

Broadcast Advertising

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



*contains
index*

JUNE FEATURES

**Broadcasting Is Vigorous, Effective and
Successful**

How Westinghouse Merchandises Its Salutes

Squibb Sells Its Programs to Sell Its Products

Programs, Not Stations, Get Listeners

Let's Have Cooperation

Impress Your Name on Public Mind

Radio and the Utility Story

National Reactions to Network Advertising

Radio and Its Future—A Review

Index of Contents—January to June

June, 1930

NEW DEVELOPMENTS IN SPOT BROADCASTING

Nearly ninety progressive, forward-looking Radio Stations from coast to coast have prepared for new developments which have taken place in perfecting sound reproduction for radio broadcasting. They are being equipped with a completely standardized sound reproducing system. For the first time in the history of radio broadcasting, this step will guarantee a uniform high excellence of broadcasting from discs, provided the discs are made under a system which matches this new reproducing equipment.

Write or phone any of our offices for a list of stations thus equipped, or for further information regarding radio and radio stations.

SCOTT, HOWE, BOWEN, Inc.

274 Madison Avenue

NEW YORK CITY

Ashland 7356 — 7357 — 7329

**1106 Fisher Building
DETROIT, MICHIGAN
Northway 2727**

**180 N. Michigan Ave.
CHICAGO, ILLINOIS
State 5224**

**10 High Street
BOSTON, MASS.
Hancock 4324**

All of our offices are prepared to demonstrate to advertisers and their agencies the latest development in sound reproduction, in direct comparison to any other present-day recordings.

“---coming to you from
the studios of---
KSTP”



Advertisers and listeners select KSTP programs because of superior quality made possible in a large part by the staff orchestras such as the group pictured above, a complement of the only full-time radio station staff orchestra organization in the Northwest.

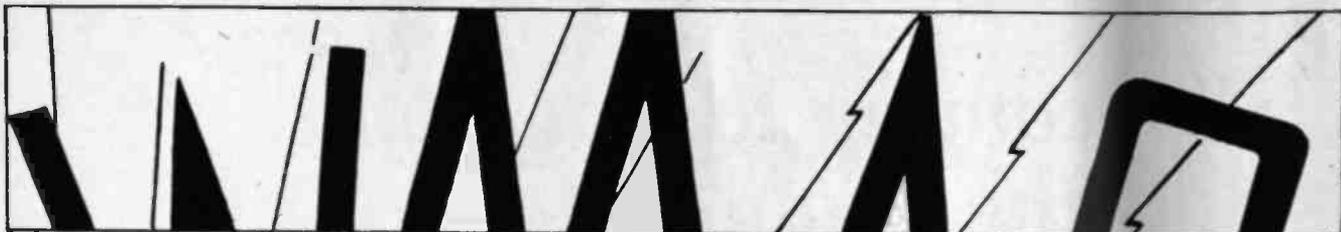
St. Paul and Minneapolis and the adjacent Northwest vote for KSTP first in preference to any other local programs. And quite naturally, the NBC entertainment and service features have the majority of followers of network productions. KSTP admittedly is first—nearly 70% of the listeners as against 17% for the station named second choice. The KSTP orchestra organization of thirty-five artists includes selected groups, which present everything from symphonic classics to the latest popular selections, and is the only full-time radio station staff orchestra in the Northwest. In addition to this most important asset, KSTP gives most to the advertiser and listeners because it has the largest musical library—the largest technical staff—the most complete research, merchandising, sales, program, publicity, continuity, music and dramatic departments. The KSTP advertising department will be pleased to submit a detailed radio advertising plan without obligation.

◆
STUDIOS
St. Paul Hotel
St. Paul

◆
STUDIOS
Hotel Radisson
Minneapolis
◆

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

**NORTHWEST'S
LEADING RADIO STATION**



• • PRESTIGE • •



WMAQ, through its years of fidelity to an ideal of service, its quality programs, its respect and concern for the great radio audience, has created a listening habit in the Chicago and midwest radio market. Like The Chicago Daily News—the newspaper that gave it life—WMAQ adheres rigidly to certain carefully studied policies, which have proved their worth in the interests of advertiser and public alike.

LIST OF ADVERTISERS

National:

- | | |
|-------------------------------|-------------------------------------|
| Endicott-Johnson Corporation | Thomas J. Hay, Inc. (Willys-Knight) |
| Bunte Candy Company | Premier Malt Sales Company |
| Estimo Pie Corporation | Gabriel Snubber Company |
| Packard Motor Car Corporation | Martin-Senour Company |
| Thos. J. Webb Coffee Company | National Rug Mills, Inc. |
| Illinois Coal Bureau | Pabst Brewing Company |
| Elgin National Watch Company | Robinson Furnace Company |
| Freeman Shoe Company | B. F. Goodrich Rubber Company |

Local:

- | | |
|------------------------|-------------------------|
| Chicago Board of Trade | Hinckley & Schmitt |
| Boston Store | The Davis Company |
| O'Connor & Goldberg | C. D. Peacock, Jewelers |
| Nahigian Brothers | Vaughan's Seed Store |

If your schedule calls for the use of broadcast time in Chicago WMAQ offers you the advantage of a strategically located cleared channel—an audience whose listening habit is WMAQ broadcast—and the satisfaction of knowing your message is in the best of company. Address



WMAQ, Inc.

The Chicago Daily News Broadcasting Station

400 WEST MADISON STREET

CHICAGO, ILLINOIS

Broadcast Advertising

440 South Dearborn Street, Chicago, Ill.

Subscription, \$2.00 a year. Single copies, 20c. Issued monthly on the 15th. G. W. Stamm, Publisher and General Manager; R. B. Robertson, Editor; E. J. Van, Circulation manager. Eastern Representative: C. A. Larson, 254 W. 31st St., New York City. Pacific Coast Representative: R. M. McDonald, 703 Market St., San Francisco, California

Entered as second class matter February 19, 1930, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.

Volume 3

JUNE, 1930

Number 3

BROADCASTING IS VIGOROUS, EFFECTIVE, SUCCESSFUL

Says L. Ames Brown*

President, LORD & THOMAS AND LOGAN and
Chairman AAAA Committee on Broadcasting



L. Ames Brown

BBROADCAST advertising has fully established its claim to a place in a balanced advertising program. It is a going concern—vigorous, successful, effective. The skeptics of yesteryear have given place to the alert investigator, the analyst, and to the scout. The scout is the man who is on the lookout for promising talent—for another Antos and Andy—another Real Folks—another team or feature that will bring home the bacon for the client sensationally.

Broadcasting is no longer a shrinking violet. Grave discussions take place about rates and rate in-

**An address delivered before the annual convention of the American Association of Advertising Agencies at Washington, May 16, 1930.*

June, 1930

creases. Elaborate analyses are made of circulation. Claims are made and then debunked and the residue divided into fractions, and yet there remains a tremendous responsive audience ready to enhance brand values, to pile on priceless good will for the manufacturer and his distributor. The bears may have it their way in other markets, but on the Broadcasting Bourse the atmosphere is distinctly bullish.

The advertiser who has a coast to coast hook-up on one of the big chains at a good time has a valuable franchise, and he knows it. His broadcasting budget is one of the last items he will cut in 1930.

Broadcasting is no longer the Little Orphan Annie of the media group. We have heard about the

fourth dimension of advertising and we have been schooled to think of broadcasting in the fourth place with newspapers number one, magazines number two, and outdoor number three. Broadcasting volume, however, has grown so rapidly and appears to be gaining, in 1930, at such a rate that the gap between broadcasting volume and outdoor volume is being rapidly closed.

The figures furnished me by the outdoor people show \$75,000,000 was spent in this medium in 1927, the same amount in both 1928 and 1929, and \$75,000,000 to \$100,000,000 is estimated for 1930.

What has been happening in broadcasting in this period? In 1927 and 1928 the amounts were, of course, not comparable to the out-

door amounts. Last year, however, one radio manufacturer estimated that \$75,000,000 was spent on broadcasting. That was just a "blue sky" estimate, I suppose. Complete accurate information is not available. The reason for that is the inadequacy of reports from the local broadcasting stations as to local or spot broadcasting. A statistician whom your committee assigned to the work obtained figures from the national networks, made test investigations among selected local stations and reached the conclusion that approximately \$45,000,000 was spent on broadcast advertising in 1929. That estimate is accepted as reasonable by such authorities as Mr. Caldwell, editor of *Radio Retailing*; Mr. Ferrel of Denny Records and Mr. Baker of the National Association of Broadcasters. Mr. Bowen, the spot broadcasting specialist, estimates that local broadcasting alone runs close to \$40,000,000.

Your committee, therefore, advances \$45,000,000 as a sound estimate of total broadcast advertising expenditures in 1929. The national chains estimated from 35 to 50 per cent increase in volume for 1930. I believe these estimates to be well grounded. They may be exceeded and later in this report reasons for this opinion will be submitted.

IT IS too early to forecast the 1930 development of local broadcast advertising. Should it hold pace with the national advertising that goes over the medium, you will see that broadcasting will come dangerously near to sharing third position with the outdoor medium.

These facts are brought out in no spirit of unfriendliness to the outdoor medium. Most of us are familiar with some of the reasons which have hampered the growth of the medium—reasons happily removed. It is logical to predict that outdoor advertising, which unquestionably does things for the advertiser which no other medium can do, will move out of its stalemated position of the past, three years without long delay. Broadcasting—if it hopes to establish itself in third position, next to magazine volume—will have to maintain and perhaps accelerate its pace. That it should even threaten outdoor for third place, however, is significant

small -

PROBABLY the world's smallest radio station is WPRC, over which Ted Husing described the Penn relays and, more recently, the Kentucky Derby. The outfit is packed in a traveling bag about three feet long, with a one-inch brass pipe, the aerial, protruding from one end and resembles a soldier's pack and rifle as much as anything. This station broadcasts short waves, which are picked up by a receiver at the end of the field and re-broadcast in the regular manner. For outdoor events it is a great help, as it enables the announcer to move about the field, following the action from point to point.

of the way it has grown and the way advertisers are turning to it for definite results.

The prosperity of the broadcasting medium in a year of business restriction and of advertising curtailment is due mainly to the feeling among advertisers that its timeliness, its flexibility, with change of national copy appeal possible at an hour's notice—its comparative liveliness, its growing circulation and increased responsiveness—that these qualities make it a medium where the advertiser has a fine opportunity to broaden his markets in places he might not otherwise be able to reach. There is a big volume of broadcast entertainment—a great many features appealing to the set owner—but collectively broadcast advertisers feel that their medium is not congested, but that their chance for attention is no less substantial than that in other mediums and, furthermore, the advertiser likes a sporting chance of finding big results and a pot of gold on the air.

Broadcasting has appealed to advertisers from the start. For many a big executive it combines business with pleasure. Its romance and big potentials fascinate him; the artist in him is stirred. Now with a background of experience and with data on results such as no medium has provided in a comparable length of time, the broadcast advertiser feels more than ever sure of himself—more confident of a charted way.

I talked with a very large broad-

cast advertiser the other day. He had proposed the expenditure of an additional million on broadcasting. The total figure seemed to shock one of his associates but this executive denied that the figure was exorbitant. He said that the burden of proof was on him if, with a budget as large as his, he did not spend the proposed amount in a medium which had so directly and so conclusively demonstrated its sales creating possibilities.

BROADCASTING definitely passed one mile post in 1929. It emerged as a full fledged advertising medium. Doubts as to the acceptability of the advertising per se were dispelled pretty generally. Questions as to whether broadcasting was a practical, workable medium of advertising or a hybrid medium—in the middle between publicity and advertising—were answered conclusively. The broadcasting programs which stand out as unmistakable successes—the programs which head the lists on every research tabulation—are programs which carry their definite, frank, unvarnished quota of advertising.

The American public has demonstrated an intelligent willingness to have the advertiser profit from his investment. The most elaborate research made in 1929 and in the early months of 1930 resulted in this finding, which I quote:

"The public enjoys good advertising prepared in a virile, interesting manner."

I subscribe to this finding and I call attention to its implications, both positive and negative. The public enjoys good advertising. The public doesn't enjoy poor advertising. The public doesn't respond to advertising over the air that is trite or insipid.

Broadcast advertising copy must be subjected to the same tests, no more, no less, that apply to advertising in other mediums. There is a premium for originality, for real ideas, for mastery of technique. There is silence and unresponsiveness for advertising too blatant or too cautious. It is distinctly not true that advertising needs to be insinuated into a program, sugar-coated, concealed. Quite the contrary! In fact, I think that the one thing the public is suspicious of and

(Continued on page 18)

How WESTINGHOUSE Uses Other Media to Merchandise Its Radio SALUTES

By J. C. McQuiston*

General Advertising Manager,
WESTINGHOUSE ELECTRIC AND MANUFACTURING CO.

AS ADVERTISING men we all agree that building a radio program is only part of the job. We must merchandise that program if our companies are to reap the greatest benefit from it. In other words, we must sell our program before it goes on the air.

Merchandising divides itself into two general classes—first, the advertising to create an audience for our program, and second, the promotion of the program to dealers and retailers. Principles of merchandising to dealers and retailers are well known to all of us. It is important that these outlets know exactly what is being done and be supplied with material which they can use in identifying ourselves with the products advertised over the radio. Promotional material takes the form of window displays, folders, booklets, posters and newspaper advertisements.

Various means are adopted for creating an audience for radio programs. Newspaper and magazine advertising can be used when the program is of interest to the general public. The promotional material supplied to dealers and retailers, of course, will help create an audience. And the program should have sufficient interest to make it of appeal to the newspapers as a news item.

In planning promotional activities for the Westinghouse Radio Salutes to Industries we were confronted with a somewhat different problem than generally faces a radio advertiser. These programs are conceived with the idea of telling about the importance of our great industries, to create good will for them, to tell the part electricity plays in their efficient operation, and of the Westinghouse contributions to the industry. The history of our great industrial enterprises and their everyday operations is filled with things of interest to the man in the street. By presenting these facts in a colorful and impressive manner an interesting and instructive program is built in which music forms a background and the voice tells of the accomplishments of the industry. As a guest speaker, an acknowledged

*Excerpts from an address before the Broadcast Association, Advertising Federation of America, at Washington, D. C., May 20, 1930.

June, 1930



J. C. McQuiston

leader of the industry is invited to deliver a short address, telling something about the present and future of his industry.

To create an audience of the general public, the newspapers are used. When the programs were launched, a large newspaper advertisement called attention to the new feature on the air. Several feature stories were also released previous to the broadcast of the first program, to build up interest in this activity. Each week a news story about the Westinghouse Salute is released for the radio page. This activity brings the Westinghouse Salutes to the attention of the general public every week.

OUR primary audience, of course, is the industries; not only the industry saluted, but all the industries of the country, because in these days every wide-awake industrial man is interested in what other industries are doing. So we advertise the Salutes in the leading technical and trade papers of the country. In addition, notices are sent to the editorial departments of the magazines, including the remarks of the guest speaker and a general description of the subject matter included in the program.

Mailing pieces are prepared for distribution throughout the industry saluted, in which is included an announcement and a description of the program. Some
(Continued on page 20)

SQUIBB Sells Its

PROGRAMS

To the Trade



R. D. Keim

IT'S COSTING E. R. Squibb and Sons \$500 a minute for Will Rogers. The entire program, counting time on the CBS network, music, announcer, and all, is costing about \$12,500 each Sunday night of the series of 14 talks given by the cowboy humorist for the well known manufacturer of medicinal preparations. And Rogers never says a word about Squibb's products during any broadcast.

"But it's worth it!" declared R. D. Keim, director and general sales manager of E. R. Squibb and Sons, addressing the Radio Broadcast Session of the Advertising Federation of America on May 20.

It's worth it in the general publicity scheme of the company, according to Mr. Keim. Only seven of the Rogers' appearances had been made at the time of his talk, so that the direct results in sales cannot be measured. Yet the sales manager of Squibb asserted that his company is "well satisfied."

"In the meantime, the sales curve continues satisfactory," he said. "We probably won't tell the results until after the whole series is completed, but we have high hopes. A competitor told us of not getting any results until months after his broadcast had become established."

The enthusiastic tenor of this sales executive's talk revealed the trend toward broadcasting among major commodity producers whose products are peculiarly adapted for broadcast promotion. For the most part, Mr. Keim dealt with the extensive tieup with periodical advertising, counter and window cards, mailed notices and intra-sales force competition upon which E. R. Squibb and Sons embarked with the launching of the Rogers series.

Following is the full text of Mr. Keim's talk:

WHEN my firm concluded to place a broadcast program upon the air, including as its feature that world famous character, Will Rogers, we found ourselves with a period of less than three weeks between the time of that decision and the time of our initial broadcast. This, necessarily, forced us to develop a merchandising plan to back up this program more rap-

idly than was desirable. Nevertheless we feel satisfied that we have been able within the period allotted us to quite thoroughly plan and release the propaganda that was essential to a thorough-going merchandising hook-up.

In squaring off to this problem we found that we must reach in as complete form as possible four different classifications of individuals. We determined that our message must, in as great a measure as it could, capitalize the renown of our featured figure. We knew that it would be unnecessary, as in the case of so many other programs, to build up a knowledge of the feature itself; in fact, the very reason we had determined upon the use of Will Rogers lay in the fact that, even though at an exceedingly high price, we were nevertheless purchasing national good will that would begin working for us from the minute the program started.

Coming back to those whom we had to contact, we found that they fell readily into—first, the general public; second, the professions as represented by physicians and dentists; third, the retail trade; fourth, our own field staff. I will describe how we carried the message of the Squibb Program to each of these groups, beginning with the smallest and leading up to the largest, the general public.

Our field staff, being the direct representatives of the House, necessarily required complete information, in full detail, of all that was to transpire in order that they in turn might impart the information into the broadening stream of the retail druggists of the country. In order that we might emphasize, at the very beginning, the importance of this program in our own minds,

D O N ' T M I S S

WILL ROGERS

presented by
E. R. SQUIBB & SONS
each Sunday evening at 8 o'clock
over Station _____ and 34 other
stations from coast to coast.

A typical newspaper radio page
advertisement

To Sell Its PRODUCTS To the Public

an initial announcement was sent to the staff in the form of a telegram under the signature of the vice-president of the company, calling for the full co-operation of each member in the furtherance of our merchandising plans.

The staff then received a series of letters and printed articles in a House bulletin which we release weekly, describing in detail the programs, the stations upon which they were to appear and the merchandising and display material that had been prepared as a hook-up to the

program. So that they might visualize clearly and explicitly to their trade the scope of Rogers' appearance upon the air, we prepared a portfolio for our staff which illustrates clearly all of the various steps involved. In this portfolio we described the various individual pieces of merchandising support which we were offering and illustrated the more important of these. A map of the United States covered a double page spread in this portfolio, indicating the stations and call letters and time each would appear in each section of the country. Furthermore, and of utmost importance, a description of the Squibb products that were to be featured in the announcements was included and a description of the method through which we would offer the booklet containing Will Rogers' talks upon the receipt of a request

accompanied with the face of one of our dental cream cartons.

In order that we might definitely hold the attention of our staff throughout to the importance of merchandising this program, we developed a sales contest with the broadcasting feature as its theme. Each representative on our staff was designated as a station in a nation wide Squibb network. He was given a sales quota in terms of kilowatt power and each week during the period of the contest his comparative standing with his fellows would be gauged in the ratio of his percentage of quota attainment. This contest serves, naturally, a two-fold purpose; it stimulates the sale of our products, particularly those that are being featured in the broadcast by the announcer, and it keeps our men constantly radio-minded and aware of the significance of our Will Rogers program.

This contest, and other data, stressed the marketing factors involved; that is, that we were developing through this program definite sales stimuli upon the part of the consumers who listened in, and that those retailers who co-operated most closely with the House would be the ones to profit to the greatest extent.

THIS now brings us to our second job, which was to fully acquaint the retail trade with, and to gain its co-operation toward the merchandising of, the Will Rogers' program.

To this end we utilized all means immediately at our command. We prepared a broadside which was sent to every retail druggist in the country. The purpose of this mailing was two-fold; it announced graphically to the trade this coming event and of its value to them, and

THIS DRUG STORE INVITES YOU
TO LISTEN TO
WILL ROGER
EVERY SUNDAY NIGHT OVER THE
COLUMBIA BROADCASTING SYSTEM
Presented by
E.R. SQUIBB & S

E.R. SQUIBB & SONS
cordially invite you to listen to a concert orchestra and
Will Rogers
himself
10.00 PM next Sunday Evening
(current New York time) and each Sunday thereafter
a coast-to-coast radio program over 32 stations
of the Columbia Broadcasting System
tune in
your local
Columbia
Station

Counter cards
and window posters
were sent to
53,000 druggists with
the suggestion
that they be backed
up by displays
of
Squibb products.

it was so worded that when opened and stuck upon the window of the store it became a poster notifying the public of this new treat that they could hear in their homes Sunday evenings. A poster, similar in character but slightly different in wording, was released at the same time to the pharmacists in Canada, this being considered necessary since we had a Toronto station upon our list, and in addition all of the northern stations in the United States are readily receivable in various parts of Canada.

A lithographed full-color counter card was prepared which used a portrait of Will Rogers as the attention gaining feature, and announced the broadcasting system over which he would appear. Since we wished these to be in the hands of the trade as quickly as possible, we forwarded supplies of each to our field representatives in all parts of the country, who in turn saw to it that they reached the counters of their own customers.

Since our first broadcast was upon April 6th we found it advisable to place an insert in all of our April statements that went out on the first of the month, again calling the trade's attention to this new feature. To follow this through and to keep our broadcasts constantly before the eyes of our trade we prepared a small colored sticker giving the theme of the program, which both our home office and branches placed upon all invoices and correspondence going out, and still do so.

We have a regular publication entitled "The Squibb Message," in the form of a newspaper, which goes out to 65,000 retail druggists and clerks throughout the country. The leading news article in the first available issue of that publication was given over to a discussion of this broadcast feature and what it would mean to the trade if properly utilized. The back page of this same issue was given over to a full page advertisement describing the five products of this House that were represented in the broadcast, with natural comment upon the availability of these products for display during the period of Rogers' appearance.

We carry a very complete schedule of advertisements in the trade

Kynett Brands Summer Slump as Legend

SEASONAL variations in broadcast listeners' interest and in effectiveness of broadcast copy, were branded as a legend by H. H. Kynett of the Aitkin-Kynett Company, Philadelphia, discussing advertising agency relations with broadcasting at the Broadcast Association session of the Advertising Federation of America on May 20.

"The legend of summer static," said Mr. Kynett, "has persisted as an obsession since the days of the old time radio sets. Reception is now excellent throughout the year. From the advertisers' standpoint, my conviction is that the strength of broadcasting lies in its consistency and continuity. I don't hesitate for a moment in saying that accounts should stay on the air the year around."

Mr. Kynett's informal talk evoked much questioning from his audience. Asked whether he believed the advertising agency should handle the entire program, he replied in the affirmative; it should have the copy specially prepared and talent specially trained, for radio advertising employs a technique all its own, he said. Agencies should also have a commission on talent as well

publications and we saw to it that our ads carried reference to the program, wherever space permitted. Since it was of general interest to the drug trade, a news announcement went to the trade publications and received general recognition in the editorial columns of these publications.

The final hook-up through the retail store is in the form of a photograph of Will Rogers, mounted upon easel back board, of sufficient size and attention gaining value so as to be used as the centerpiece in a window display. These centerpieces were allocated to our different sales territories throughout the country with instructions to representatives to see that they reached the best possible locations in the windows of their customers.

Going from the retail trade to the professions, we faced a different

as on time. "If there is one place they earn the commission, it is on talent."

Lack of understanding of the other fellow's problems is the chief difficulty confronting the agency group, according to Mr. Kynett. "The advertising man is trying to measure radio in the sense that he has measured magazine and newspaper advertising, seeking a criterion for coverage. How many years did it take for an approach to an acceptable criterion in periodical advertising, and how much criticism do we still hear today?"

The speaker was enthusiastic about broadcasting as a medium of advertising. Its possibilities, he said, are illimitable. Even hours may not be exhausted, for the hints of synchronization have given the promise that many stations may operate all over the country on the same wave length, which may mean more networks being formed, he said.

Mr. Kynett added that at the University of Pennsylvania, where he lectures on advertising, no subject has ever aroused greater interest than radio broadcasting.

problem. With the retailer we were requesting co-operation and showing reasons why it would be to his advantage to give it. With the physicians and dentists, on the other hand, no such thought was in mind; we merely wished to bring home to them the existence of the program and to interest them. We therefore placed an invitation to these two groups to listen to this broadcast in a box on the front page of our two publications that go to them. Since the circulation of these magazines covers all of the physicians and dentists in the United States, we felt that our aim was attained through that means. This was particularly so since the same material that was planned for the general public would also reach these particular groups.

Coming to the last and greatest audience of all, the general consum-

(Continued on page 22)

Boston Survey Shows *It's the PROGRAM* not *the STATION* *that Gets the Listeners*

PROGRAMS, not stations, are what Bostonians listen to: Amos 'n' Andy is their favorite program and dance music their most popular type of radio entertainment. At least that's what a recent survey of Boston's radio-owning families showed.

The survey was conducted for the Shepard Stores, owners and operators of radio stations WNAC, Boston, and WEAN, Providence, by Emerson Knight, Inc., a research organization. Investigators visited homes equipped with radio sets and asked questions about the family's favorite station, program and type of program, and what time of day the set was used. As nearly as possible, says their report, one out of every twenty radio-owning families was interviewed. Successful interviews totaled 4,122 (about one to every sixty Boston set owners).

An unusual feature of this survey is that the listeners are classified into occupational groups. Class A—8 per cent of the total—includes the families of merchants, professional men, executives, manufacturers, etc. Class B—73 per cent of the listeners interviewed—is made up of families of skilled and clerical workers, salesmen, city living farmers, retired, and small merchants. Class C—19 per cent—takes in the families of laborers, domestics, clerks, and non-employed.

The returns to the question, "What is your favorite program?" were tabulated as follows:

FAVORITE PROGRAM

First choice—	Per cent			
	All families	A	B	C
Amos 'n' Andy.....	24.36	21.04	23.91	27.47
True Story.....	11.09	9.15	11.01	12.20
Atwater Kent Hour.....	3.35	6.10	3.48	1.67
Lucky Strike.....	1.92	2.74	1.73	2.31
Old Gold Hour.....	1.72	1.52	1.82	1.41
Roxy Programs.....	1.63	2.74	1.69	.90
Walter Damrosch.....	1.60	3.96	1.63	.51
Collier's Hour.....	1.26	1.22	1.33	1.03
Mr. and Mrs. Ginters.....	1.16	.91	1.06	1.67
No choice.....	32.99	29.57	34.23	29.65
Miscellaneous.....	18.92	21.05	18.11	21.18

Well, not much doubt as to what the most popular program is in Boston, is there? It is also interesting to note that such programs as Lucky Strike, Old Gold and Collier's, which are designed to have a universal appeal, rank just about the same with all three groups. The more "highbrow" programs—Atwater Kent, Roxy and Damrosch—are more popular with Class A, while

True Story and Mr. and Mrs. Ginters get the largest vote from Class C.

Now, what type of entertainment does each class prefer? The answers to this question sum up as follows:

FAVORITE TYPE OF PROGRAM

First choice—	Per cent			
	All families	A	B	C
Popular Music (Dance-Jazz).....	25.60	18.29	24.05	34.66
Good Music (All Kinds).....	14.61	18.60	14.93	11.68
Variety.....	13.83	15.55	14.00	12.45
Classical.....	12.69	16.46	13.83	6.68
Stories.....	8.66	5.79	8.62	10.01
Drama.....	4.68	3.96	4.68	5.01
Semi-Classical.....	4.27	4.57	4.51	3.21
Sketches, Dialogues, Monologues.....	2.81	2.74	2.52	3.98
Vocal Music.....	2.28	.61	2.29	2.95
Comedy and Comic Sketches.....	2.18	2.44	2.29	1.67
Old Time Music.....	1.50	.91	1.46	1.93
Lectures and Talks.....	1.04	1.83	1.00	.90
Miscellaneous.....	4.81	6.42	4.69	4.48
No Choice.....	1.04	1.83	1.13	.39

Comparing these results with those above, some apparent discrepancies are noted. Dance music heads this list, yet the most popular dance orchestra received less than 2 per cent of the vote for favorite programs, which is a long way short of the 25.60 per cent awarded this type of entertainment. On the other hand, Amos 'n' Andy, with nearly a quarter of all the votes for the most popular program, come under the head of either dialogues or comedy, both of which classes rate less than 3 per cent in the second list.

The much discussed question as to whether people listen to a particular station or dial around to find the kind of programs they like gets a pretty definite answer. Two-thirds of those interviewed have no choice of station; one-third have no favorite program; but only 1 per cent have no favorite type of program.

"From these facts," says the report, "you can safely conclude that the character or type of program plays a far greater importance in the majority of families' selection of radio entertainment than does the radio station, this, of course, being based on the same reception being enjoyed." An interesting verification of this conclusion is illustrated on the chart of station popularity, which shows the station carrying the Pepsodent program gaining 60 per cent in listener prefer-

(Continued on page 26)

Let's Have COOPERATION *between Newspapers and Radio*

Urges Earl D. Baker

Business Manager, WASHINGTON DAILY NEWS



Earl D. Baker

“WE WELCOME your success.”

In all the hullabaloo that is being raised in certain newspaper circles about the “menace” of radio as a competing medium of advertising, no more sane and sound view was ever expounded than that voiced by Earl D. Baker, business manager of the *Washington (D. C.) Daily News* at the Broadcast Association session of the Advertising Federation of America on May 20.

Apparently Mr. Baker spoke the viewpoint of the Scripps-Howard Newspapers en bloc, for he made frequent allusions to Scripps-Howard policies. “The Scripps-Howard Newspapers,” he said, “believe that radio and the newspapers complement one another. Each has much to gain from the other, for advertising begets advertising.”

It was Mr. Baker’s thesis—and

there was general concurrence with his views—that cordial relations with radio broadcasting should be maintained by the newspapers. The printing of programs, *with the names of the sponsors*, is regarded by Scripps-Howard as being strictly in the category of news, he said. And the newspapers have much to gain from radio.

Quoting Louis Wiley, business manager of the *New York Times*, as having stated that the radio industry has undisputably contributed much to advertising, Mr. Baker foresaw more and more use of newspaper, trade paper and magazine linage for the advertising of particular programs. Just as the newspaper profits from the show business, which is a steady source of revenues, the newspaper stands to profit from regular and special display advertising of sponsored programs, he maintained.

“The more successful radio, the more successful the aggressive newspaper must be,” declared Mr. Baker. In the discussion that followed his talk, the point was emphasized more vigorously; the one medium inevitably must complement the other; it is a shortsighted policy of any editor to “buck” the advance of radio, for its advance cannot be stayed. “You may as well try to stop time itself,” one of his audience remarked.

With respect to newspaper ownership of broadcasting stations, Mr. Baker said he saw no more need for that than that newspapers should own motion picture theaters, department stores or street car lines. This was said in no disparagement to the newspapers deemed

fortunate enough to own radio stations, but rather as a reply to those who believe that the newspapers’ only safeguard from radio is to obtain the control of the radio stations of the country.

Excerpts from Mr. Baker’s address follow:

THE radio industry has been aptly described as “the greatest phenomenon in all business records” and “the industrial marvel of all ages.”

New dictionaries, according to the Ralph H. Jones Company, promise to contain a new definition of the word “it.” “It” has become a noun that means “that mysterious something that makes for popularity.” The radio industry, less than ten years old and with the American public having invested three billion dollars in radio equipment, could undisputably qualify as having “it.”

The very reason that radio is different than the newspaper, different than the book, different than the telephone, different than the telegraph, is sufficient to make the radio accomplishment overshadow the accomplishment of other industries. Yet this vast difference ordinarily would have been a barrier to progress, rather than a vehicle. The fact that it is something we never knew existed before, and because of its highly technical and highly scientific aspect, would have been sufficient reason for the general public to have been content to go on without it. It was the manner in which the use of radio was demonstrated as an addition and an enlargement of the things which these agencies did beforehand, that has

placed your industry on its high pinnacle.

True, there are publishers who regard radio as a competitor, yet others consider it a strong ally. I feel sure that Scripps-Howard considers it as such, believing the radio and newspaper complement one another; believing further, that each one will benefit by the development of the other, and acknowledging the rule that advertising begets advertising. Thus, it is believed that the more successful radio is, the more successful the aggressive newspaper will be.

Someone has declared that the general depression from which we are emerging was a securities panic, not a business panic. Roger Babson says, "Advertising can revive business quicker than anything else." As an illustration, the Eastman Kodak Company has been a regular advertiser for more than forty years. In 1888, their first appropriation was less than \$10,000. Now the company invests more than a million dollars a year. George Eastman, chairman of the board, says that during the years the Eastman Kodak Company has been in business there have been several times when at the outset of one of these years they have faced what seemed to be abnormally bad conditions in general business. On these occasions the question of retrenchment in advertising naturally came up for discussion. The decision of the Eastman Kodak Company in each case was to spend a little more money, and to do a little more hard work.

It is a matter of economic history that in time of business dullness many new business leaders are born. Present leaders, made ultra-conservative by their ranking position, rest on their oars waiting to see what will happen. Others go into the competitive battle with undiminished selling effort—with an effort, which is, if anything, more intensive and carefully planned. During such periods the advertising dollar has less competition than in the period of great prosperity, for the unfortunate practice still prevails, to a certain degree, of advertising chiefly when business is good and sales are easy.

Mr. Louis Wiley, business manager of the *New York Times*, sev-

blame -

USUALLY when a last minute change in schedule causes the actual broadcast to differ from the program as printed in the daily paper, the listener fusses with his set, takes another look at the radio page, mutters something about "these papers never get anything straight," and that's the end of it. But station WAIU, Columbus, Ohio, in such cases, absolves the papers with the following announcement:

"Because of an emergency, WAIU has been forced to make a change in its schedule as announced to the newspapers, and therefore it is through no fault of the radio editors that this station's schedule appears incorrectly in today's papers."

eral days ago said before a group of business men, "We often hear of the contribution of advertising to industry. We hear less often, if at all, of the contribution of an industry to advertising."

Radio undisputably has made a contribution of a wider dimension than ever made heretofore. Newspapers today are possibly more in tune, more advantageously situated to assist advertisers in curving the force of the recent economic depression than they would have been capable of doing in past years. Linage of radio manufacturers, as well as that of program sponsors, has opened a vast new range and has therefore contributed to newspaper efficiency.

IN SAYING that the radio and the newspaper complement one another, I can direct your view to the nationwide broadcast of the Dempsey-Tunney fight as sponsored by Scripps-Howard. The result of that broadcast demonstrated that broadcasting was not a menace to newspaper circulation—on the contrary, it was a help. It was reported that in Chicago, where not only 150,000 saw the fight, but practically the entire public heard it over the air, the newspapers were completely sold out, and even on the morning following it was difficult to secure a newspaper. According to estimates furnished, approximately sixty million people listened in to the description of this battle, and thousands of sets were

sold on the day of the fight. So successful was the broadcast from the standpoint of the sponsors that similar other hook-ups followed, as you well know.

All of you are no doubt equally familiar with the attitude of these newspapers in the printing of radio programs and the names of the sponsors of programs. Their decision that "the public was entitled to know" placed this information strictly in the category of news, and as such was fully entitled to its place as part of the editorial content of Scripps-Howard newspapers. Nor did they limit their obligations to readers with the publishing of programs.

In the case of the *Washington Daily News*, a daily radio weather forecast is carried which is of untold value to the public, as well as the radio dealer. Seemingly few people realize the importance of favorable climatic conditions to satisfactory reception. It is the purpose of this daily forecast to inform the public the kind of performance to expect, and when necessary, warn them against long distance reception. Incidentally, this method of educating the public on this subject is saving the Washington radio dealers much time and money that would be unnecessarily spent on service calls in an attempt to satisfy unjust complaints about their receiving sets.

Radio shows, as sponsored by a number of newspapers, have already grown to be institutions in themselves. Many of our newspapers are holding their sixth or seventh show this year.

Washington saw a Distributors' Show last October, which was sponsored by *The Daily News* and held in the ball room of the Mayflower Hotel. So successful was the show that upon its second day the exhibitors voluntarily presented a petition requesting the show be repeated this year and authorized space reservations. Plans are now being made to make this a much larger and more elaborate show this fall.

Robert Browning wrote that "Love, hope, fear and faith make up humanity," and how true that is. If humanity loses any of these four qualities, the civilized world will cease to exist. Think of the love,

(Continued on page 24)

IMPRESS YOUR COMPANY'S NAME ON PUBLIC MIND WITH RADIO

Butcher Tells Broadcast Association at Washington Meeting of A. F. A.



Harry Butcher

"IT HAS been definitely established that toothpaste and cigarettes and perfume advertised through the medium of the radio program are being specified by the consumer."

With this statement, Harry Butcher, director of the Washington office of the Columbia Broadcasting System, summed up the effect of broadcast advertising as it is seen by the advertisers using this medium.

In his talk, which was an address of greeting to the Broadcast Association meeting of the Advertising Federation of America, at Washington, May 20, Mr. Butcher discussed the activities of Columbia's Washington office, outlined the growth of this network concerning advertising, and spoke as follows:

AS IS true with newspapers and magazines, revenue from advertising enables the Columbia System to carry on what public re-

sponse indicates as worthwhile public service. A study of the programs presented by the Columbia System during a typical week shows that 78 per cent of our 16 hours a day for the seven days was devoted to "sustaining" or non-advertising programs, whereas 22 per cent of the time was devoted to "sponsored" or advertising programs. The 78 per cent devoted to "sustaining" programs was made up as follows: 26 per cent was utilized for presentation of symphony, opera and chamber music; 2 per cent for civic programs; 4 per cent for religious broadcasting; 14 per cent for instructive or educational matter; 3 per cent for dramatic presentations, and 29 per cent for popular music.

The meteoric growth of Columbia in advertising revenue may be illustrated by saying that in the 19 months from July, 1928, when the present ownership and management became effective, to April of this year, contracted-for time on Columbia increased practically 900 per cent. Business continues to increase.

We have some opportunities to sign contracts for advertising programs that we cannot accept. Recently we received the following telegram from a man in North Carolina:

"Please wire me cost of broadcasting news throughout the United States and Canada daily for a week or ten days of couple charged with white slavery and desertion stop will then wire you full description both of scoundrel and my deserting wife."

Results from broadcast advertising have been best when the advertising has been supplemented by other media. A part of the broadcast advertising that we have done has been successful alone, just as

some other forms of advertising have been successful alone, but we do not claim to do an all-embracing job for the advertiser by ourselves. We advocate a well-balanced program for best results.

For example, take the broadcasting of Devoe & Reynolds, the paint and varnish company. Its advertising department felt immediate benefit from its initial broadcasts over the Columbia network. Mr. Vincent Claussen, advertising manager, says that during his nine years with the company he has been active in apportioning many millions of dollars for advertising and sales promotion. I quote his words:

"All forms of advertising media have been used, including newspapers, magazines, bulletin boards, poster advertising, direct-by-mail. But we have never before used an advertising medium that has met with such a great reception by our dealers. They have literally 'gone wild' over it. . . . I do not know of a single advertising medium that has the merchandising value of broadcast advertising. I would certainly recommend it as a tonic to the merchandising and advertising program that needs something new and startling to pep it up."

That's how broadcast advertising affects the advertiser's dealers. It gives the dealer an additional contact with the consumer, especially with his present customers.

TAKE for example the Macfadden magazine, True Story. This magazine, by use of newspaper and magazine advertising, merchandising and improvements in editorial content reached a circulation of about two million copies. Acceleration of its growth and retention of its increase was the next thing to be considered. Broadcast advertising was chosen as the medium that

could do best the job of "reaching home."

In July, 1928, True Story went on the air over the basic Columbia network. Gradually the facilities were expanded until the True Story Hour was being heard from coast to coast. An excellent job of merchandising in window display cards, newsstand posters, newspaper and magazine advertisements, etc., brought the program before a part of the public that might have overlooked listening in.

During the year broadcasting was used, the newsstand sales showed an increase of 21 per cent over the annual sales when no True Story Hour was on the air.

Even more phenomenal is the story of Macfadden's True Detective Mysteries. In April, 1929, this magazine was five years old. Various promotional and advertising methods had been employed to build circulation, including dealer mailings, large-size newspaper space, and so on. The circulation was 190,000 when in April, 1929, the subject of broadcast advertising was broached to the Macfadden executives. Like the True Story Hour, the plan was a definite "sampling" of the product—through the dramatization of stories from current issues.

The public response was immediate. Advance merchandising of the programs bore fruit at the outset and dealers everywhere shared the public enthusiasm. In a little more than six months the circulation of True Detective Mysteries increased to 690,000—a gain of half a million copies.

That seems to be a pretty conclusive argument for broadcast advertising. But even more than that, it is a very definite proof that broadcasting can definitely arouse "name consciousness," for the consumer had to specify True Detective Mysteries to his dealer as against any number of magazines of similar type, such as Detective Stories Magazine, etc., etc.

"NAME EMPHASIS" is one of the chief functions of broadcast advertising. In fact, it is about the only way in which the advertiser can be credited with his sponsorship of the program, for direct selling, lengthy dissertations on

soil - - -

THE right kind of soil is important in growing cotton or corn. Everyone knows that. But did you know that the right kind of soil is important in broadcasting? Neither did the United States Department of Agriculture until a manufacturer of radio transmitting apparatus asked to see their soil-survey maps as a guide to locating broadcasting stations. He explained that radio transmission has been found better over moist soil than over ground that is drier, probably because the dry soil absorbs the radio waves to a greater extent.

products, etc., are banned from the air.

Name emphasis takes different forms. Some are designed to build institutional good-will, but the bulk of it is designed to impress a trademark or product name upon the public. The advertiser who impresses his company's name on the public finds that the response of the audience is directed to the company; the one who features his trade-mark receives most of his mail through the audience mail division of the broadcasting system.

Whether broadcast advertising can sell products or not can only be judged by the demands for those products by the consuming public. And it has been very definitely established that toothpaste and cigarettes and perfume advertised through the medium of the radio program are being specified by the consumer.

We'll take just one more brief example—the Bourjois "Evening in Paris" broadcasts. The name of the company is difficult for the average person to pronounce. Hence, the dispensers of perfumes reported that people were coming into their stores and asking, not for "Bourjois" perfume, but for "Evening in Paris," which is the designation of the weekly program. The manufacturer very sensibly changed the name of his best seller to conform to the public demand.

We are doing some intensive concentration on summertime broadcasting. We have recently added

WPG, Atlantic City, "The World's Playground." This station will be valuable to Columbia all year 'round but it will be especially valuable to advertisers in summer, because it not only covers Atlantic City, which occasionally has as high as 400,000 visitors during the peak of the season, but the New Jersey vacation resorts and much of the Atlantic coast.

We believe that listening to the radio in the city does not fall off more than 15 or 20 per cent during the summer. Improved radio sets, greater power of broadcasting stations and the use of second sets in summer homes make the summer audience potentially as large as that of other seasons.

In addition to WPG, we have recently added WLWZ at Bangor, Me., and WBCM, Bay City, Mich., not only with a view to strengthening and filling out our coverage but because they aid us *cover vacation and camping territory*. Columbia feels that the advertiser cannot be separated from his prospects this summer because the radio program will reach them no matter where they are.

If expansion of the radio industry continues as in the past, we would not be surprised if some day there might be a radio station at the Pearly Gates of Heaven and perhaps another on the banks of the River Styx, so that no matter where your prospect goes, radio may reach him.

* * *

Following Mr. Butcher, D. S. Tuthill, general sales manager of the National Broadcasting Company, urged closer cooperation between the advertising agencies and the national radio networks. The N. B. C., said Mr. Tuthill, had 205 advertisers in 1929, of which 156 were handled by agencies. Something more than \$11,300,000 was expended by the 205 accounts for time alone; of this amount, \$11,000,015 represented agency accounts.

Camels on Air Over N. B. C. Network

THE R. J. Reynolds Tobacco Company of Winston-Salem, N. C., is sponsoring a new series of weekly broadcasts over the National Broadcasting Company's network, advertising Camel cigarettes.

RADIO AS AN AID TO THE UTILITY STORY

Humanize Big Business *with* Broadcasting
and Win the Good Will of the Public

Advised Joseph B. Groce*

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON

AS WE all know, the tendency in our business (public utilities) is toward combinations. The holding companies are getting larger all the time, and the trend is more and more toward centralized control. I do not believe there will ever be a power trust in the United States, but the continuous cry of "wolf" sooner or later has its effect on the public mind. Anything, therefore, we can do to convince the public that even though we are connected with larger and larger companies and combinations we are still human beings moved by the same impulses and motives as themselves, and having similar ideals, the better will be our public relations.

We who are engaged in the industry and know personally the executives who are guiding the industry realize that the idea of a heartless, soulless corporation is "bunkum." How best, then, can we get to the people of these United States this knowledge which we possess in regard to the executives who are responsible for the management of these big corporations? My answer is, through the radio as well as through the right kind of newspaper advertising.

I know what radio broadcasting can do to humanize a big public utility with its customers in Eastern New England. I am sure the same results can be obtained all over the country by the same means. Through radio broadcasting we are

*Excerpts from an address delivered before the Public Utilities Advertising Convention in Washington, D. C., May 21, 1930.

able to send the human voice into the home with a message which tells people that we are human beings just like themselves. We entertain them, it is true, but we also help them. We give them educational instruction; we give them history; we give them timely news; we give them religion; we give them direct messages from the President and other leaders in political affairs, and we give them national sporting events which perhaps they appreciate as much as almost anything else with the possible exception of Amos 'n' Andy. But besides all this, we help them in their civic affairs. We make appeals for the Red Cross, the Salvation Army, the Legion, the hospitals, and raise thousands and thousands of dollars over the air. All this helps humanize us with our people.

They come to us for help, and through broadcasting we can be of

just imagine -

IS a hotel, operating central receiving sets to supply its guests with entertainment, infringing on a copyright if it happens to pull a copyrighted song out of the air?

The answer to that riddle is now being sought by the Supreme Court of the United States. The plaintiff is Gene Buck, representing the American Society of Composers, Authors and Publishers; the defendant is the Jewell-La Salle Realty Company, operator of the La Salle Hotel in Kansas City, Mo.; the station broadcasting the song was KWKC and the piece was "Just Imagine." The district court, incidentally, answered "No."

inestimable value to them in a way which otherwise would not be available to them. Let me give you a concrete example:

Some years ago they had a dreadful flood throughout Northern New England, especially in Vermont. At that time we had a portable broadcasting station on a Reo speed truck. We sent it into Vermont with a crew and broadcast for nearly 24 hours news in regard to flood conditions and the definite location of families separated from each other by the calamity. Though this was done several years ago, we still hear the praises of this work from people in New Hampshire and Vermont.

WE HAVE a Boston Edison Big Brother Club with over 50,000 children as members. The young man who runs this club has become a nationally known figure in broadcasting. He is known far and wide throughout New England as the Boston Edison Big Brother. These children, when they grow up, will be the future users of Boston Edison current and the coming voters in New England. I do not believe I need to amplify this story any further, but I am very sure that the Boston Edison Company has been humanized to these children through its representative, Big Brother Bob Emery.

Rightly used, the human voice has a more intimate appeal than the printed page. Personality and individuality can be reflected through the human voice as in no other way. Through the medium of radio the human voice can carry messages to

(Continued on page 28)

Broadcast Advertising

NATIONAL REACTIONS TO NETWORK ADVERTISING

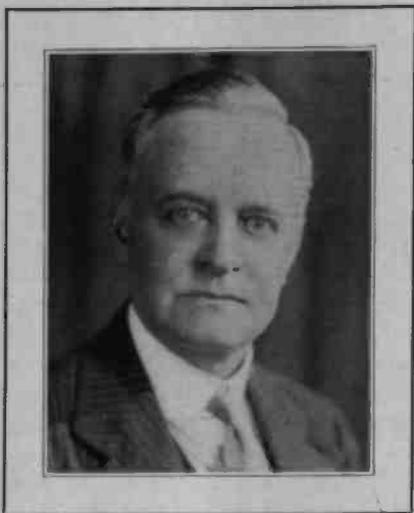
Are Discussed by N. B. C. Director

SPEAKING on the subject, "National Reactions to Network Advertising," Mr. Frank A. Arnold, director of development of the National Broadcasting Company, New York, told the Advertising Federation of America of his tour of 85,000 miles covering 40 states, speaking in nearly every key city of the country and making 325 platform addresses in addition to numerous conferences with smaller groups. Reactions obtained in this way are reasonably accurate, as they bring one continuously in close touch with cross sections of the radio audience upon whose verdict depends the success or failure of the industry.

Mr. Arnold emphasized the rapid growth of the industry, quoting figures to the effect that the total number of radio receiving sets, parts and accessories sold during the nine years ending December 31, 1929, amounted to upwards of \$3,000,000,000.

The development of broadcasting from a laboratory experiment to a well defined, thoroughly organized business, with national coverage, was explained by the speaker, and also the very important part played by the National Broadcasting Company in developing network coverage, and supplying worthwhile programs to the entire nation. Today, as never before in the history of the world, it is possible for the President of the United States, a great reformer, a political candidate, a national preacher, or any other individual of importance with a worthwhile message, to address what amounts to the entire population of the United States, and through short wave connections, a very large portion of the civilized world.

A revised survey of radio broadcasting has been prepared for the



Frank A. Arnold

National Broadcasting Company by Dr. Daniel Starch of Cambridge, Mass. This survey covers the entire United States and was obtained by individual canvassers, 18,024 families being visited, and from this group, scientifically located by cross sections of the country, basic facts and figures of the radio industry were obtained for the first time.

It is now a known fact, said Mr. Arnold, that 12,824,800 families in the United States, or 43 per cent. own and operate radio receiving sets, representing a radio audience of 52,581,680. On the Pacific Coast there are 1,069,700 families owning radio receiving sets, which figures 60.5 per cent of the total families on the coast.

Some very interesting human reactions were obtained as a result of this survey. For instance, the quality of sets is evidenced by the fact that over 75 per cent have over five tubes per set. Also, it was discovered that more than 52 per cent of those interviewed had had their sets more than two years, while 30.41 per cent bought their equipment within twelve months.

OF THE radio-owning families in the United States, 81 per cent listen in two hours or more daily, an average of 850 hours a year. In designating the most popular hours, there is just the natural conflict of opinion that would be expected, due to occupations of families, their geographical location, social demands, etc., but by far the maximum of listening takes place between 8 and 10 p. m., while the noon hour and the dinner hour bring about an equal number of responses, farmers especially making practical use of the period between noon and 2 p. m.

The preference for particular evenings of the week manifested an unusually even balance. Nearly three-quarters (73.41 per cent) of the families owning receiving sets said that they listened about equally all evenings of the week, while an additional 24 per cent reported listening more on Saturday and Sunday. This expression of preference on the part of those owning receiving sets guarantees an audience every evening of the week of over 7,000,000 people.

The popularity of sponsored programs was shown inasmuch as 81 per cent prefer feature programs such as Eveready, Walter Damrosch, General Motors, Collier's, Maxwell Hour, Ipana, and programs of like nature, and 26 per cent report purchase of goods as the result of listening to sponsored programs.

The use of the radio in the summertime has always been a matter of dispute, with no proof offered in evidence. This survey has revealed conclusively the fact that the radio receiving set is in use nearly as much in the summer as in any other season of the year. Of the families interviewed, 78.80 per cent stated

(Continued on page 31)

RADIO—PAST, PRESENT AND FUTURE

Codel's Book Surveys Entire Field

Reviewed by R. B. Robertson

Editor BROADCAST ADVERTISING

WHAT is radio?

The answer to that question depends on the point of view. To the fan, radio is a means of entertainment and education. To the advertiser it is a new medium of expression; to the broadcaster, a business. To military officials, radio is a means of communication; to receiving set manufacturers, an industry. To the government it is a utility requiring careful legislative control; and to the scientist a field for experimentation and research.

All of these points of view are considered in "Radio and Its Future" (Harper & Brothers, \$4), a collection of twenty-nine articles by as many authorities, edited by Martin Codel, Washington newspaper correspondent and director of the Radio News Bureau. The volume might well have been titled "Radio, Its Past, Present and Future," for the subject is covered from the time of Clark Maxwell's prediction of the existence of electro-magnetic waves, through all the ramifications of its present state to prophesies for its future.

For convenience, the book is divided into five sections: Broadcasting, Communications, Industry, Regulation and Scientific Considerations. Each section, or for that matter each article, may be read separately, but any one who is interested in gaining a broad view of the radio picture will be well repaid for the time spent in reading the entire work. If you take this reviewer's advice, however, you will not try to consume the complete contents at one sitting, for the result is sure to be a severe case of mental indigestion.

The majority of the readers of this magazine are primarily interested in broadcasting. Accordingly, the rest of this review deals with the part of Mr. Codel's book devoted to that subject.

master - -

“WHOEVER controls radio broadcasting in years to come will control the Nation. Overshadowing and outreaching all other means of communication, radio has become the unrivaled master of human destiny.”

So declared Representative Reid of Aurora, Ill., in a resolution before the House of Representatives providing for the assignment of cleared channels to the departments of Agriculture, Interior and Labor.

THE first chapter in this section is an article on American Beginnings, by H. P. Davis, vice-president of the Westinghouse Electric & Manufacturing Company, wherein he discusses that company's war activities in radio and its post war search for a means of cashing in on its investment, which resulted in the establishment of the first permanent radio broadcasting station, KDKA, at Pittsburgh.

The Radio Structure is described by Martin Codel from the early chaotic days to its present form. Regarding the future, he points out that the chain system of today may at any time be completely changed by the perfection of synchronized broadcasting. Another development that may modify the present set-up to a considerable degree is "wired radio," a field that is even now being exploited by a company organized for that purpose.

In more detail, the story of National Broadcasting is told by the president of the National Broadcasting Company, Merlin Aylesworth: how men rushed to enter the "charmed circle of broadcasting," how they found it all expense and no profit, and how the problem was solved with "toll broadcasting" which resulted in the founding of

first the National and later the Columbia networks.

William S. Hedges, president, National Association of Broadcasters, sums up his contribution, The Business of Broadcasting, as follows:

"Broadcasting is probably the most regulated business in the United States. . . . Nevertheless, it has accomplished two great things in less than a decade of existence. It has solidly established itself in the life of the American people, and it has become an important business with a reasonably sound economic basis."

The article on Audible Advertising, by Roy S. Durstine, vice-president, Batten, Barton, Durstine & Osborn, while necessarily elementary, still covers the situation in thorough fashion. Pointing out the unique characteristics of this medium, he says:

"Broadcasting contains most of the older problems of advertising as well as some new ones of its own, which is why it is interesting." The agency's place is summed up thus: "If broadcasting is to be a permanent success in this country it must both please the public and pay the advertiser. That is where the advertising agencies have their opportunity. Long before anyone ever heard of broadcasting, the advertising agencies had learned how to do both."

Discussing Radio and Entertainment, William S. Paley, president, Columbia Broadcasting System, tells how theatrical and motion picture men began by fearing radio and wound up by using its developments to improve their own performances. At present, he says, they are awaiting the advent of television with a fear that is equally groundless, for "the home can hardly be expected to be transformed into a modern theater."

J. E. Morgan, editor, Journal of

(Continued on page 26)

Broadcast Advertising

BROADCAST PERSONALITIES



G. O. Shepherd, WWNC, Asheville, N. C.



Alvin E. Nelson, WIBO, Chicago



E. H. Gammons, WCCO, Minneapolis



Earl C. Reineke, WDAY, Fargo



C. T. Lucy, WRVA, Richmond



Robert S. Pool, WFAA, Dallas



Harry F. Paar, KWCR, Cedar Rapids



H. J. Brennen, WJAS, Pittsburgh



Harry A. Hutchinson, KVOO, Tulsa

BROADCASTING IS SUCCESSFUL

(Continued from page 4)

resentful to is that type of clever-clever advertising which attempts to put the sales message over on the assumption that the listener doesn't know that he is being sold something. Again we may read from the Crossley report that "the public enjoys good advertising prepared in a virile, interesting manner."

Broadcast advertising copy must not be too long. It must be interesting and newsy as far as possible. The nearer you can get the news interest, the better. It is never wise to attempt to duplicate entirely in broadcasting the advertising text used in other media. Of particular importance in connection with the advertising message is announcing.

Here we are developing an art within an art. It is of vital importance that the announcer be personally interested in the message. There must be a ring of conviction and a driving force in his utterance. He must believe what he is saying. I have known many excellent pieces of advertising copy prepared for broadcasting to fall flat because of a fatuous or hesitant delivery on the part of the announcer. In many cases we have found that an announcer who is perfectly suited, in fact ideal, for handling other continuity would fall down completely when the advertising message was reached. It very often happens that the same man is incapable of telling the story of an opera, and with equal force and effectiveness driving over an advertising point.

In some cases it is advisable, therefore, to use more than one announcer on the same program. Too little attention has been given, perhaps, to this phase of the broadcast advertising problem. I know of one advertiser who has gone to unusual expense to achieve results with his announcing. The announcer has been personally familiarized with the manufacturing process described in the advertising. He is an integrated member of the sales force. He has the feel of the thing. He is part and parcel of the movement to spread conviction and build sales.

BBROADCAST advertising is vigorous and successful because there are so many fine programs on

protest -

FOLLOWING the change of Amos 'n' Andy on WJR, Detroit, from 7 p. m. to 10:30 p. m., the Toledo News-Bee asked its readers for opinions and received 9,000 objections in ten days. The Pepsodent Company and N. B. C. were notified and promised to cooperate in changing the time back again.

the air—so many new things to interest the set owner—presidential speeches, international broadcasts. We can even listen in occasionally on a very personal and private conversation between Mr. David Sarnoff and Countess Marconi.

Broadcasting, indeed, from the public standpoint, is more entertaining, more varied and more useful than ever before, and somehow we all feel that it is just on the threshold of greater usefulness, not to mention television and the great ultimate integration in point of service of the entertainment industry, theater, motion picture, broadcasting.

It is because of this latter possibility that we see lines of cooperation already extending between these industries and the music publishing industry. The end, however, is not yet. The time is not far off when the author will reserve the air rights to his book along with the scenario rights and the other rights which the experts of the Authors' League so carefully protect.

One development that is already beginning and which we will see more of as time goes by is the better balancing or blocking off of the collective program of a broadcasting network. More and more the broadcast companies must accept the responsibility of determining the nature of the entertainment to be offered by an advertiser at a given period. It is not in the interest of the advertiser or of broadcasting to have two or three or four of a kind lined up one after another on the same evening. The time may come when the broadcasting men will say to the advertiser: "You can have half an hour at 9:30 on Friday for a symphonic program or you can take 15 minutes on Tues-

day at 8 for comedy work, or a full hour at 4 p. m. on Thursday for the dansant music."

The daylight broadcast audience is growing rapidly in numbers and the faithfulness of this audience is notable. A research which we recently conducted showed that 82.8 per cent of the women in urban telephone homes listen to radio in the daytime. More than one daytime broadcaster now numbers his daily inquiries in the thousands.

THE TREND is definitely towards shorter periods for broadcasting. Locally and nationally, there are a great many quarter-hour periods, and some of them even shorter. The value of repetition on the air is receiving more and more attention. This and many other factors in broadcasting success are being studied by research men and merchandising men with a degree of interest and intensity seldom manifested in the history of advertising.

In passing, it might be said that one of the dangers in connection with broadcasting is that there appears to be a tendency in some quarters to apply the yardstick of research and checking even more severely than it is applied to any other of the older media. Perhaps this is due largely to the degree to which broadcasting has attracted the interest of the really big men of business.

There are some programs on the air so successful that everyone talks about them, every advertiser studies them, and every broadcasting man strives to duplicate their success. But below this group stands another and much larger group where solid values are being provided, where a genuine and sustained service is being rendered to the listening public and where the advertiser is getting his money's worth in full measure. Advertisers in this class wisely refuse to speculate. They are not likely to give up their "good buy" without a hard-boiled test of new ideas which are offered as a means of getting them into the group of super-successes.

We have said that the broadcasting audience is growing. No doubt we will get some very interesting data this year from the census, which for the first time will cover

From Every Part of the United States and Canada



Continental is receiving highly congratulatory letters and telegrams—and what is more, orders for its sustaining programs for radio stations.

There are several reasons for this: In the first place, Continental transcriptions offer talent so decidedly outstanding that they can be easily sold to your local advertisers. Second, Continental recordings are as near perfection as it is possible to make them. No evidence of surface noise or needle scratch is heard over the transmitter and it is impossible to tell Continental electrical transcriptions from the live talent in your own studio. Third, it is possible to offer your local advertisers, through Continental's electrical transcriptions, outstanding programs at about one-tenth of the cost of live talent for comparative programs. Continental is developing only listening-in audience builders, and with that aim in view it pledges itself to offer only the best.

We are Delighted, of Course,

to send samples of the different Continental transcriptions to radio stations and to advertisers alike. The best way is to test them out over your own transmitter, listen to their true quality and the excellence of their programs, and we feel assured that you will become a member of Continental's Royal Family of Boosters.

A very attractive brochure descriptive of Continental's talent offering has been prepared for your perusal. Write for your copy today. There is no charge or obligation. These features are prepared in sustaining programs of 15-minutes, 30-minutes and one-hour duration on 33-1/3 r.p.m. transcriptions.

"When better electrical transcriptions are made—they will bear the name CONTINENTAL."

As for the placement of your radio programs—Continental now offers a complete coverage of the United States and Canada, with a selection from over 250 stations. We shall be pleased to submit further particulars. Full cooperation to recognized advertising agencies.



radio set ownership, not by any empirical research method but actually by an individual record of every set-owning home.

In the past twelve months the American consumer has purchased a tremendous number of radio sets. It is true that the market was glutted with radio merchandise to the disadvantage of the manufacturer, but from the standpoint of broadcasting the situation has been decidedly improved, as many homes have bought good sets at attractive prices which in the past were either non-radio homes or else were dependent on sets providing low quality reception.

There is evidence at hand of a tremendous buying movement in radio in the second half of 1930. With new models and new lines being developed, with sets achieving a degree of efficiency and clarity that will make millions of older sets obsolete, with some of the greater names of industry appearing for the first time in the roster of radio manufacturers, with all of the infinite variety and attractiveness of broadcasting marching steadily ahead, there is every reason to be-

lieve that the year will end with a record-breaking advance in effective broadcasting circulation.

HOW WESTINGHOUSE USES OTHER MEDIA

(Continued from page 5)

are made up to be used as posters throughout the mills and plants of the industry. Where the importance of the industry warrants, a special personalized announcement is mailed to a limited number of the executives. These announcements are imprinted with the names of the men to whom they are addressed.

The form of the mailing pieces is sometimes changed to appeal more specifically to the industry. For example, upon the occasion of the salute to the Newspaper Industry, the announcement took the form of a miniature newspaper.

When the industry assumes particular importance in one of our districts, our district advertising managers prepare special advertising material with which to more thoroughly merchandise the pro-

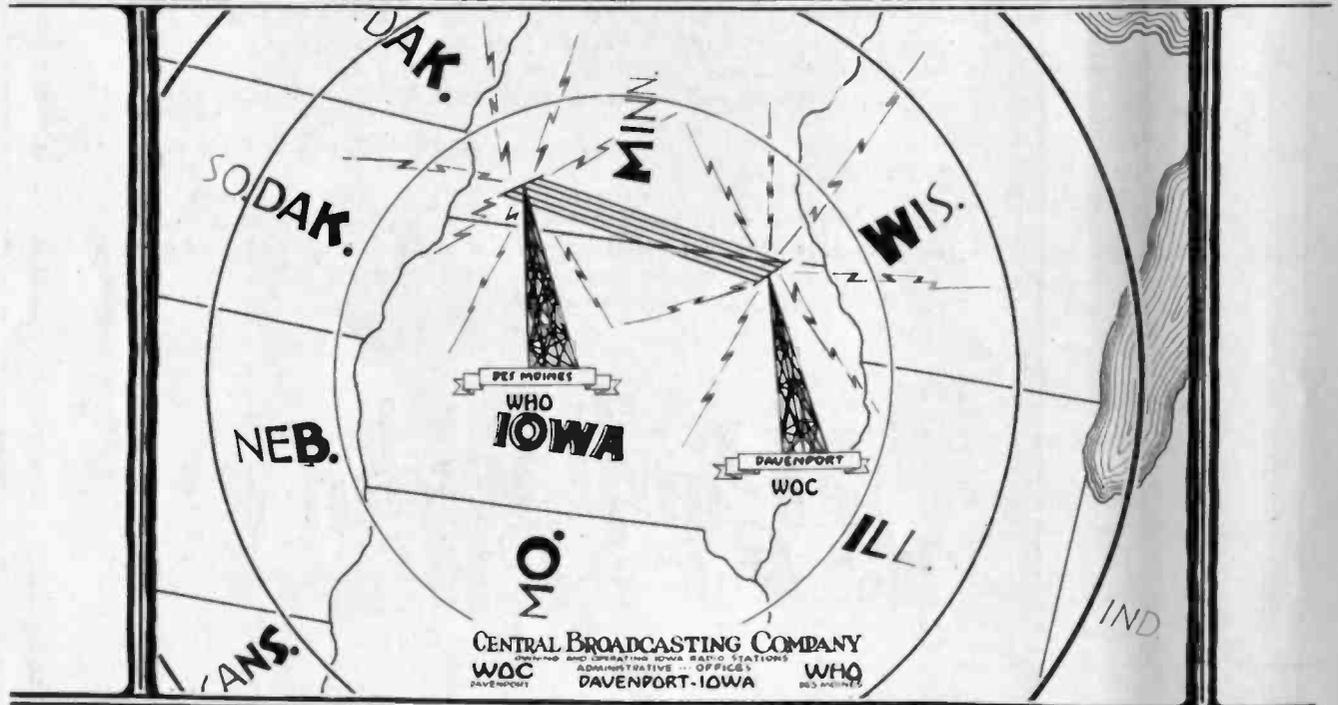
gram to their industries. It sometimes becomes necessary to release special publications, as for instance upon the occasion of change in the hour of the broadcast from 7:30 p. m. on Wednesday to 10 p. m., Tuesday.

In addition to mailing pieces, our dealers and agents are supplied with posters to put up in their windows and stores. Small stickers are distributed for correspondence during certain periods.

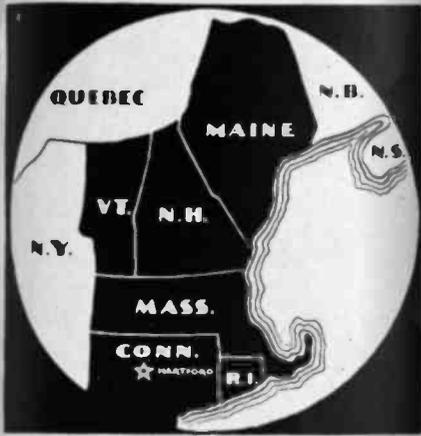
The associations and technical societies of the industries have taken a great deal of interest in the Westinghouse Salutes. In some cases the secretaries announce the programs in their regular bulletins which they send out to their members. Sometimes special bulletins are prepared and in many cases the associations distribute our broadsides to their members. They have even gone so far as to advertise the Westinghouse Salute by paid space in trade papers.

The industrial concerns themselves also have taken an interest in promoting the program to their customers. In many instances they have printed and distributed their

TWO 5000 WATT STATIONS: NATIONAL CLEARED CHANNEL



THE VALLEY AREA
WITH A POPULATION OF 13,630,541!!!!



What the Radio

Institute Says . .

THE Radio Household Institute, operated by Young & Rubicam, Incorporated for a group of their clients, has been using station WTIC, Hartford, at 11:15 A. M. every available week day since January, 1928.

"The Radio Household Institute has found the listeners of station WTIC very respon-

sive and we feel that your station has been particularly effective in helping us cover the New England territory.

"In fact, from the thirty-three station network that is used by the Radio Household Institute, WTIC ranks among the first ten from the standpoint of listener interest and returns."

THE TRAVELERS
Broadcasting Service Corporation
HARTFORD, CONNECTICUT

WTIC
Consistent Coverage
of New England

**50,000
watts**

own announcements, running into many thousands of copies. We have had many requests from the industries for copies of the booklets containing the speech of the guest speaker for distribution to their customers and employes, and our fan mail sometimes indicates that a very thorough job of stimulating interest among employes has been done by some large units of the various industries.

No advertising campaign is complete without a follow-up, and our follow-up consists of a booklet containing the remarks of the guest speaker, together with a few words regarding the Westinghouse contributions to the industry and the story of the Westinghouse Salute. Wide distribution is secured for this booklet by referring to it in the program, and in addition, many copies are distributed over our mailing lists and through requests from associations and technical societies.

We have found that an active, thorough merchandising of our broadcast advertising programs is well worth while. The fan mail reflects it. We get more and more requests for the booklets containing the speech. The response from the industries reflects it. They are appreciative of the programs, and they are promoting these Salutes to their employes and customers. And the interest shown by the technical associations and societies reflects it. They are telling the story of the Westinghouse Salutes to their members and to their industry.

SQUIBB SELLS ITS PROGRAMS

(Continued from page 8)

ing public, we had two media which we used in proportion to their availability. The first was our own space in magazines and newspapers, which we were using for our various products and supplementary additional space which we purchased. The second was the news value that lay in the fact that Will Rogers was going upon the air, over a national network, in a series of weekly talks, for the first time.

The first of these, of course, was ours to command and we therefore placed a box in all of the advertisements which we were able to catch, announcing to the general public the date that this program would start, as well as the hour and the broadcasting system over which it could be heard. Where space permitted, such as in our full page rotogravure advertisements, we carried this a step further and listed the 36 stations on the network that we were using. In newspapers in the different cities, in addition to the above announcement we gave the time of the broadcast in the community and the call letters of the nearest local station.

Still further to assure ourselves that the public was aware that this program had come into existence, we purchased space upon the radio page of all the Sunday newspapers in all cities where we had a broad-

casting station and in other additional key centers.

That ended our direct efforts to reach the consumer, but appreciating the news value of the Rogers' broadcast we forwarded to newspapers throughout the country press material which was available for their use when and where they desired it. Without any volition upon our part whatsoever, additional editorial matter inspired not by ourselves but by Rogers' own talks has appeared frequently. Press comment of this nature has naturally helped to broaden the general knowledge of and interest in the Squibb program.

This, I believe, covers in great measure the steps which we have taken to create a well rounded merchandising plan to support this unique broadcasting program. I might say, before closing, that since we felt that we had the world's best known and foremost humorist as our feature we considered it advisable to hold throughout to a single motif in all of our propaganda, that being the features of Will Rogers himself, and an appropriate commentary upon his personality and career.

Represents Sound Studios in Detroit

J. H. NEEBE, formerly of the Campbell-Ewald Company, Detroit, advertising agency, has opened an office in that city as mid-western representative of Sound Studios of New York.

--- On the Air --- PLUS! ---

WIBW is a part of the greatest publishing house in Kansas. Every month 3,500,000 copies of Capper Publications go into Kansas homes. What does this mean to the advertiser? Here's the answer!

WIBW

Keeps its listeners informed of the advertisers' programs. Complete Daily Radio Page in *THE TOPEKA DAILY CAPITAL* and *KANSAS CITY KANSAN*. Weekly radio page in *THE KANSAS FARMER* and *CAPPER'S WEEKLY*. The moral is easy to discern—"Get on the Air in Kansas where you get Service Plus."

The CAPPER PUBLICATIONS - TOPEKA -

WBBM Sales Soar Steadily



Comparison of WBBM's revenue for the first five months of 1930.

No "Retrenchment" nor "Summer Slump" Here!

AT a time when every advertising medium is being put to a severe test—when every advertising dollar must prove its worth, or remain unspent—WBBM sales have mounted steadily to a new record.

Of course there's a reason, and here it is: Advertisers in constantly increasing numbers are discovering that WBBM "pulls" — when ordinary methods fail.

Business isn't falling into anybody's lap now-a-days—but business is good for those who go after it in the right way. And this condition has been a rather fortunate one for us, because it has enabled us to prove the worth of WBBM to many advertisers who had heretofore been willing to "slide along" and "let well-enough alone."

"Hard times" have created many radio converts. When are you going to hit the "ether trail"?

389.4
Meters

WBBM

25,000 Watts
Clear Channel

410 North Michigan Ave., Chicago

LET'S COOPERATE, SAYS BAKER

(Continued from page 11)

hope, fear and faith that go into industry.

The many evolutions of modern business at times are naturally resisted, even feared. I believe that this was true of publishers when the linotype machine was introduced years ago, and yet the use of these machines has revolutionized the printing industry. So it is my belief that the relationship which newspapers and radio have toward

each other and the possibilities of extending the cooperation between the two will result to the ultimate improvement of each.

Three New Sponsors on Magazine of the Air

THE Hurley Machine Company, maker of Thor washing equipment, began broadcasting through the Magazine of the Air of the National Radio Homemakers Club, on May 27. Other advertisers whose initial broadcasts will soon be heard on these programs are the United States Shoe Company, manufacturer of Red Cross shoes, and the Liquid Veneer Company of Buffalo.



KFKB

The
Pioneer Station of Kansas



The outstanding station of Kansas with programs that are so diversified they appeal to the middle west farmer as well as to the city dweller.

5000 WATTS — 1050 KILOCYCLES
CRYSTAL CONTROL — 100% MODULATION

*More Power than any other
Kansas Station*

*Rate Card Mailed on Request
Member National Association of Broadcasters*

KFKB

Broadcasting Association Inc.
MILFORD, KANSAS



Butman Is Now Radio Consultant

IN a recent letter to "Broadcast Advertising" Carl H. Butman, former secretary of the Federal Radio Commission, writes in part as follows:

"In case you should get any inquiries as to what I am doing, I want you to know that I am a radio consultant, advising broadcasters and others on matters concerning Federal Radio Commission procedure. This includes checking their applications, advising them of progress and the channel granted, or the setting for hearing of their application. Sometimes I am able to correct applications for clients, thus avoiding delays and frequently eliminating the necessity of expensive hearings. I do not pose as a legal counsel, but recommend the retention of counsel when it seems desirable.

"To date I have about twenty clients from all parts of the country who are very much interested and express their appreciation of the service I render them."

"Broadcast Advertising" is glad to pass this information along to any of its readers who may be interested.

Exporters Go on Air

BROADCASTING has proved its ability to stimulate domestic commerce; now it is being used to increase foreign trade. The American Manufacturers' Export Association is sponsoring a series of weekly talks over station WEAJ, New York, using part of the time usually given to the United States Chamber of Commerce. The first address was given on May 31 by Edward N. Hurley, president of the association.

WCCO and WDAY Offer Joint Service

ADVERTISERS wishing to reach the Central Northwest radio audience may now make use of a hook-up between WCCO, Minneapolis, and WDAY, Fargo, whereby the same program may be broadcast simultaneously over both stations. This became possible when WDAY joined the Columbia System and the two stations were connected by wire.

Station KFWM Becomes KROW

FOLLOWING the installation of the new 1000 watt, crystal-controlled, 100 per cent modulated transmitter at KFWM, Oakland, Calif., the Educational Broadcasting Company, owner and operator of the station, has changed the call letters to KROW.

WTAM Appoints Smith

W. W. SMITH, formerly in charge of the broadcast activities of the Firestone Tire & Rubber Company, Akron, Ohio, has recently been appointed assistant manager of radio station WTAM, Cleveland.

Broadcast Advertising

DO you realize that month by month we can show you the exact expenditures for Radiocasting on all the "Chains" and "Networks"? Each individual buyer of time is listed and expenditure given. A monthly comparative analysis of expenditures enables you to check the growth or recession with absolute accuracy of this mode of advertising.

This is only one of the many excellencies of the

NATIONAL ADVERTISING RECORDS

Small in Cost.

Big in Service.

Let our nearest office show them.

National Register Publishing Company

Sole Selling Agents

245 Fifth Ave., New York

7 Water St., Boston

140 S. Dearborn St., Chicago

929 Russ Bldg., San Francisco

Chamber of Commerce Bldg., Los Angeles

"RADIO AND ITS FUTURE"

(Continued from page 16)

the National Education Association, writing on Radio and Education, lists the many contributions radio can bring to education and, although he does not overlook the vast amount of experimentation that must be made before this can be accomplished, concludes by saying: "Inescapably, this new tool of learning will find its place in the school-room and the home."

The final chapter of this section deals with International Broadcasting. Its author, C. W. Horn, general engineer, National Broadcasting Company, tells of the work already done and the technical difficulties still to be overcome. This done and television perfected, "we will be able to see with our own eyes and hear with our own ears great events as they occur in different countries. Our impressions will be the result of first-hand observation, for we will be actually there."

One more chapter must be mentioned, Lee De Forest's, on The Future of Radio. This pioneer sees radio power transmission as a possibility, television as a certainty. The telephoto will revolutionize the newspaper business; great improvements in vacuum tubes and loud speakers are sure to come. All passenger vehicles will be equipped with radio telephones; radio will largely remove the hazard from flying. He continues:

"And with all I have here men-

tioned, I still believe the story of radio's future is far from complete. There are so many fields to which radio technique can be applied—in geology for the locating of mineral deposits; in agriculture for accelerating plant growth and for exterminating insect pests; in industry for refining rare metals in vacuum induction furnaces; in diagnosis and medicine because of the peculiar curative properties of certain high frequencies; in surgery because of the proved value of the radio knife, which sears its way through flesh, cauterizing as it goes; in fine measurement work in the laboratory. Indeed, no man can prophesy the future of radio with any degree of success."

KGRV Educates Merchants in Use of Broadcasting

RADIO station KGRV, Harlingen, Texas, is educating the merchants in its territory and incidentally helping itself by a series of attractively printed booklets about broadcasting. One of the more recent ones is a reprint of an article, "What About Radio Advertising for the Retail Store?" by the advertising manager of a Dallas department store from the *Southwestern Retailer*. Another stresses the large radio audience in the region and contains excerpts from letters of satisfied users of broadcasting.

Emil Brisacher and Staff Get Ravoli Account

THE San Francisco office of Emil Brisacher and Staff, advertising agency, has been appointed to handle the advertising of the Delray Corporation's ravioli. Broadcast, newspaper and outdoor advertising in the Western states will be used.

IT'S THE PROGRAM NOT THE STATION GETS LISTENERS

(Continued from page 9)

ence during that fifteen minute period, with a corresponding loss for the other stations.

The investigators found that 45.63 per cent of the set owners listen in during the morning; 60.63 per cent are within range of the loud speaker in the afternoon; 96.29 per cent have their sets in operation between six and eight in the evening, and 97.23 per cent hear those programs broadcast between eight and midnight. After midnight only 4 per cent listen regularly and 80 per cent not at all. All classes have practically the same listening habits.

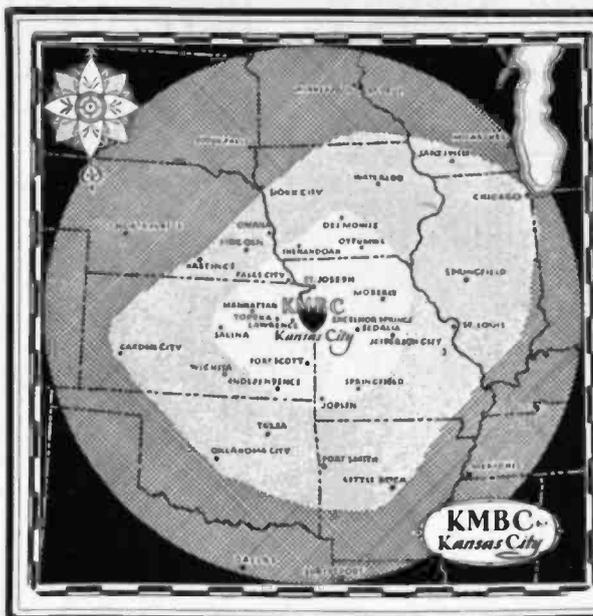
To this reviewer, the outstanding feature of the survey is the division by classes. Many advertisers are interested in only one class of listeners, and such studies as this should make their task of program planning a great deal easier, as well as more efficient.

The Advertiser Pays the Bill

THIRTY-SEVEN per cent of the total number of broadcasters in the United States, or 229, receive their entire support from the broadcasting of sponsored programs.

Rice Joins De Forest Sales Staff

THE appointment of Charles A. Rice, former sales manager for the Champion Radio Works, as eastern sales manager of the De Forest Radio Company, has recently been announced.



Throwing the Radio Spotlight on the Heart of America

This new KMBC coverage map was made from tens of thousands of letters comprising the January and February (1930) listener response. It indicates a coverage considerably in excess of the normal radius that has been claimed for the station.

It is a significant fact that most national spot advertisers, in selecting a Kansas City station, have chosen KMBC.

OWNED AND OPERATED BY
MIDLAND BROADCASTING COMPANY
KANSAS CITY, MISSOURI



GOING UP!

Fifteen years old and bigger and better than ever — the *Standard Advertising Register* — the Red Book. Subscribe now!

The *Standard Advertising Register* is a thoroughly dependable Service giving you the essential details about *National Advertisers* and *Advertising Agencies*. Our large force is constantly busy with revisions. We aim to keep abreast of the current changes. There is no Service so thorough or complete. Write our nearest office.

Quit Guessing - Get the Register !!

National Register Publishing Company

245 Fifth Ave., New York
7 Water St., Boston

140 So. Dearborn St., Chicago
Russ Bldg., San Francisco

Chamber of Commerce Bldg., Los Angeles



The New Morrison, when completed, will be the world's largest and tallest hotel—46 stories high with 3,450 rooms.

Chicago's MORRISON HOTEL

Corner Madison and Clark Streets

**Tallest Hotel in the World
46 Stories High**

Closest to Stores, Offices, Theatres
and Railroad Stations

1,950 Rooms --- \$2.50 Up

Every guest room in the Morrison is outside, with bath, running ice-water, bed-head reading lamp, telephone, and Servidor. All rooms are being radio equipped. A housekeeper is on duty on each floor. Garage service is thoroughly up-to-date.

TERRACE GARDEN

The Terrace Garden in the Morrison Hotel is Chicago's favorite dine-and-dance rendezvous. Vaudeville headliners are featured every evening.

RADIO AS AN AID TO THE UTILITY STORY

(Continued from page 14)

the family fireside, and there is no thought in the mind of the listeners that a soulless, heartless corporation is talking. Of course, much depends upon the kind of message which is put out over the air. No public utility should use radio for propaganda nor for any other purpose than to tell a straightforward, honest story of its business such as it would print in the pages of a newspaper.

We in Boston have had a peculiar psychological reaction from our listeners in the matter of our broadcasting station. We receive, in the course of a year, many, many thousands of letters and we also receive many thousand telephone calls. This in itself humanizes us with the people, but the psychological development is that a large number of our listeners seem to feel that our station is no longer the Boston Edison station, but their station; that we have no right to take away from

them certain programs which they like. When we have done this, they have communicated with us most frankly and told us we had no such right. The station, therefore, has become a very vital thing in the lives of these people, and I am sure this is true of practically every broadcasting station in the country which gives decent programs. Ever since Doctor Cadman went on the air, our station has broadcast him on Sundays. I would not dare take Doctor Cadman off the air because of the public sentiment that would be aroused by such a move.

There are several other large public utility companies in the country besides ourselves who are doing this same kind of work with their stations. There have been a number of public utilities who have hired time from broadcasting stations to produce notable programs which have, to a greater or lesser degree, produced similar results. An outstanding example of an individual program produced every week by a great public utility is the Cities Service program on the "Red" network of the National Broadcasting Company. I happen to know that direct results in large volume have come from these so-called advertising programs, but I am very sure that intangible results in good will and friendliness have also come from these programs, which are of more value to the Cities Service Company than any monetary return.

Mr. Wagner, in Baltimore, established a broadcasting station three or four years ago. His call letters were WBAL, an abbreviation for Baltimore. From the very beginning the name of his own company which was running the station was

omitted. The purpose of the station was to help make a bigger and better Baltimore. It was run for the glory of Baltimore, and pains were taken to have outstanding musical programs for the station. Does anyone here believe that the public relations of the Baltimore Gas & Electric Company have not been helped by this enterprise; that the thinking people of Baltimore do not approve of what Mr. Wagner has done and is continuing to do? Mr. Lindsay, in Cleveland, is doing a similar work through his broadcasting station WTAM, and Mr. In-sull's great station in Chicago, if given half a chance with its coverage in the Middle West, could probably do a greater work along this line than any of us.

IT IS my belief that in the present condition of affairs, when the public utilities are being attacked so viciously, if the right kind of a radio program could be broadcast throughout the country, telling something of the men who have made this industry great, humanizing them with the people of these United States, public sentiment toward the public utilities would be strengthened immeasurably. There is no industry in the country that has greater romance attached to it than the public utility industry, and there are few human souls who do not love romance. No other medium could put over to the people of this country the romance of this industry better than the radio.

The romantic story of Mr. Edison's life, from a poor boy selling newspapers on a railroad train to the celebration last year of the 50th anniversary of the invention of the incandescent lamp, though the story of the country's greatest benefactor, and the greatest figure in our industry, is only one of the romantic stories of the men who have made our industry what it is today. Radio should be used to tell these stories, for radio can humanize these men to the people and thereby help humanize the public's attitude toward the industry.

This, it seems to me, is the greatest problem of the industry today. When we can make the people realize that the combinations which are being made today are being made to give greater economies and more dependable service, that the

Announcing a greater KYA

San Francisco's
Newest and Most Modern
Radio Station

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

Programs of outstanding interest.

Electrically transcribed advertising programs solicited.

Send for Rates
and Schedules

Pacific Broadcasting Corp.

Prospect 3456
988 Market St.

San Francisco, Cal.

W J A C

Johnstown - Penna.

The only station that consistently covers the Johnstown area—center of the iron, steel and coal industry—during daylight hours.

Owned and Operated by

Johnstown Automobile Co.

Write for Rate Card

**A
Complete
Service
for
Radio
Advertisers
and
Advertising
Agencies**

**STATION
REPRESENTATIVES
RECORDINGS
CONTINUITIES
PROGRAMS**

A. T. SEARS & SON, INC.

Founded 1910

520 N. MICHIGAN AVE.
CHICAGO

NEW YORK

CLEVELAND

DETROIT

purpose of the men who are making these combinations is to extend the benefits of electricity to more people in these United States, not for more profit but from a personal sense of duty to do their job the best they know how—the majority of the people will trust us to continue our job as we are doing it now. The true story of the industry and the men who run it, told throughout the country over the radio, will, it is my sincere belief, humanize us with the American people and solve this problem.

III
Over 20
National Advertisers
Are Putting Their
Message Over

KWCR

CEDAR RAPIDS, IOWA

A Popular Station in a Populous Area

YOU will get results, just as they are getting results, so satisfactory that you will renew your contract, just as they renew theirs.

WE have the listeners to make your advertising profitable, because we broadcast the kind of programs the people like.

Write for the facts.

CEDAR RAPIDS
BROADCASTING CORP.
 CEDAR RAPIDS, IOWA

BROADCAST ADVERTISING INDEX

January to June, 1930

	Month	Page
Adohr Creamery Company	May	3
Advertisers on the air (a list)	Jan. 24; Feb.	24
Advertisers will audit station circulations	Mar.	19
A. N. A. survey replete with errors	Apr.	5
Arnold, Frank A., National reactions to network advertising	June	15
Audible ad teaches public to say "Bulova"	Jan.	19
Audible advertisers allow no summer slump for radio	Mar.	3
Aylesworth, M. H., Address before American Society of Newspaper Editors	May	10
Statement before Senate committee	Feb.	10
Baker, Earl D., Let's have cooperation between newspapers and radio	June	10
Barnett, Stanley W., Make your program easy to listen to	May	5
Bellamy, Rexford, Speaking an advertisement	Mar.	18
Blanchard, Frank L., Build prestige with broadcasting	Feb.	20
Boston survey shows it's the program, not the station, that gets the listeners	June	9
Broadcasters and agencies condemn blatant advertising	May	20
Broadcasters organize to ban radio quacks	Jan.	21
Broadcasting beauty sells facials and waves	Jan.	16
Broadcasting is vigorous, effective, successful	June	3
Brorby, Melvin, Good advertising programs	Feb.	16
Brown, L. Ames, Broadcasting is vigorous, effective, successful	June	3
Buchsbaum & Company	May	13
Build prestige with broadcasting	Feb.	20
Bulova Watch Company	Jan.	19
Butcher, Harry, Impress your company's name on public mind with radio	June	12
Cain, Myndall, Broadcasting beauty sells facials and waves	Jan.	16
Carter, Elizabeth, Put one cake on the air and it will put thousands in the oven	Apr.	13
Cities Service Company	Feb.	20
Coca-Cola Company	Mar.	16
Commercial Radio Stations and their time on the air	Mar. 22 and Apr.	18
(A list showing actual operating time of each station.)		
Crossley, Archibald M., A letter to the editor	May	6
Does sponsoring sports broadcasts pay?	Mar.	16
Doherty, Henry L., & Company	Feb.	20
Dollar wasting or good advertising?	Apr.	10
Don't be too modest	Feb.	13
Dyer, Gene T., Sentimental songs sell wedding rings	May	13
Edison Electric Illuminating Company of Boston	June	14
Editing radio programs	Feb.	6
Forget particulars; get across your idea	Mar.	5
Forty per cent of country's homes now have radios	Jan.	9
Fox, J. Leslie, Wolf!	Apr.	12
Good advertising programs	Feb.	16
Groce, Joseph B., Radio as an aid to the utility story	June	14
Growth of broadcast advertising (chart)	Jan.	20
Hedges, William S., Permanent radio legislation is industry's greatest need	Feb.	3
Hitching a "Star" to their program	Apr.	9
Hollway, Harrison, You can't make all of the people listen all of the time	May	9
How—and how not—to build an advertising program	Jan.	12
How broadcasting won 500,000 new readers for True Detective Mysteries	Mar.	10
How much should a good radio program cost?	Jan.	4
How Radio Corporation is organized (chart)	May	19
How Westinghouse uses other media to merchandise its salute	June	5
Impress your company's name on public with radio	June	12
Johnson, Hal, We made the program fit the product	Mar.	6
Keim, R. D., Squibb sells its programs to the trade to sell its products to the public	June	6
Kendrick, A. J., There's music in the air	Feb.	12
Kynett (H. H.) brands summer slump as legend	June	8
Let's have cooperation between newspapers and radio	June	10
McFadden Publications	Mar.	19
McQuiston, J. C., How Westinghouse uses other media to merchandise its salutes	June	5
Make believe broadcasts bring real returns	May	14
Make your program easy to listen to	May	5
Making afternoons pay	Apr.	8
Maland, J. O., Modernize your farm market campaign with radio	Mar.	9
Marshall Field & Company	May	14
Martha Washington Candy Company	Mar.	13
Modernize your farm market campaign with radio	Mar.	9
Morgan, Ray R., Wanted, an audience	May	3
Mr. Crossley writes us a letter	May	6
National reactions to network advertising	June	15
Nineteen twenty-nine sees rapid growth in recorded programs	Jan.	10
Paley, W. S., Statement before Senate committee	Feb.	11
Pennzoll Company, The	May	15
Pennzoll lets the background tell the story	May	15
Permanent radio legislation is industry's greatest need	Feb.	3
Please don't write	Mar.	13
Pratt, Benson K., Forget particulars; get across your idea	Mar.	5
Program publicity	May	7
Purina Mills	Mar.	14
Purina's 6:30 A. M. broadcasts	Mar.	14
Put one cake on the air and it will put thousands in the oven	Apr.	13
Quaker State Oil Refining Company	Apr.	3
Radio and the press—		
They should work together, chain head tells editors	May	10
They are natural rivals, Utica editor contends	May	11
Radio as an aid to the utility story	June	14
Radio Household Institute	Apr.	13
Radio map of the United States	Apr.	20 & 21
Radio—Past, Present and Future	June	16
Radio—Past, 1922-1929 (charts)	Jan.	8
Radio—The world's greatest song plugger	May	22
Robertson, R. B., A. N. A. survey replete with errors	Apr.	5
Station rates show 13 per cent increase in 1929	Jan.	14
Radio—Past, Present and Future	June	16
Robinson, Hubbell, Jr., How broadcasting won 500,000 new readers for True Detective Mysteries	Mar.	10
Senators quiz network heads	Feb.	10
Aylesworth opposes rates control	Feb.	11
Columbia's president explains operations	May	13
Sentimental songs sell wedding rings	Mar.	16
Shotwell Manufacturing Company, The (candy)	Apr.	9
Silent Glow Oil Burner Corporation	Apr.	9
Speaking an advertisement	Mar.	18

Squibb, E. R., & Sons.....	June	6
Squibb sells its programs to the trade to sell its products to the public.....	June	6
States can not interfere with broadcasting.....	Mar.	20
Station rates show 13 per cent increase in 1929.....	Jan.	14
Taylor, O. N., Program publicity.....	May	7
That farm radio audience.....	Feb.	9
There's music in the air.....	Feb.	12
Thompson, Sam H., What does the farmer want when he listens in?.....	Jan.	22
Totten, Hal, Does sponsoring sports broadcasts pay?.....	Mar.	16
Travel Manufacturing Corporation.....	Mar.	16
Union Mutual Life Company.....	Mar.	20
Wade, Clem F., What about television?.....	Apr.	6
Wahl Company, The.....	Mar.	6
Waller, Judith C., Editing radio programs.....	Feb.	6
Wanted—an audience.....	May	3
We made the program fit the product.....	Mar.	6
Weiss, Edward H., Pennzoll lets the background tell the story.....	May	15
Westinghouse Electric and Manufacturing Company.....	June	5
What about television?.....	Apr.	6
What does the farmer want when he listens in?.....	Jan.	22
What every advertising man should know about radio.....	May	16
What one publisher thinks about broadcasting.....	May	12
What will the new year bring to broadcasting? (a symposium).....	Jan.	3
When local advertisers take the air.....	Jan.	38
When you say that—smile!.....	Apr.	3
White, Major J. Andrew, What every advertising man should know about radio.....	May	16
Williams Oil-O-Matic Heating Corporation.....	Feb.	18
Williams, Paul, Address before American Society of Newspaper Editors.....	May	11
Williams, Russell Byron, How—and how not—to build an advertising program.....	Jan.	12
Williamson, Albert R., Audible advertisers allow no summer slump.....	Mar.	3
Wilson, M. M., Radio—the world's greatest song pluggger.....	May	22
When you say that—smile!.....	Apr.	3
Wolf! Wolf!.....	Apr.	12
Worsham, James A., Don't be too modest.....	Feb.	18
WTMJ's survey.....	Feb.	14
You can't make all of the people listen all of the time.....	May	9

ARNOLD DISCUSSES REACTION TO CHAIN ADVERTISING

(Continued from page 15)

they used the radio in the summer, either taking their own sets and installing them whenever the summer sojourn made this possible, or obtaining access to radio programs through use of a portable set or the radio in the hotel where they were spending their vacation.

Another question of dispute was the extent to which the "DX" or distance seeking radio fans were continuing to be a factor in the situation. It will be remembered at one time the desire for obtaining distance was so strong as to create in many cities what was known as the "silent night." This survey shows that 73.49 per cent owning radio receiving sets tune in regularly to one or two favorite stations.

A question which brought out some unexpected facts was this: "Do you enjoy talks on agricultural subjects?" Those voting "yes" included 72 per cent of the farm families interviewed, 31 per cent of the town families, 23 per cent of medium sized city families, and 18 per cent of the families in our large metropolitan centers, or a weighted average in families of all groups of 36.3 per cent of those interested in and enjoying talks on agricultural subjects.

The speaker touched upon the

growing use of the air, through sponsored programs, by national advertisers, and the increasingly favorable reactions to such programs by the radio audience. During the year 1929 over \$15,000,000 was spent over the networks by national advertisers for time alone, while the cost of programs amounted to nearly as much more. Mr. Arnold emphasized the fact that radio broadcasting was no longer an experiment, but that it ranked alongside of our well established industries. It is also a significant fact, he said, that the leading newspapers of the country now regard it as an efficient co-operative factor in the news and advertising picture, rather than competitive, thereby bringing about a situation reacting favorably on all parties concerned.

Advertising Service for Broadcast Accounts Reorganizes

THE United Broadcast Advertising Service, Inc., New York City, has recently been formed to take over the business of the United Radio Advertising Service. The incorporators are Edward M. Griffen, president of the former company, Dr. Louis H. Levy and Erma R. Griffen. The service will handle, prepare and place broadcast advertising. It maintains an artist bureau and prepares its own recordings.

Honolulu Hotel Broadcasts

BROADCAST advertising, supplemented by newspapers, direct-mail and outdoor, will be used to advertise the Alexander Young Hotel, Honolulu. The account is directed by the Mellon Associates, advertising agency of that city.

Air Races Appoint Landis

REED G. LANDIS COMPANY has been appointed to handle the advertising and publicity of the National Air Races which will take place at Chicago, August 24 to September 1, 1930. Newspapers, magazines, outdoor, motion pictures and radio broadcasting will be used. Arrangements are being made to handle an attendance of one million people, which will make the air races the biggest sporting event in the world.

Olson Rug Weavers at KDKA

A NEW series of weekly musical broadcasts, sponsored by the Olson Rug Weavers, began May 29, over station KDKA, Pittsburgh.

San Francisco

IS THE HEART
OF
NORTHERN

California

KJBS

Has Been Reaching
This Population of
1,500,000 Since
January, 1925

280.2 Meters 1070 Kc.

WESTERN ELECTRIC
SOUND REPRODUCING
SYSTEM

78 R.P.M. 33 1/3 R.P.M.

Write for Booklet and
Rate Card

K J B S

1380 BUSH STREET
SAN FRANCISCO

Molasses to Go on Air

BROADCASTING, newspapers and magazines will be used to advertise Grandma's Old-Fashioned molasses and a new table syrup, Grandma's Lassup. The manufacturer, American Molasses Company, has appointed Ewing, Jones & Higgins, New York advertising agency, to direct the account.

Jennings Joins Carney Radio Studios

FRANK R. JENNINGS, for more than sixteen years advertising and business manager of The Rotarian, has been appointed advertising manager of the Al. Carney Radio Studios of Chicago.

VALUABLE!
to National Advertisers

W W N C
coverage in the famous

"LAND of the SKY"

Coverage that extends also well into East Tennessee, into South Carolina and Virginia—a territory occupied predominantly by native born white citizens, and where radio exerts a powerful influence.

for **SPOT PROGRAMS**

**Western Electric
Sound Reproduction
Equipment**

We are completely equipped to give **SERVICE** to time buyers, with 1000 watts on 570 kilos—and a sixteen hour daily schedule.

**CITIZEN BROADCASTING
COMPANY, Inc., ASHEVILLE**
North Carolina

Motor Fuel to Broadcast Over Pacific Coast Network

WEEEKLY broadcasts over a network of Pacific Coast stations are planned as part of a campaign to advertise the new General Ethyl Motor Fuel. The campaign also calls for space in two hundred newspapers and direct mail and service station display material. The General Petroleum Corporation of California has appointed Smith & Ferris, Los Angeles advertising agency, to handle the account.

Nate Caldwell Joins Blackett-Sample-Hummert

NATE CALDWELL, announcer and program director at various Middle Western radio stations almost since the beginning of broadcasting, and more recently engaged in the producing end, has joined the radio department of Blackett-Sample-Hummert, Inc., Chicago advertising agency.

Requests Television Station

THE *Milwaukee Journal*, now operating station WTMJ, has filed an application with the Federal Radio Commission to erect a television broadcasting station at Milwaukee to operate on the 2800 kilocycle television channel.

Winter Adds Radio Department

THE N. A. Winter Advertising Agency of Des Moines, Iowa, has recently added a radio department with Edward Breen, Jr., as manager. Mr. Breen has been closely associated with broadcasting for the last three years as program builder, announcer and continuity writer at station WHO, Des Moines.

Five Stations Will Broadcast Kroger Programs

CALLING for a new hook-up of five stations, the Kroger Grocery & Baking Company inaugurates its series of fifty-two broadcasts on June 4. The programs will originate at WLW, Cincinnati, and will be rebroadcast by stations WTAM, Cleveland; WJR, Detroit; WIL, St. Louis, and KQV, Pittsburgh. The Geyer Advertising Company, Dayton, is directing the broadcasts.

HEINL

Keeps You Informed

on the

National Situation

Heinl Radio Business Letter

Insurance Building
Washington, D. C.

PRICE \$10 A MONTH

Gold Seal Stores Begin Series Over CBS

THE Gold Seal Stores are sponsoring a series of fifty-two broadcasts over the Columbia Broadcasting System, beginning Friday, June 13. The series will feature exciting moments in the lives of famous adventurers.

Assistant Secretary Named

JOHAN B. REYNOLDS, formerly assistant clerk at the Department of Justice under James W. Baldwin, who is now secretary of the Federal Radio Committee, has been appointed assistant secretary of the commission, at which post he succeeds Frank H. Lovette, resigned

Program Director Available

Top notch production, program or continuity man is now available for advertising agency or first class broadcasting station.

Five years' experience in the New York offices of the National Broadcasting Company, followed by two years as program manager for a prominent New York station.

Age 34.

Excellent connections and contacts. First class references.

For interview,

**Write Box C c/o
Broadcast Advertising**
440 South Dearbon Street
CHICAGO
