

Isn't the slightest idea where it is being, but in the case of radio he has a list that says definitely "I am interested in reading your piece of advertising," and the people have either taken the time to write or have gone to the actual point of contact for this literature. In the case where they go into the store, they not only have them interested, but at the point of sale. What more can you expect of advertising? As a source of prospects, radio is a veritable gold mine—most effectively tapped by direct mail, which enables the advertiser to take immediate advantage of the interest his radio program has built. It is economical. There is no waste circulation. Every person writing for direct mail material is a live prospect. It is flexible. It allows the sponsor to concentrate his advertising in the areas reached by his broadcast. It is inexpensive and adaptable to an advertising budget of almost any size. And it supplements radio's appeal to the ear with visual advertising.

Most For the Money

A GREAT DEAL of time and attention are given in the building of radio shows to the purely entertainment side. This is proper. It is the type and quality of entertainment that pull an audience. But I have a feeling that in endeavoring to provide outstanding entertainment, radio advertisers are overlooking somewhat the basic reason for their going on the air, and are forgetting that the expenditures or talent have to come back, with a profit, in the form of sales.

I believe too many radio productions are built around a famous artist, or group of artists, when they should be built around an idea for selling goods. I would hazard the guess that the first question a sponsor asks is: "What kind of show are we going to put on?" He should be considering the question: "How are we going to get the fullest advantage from our broadcasting?"

Equal Rights Asked

AMONG eight legislative proposals submitted to President Roosevelt on Dec. 31 by the American Civil Liberties Union was one relating to radio and urging that equal facilities over stations be given advocates and opponents of any public issue. Administration support was this and the other proposals was asked. The radio proposal reads: "We urge upon you the principle of providing equal facilities of all radio stations for the advocates and opponents of any public issue in precisely the same way as candidates for public office are now permitted to have equal access to these facilities."

Davis FTC Chairman

ERWIN L. DAVIS, former radio leader in the House and co-author of the Radio Act of 1927, on Jan. 1 assumed the chairmanship of the Federal Trade Commission under the annual rotation system observed by that agency. A member of the FTC since the outset of the Roosevelt administration, Judge Davis has paid considerable attention to its survey of radio advertising continuities designed to eliminate obviously false and misleading matter.

Code Price Filing Removal Opposed

Is Heart of Code, Baldwin Tells Hearing of NIRA

REMOVAL of the so-called "open price filing" provision of the broadcasting code, under which all stations are required to file rates 15 days in advance of their enforcement, will take "the heart out of our code," James W. Baldwin, executive officer of the broadcasting industry Code Authority declares in a statement prepared for presentation to the National Industrial Recovery Board at the price-fixing hearings convened Jan. 10 by the NRA board to determine whether such provisions should be removed from codes, a move apparently favored by NRA.

The rate provision in the broadcasting code, Mr. Baldwin explained, means that each broadcaster is permitted to fix any rate to allow any discount, and to pay any commission he chooses. He can also change any part or all of his rate structure, the only requirements being that he must publish them, file them with the Code Authority and adhere to them. Fifteen days' notice, however, must be given before any changes can be made effective.

Results of Experience

EXPERIENCE of more than a year has proved that the provision for open price filing with the 15-day waiting period "is by far the most important provision of our code," Mr. Baldwin asserted. He added that this had destroyed the old practice of secret prices, secret commissions and secret rebates; served as a protection to at least certain members of the industry against so-called "hard" or "powerful" buyer and stiffened their backs and helped them reject the genuine chisler; afforded all buyers equal opportunities; displaced hasty and ill considered decisions with sound judgment; stabilized prices, and through increased stability has made it possible for the industry to meet increased costs of operation resulting from the wages and hours provisions of the code.

"We have heard much about monopolies," Mr. Baldwin asserted. "I believe that the greatest danger of monopoly in the radio broadcasting industry lies in the possible promulgation of governmental regulations which set standards, the level of which greatly restricts either the number or the class of persons who can qualify as the licensee of a station. This result may be obtained by a regulation which either directs that certain things be done or by its nature permits certain things to be done. And, I believe that the removal of the provision in our code for open price filing with a waiting period and the retention of the present wages and hours provisions would amount to such a regulation because you would thereby aid the financially strong to the injury of those who must meet expenses out of current income."

Mr. Baldwin declared that the provision in point has not been injurious to the consumer. After recounting the development of the broadcasting industry before and after the code, he concluded:

"Mr. Chairman, such has been our experience with open price filing

and waiting period. Remove it and you will have taken the heart out of our code. Remove it and you will have taken from the radio broadcasting industry all there is in it to promote stability of price and to promote the general welfare of its employees. Remove it and you will, in effect, take from us that which earlier was promised us in return for existing labor provisions. Consequently, if this provision is removed we must and do ask that the labor provisions be removed at the same time. It is our hope that you shall not disturb it.

300 Get Ford Discs

ABOUT 300 stations were used by Ford Motor Co., through N. W. Ayer & Son, to introduce the 1935 Ford V-8, the agency spotting three 15-minute WBS transcriptions for one of the most complete radio coverage campaigns in history. The programs were recordings of the Fred Waring shows taken off the wires of CBS. They were broadcast under the auspices of local Ford dealers, being ordered by the Ford plant at Dearborn and then assigned to local dealers to arrange for appropriate local time placements.

Aids Charity Drive

SKELLY OIL Co., Kansas City, boosted the Kansas City charity drive recently, with Jimmie Allen radiogramming a \$25 contribution to the "Jimmie Allen Charity Fund" which he organized. Envelopes were spotted at Skelly stations, with badges for contributors, and radio fans were invited to get the envelopes and send in their contributions.

★ ★ ★ and
MORE
than
 $\frac{2}{3}$
OF THE
MISSISSIPPI
MARKET
is
CONCENTRATED
IN THE
W.J.D.X.
GOOD SERVICE
area
WJDX
The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

The 7:45 Morning Express Gets The Listeners



Courtesy Pennsylvania R. R.

Dot Devlin, fireman, and Alan Trench, engineer—WCAE announcers—getting actual railroad experience

To reach all of Greater Pittsburgh—when the family is together—place your messages aboard the 7:45, a program full of sparkling variety.

The Morning Express entertains Pittsburgh, Monday through Saturday, 7:45 to 8:30 A.M.; the time every five minutes, weather and temperature reports every 15 minutes and popular music throughout have made this program Pittsburgh's favorite.

No extra fare—regular rates prevail

WCAE

PITTSBURGH, PENNA.

1220 Kcs.

1000 Watts

BASIC RED NETWORK