmentally-owned, tax-supported radio system developed.

Unlike our Federal Radio Commission, whose powers are carefully restricted, the Canadian body will actually engage in the broadcasting business, operating the eleven stations of the Canadian National Railways, state owned railroad, and will also have full authority to regulate and control the programs of all stations. If the recommendations of the Aird committee, which investigated Canadian radio and advised the formation of the Commission, are followed all the way, the Canadian Government will eventually take over all independently owned stations in the country, establishing a governmental monopoly such as now operates in the British Isles.

Head of the Canadian Commission is Hector Charlesworth, editor of "Saturday Night." Other members are Thomas Maher, French-Canadian editor in Quebec, and Lieut.-Col. W. A. Steel, director of radio research of the National Research Council, Ottawa. Assisting the Commission is Major Gladstone Murray, sent to Canada for the purpose by the British Broadcasting Corporation.

Stations Appoint Paskman

DAILEY PASKMAN & Associates, Inc., has been appointed as New York representatives for stations WIP-WFAN, Philadelphia; WSYR, Syracuse, and KFDM, Beaumont, Texas.

Tribune Lists Programs

RADIO programs of all local stations are now being listed in the Chicago Tribune, which had previously printed the schedules of WGN (Tribune owned station) only.

TELL YOUR STORY TO THE CHILDREN

(Continued from page 15)

daughters are hearing. They will give you their support, will encourage the use of your product, only if you win their approval.

Remember this: A child sells your product to his mother, dad, big brother and sister in a way that you could never hope to equal. He sings your product's praises and talks its merits morning, noon and night. In looking to these children of today for today's business we are assuring ourselves of tomorrow's business from these men and women of tomorrow.

Broadcast Announcement Brings 6,000 to Warehouse Opening

STRIKING proof of the pulling power of radio was the crowd of 6,000 that gathered at the opening of the Growers' and Cannery's warehouse in Cleveland, when announcement was broadcast that 1,500 baskets of food would be distributed to the first arrivals.

"We credit the large crowd chiefly to the use of the radio," said J. Scott Black, president of the G. & C. warehouse. "The largest portion of the radio advertising was carried by WGAR, Cleveland. More than 50 per cent of the people attending this warehouse came from outside of the area reached by other types of advertising. We therefore know accurately the value of radio advertising in the grocery business."

Will Represent Stations

C.A. MACNAUGHTON has opened offices at 59 E. Washington St., Chicago, as a radio station representative. Mr. MacNaughton has previously been associated with Macy & Klaner, Inc., and with Powers & Stone, Inc., publishers' representatives in Chicago.

NEW STUDIOS & OFFICES IN PITTSBURGH

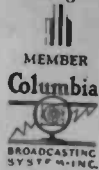
**5000
WATTS**

WWVA

**CLEARED
CHANNEL**

"WHEELING & PITTSBURGH"

In response to demand from Pittsburgh concerns who use this powerful and popular station to cover the entire Ohio River Valley with their sales message, studios and offices have been established in the Hotel Pittsburgher, Pittsburgh. This makes a wealth of excellent talent available to our advertisers for local programs and makes it most convenient to give Pittsburgh advertisers and agencies auditions at all times.



At a ONE-STATION
Cost, Advertisers Now
Cover Pittsburgh AND
the Ohio Valley.

Covers the Heart of
One of the Richest
Territories in
the U. S.

An Ideal "Test" Station for
National Advertisers. Over
ONE MILLION People in
Primary Service Area.

WE WILL GLADLY MAIL YOU JANSKY & BAILEY'S 500 MICROVOLT CONTOUR MAP

THE NEW WJSV

is on the air . . . bringing complete
Columbia Network Service to the
National Capital Area.

PREFERRED PROGRAMS

Kate Smith, Guy Lombardo, The Boswell Sisters, The Mills Brothers, Morton Downey and the whole galaxy of Columbia's famous features now reach the National Capital Area on a full and uninterrupted schedule through the new WJSV. Ninety per cent of WJSV's evening time is devoted to these programs, ranked first in popularity by every impartial survey.

10,000 WATTS

Operating with 10,000 watts power, within $4\frac{1}{2}$ miles of the White House, and with a well nigh perfect ground system embedded in the tide swept banks of the Potomac—the new WJSV is laying down by far the strongest average signal received by the 150,000 receiving sets in its intensive service area. On special tests, recently conducted, WJSV has verified reports of reception from coast to coast and from Canada to the Gulf.

PRIMARY MARKET

The new WJSV effectively covers a rich market embracing a population of 766,999 persons who purchase \$395,810,000 worth of merchandise every year. This market is entirely within the "one millivolt per meter line" of the new WJSV.

WESTERN ELECTRIC TURNTABLES

Western Electric Turntables— $33\frac{1}{3}$ and 78 R. P. M.—lateral or hill and dale pickup, are standard equipment. A number of preferred positions during both day and night are now available for recorded programs of high quality.

● WRITE FOR RATES AND OPEN TIME.

WJSV

10,000 WATTS

OLD DOMINION BROADCASTING COMPANY

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

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



FOOD ADVERTISERS NOW ON THE AIR*

Allied Mills, Inc., 3400 Board of Trade Bldg., Chicago. G. A. Holland, Adv. Mgr. (Kreemex Pancake Flour). Spot—Nine stations in central and eastern states. "Kreemex Variety Program," a musical program. Quarter- and half-hour programs in mid-forenoon and at noon. Agency: Mumm-Romer-Jaycox, 33 N. Grant Ave., Columbus, Ohio.

American Kitchen Products Co., 16 Cooper Square, N. Y. C. (Stereo). NBC. "Jane Grant's Steero Program"—food talk and music. Wednesday, 10:15 to 10:30 a. m. Agency: Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., N. Y. C.

Armour & Co., Union Stock Yards, Chicago. J. F. Driscoll, Adv. Mgr. (Meats). NBC—Coast to Coast. "Armour Hour," music and comedy. Friday, 8:30 to 9 p. m. est. Agency: N. W. Ayer & Son, W. Washington Square, Philadelphia, Pa.

Beech-Nut Packing Co., Canajoharie, N. Y. (Variety of Food Products). Spot in the East and Middle West. "Chandu, the Magician"—Electrical Transcription. Five evenings a week, 15 min. Agency: McCann-Erickson, Inc., 285 Madison Ave., New York. (Placed through Scott Howe Bowen, Inc., 405 Lexington Ave., N. Y. C.).

Best Foods, Inc., 88 Lexington Ave., N. Y. C. Jay Gould, Gen. Mgr. (Nucoa, a butter substitute). CBS. "The Round the World Cooking School," a musical and home economics program featuring Ida Bailey Allen. Friday, 11:30 to 11:45 a. m. est.—(Best Foods' Mayonnaise & Hellman's Mayonnaise). NBC. "Billy Jones and Ernie Hare," a program of songs and patter. Mon., Wed., & Fri., 7:30 to 7:45 p. m. est. Agency: Benton & Bowles, Inc., 444 Madison Ave., N. Y. C.

Birdseye Packing Co., Real Estate Trust Bldg., Philadelphia, Pa. (Frosted Foods). Yankee Network. "Women in the News," a dramatic and musical program. Twice weekly, 15 min. Agency: Wolcott & Holcomb, 80 Federal St., Boston, Mass.

Borden Sales Co., 99 Hudson St., New York. (Cheese). NBC. "Radio Household Institute"—food talks. Wednesday, 11:15 to 11:30 a. m. est. Agency: Young & Rubican, 285 Madison Ave., N. Y. C. California Fruit Exchange, P. O. Box

939, Sacramento, Calif. F. W. Read, Adv. Mgr. (Fruit). Seasonal. Yankee Network. "Blue Anchor Salute to Health," a musical program. Three times a week, 10:00 to 10:15 a. m. est. Agency: Lord & Thomas, 235 Montgomery St., San Francisco, Calif.

California Walnut Growers Ass'n., 1745 E. 7th St., Los Angeles. Chas. F. Meals, Adv. Mgr. (Diamond Brand Walnuts). Seasonal. CBS—Coast to Coast. "Omar Khayyam," a dramatic and musical program with orchestra directed by Raymond Palge. Thursday, 9:30 to 10:00 p. m., est. Agency: McCann-Erickson, Inc., 114 Sansome St., San Francisco.

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal). Spot—15 stations—Midwest to Coast. "Steamboat Bill," a children's program. Six times a week, morning or afternoon, 15 min. Agency: Rogers & Smith, 20 N. Wacker Drive, Chicago.

Carnation Co., 700 Milwaukee Gas Light Bldg., Milwaukee, Wis. (Carnation Milk). NBC. "Carnation Contented Program"—Gene Arnold, narrator; male quartet; orchestra direction by Morgan L. Eastman. Monday, 8:00 to 8:30 p. m. est. Agency: Erwin, Wasey & Co., 180 N. Michigan Ave., Chicago.

Cream of Wheat Co., 730 Stinson Bldg., Minneapolis, Minn. D. F. Bull, Treas. (Cream of Wheat Cereal). CBS—Coast to Coast. "Your Child"—talks for Parents by Angelo Patri. Sun. & Wed., 7:45 to 8:00 p. m. est.—Rebroadcast for West, 11:15 to 11:30 p. m. est.—NBC. "Jolly Bill and Jane," a children's program featuring William Steinke and Muriel Harbater. Mon., Tues., Wed., Thurs. & Fri., 8:45 to 9:00 a. m. est. Agency: J. Walter Thompson Co., 410 N. Michigan Ave., Chicago.

The Creamette Co., 428 First St. No., Minneapolis, Minn. A. W. Quiggle, Gen. Mgr. (Macaroni). Spot—Seven Calif. stations. A musical program. Six times a week on each station, 15 min., between 7:00 a. m. and 2:00 p. m. pst. Agency: Addison Lewis & Associates, Foshay Tower, Minneapolis, Minn.

The Crete Mills, Crete, Nebr. B. L. Johnson, Sec'y. ("Victor" Flour Products). Seasonal—39 weeks out of 52. Spot—KFAB, Lincoln, Nebr. "Tarzan of the Apes," a dramatic sketch—Electrical Transcription. Five times a week, 5:00 to 5:15 p. m. est. Agency: Russell C. Comer Adv. Co., 210 Land Bank Bldg., Kansas City, Mo.

R. B. Davis Co., 38 Jackson, Hoboken.

N. J. (Cocomalt). NBC. "The Flying Family," featuring the Hutchinson Family. Mon., Wed., & Fri., 5:30 to 5:45 p. m. est.—(Davis O. K. Baking Powder). NBC. "The Mystery Chef"—food talks. Tues. & Thurs., 10:00 to 10:15 a. m. est. Agency: Ruthrauff & Ryan, 405 Lexington Ave., N. Y. C.

Jacob E. Decker & Sons, 15th St., N. E., Mason City, Iowa. W. C. Wedemeier, Adv. Mgr. (Ham & Bacon). Spot—WMT, Waterloo, Iowa. A dramatic program—Electrical Transcription. Twice a week, 15 min. Agency: Critchfield & Co., 8 S. Michigan Ave., Chicago.

P. Duff & Sons, Inc., 920 Duquesne Way, Pittsburgh. (Duff's Ginger Bread Mix). Spot—WBZ, Boston and KDKA, Pittsburgh. "Home Forum Cooking School." Twice a week, mid-afternoon.

Durkee Mower, Inc., 76 Brookline St., Lynn, Mass. H. Allen Durkee, President. (Marshmallow Fluff). Seasonal. Yankee Network. "Flufferetts," a musical program featuring Andrew Jacobson's orchestra and singers. Sunday, 6:45 to 7:00 p. m. est. Agency: Harry M. Frost, Metropolitan Bldg., Boston, Mass.

J. A. Folger & Co., 101 Howard St., San Francisco. (Folger's Coffee). NBC. In Mid-West. "Judy and Jane," a dramatic sketch. Mon., Tues., Wed., Thurs. & Fri., 2:00 to 2:15 p. m. est. Agency: Blackett-Sample-Hummert, Inc., 221 N. La Salle St., Chicago. Spot—KHJ, Los Angeles, and KFOX, Long Beach, Calif. "Charm School," featuring Lorna Fantin. Mon., Tues., Wed., Thurs. & Fri., 11:00 to 11:15 a. m. pst. Agency: Earnshaw-Young, Inc., 743 Petroleum Securities Bldg., Los Angeles, Calif.

Foulds Milling Co., 250 Park Ave., N. Y. C. (Spaghetti, Macaroni & Noodles). Spot—East Central States. "Tarzan of the Apes"—Electrical Transcription, a dramatic story. Five nights a week, 15 min. Gotham Advertising Co., 250 Park Ave., N. Y. C. (Placed through World Broadcasting System, 57th St. at Madison Ave., N. Y. C.).

General Baking Co., 420 Lexington Ave., N. Y. C. A. W. Stone, Adv. Mgr. (Bond Bread). CBS. "Bond Bread Program," a musical program featuring Frank Crumit & Julia Sanderson. Friday, 10:15 to 10:45 a. m. est. Agency: Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., N. Y. C.

General Foods Corp., 250 Park Ave., N. Y. C. (Maxwell House Coffee). NBC. "Captain Henry's Maxwell House Showboat." Thursday, 8:00 to 9:00 p. m.

*The accompanying information was derived principally from returns to a questionnaire sent to manufacturers of food products.

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

New Frequency Rates for Evening Hours

SEVERAL years ago, WBBM originated special frequency rates for 3 and 6 time per week daytime programs. This plan has proven successful for so many Advertisers that WBBM now announces special frequency rates for 3 and 6 time per week evening broadcasts.

The new rates are announced in WBBM's Rate Card No. 10, effective November 1st, 1932, and appear in the current issue of Standard Rate and Data.

The application of such sound principles to broadcast advertising has placed WBBM at the top of the list in the Chicago territory — with more local accounts than all other major Chicago Stations combined and a renewal ratio of over seventy percent.

The Air Theatre

25,000 Watts
389.4 Meters
Clear Channel

WBBM Chicago

Western Key Station of the Columbia Broadcasting System

est.—(Post Toasties). NBC. "The Story Man," a children's program featuring Paul Wing. Mon., Wed., & Fri., 5:15 to 5:30 p. m. est. Agency: Benton & Bowles, Inc., 444 Madison Ave., N. Y. C. NBC. (Various Food Products). Radio Household Institute—recipes and household hints by Francis Lee Barton. Tues., & Thurs., 11:15 to 11:30 a. m. est.—B. Ashby, Assoc., Adv. Mgr. (Postum). CBS—Coast to Coast. "All-American Football Show," script and musical program. Friday, 9:00 to 9:30 p. m. est. Agency: Young & Rubicam, Inc., 285 Madison Ave., N. Y. C.

General Mills, Inc., Chamber of Commerce Bldg., Minneapolis. S. C. Gale, Adv. Mgr. (Wheaties). CBS. "Skippy," a children's dramatic program. Daily except Sunday, 5:30 to 5:45 p. m. est.—Rebroadcast for Mid-West, 6:30 to 6:45 p. m. est.—(Bisquick). NBC. "Betty and Bob," a dramatic sketch of married life featuring Beatrice Churchill and Don Ameche. Daily except Sat. & Sun., 3:00 to 3:15 p. m. est. Agency: Blackett-Sample-Hummert, Inc., 221 N. La Salle St., Chicago.—(Bisquick, Gold Medal Flour). CBS. "Musical Fast Freight," a musical program featuring Eddie Dunstetter and Four Singing Bisquicks. Tues. & Wed., 8:45 to 9:00 p. m. est. (Gold Medal Flour). NBC & CBS—Pacific Coast. "Betty Crocker"—Domestic Science Talks. Wed. & Fri. on NBC network, 10:45 to 11:00 a. m. est. Agency: McCord Co., Inc., Rand Tower, Minneapolis, Minn.

Golden State Co., Ltd., 425 Battery St., San Francisco. M. H. Stewart, Ass't. Adv. Mgr. (Dairy Products). NBC—KGO, Oakland, Calif. and KFI, Los Angeles. "Golden State Family Robinson," a dramatic program. Saturday, 8:30 to 9:00 p. m., pst. Agency: Drury Co., 114 Sansome St., San Francisco.

Good Luck Food Co., Inc., 101 Manhattan St., Rochester, N. Y. Chas. G. Fe-

gan, President. (Good Luck Desserts). Seasonal. WBZ-WBZA, Boston-Springfield, Mass. "Home Forum Cooking School." Twice a week in the morning. Agency: Hughes, Wolf & Co., Inc., Taylor Bldg., Rochester, N. Y.

Great Atlantic & Pacific Tea Co., 420 Lexington Ave., N. Y. C. Institutional advertising with various products featured. NBC. "Our Dally Food"—food talks by George Rector, Colonel Goodbody and Judge Gordon. Daily except Sunday, 10:30 to 10:45 a. m. est.—NBC. "Maud and Cousin Bill," a Booth Tarkington child sketch. Mon., Wed. & Fri., 5:00 to 5:15 p. m., est.—N. B. C. "A. & P. Gypsies," a musical program under the direction of Harry Horlick. Monday, 9:00 to 9:30 p. m., est. Agency: James A. Simpson, Grant Bldg., Pittsburgh, Pa.

Hecker-H-O Co., Inc., Genesee Bldg., Buffalo, N. Y. W. H. Thornburg, Adv. Mgr. (H-O and Force Cereals). CBS—Coast to Coast. "H-Bar-O-Rangers," a children's dramatic program. Mon., Wed. & Fri., 5:00 to 5:15 p. m., est. Coast program 5:00 to 5:15 p. m. pst. Agency: This account is handled by the Gotham Adv. Co., Inc., 250 Park Ave., N. Y. C., except in New England where it is handled by Chambers & Wiswell, Inc., 260 Tremont St., Boston, and the Pacific Coast where it is handled by McCann-Erickson, Inc., 114 Sansome St., San Francisco.

Hills Brothers Co., 110 Washington St., N. Y. C. (Dromedary Dates). NBC. "Dromedary Caravan," a desert romance featuring Lucille Wall, Alfred Shirley and H. Cooper-Cliffee. Mon., Wed. & Fri., 5:15 to 5:30 p. m., est. Agency: Cecil, Warwick & Cecil, Inc., 230 Park Ave., N. Y. C.

Horlick's Malted Milk Corp., Racine, Wis. (Malted Milk). NBC. "Adventures in Health"—health talks by Dr. Bunde-sen. Tues. & Fri., 7:30 to 7:45 p. m., est. WGN, Chicago. "The Devil Birds," a children's program. Five times a week, 5:00 to 5:15 p. m. est. Agency: Lord & Thomas, 919 N. Michigan Ave., Chicago.

Hoyland Flour Mills Co., 607 New England Life Bldg., Kansas City, Mo. (Smax Whole Wheat Breakfast Food). Spot—WDAF—Kansas City, Mo.; KFJH—Wichita, Kans.; KOMA—Oklahoma City, Okla. "Tarzan of the Apes"—Electrical Transcription, a dramatic serial. Five nights a week on each station, 15 min. Agency: Russell C. Comer Advertising Co., Land Bank Bldg., Kansas City.

John F. Jelke Co., 759 S. Washtenaw Ave., Chicago. (Jelke Chocolate—Bread Spread). CBS. "Captain Jack," a children's adventure program. Monday to Friday inclusive, 5:15 to 5:30 p. m., est. Agency: Blackett-Sample-Hummert, Inc., 221 N. La Salle St., Chicago.

Kellogg Co., Battle Creek, Mich. (Kellogg's Corn Flakes). NBC. "The Singing Lady," a children's program with nursery jingles, songs and stories. Daily except Sat. & Sun., 5:30 to 5:45 p. m., est. Agency: Blackett-Sample-Hummert, Inc., 221 N. La Salle St., Chicago.—CBS. "Buck Rogers in the Year 2432." Mon., Tues., Wed., Thurs. & Fri., 7:15 p. m., est. Agency: N. W. Ayer & Son, Inc., W. Washington Square, Philadelphia.

Kraft Phenix Cheese Co., 400 Rush St., Chicago. (Kraft's Cheese). NBC. "Mrs. A. M. Goudiss"—cooking talk. Saturday, 11:00 to 11:15 a. m., est. Agency: J. Walter Thompson Co., 420 Lexington Ave., N. Y. C.

Kroger Grocery & Baking Co., 35 E. 7th St., Cincinnati, Ohio. (Variety of Food Products). Spot. A musical program, and cooking talk by Sally Stokely. Agency: Ralph H. Jones Co., 431 Main St., Cincinnati, Ohio.

La Choy Food Products, Inc., 4461 W. Jefferson St., Detroit, Mich. French Jenkins, Adv. Mgr. (Chinese Food Products). Seasonal. CBS. "La Choy Chopsticks," a musical program featuring Billy Hughes and Sam Proager. Tues. & Thurs., 11:00 to 11:15 a. m., est.

Agency: N. W. Ayer & Son, Inc., Penobscot Bldg., Detroit.

Langendorf United Bakeries, Inc., 1160 McAllister, San Francisco. D. M. McRae, Ass't. Gen. Mgr. (Bread & Cake). Spot—KFWB & KNX—Los Angeles; KJR—Seattle, Wash.; KFRC—San Francisco. A musical program featuring Anson Week's orchestra. Three times a week on each station, KFRC—6:15 to 6:30 p. m., pst.; KFVB & KNX—7:00 to 7:15 p. m., pst. Agency: J. Walter Thompson Co., Shell Bldg., San Francisco.

Malted Cereals Co., Burlington, Vt. (Maltex Cereal). NBC. "Adventures of the Safety Soldiers," a dramatic sketch—Geo. Shackley's orchestra. Wed. & Thurs., 5:00 to 5:15 p. m., est. Agency: Redfield-Coupe, Inc., 247 Park Ave., N. Y. C.

Maury-Cole Co., Tenn. & Butler Sts., Memphis, Tenn. N. E. Wehmeyer, Adv. Mgr. (Canova Coffee). Spot—Some 10 stations in a 500 mile radius of Memphis. "Canova Hour," featuring Mr. Can, Mr. Ova & "Plano Twins," a musical program. Four times a week, 15 min. and half hour programs, between 6:00 and 8:00 p. m., est. Agency: O'Callaghan Adv. Agency, Farnsworth Bldg., Memphis, Tenn.

Oscar Mayer Co., Inc., 1214 Sedgwick, Chicago, Ill. (German Wieners). WBBM, Chicago. "Male Harmony Team." Mon., Wed. & Fri., 6:15 to 6:30 p. m., est. Agency: C. Wendell Muench & Co., 210 E. Ohio St., Chicago.

M. J. B. Co., 665 Third St., San Francisco, Calif. (M. J. B. Coffee). NBC—Pacific Coast. Agency: Lord & Thomas, 225 Bush St., San Francisco.

Minnesota Valley Canning Co., Le Sueur, Minn. (Canned Goods). KYW, Chicago. "The Two Doctors"—comedy. Three times a week, 15 min. Agency: Erwin, Wasey & Co., Ltd., 230 N. Michigan Ave., Chicago.

Morning Milk Co., 512 McCornick Bldg., Salt Lake City, Utah. Sid Lockhart, Vice-President. (Unsweetened Evaporated Milk). Spot—KSL, Salt Lake City. "Morning Recess," a musical program. Mon., Tues., Wed., Thurs. & Fri., 10:00 to 10:15 a. m., mst. Friday, 7:15 to 7:45 p. m., mst.

Morton Salt Co., 208 W. Washington St., Chicago. (Smoked Salt). Spot Eleven stations. One minute announcements. Six times a week on each station. Agency: Wade Advertising Agency, 208 W. Washington St., Chicago. (Placed through Scott Howe Bowen, Inc., 405 Lexington Ave., N. Y. C.).

C. F. Mueller Co., 180 Baldwin Ave., Jersey City, N. J. (Macaroni & Spaghetti). NBC. "Mrs. A. M. Goudiss"—cooking talk. Thursday, 11:00 to 11:15 a. m., est. Agency: Thomas M. Bowers Adv. Agency, 25 E. Jackson Blvd., Chicago.

National Biscuit Co., 449 W. 14th St., N. Y. C. (Wheatworth Crackers). NBC. "The Wheatworth Program," King Kill Kare with songs and dialogue. Mon., Wed. & Fri., 8:00 to 8:15 a. m., est. Agency: Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., N. Y. C.

National Sugar Refining Co., 129 Front St., N. Y. C. (Jack Frost Sugar). NBC. "Jack Frost Melody Moments," a musical program featuring Josef Pasternack's orchestra, and a mixed quartet. Wednesday, 8:30 to 9:00 p. m., est. Agency: Gotham Advertising Agency, 250 Park Ave., N. Y. C.

Northwestern Yeast Co., 1750 N. Ashland Ave., Chicago. (Yeast Foam Tablets). NBC. "The Yeast Foamers," a musical program featuring Charlie Agnew's orchestra. Sunday, 2:30 to 3:00 p. m., est. Agency: Hays MacFarland & Co., 333 N. Michigan Ave., Chicago.

Quaker Oats Co., 80 E. Jackson Blvd., Chicago. (Quaker Oats). NBC. "Quaker Early Birds—Gene and Glenn," a program of songs and patter featuring Gene Carroll and Glen Rowell. Daily except Sunday, 9:00 to 9:15 a. m., est. Agency: Lord & Thomas, 919 N. Michigan Ave., Chicago.

A STORY OF RESULTS

WDAY, at Fargo, soon will have from the presses one of the most interesting stories of results ever written.

Get
—|Your
— Copy!

Your request addressed to WDAY, Fargo, will bring it to you at once.

WDAY, Inc.

An NBC Associate

FARGO, N. D.

1000 watts

940 kc.

Ralston Purina Co., Inc., 835 S. 8th St., St. Louis, Mo. (Ralston Cereal). NBC. "Seckatary Hawkins," a children's program featuring Robert Franc Schulker. Tues., Thurs. & Sat., 6:45 to 7:00 p. m., est. Agency: Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., N. Y. C.

Reid, Murdoch & Co., Clark St. Bridge, Chicago. (Monarch Brand Food Products). NBC. "Monarch Mystery Tenor"—Charles J. Gilchrest, radio reporter. Sunday, 2:00 to 2:15 p. m., est. Spot—12 cities. "Monarch Male Quartet." Twice weekly, 15 min. in the morning. Agency: Rogers & Smith, 20 N. Wacker Drive, Chicago.

Salada Tea Co., Inc., Berkeley & Stuart Sts., Boston. H. C. Claridge, Adv. Mgr. (Salada Tea). WOR, Newark, N. J. "Salada Tea Timers," a musical program. Tues., Wed. & Thurs., 9:00 to 9:15 p. m., est. Agency: Batten, Barton, Durstine & Osborn, 383 Madison Ave., N. Y. C.

Rumford Chemical Works, Rumford, R. I. C. A. Collins, Gen. Sales Mgr. (Baking Powder). Spot—100 stations—Coast to Coast. "Rumford School of Cookery"—Domestic Science Talks by Mrs. A. A. Goudiss. Twice weekly, in the morning, 15 min. Agency: Atherton-Currier, Inc., 420 Lexington Ave., New York. (Placed through Scott Howe Bowen, Inc., 405 Lexington Ave., N. Y. C.)

Sego Milk Products Co., 159 West 1st St., So. Salt Lake City, Utah. Frank B. Killer, Sales Mgr. (Sego Evaporated Milk & Butter). Station KSL, Salt Lake City. "Barbara Badger—Director of Home Service," a musical program. Six times a week, 11:00 to 11:15 a. m., mst. Agency: L. S. Gillham Co., Inc., Continental Bank Bldg., Salt Lake City.

Southern Dairies, Inc., 60 M St., N. E., Washington, D. C. (Dairy Products). CBS—Dixie Network. "Inside News with Ted Husing." Thursday, 7:30 to 7:45 p. m., est. Agency: McKee & Albright, 1528 Walnut St., Philadelphia, Pa.

Standard Brands, Inc., 395 Madison Ave., N. Y. C. (Fleischmann's Yeast for Health). NBC. "Fleischmann Hour," a musical program featuring Rudy Vallee and his Connecticut Yankees—guest artists. Thursday, 8:00 to 9:00 p. m., est.—(Fleischmann's Yeast for Baking). NBC. "Great Moments in History," a dramatic sketch featuring Peter de Cordoba; orchestra direction by Billy Artz. Sunday, 7:30 to 8:00 p. m., est.—(Royal Baking Powder). NBC. "The Royal Vagabonds," featuring Billy Artz' orchestra, and impersonations by Ward Wilson. Friday, 7:15 to 7:30 p. m., est.—(Chase and Sanborn Coffee). NBC. "Chase and Sanborn Hour," a musical program featuring Dave Rubinoff's orchestra—guest master of ceremonies (At present, Eddie Cantor). Sunday, 8:00 to 9:00 p. m., est.—(Chase and Sanborn Tea). CBS. "Chase & Sanborn's Tea Program," a musical program featuring Georgie Price, with Benny Kreuger's orchestra. Tues. & Thurs., 7:45 to 8:00 p. m., est. Agency: J. Walter Thompson Co., 420 Lexington Ave., N. Y. C.

Swift & Co., Union Stock Yards, Chicago. G. R. Cain, Adv. Mgr. (Brookfield Butter). NBC. "Thurston, the Magician"—dramatic sketches. Thur. & Fri., 8:45 to 9:00 p. m., est.—(Formay Shortening). CBS—Pacific Coast. "Happy-Go-Lucky Hour," consisting of a variety of entertainment. Tues. & Thurs., 2:00 to 2:15 p. m., pst. Agency: J. Walter Thompson Co., 410 N. Michigan Ave., Chicago.

Tastyest, Inc., 33 Essex St., Springfield, Mass. (Tastyest). NBC. "The Tastyest Jesters," a program of songs and stories. Monday, 7:15 to 7:30 p. m., est. Agency: Stack-Goble Adv. Agency, 400 Madison Ave., N. Y. C.

Three Minute Cereals Co., Cedar Rapids, Iowa. Ralph H. Clements, Vice-President. (3-Mintue Oat Flakes). Seasonal. Spot—9 stations throughout the South. "The Secret 3," a dramatic sketch for children. Five times a week; 15 min., between 5:00 and 7:30 p. m.,

est. Agency: Blackett-Sample-Hummert, Inc., 221 N. La Salle St., Chicago.

Wander Co., 180 N. Michigan Ave., Chicago (Ovaltine). NBC. "Little Orphan Annie," a childhood playlet. Daily except Sunday, 6:45 to 7:00 p. m., est. Agency: Blackett-Sample-Hummert, Inc., 221 N. La Salle St., Chicago.

Ward Baking Co., S. Blvd. & E. 143rd St., N. Y. C. (Ward's Soft Bun Bread). WLS, Chicago. "Ward's Surprise Revue," variety of talent. Three times a week, 8:15 to 8:30 a. m., est. Agency: Airway Sales Engineers, 221 N. La Salle St., Chicago.

G. Washington Coffee Refining Co., Hanover Ave., Morris Plains, N. J. (G. Washington Coffee). NBC. "Adventures of Sherlock Holmes," a dramatic program featuring Richard Gordon, Leigh Lovel and Joseph Bell. Wednesday, 9:00 to 9:30 p. m., est. Agency: Cecil, War-

wick & Cecil, 230 Park Ave., N. Y. C. Wheatena Corp., Rahway, N. J. (Wheatena). NBC. "Wheatenville," a dramatic sketch featuring Raymond Knight. Sun., Mon., Tues., Wed. & Thurs., 7:15 to 7:30 p. m., est. Agency: McKee & Albright, 1528 Walnut St., Philadelphia, Pa.

Wesson Oil & Snowdrift Sales Co., 210 Baribbe, New Orleans, La. (Wesson Oil). NBC—Pacific Coast. Agency: Fitzgerald Advertising Agency, Inc., 833 Howard Ave., New Orleans, La.

Stephen F. Whitman & Son, Inc., 415 Race St., Philadelphia, Pa. L. W. Wheelock, Vice-Pres. & Adv. Mgr. (Whitman's Chocolates). Seasonal. CBS. "Whitman's Melodiers," a musical program featuring Jack Denny's orchestra and vocalists. Thurs., 8:45 to 9:00 p. m., est. Agency: F. Wallis Armstrong Co., 16th & Locust Sts., Philadelphia.



YANKEE NETWORK

... your best
HOUSE to HOUSE
SALESMAN
in New England

YOUR sales success in this highly competitive market depends upon your getting closer than ever to the consumer.

You must get *inside* the home—tell your story to the *whole* family—and particularly to the one who does most of the buying.

The Yankee Network, the largest regional chain in the United States, gives you entree to more New England homes than is possible through any other station group.

Either WNAC or WAAB blankets the Metropolitan Boston district, with its 551,919 families . . . With one of these key stations, and eight other stations—from Bangor, Maine, to Bridgeport, Connecticut—the Yankee Network reaches over 85% of the New England market within its primary listening area.

Telephone surveys by Walter Mann and Staff made in Boston, Providence and Hartford show that Yankee Network stations WNAC, WEAN and WDRC are the most popular stations in their respective trading areas.

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

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



NETWORK ADVERTISERS

New Accounts, Changes and Renewals

CBS

F. W. FITCH COMPANY, Des Moines, Ia., maker of "Fitch's" shampoo, is bringing "The Fitch Professor" back to the air over a CBS network each Wednesday morning, beginning Nov. 2. Battenfield & Ball, Des Moines, is the agency.

The Buick-Oldsmobile-Pontiac Sales Company, a division of General Motors, will sponsor a half-hour Thursday evening Pontiac program, beginning January 5. Colonel Stoopnagle and Bud will entertain, assisted by Andre Kostelanetz and his orchestra. Campbell Ewald Company, Detroit, handles the account.

Dropping its Tuesday evening broadcast, the Eno Crime Club, sponsored by Harold F. Ritchie & Company, New York, American distributors of Eno fruit salts, will be heard on Wednesdays only, over a CBS hook-up.

Jo-Cur, Inc., Chicago, maker of Jo-Cur wave setting lotion, is presenting a Sunday afternoon series of beauty talks by Beatrice Mabie, with an orchestra and featured artists, over the CBS basic network. The agency is Blackett-Sample-Hummert and Gardner, New York.

The John F. Jelke Company, Chicago, is sponsoring a five-a-week juvenile program over 10 Columbia stations to advertise its new Jelke Chocolate, a chocolate flavored spread. Blackett-Sample-Hummert, Inc., Chicago, directs the advertising.

The Musterole Company, Cleveland, is sponsoring two quarter-hours a week over the CBS basic network starring "Whispering Jack Smith." Erwin, Wasey & Company, Chicago, handles the account.

Southern Dairies, Inc., Washington, D. C., is sponsoring a weekly quarter-hour, "Inside News by Ted Husing," over Columbia's Dixie Network. The advertising was placed by McKee & Albright, Philadelphia.

The International Silver Company, Meriden, Conn., is sponsoring Tony Wons in the interests of 1847 Rogers

Bros. silverware, three mornings weekly over the Columbia network. Ralph H. Jones Company, New York, is in charge of the account.

Philco Radio and Television Corporation, Philadelphia, will again sponsor the broadcasts of the Philadelphia Symphony Orchestra's Saturday evening concerts over a CBS network. F. Wallis Armstrong is the agency.

Ex-Lax, Inc., Brooklyn, N. Y., maker of "Ex-Lax" laxative, is sponsoring a new Tuesday and Saturday evening program series over Columbia, "The Magic Voice," a dramatic program. The agency is the Joseph Katz Company, New York.

The Pebeco Playboys, after a test period on WABC, New York key for Columbia, are now heard each Tuesday over a 20-station CBS hookup. The sponsorship is Lehr & Fink Products Company, New York City. United States Advertising Company, New York, places the business.

The broadcasts of "Smiling Ed" McConnell, sponsored by the Acme White Lead and Color Works, Detroit, over a Columbia network, will be heard on Sunday afternoons, instead of Tuesday and Thursday mornings, as previously. Henri, Hurst & McDonald, Chicago, handles the account.

The world five centuries from now will be pictured in "Buck Roger in the Year 2432," a new adventure serial broadcast over a CBS network each night but Saturday and Sunday under the sponsorship of the Kellogg Company, Battle Creek, Mich. The agency is N. W. Ayer & Son, Inc., Philadelphia.

NBC

THE Elgin National Watch Company, Chicago, is broadcasting the "Elgin Adventurers' Club," with Floyd Gibbons as chief correspondent, for 15 minutes each Friday evening over a coast-to-coast NBC chain. Lord & Thomas, Chicago, is the agency.

Beginning Nov. 13, the "Smith Brothers—Trade and Mark," return to the air for 20 weeks over a 12-station NBC chain in a quarter-hour Sunday program advertising Smith Brothers' cough drops and cough syrup. Homman, Tarcher & Sheldon, New York, places the advertising.

Swift & Company, Chicago packing house, brings Thurston, the magician, to the air in a series of dramatic adventures, broadcast each Thursday and Friday over an NBC network. J. Walter Thompson Company, Chicago, is the agency.

The Centaur Company, New York, maker of Fletcher's Castoria, is sponsoring a Sunday series, "Pages of Romance," and a dramatic sketch during the Thursday morning "Radio Household Institute," both over NBC chains.

The agency is Young & Rubicam, New York.

Buick Motor Company, Detroit, is now sponsoring Paul Whiteman's orchestra in a Monday evening half-hour, "The Buick Travelers," over NBC coast-to-coast. Campbell Ewald Company, Detroit, directs the account.

Beginning Nov. 18, Al Jolson will be starred each Friday in an NBC series sponsored by the Chevrolet Motor Company, Detroit, whose advertising is also handled by Campbell Ewald.

Two extra periods weekly have been added to the G. E. Circle, which is now broadcast every day but Tuesday and Sunday, in the early evening. Heywood Brown, as master of ceremonies, broadcasts daily; Albert Payson Terhune, John Erskine, Hendrick Van Loon, Emily Post, and Arthur Reeve each speak one day a week. The series is sponsored by the General Electric Company, New York. The agency is Batten, Barton, Durstine & Osborn, Inc., New York.

Carnation Milk Company, Milwaukee, has shifted its Contented Hour from the NBC-WJZ network to the NBC-WEAF network and its time to two hours later. The program and the night, Monday, remain unchanged. Erwin, Wasey & Company, Chicago, directs the Carnation advertising.

"Maud and Cousin Bill." Booth Tarkington's first original series of radio sketches, previously broadcast twice weekly during Our Daily Food programs, has been shifted to an afternoon spot and is now broadcast three times a week, sponsored by the Great Atlantic & Pacific Tea Company. J. A. Simpson, Pittsburgh, places the program.

General Mills, Minneapolis, is sponsoring a new serial, "Betty and Bob," five afternoons a week on an NBC chain to advertise Bisquick. The agency is Blackett-Sample-Hummert, Chicago.

The R. B. Davis Company, Hoboken, N. J., maker of Cocomalt, is sponsoring a thrice weekly series of dramatic dialogues by George Hutchinson and his flying family over an NBC network. Ruthrauff & Ryan, New York, is the agency.

Vick Chemical Company, Greensboro, N. C., is advertising Vick's Vapo-Rub and other anti-cold products with a Wednesday morning NBC program featuring a baritone soloist and an orchestra.

Eddie Cantor, after nine months in Hollywood, is back on the air as headliner of the Chase & Sanborn Sunday evening program, sponsored by Standard Brands, Inc., New York, in the interests of Chase & Sanborn Coffee. J. Walter Thompson Company, New York, is the agency.

Jack Frost Melody Moments, NBC program sponsored by the National Sugar Refining Company of New Jersey, New York, maker of Jack Frost package sugar, has been moved to Monday evenings after more than three years as a Wednesday program. The Gotham Advertising Company, New York, is the agency.

"Today's Children," which has drawn

HEINL

Supplies the only

Confidential

semi-weekly
radio information service.

405 Insurance Bldg.
Washington, D. C.

more mail response than any other NBC sustaining program, reaching a peak of 9,000 letters a week, is now sponsored by General Foods, Inc., New York.

After two months of broadcasting three mornings weekly, Gene and Glenn are back on their old schedule, daily except Sunday, in the interests of Quaker Oats, Chicago. The agency is Lord & Thomas, Chicago.

Ed Wynn's Tuesday evening broadcasts have been renewed by the Texas Company, New York, maker of Texaco gasoline. Hanff Metzger, Inc., New York, is the agency.

The R. L. Watkins Company, New York, maker of "Dr. Lyon's" Tooth Powder, is sponsoring a new Sunday afternoon series over NBC featuring Gene Rodemich's orchestra and soloists. The agency is the John F. Murray Company, New York.

The addition of eight new stations to its hookup now brings The Goldbergs to listeners on the Pacific Coast for the first time, although this feature has been on the air for three years, the last 16 months under the sponsorship of the Pepsodent Company, Chicago. Lord & Thomas, Chicago, is the agency.

Starting January 4, John H. Woodbury, Inc., Cincinnati, will sponsor a Wednesday evening half-hour musical program over a coast-to-coast NBC network to advertise Woodbury's Facial Soap. Lennen & Mitchell, New York, is in charge of this advertising account.

The daily except Saturday and Sunday morning program of the Carnation Company, broadcast over a Pacific Coast network, has been extended from 15 minutes to a half-hour.

"Tangee Musical Dreams," sponsored by George W. Luft Company, New York, are now broadcast on Tuesdays only, instead of Tuesdays and Thursdays, and the time has been changed from 5:15 E.S.T. to 7:15 E.S.T.

YANKEE NETWORK

THE Birdseye Packing Corp., distributors of Birdseye Frosted Foods, have renewed their contract and changed the make-up of the program. They now sponsor, over the entire Yankee Network, a twice-a-week feature, "Women in the News," with an orchestra and a large cast of actors to dramatize events in the current news that are of particular interest to women. The new program was inaugurated October 14, under a one-year contract. The agency is Walcott & Holcomb, Boston.

Jane E. Curran Co. of New York is sponsoring a Sunday afternoon half-hour on Stations WNAC, WEAN, and WDRC of the Yankee Network, and WOR of New York, in the interests of Pacquin Hand Lotion. Program consists of Ranny Weeks with an orchestra of sixteen strings. The contract, placed through the H. E. Lesan Agency, of New York, runs from October 9, 1932, to April 2, 1933.

The New England Coke Co. of Boston is sponsoring a series of Monday evening broadcasts on the Yankee Network, featuring Adrian O'Brien, tenor, and Ruby Newman's orchestra. Louis

Glaser Agency of Boston handles the account. The present series runs from October 17, 1932, to October 9, 1933.

Arnold Leaves NBC to Join Albert Frank-Guenther Law

FRANK A. ARNOLD, director of development of the National Broadcasting Company since its organization in 1926, has resigned to become vice-president of Albert Frank-Guenther Law, Inc., where he will have executive charge of all broadcasting activities.

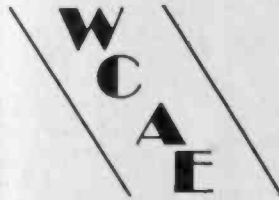
Mr. Arnold is one of the pioneers of broadcast advertising. His contacts are nation-wide and in connection with his

field work for the National Broadcasting Company, covering 200,000 miles of travel, he has been brought in touch with the leading advertisers and business executives throughout the country. He is the author of the book "Broadcast Advertising, the Fourth Dimension," and enjoys the distinction of being the first college lecturer in the United States to deliver a regular two-credit course on broadcast advertising.

Prior to 1926, Mr. Arnold was for ten years connected with the Frank Seaman Advertising Agency as an officer and director. He was also a member of the first committee on radio advertising of the Four A's.

Good Neighbors

Bid You
Welcome
at



Pittsburgh's
Favorite
Radio Station

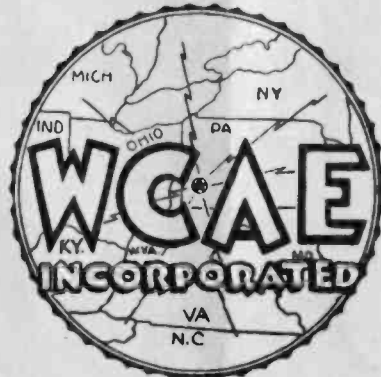
Affiliated with Pittsburgh Sun-Telegraph

LOCAL PROGRAM SPONSORS

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

NATIONAL PROGRAM SPONSORS

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



Primary Coverage Population, 3,618,629.

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

Fifty-five percent of families own radio sets.

1 Kw.—1220 Kcs.—100% Modulation.

Field Intensity Tests WITHIN CITY show WCAE strongest signal.

New Accounts on the Air

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

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

CALIFORNIA
KFOX—Long Beach
 Folger Coffee Co., San Francisco. Earnshaw-Young, Inc., Los Angeles.

KHJ—Los Angeles
 Folger Coffee Co., San Francisco. Earnshaw-Young, Inc., Los Angeles.

COLORADO
KOA—Denver
 Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

FLORIDA
WFLA—Clearwater
 Reid, Murdock & Co., Chicago (Food). Rogers & Smith, Chicago.
 American Stores Co., Philadelphia (Health Foods).

Plant City Chamber of Commerce, Plant City, Fla. (Advertising strawberry cultivation in Florida).
 Celo Co. of America, Tampa (Soft Drink).

Tampa Wicker Furniture Co., Tampa.

ILLINOIS
WAAF—Chicago
 Salomint, St. Louis (Tooth Paste). McJunkin Advertising Co., Chicago.

WBBM—Chicago
 Philip Morris & Co., Ltd., Inc., New York (Marlboro Cigarettes). Blow Co., Inc., New York.

The Kosto Co., Chicago (Kosto Dessert). Ruthrauff & Ryan, Inc., Chicago.
 Rumford Chemical Works, Rumford, R. I. (Baking Powder). Atherton-Currier, New York. (Placed through Scott Howe Bowen, Inc., New York.)

Princess Pat, Ltd. (Toilet Preparations). Critchfield & Co., Chicago.

Thompson Restaurants, Mitchell-Faust-Dickson & Wieland, Chicago.
 Warshawsky & Co. (Auto Supplies). Chas. Silver & Co., Chicago.

John B. Canepa Co. (Red Cross Mucaroni).
 Standard Oil Co. of Indiana. McCann-Erickson, Inc., Chicago.

Marrow Mfg. Co. (Mar-O-Oil). (Direct.)
 Williamson Candy Co. Mitchell-Faust-Dickson & Wieland, Chicago.

WENR—Chicago
 Marrow Mfg. Co. (Mar-O-Oil). (Direct.)
WGN—Chicago
 E. Fougere & Co., New York (Vapex). N. W. Ayer & Son, Chicago.

French Lick Springs Hotel Co., French Lick, Ind. (French Lick Salts). McJunkin Advertising Co., Chicago.
 Maryland Pharmaceutical Co., Baltimore, Md. (Rem). Joseph Katz Co., Baltimore.

Battle Creek Food Co., Battle Creek, Mich. (Canned Foods). Critchfield & Co., Chicago.
 Walgreen Co. (Chain Drug Stores).

WLS—Chicago
 International Heating Co., St. Louis, Mo. (Oil Burners). Lord & Hill, St. Louis.

Mickelberry Food Products Co. Sehl Adv. Agency, Chicago.
 Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

Princess Pat, Ltd. (Toilet Preparations). Critchfield & Co., Chicago.
 Fitzpatrick Bros., Inc. (Kitchen Klenzer). (Placed through Airway Sales Engineers, Chicago.)

Hess Co., E. E., Brook, Ind. (Witch Hazel). Rogers & Smith, Chicago.
 Smoked Salt Co., Cincinnati, Ohio. ("Old Hickory" Smoked Salt).

WMAQ—Chicago
 Salomint, St. Louis, Mo. (Tooth Paste). McJunkin Advertising Co., Chicago.
 Northwestern Yeast Co. Hays MacFarland, Chicago.

INDIANA
WOWO—Fort Wayne
 Allied Mills, Chicago (Pancake Flour). Mumm-Romer-Jaycox, Inc., Columbus, Ohio.

Kroger Grocery & Baking Co., Cincinnati, Ohio (Food Products). (Direct.)
 Rumford Chemical Works, Providence, R. I. (Baking Powder). Atherton-Currier, New York. (Placed through Scott Howe Bowen, Inc., New York.)

Carlton & Hovey Co., Boston, Mass. (Father John's Medicine). John W. Queen Adv. & Merchandising, Boston.

Maryland Pharmaceutical Co., Baltimore, Md. (Rem). Joseph Katz Co., Baltimore.

McKenzie Milling Co., Quincy, Mich. (Pancake Flour). (Direct.)
 Ass'n of American Soap & Glycerine Producers, New York (Anti-freeze). Newell-Emmett Co., New York. (Placed through Scott Howe Bowen, New York.)

Edna Wallace Hopper, Chicago (Cosmetics). Blackett, Sample, Hummert, Inc., Chicago. (Placed through World Broadcasting System.)

Morton Salt Co., Chicago. Wade Advertising Agency, Chicago.
 College Inn Food Products Co., Chicago
 Harry Atkinson, Inc., Chicago.

Kuhner Packing Co., Muncie, Ind. (Food Products). (Direct.)
 St. Mary's Woolen Mfg. Co., St. Marys, O. (Blankets). (Direct.)

C. T. Togstad Co., Kokomo, Ind. (General Products). (Direct.)
 Elkhart Packing Co., Elkhart, Ind. (Meat Products). (Direct.)

IOWA
WOC-WHO—Davenport-Des Moines
 Western Grocer Co., Marshalltown, Iowa.
 Coolidge Adv. Co., Des Moines.

Earl Ferris Nursery, Hampton, Iowa.
 Lessing Adv. Co., Des Moines.
 Phoenix Hosiery Co., Milwaukee, Wis.

J. Walter Thompson Co., Chicago. (Placed through Scott Howe Bowen, Inc., New York.)
 Mantle Lamp Co. of America, Chicago.

Scientific Laboratories, Inc., San Francisco. (Placed through Bob Roberts & Associates, San Francisco.)
 Edna Wallace Hopper, Chicago (Cosmetics). Blackett, Sample, Hummert, Inc., Chicago. (Placed through World Broadcasting System.)

Father Coughlin, Royal Oak, Mich. (Religious Service). Grace & Holliday, Detroit.

Dr. Hess & Clark, Inc., Ashland, Ohio (Stock and Poultry Remedies, etc.). N. W. Ayer & Son, Philadelphia.

Foreman & Clark, New York (Men's and Boys' Clothes). (Direct.)
 Ass'n of American Soap & Glycerine Producers, New York. (Anti-freeze). Newell-Emmett Co., New York. (Placed through Scott Howe Bowen, Inc., New York.)

Maryland Pharmaceutical Co., Baltimore, Md. (Rem). Joseph Katz Co., Baltimore.

Campbell Cereal Co., Northfield, Minn. Rogers & Smith, Chicago.

Reid, Murdoch & Co., Chicago (Food Products). Rogers & Smith, Chicago.
 The Nu-Way Corp., Rock Island, Ill. Ferry-Hanly Co., Rock Island.

Rumford Chemical Works, Rumford, R. I. (Baking Powder). Atherton-Currier, New York. (Placed through Scott Howe Bowen, Inc., New York.)

Tenex Laboratories, Cedar Rapids, Iowa.
 L. W. Ramsey & Co., Davenport, Iowa.
 Arzen Laboratories, Clinton, Iowa (Cold Remedy). Coolidge Adv. Co., Des Moines, Iowa.

S. S. Kresge & Co., Detroit. N. W. Ayer & Son, New York.
 Morton Salt Co., Chicago. Wade Advertising Agency, Chicago.

General Mills, Inc., Minneapolis, Minn. (Bisquick). McCord Co., Inc., Minneapolis, Minn.

WMT—Waterloo
 Junger's Stove & Range, Grafton, Wis.
MARYLAND
WBAL—Baltimore
 American Stores Co., Philadelphia (Health Foods).

C. D. Kenney Co.
 Sterling Products, Inc., Wheeling, W. Va. (Cascarets).

Beech-Nut Packing Co., Canajoharie, N. Y. (Food Products). McCann-Erickson, Inc., New York.

Louis Philippe, Inc., Chicago (Cosmetics).
 Crosse & Blackwell (Food Products).

MASSACHUSETTS
WNAC—Boston
 Reid, Murdoch & Co., Chicago (Monarch Foods). Rogers & Smith, Chicago.

Phoenix Hosiery Co., Milwaukee, Wis.
 J. Walter Thompson Co., Chicago. (Placed through Scott Howe Bowen, Inc., New York.)

H. N. Hartwell & Sons (Distributors of Petrokarbon-new coke fuel). Dowd & Ostreicher, Boston.

Shepard Stores (Dept. Stores).
 Maryland Pharmaceutical Co., Baltimore (Rem). Joseph Katz Co., Baltimore.

Rumford Chemical Co., Rumford, R. I. (Baking Powder). Atherton-Currier, New York. (Placed through Scott Howe Bowen, Inc., New York.)
 Kennedy Co. (Men's Clothes). (Placed through Broadcast Advertising, Boston.)

MICHIGAN
CKOK—Detroit
 Iodent Chemical Co. (Tooth Paste). Purity Bakeries, Inc., Chicago. N. W. Ayer, Chicago.

MINNESOTA
WCCO—Minneapolis
 Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

The Justrite Co., Milwaukee (Bird Seed). Marx Adv. Agency, Milwaukee.
 Standard Oil Co. of Indiana, Chicago.
 McCann-Erickson, Inc., Chicago.

American Cranberry Exchange, New York. Gotham Adv. Co., New York.
 Oocy-Crystine Corp., New York (Health Tonic). Lewis-Waetjen Agency, New York.

E. E. Hess Co., Brooks, Ind. (Hand Lotion). Rogers & Smith, Chicago.
 Phoenix Hosiery Co., Milwaukee, Wis.
 J. Walter Thompson Co., Chicago. (Placed through Scott Howe Bowen, Inc., New York.)

Ass'n of American Soap & Glycerine Producers, New York (Anti-freeze). Newell-Emmett Co., New York. (Placed through Scott Howe Bowen, Inc., New York.)

Reid, Murdoch & Co., Chicago (Monarch Foods). Rogers & Smith, Chicago.

KSTP—St. Paul
 Iodent Chemical Co., Detroit, Mich. (Tooth Paste).

MISSOURI
KMBC—Kansas City
 Iodent Chemical Co., Detroit (Tooth Paste).

WDAF—Kansas City
 Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

KFEQ—St. Joseph
 Madame Marie, Inc., Kansas City (Cosmetics). Manke-Osborne Adv., Kansas City, Mo.

Vitanoid of St. Joseph (Health App.). Atlas Butter Co.

Missouri Valley Chemical Co., Atchison, Kans. (Alcatex Anti-freeze).
 Georgie Porgie Breakfast Food Co., Council Bluffs, Iowa. (Direct.)
 Mantle Lamp Co. of America, Chicago.

United Airways, Inc., Kansas City and Denver.
 Asthma-Kapsul Corp., Seattle, Wash. (Asthma Remedy). Erwin-Wasey & Co., Seattle, Wash.

Ira N. Wilson, Springfield, Mo. (Rug Needle).
 J. C. Penney Stores, New York (Local branch). (Chain Dept. Store.)
 Crane Auto Supply Co.

NEBRASKA
KMMJ—Clay Center
 Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

KFAB—Lincoln
 McCleary Sanitorium and Clinic, Excelsior Springs, Mo. R. J. Potts Co., Kansas City, Mo.

WOW—Omaha
 Chase Candy Co., St. Joseph, Mo. Russell Comer, Kansas City.

C. & N. W. Ry. Co., Omaha (Excursions).
 Ass'n of American Soap & Glycerine Producers, New York (Anti-freeze). Newell-Emmett Co., New York. (Placed through Scott Howe Bowen, Inc., New York.)

Omaha Flour Mills, Ernest Bader, Omaha.

Peterson Baking Co. (Milling Products). Ernest Bader, Omaha.
 Sears, Roebuck & Co., Chicago. (Local branch.)

Standard Briquet Fuel Co., Kansas City.
 R. J. Potts Co., Kansas City.
 Maney Milling Co. Bozell & Jacobs, Inc., Omaha.

The Velvetina Co. (Cosmetics). Potts-Turnbull Co., Kansas City, Mo.
 Los Angeles Soap Co., Los Angeles (White King Soap).

NEW JERSEY
WOR—Newark
 American Soap & Washoline Co., Cohoes, N. Y.

Iodent Chemical Co., Detroit (Tooth Paste).
 National Oil Products Co., Inc., Harrison, N. J.

Manhattan Soap Co., New York.
 Runkel Bros., Inc., New York (Cocoa and Chocolate).
 Adolph Goldmark & Sons Corp., New York (Van Houten's Cocoa).
 Rumford Chemical Works, Rumford, R. I. (Baking Powder). Atherton-Currrier, New York. (Placed through Scott Howe Bowen, Inc., New York.)
 Willard Tablet Co., Chicago (Stomach Tablets).

NEW YORK
 WABC—New York

Sterling Products Co., Wheeling, W. Va. (Bi-so-dol). Blackett - Sample - Hummert, Inc., Chicago.
 WGY—Schenectady
 Silent Glow Oil Burner Corp., Hartford, Conn. Charles W. Hoyt, Inc., New York.

NORTH DAKOTA
 KFVR—Bismarck

Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

WDAY—Fargo

International Heating Co., St. Louis, Mo. (Oil Burners). Lord & Hill, St. Louis. U. S. Oil Heating Co., St. Louis (Oil Burners). (Placed through McElhiney & Associates, St. Louis.)
 Scientific Laboratories of America, Inc., San Francisco (Re-Duce-Oids). (Placed through Bob Roberts & Associates, San Francisco.)
 Go-Far Cereal Mills, Inc. (Direct.)
 Georgie Porgie Breakfast Food Co., Council Bluffs, Iowa. (Direct.)
 Theronold, Inc., Minneapolis, Minn. (Electric Belt). (Direct.)
 Master Laboratories, Inc., Omaha, Nebr. (Chick Remedies). (Direct.)

OHIO

WLW—Cincinnati

Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).
 Iodent Chemical Co., Detroit (Tooth Paste).
 Phoenix Hosiery Co., Milwaukee, Wis. J. Walter Thompson, Chicago. (Placed through Scott Howe Bowen, Inc., New York.)
 Rumford Chemical Works, Rumford, R. I. (Baking Powder). Atherton-Currrier, New York. (Placed through Scott Howe Bowen, Inc., New York.)
 Armco Culvert Mfrs. Ass'n, Middletown, Ohio (Corrugated Pipe).

WGAR—Cleveland

Maryland Pharmaceutical Co., Baltimore, Md. (Rem). Joseph Katz Co., Baltimore. Louis Philippe, Inc., Chicago (Cosmetics). (Placed through World Broadcasting System, New York City.)
 Rumford Chemical Works, Rumford, R. I. (Baking Powder). Atherton-Currrier, Inc., New York City. (Placed through Scott Howe Bowen, Inc., New York City.)
 Spratts' Patent (America) Ltd., Newark, N. J. (Dog Food). (Placed through World Broadcasting System, New York City.)
 The Crowell Publishing Co., New York (Woman's Home Companion). Martin-Filling-Shaw, Inc., Philadelphia, Pa.
 Beech-Nut Packing Co., Canajoharie, N. Y. (Gum, Candy, etc.). McCann-Erickson, Inc., New York City.
 Carleton & Hovey Co., Lowell, Mass. (Father & John's Medicine). (Placed through Broadcast Advertising, Inc., Boston.)
 Father Coughlin, Royal Oak, Mich. (Shrine of the Little Flower). Grace & Holliday, 438 New Center Bldg., Detroit.
 E. Griffith Hughes Co., Rochester, N. Y. (Kruschen Salts). (Placed through Scott Howe Bowen, Inc., New York City.)
 Sears, Roebuck & Co., Chicago (Local branch).

OKLAHOMA
 WKY—Oklahoma City

Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

OREGON

KGW—Portland

Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

PENNSYLVANIA

WGAL—Lancaster

Lancaster Milling Co.
 Rohrer's Med-O-Farms Dairy.
 WCAU—Philadelphia
 Birdseye Frosted Foods Co. (Frosted Foods). Wolcott & Holcomb, Boston.
 Crawford Clothes, Inc. (Men's Clothing). Al. Paul Lefton Co., Philadelphia.
 Geo. B. Newton Coal Co. F. Wallis Armstrong Co., Philadelphia.
 Honor Bilt Products, Inc. (Bedding). Al. Paul Lefton Co., Philadelphia.
 Philadelphia & Reading Coal & Iron Co. (Coal). The Buchen Co., Philadelphia.
 American Stores Co. (Health Foods).

WIP-WFAN—Philadelphia
 My-T-Fine Dessert Corp. (Direct.)
 L. N. Renault & Sons, Inc., Egg Harbor City, N. J. (Renault Wine Tonic).
 Dial Shoe Co. (Direct.)
 Golden Brand Food Products. (Direct.)
 The Rudolph Wurlitzer Co., Cincinnati, Ohio. (Direct.)
 Kelvinator Sales Corp., Detroit (Refrigerators). (Direct.)
 Wear-Ever Cushion & Mattress Co. (Direct.)
 Fox Weiss Furriers. Harry Feigenbaum Agency, Philadelphia.
 Phillips Packing Co., Cambridge, Md.
 Aitkin-Kynett Agency, Philadelphia.
 Radio Cooking Club of America. Cecil, Warwick & Cecil, Inc., New York.

TENNESSEE

WDD—Chattanooga

Rumford Chemical Works, Rumford, R. I. (Baking Powder). Atherton-Currrier, New York. (Placed through Scott Howe Bowen, Inc., New York.)
 Stanback Co., Salisbury, N. C. (Headache Powder). J. Carson Brantley.
 WSM—Nashville
 Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).
 International Heating Co., St. Louis, Mo. (Oil Burners). Lord & Hill, St. Louis.

TEXAS

KPRC—Houston

Southern Pacific Lines. Rogers-Gano Adv. Agency, Houston.
 Phoenix Hosiery Co., Milwaukee. J. Walter Thompson Co., Chicago. (Placed through Scott Howe Bowen, Inc., New York.)
 Crowell Publishing Co., New York (Magazines).
 General Mills, Inc., Minneapolis, Minn. (Bisquick). McCord Co., Inc., Minneapolis.

KABC—San Antonio

Los Angeles Soap Co., Los Angeles (White King Soap).
 KTSA—San Antonio
 Three Minute Cereals Co., Cedar Rapids, Iowa. Blackett, Sample, Hummert, Inc., Chicago.

UTAH

KDYL—Salt Lake City

J. B. Ford Co., Wyandette, Mich. (Wyandotte Cleaner). N. W. Ayer & Son, Philadelphia.
 C. F. Church Mfg. Co., Holyoke, Mass. (Bathroom Fixtures). Fuller & Smith & Ross, Inc., New York.
 Golden Bear Coffee Co., Los Angeles. (Local dealer.)
 American Beauty Macaroni Co., Denver, Colo. (Local dealer.)
 E. I. du Pont de Nemours & Co., Wilmington, Del. (Anti-freeze Methanol). (Local dealer.)
 KSL—Salt Lake City
 Union Pacific Stages, Omaha, Nebr. Ernest Bader Co., Omaha.
 General Mills, Inc., Minneapolis, Minn. (Wheaties). Blackett, Sample, Hummert, Inc., Chicago.
 Ass'n of American Soap & Glycerine Producers, New York (Anti-freeze). Newell-Emmett Co., New York. (Placed through Scott Howe Bowen, Inc., New York.)

VIRGINIA

WRVA—Richmond

Beech-Nut Packing Co., Canajoharie, N. Y. (Placed through Scott Howe Bowen, Inc., New York.)
 Globe Union Mfg. Co., Milwaukee, Wis. (Batteries). Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee.
 The Carleton Hovey Co., Boston (Father John's Medicine). (Placed through Broadcast Advertising, Inc., Boston.)
 Valvoline Oil Co., Cincinnati, Ohio. Inter-Agency Broadcasting Service, Inc.

WASHINGTON

KOL—Seattle

El Crelita Co., Inc. (Hair Tonic).
 Closset & Devers, Portland, Ore. (Golden West Coffee).
 Edna Wallace Hopper, Chicago (Cosmetics). Blackett, Sample, Hummert, Inc., Chicago.
 KHQ—Spokane
 Caterpillar Tractor Co., Peoria, Ill. (Road Machinery).

WISCONSIN

WTMJ—Milwaukee

Milwaukee Solvay Coke Co.
 Justrite Co. (Bird Food). Marx Adv. Agency, Milwaukee.
 Edna Wallace Hopper, Chicago (Cosmetics). Blackett, Sample, Hummert, Inc., Chicago.
 Phoenix Hosiery Co. J. Walter Thompson Co., Chicago. (Placed through Scott Howe Bowen, Inc., New York.)
 Allen Edmonds Shoe Corp., Belgium, Wis. Marx Adv. Agency, Milwaukee.
 General Mills, Inc., Minneapolis, Minn. (Bisquick). McCord Co., Minneapolis, Minn.

WHBL—Sheboygan

Spradlin Mothproofers.

Plenty of Room to Write

BROADCAST ADVERTISING,
 440 South Dearborn St.,
 Chicago, Ill.

You may enter my subscription for one year beginning with the issue.

Name Position
 Company City and State
 Street Address

Mystery Tenor Has Fans Guessing

HUNDREDS of letters are received by NBC, by individual outlets, and by Reid, Murdoch & Company, makers of Monarch Brand food products, Chicago, following each Sunday's broadcast, written by listeners who are sure they have guessed the identity of the "Monarch Mystery Tenor." A peculiar angle is that, although mail is not requested and there is no mention of any premium or prize, many of these letters contain such phrases as "I hope this wins," or "Please mail the prize to _____."

"The only explanation seems to be that listeners are so accustomed to contests that they expect every program to have one," said E. G. Opie of Rogers & Smith, Chicago, agency in charge of the broadcast. "But at any rate, the masked star stunt has certainly aroused a lot of conversation and interest in the series, which was its purpose."

"The Monarch programs were unusually well received by the retail trade," Mr. Opie continued, "which we feel is largely due to the fact that they were thoroughly merchandised to dealers before they went on the air. Each Monarch salesman was given a portfolio explaining the whole radio idea, which he showed to the dealers. Window displays and counter cards were mailed out. When the series started, every dealer was ready for it."

This Sunday NBC series is purely institutional and makes no attempt at direct sales. These are aimed at a series of electrical transcriptions, broadcast twice weekly over a dozen stations spotted throughout the country. Featuring the Monarch Male Quartet, the programs plug particular products, with the commercial credits varied to meet the needs of Monarch dealers in each locality. This series includes a contest of the type that gets listeners into dealers' stores and makes them buy.

MAILING LISTS

Pave the way to more sales with actual names and addresses of Live prospects.

Get them from the original compilers of basic list information—up to date—accurate—guaranteed.

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

FREE

60 page Reference
Book and Mailing
LIST CATALOG

Gives counts and prices on
8,000 lines of business.

Shows you how to get special lists by territories and line of business. Auto lists of all kinds.

Shows you how to use the mails to sell your products and services. Write today.

R. L. POLK & CO.

Polk Bldg.—Detroit, Mich.

Branches in Principal Cities

World's Largest City Directory Publishers

Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

decision--

DECIDING that it has no authority to regulate broadcasting rates, the Interstate Commerce Commission refused to consider the complaint of the Sta-Shine Products Company, Inc., of Freeport, N. Y., against the National Broadcasting Company that its rates were "unreasonable" and "discriminatory."

"We do not believe this new art and practice, unknown at the time of the passage of the Transportation Act, of simply putting on the air or ether this instruction, entertainment, or advertisement, to that part of the public who may, by their receiving sets and antennae, go out to get this matter, was ever meant by Congress to be included in any act conferring express or implied power upon this Commission," says the decision. "It can not be presumed that the Congress was attempting to regulate a mere potential service, one that might or might not be developed, and particularly a service distinct and different in character from the methods of transmission of intelligence then known, i. e., messages by wireless from a definite sender to a definite receiver. . . ."

Set Makers May Broadcast

AS A SALES promotion enterprise the Radio Manufacturers Association is considering several plans of institutional broadcasting and also advertising," says a recent RMA Bulletin. "These are designed to increase radio sales by various methods. Wider advertising in the copy of local dealers and jobbers as well as manufacturers' national advertising of programs and features on the air, with less stress on technical features and all radio advertising, is proposed. Co-operation with the broadcasting interests in securing wider public knowledge of and interest in radio programs also is being developed. Special attention is being given to secure broadcasting of boxing contests, athletics, and other special events which especially stimulate sales of radio."

"Another sales promotion project upon which initial work has been done by the RMA management, is to develop advertising of radio by electric power and utility interests, similar to their present promotion of electrical refrigeration."

Join Production Firm

UNIVERSAL Radio Productions, Chicago, has appointed Nathalia Gearzon, to its staff. She will specialize in the handling of cosmetic and beauty preparation accounts.

Chain Names Thomas

LOYD THOMAS, formerly head of the Westinghouse radio stations, has been named manager of the recently formed local time sales division of the National Broadcasting Company. Organized to secure local and spot advertising for the 16 chain owned and controlled stations, it is divided into three districts, with headquarters in New York, Chicago and San Francisco. J. V. McConnell is Eastern district manager; W. S. Hedges is in charge of the Central district; and Lindsay Speght manages the Pacific Coast territory.

The NBC network is now allowing the regular commission to accredited station representatives for spot business placed on chain operated stations.

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 October 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, mortgages and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: L. E. McIlvain, 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 28th day of September, 1932.

(Seal) LILLIAN CONRAD.
(My commission expires May 17, 1936.)

Broadcast Advertising