

# 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*



## FEBRUARY FEATURES

**It's Time to Replace Generalities with Facts**

**Radio Serial Sells Coffee**

**Institutional Broadcasts Increase Use of Gas**

**Looking Through the Mike at Mexico**

**Radio Circus Boosts Sales 9500%**

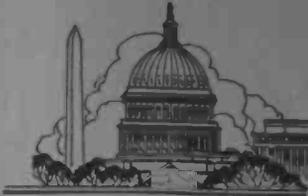
**Broadcast Introduction Wins Immediate  
Welcome for New Product**

**Now Is the Time to Broadcast**

**Different Programs Make Friends and Sales**

**Radio Checking**

February, 1931

**WOL** covers  *the Nation's Capital*

**The only local station in Washington**  
**Some evening time available**

Western Electric equipment, crystal control.

105,000 radios in the District of Columbia.

33-1/3 and 78 turntables.

A thoroughly dependable and intelligent commercial and continuity department.

A six-year old well organized popular station that enjoys the entire confidence of the community which it serves (the capital of the nation and surrounding territory).

Write for our new rate card.

No extravagant promises.

A list of satisfied advertisers is yours for the asking.

**WOL ~ Washington, D. C.**

**AMERICAN BROADCASTING  
COMPANY**

ANNAPOLIS HOTEL, WASHINGTON, D. C.

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96% choose

**KSTP**

**10,000 WATTS**

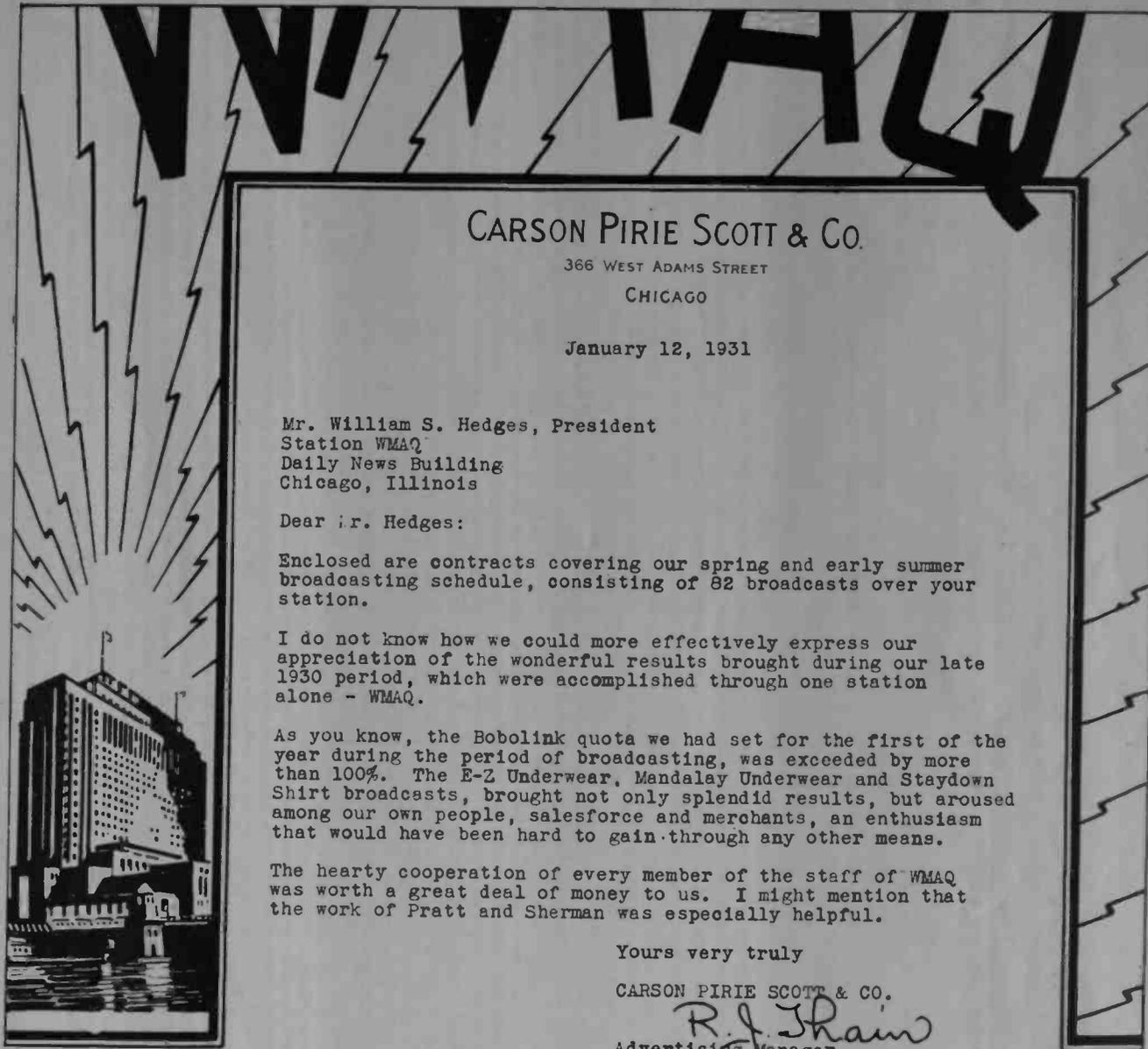
A large petroleum products sales organization\* asked its dealers and field representatives in the Twin Cities and adjacent Northwest which radio station would give the best advertising service. The vote was 96% for KSTP, additional evidence that the highest power and the heaviest continuous schedule of the best features produces the largest and most responsive audience in this rich market.

*\*Name of Company furnished on  
written request to National Battery  
Broadcasting Company, St. Paul  
Hotel, St. Paul, Minn.*

**NORTHWEST'S  
LEADING RADIO STATION**



• • R E S U L T S • •



CARSON PIRIE SCOTT & CO.

366 WEST ADAMS STREET  
CHICAGO

January 12, 1931

Mr. William S. Hedges, President  
Station WMAQ  
Daily News Building  
Chicago, Illinois

Dear Mr. Hedges:

Enclosed are contracts covering our spring and early summer broadcasting schedule, consisting of 82 broadcasts over your station.

I do not know how we could more effectively express our appreciation of the wonderful results brought during our late 1930 period, which were accomplished through one station alone - WMAQ.

As you know, the Bobolink quota we had set for the first of the year during the period of broadcasting, was exceeded by more than 100%. The E-Z Underwear, Mandalay Underwear and Staydown Shirt broadcasts, brought not only splendid results, but aroused among our own people, salesforce and merchants, an enthusiasm that would have been hard to gain through any other means.

The hearty cooperation of every member of the staff of WMAQ was worth a great deal of money to us. I might mention that the work of Pratt and Sherman was especially helpful.

Yours very truly

CARSON PIRIE SCOTT & CO.

*R. J. Thain*  
Advertising Manager



WMAQ, Inc.

The Chicago Daily News Broadcasting Station

400 WEST MADISON STREET

CHICAGO, ILLINOIS

# Broadcast Advertising

440 South Dearborn Street, Chicago, Ill.

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Volume 3

FEBRUARY, 1931

Number 11

*It's Time to*

## REPLACE GENERALITIES *with* FACTS

### Accurate Figures on Circulation and Costs Are Now Available for the Broadcast Advertiser

*Says H. A. Bellows\**

Vice-President, COLUMBIA BROADCASTING SYSTEM

IN TALKING to you tonight about radio advertising, I am going to try to get just as far away as possible from vague generalities and stick to real and ascertainable facts. I want to do this because so much of what has been said about radio advertising has been based on guess-work, and because it has generally been assumed that no facts are available. What I want to try to show you is that there is now a sufficiently large body of accurate information so that radio advertising can be judged fairly and soundly in comparison with other media, which is the only way any intelligent advertising representative really wants to judge it.

If, in illustrating what I have to say, I necessarily take my figures largely from the experience of companies with which I am associated, particularly the Columbia Broad-

casting System and Northwestern Broadcasting, Inc., it must not be assumed that I am arguing specifically in behalf of these companies. What I have to say applies with equal force to the National Broadcasting Company and to many individual stations. My only reason for using the figures which I shall give you is that they are the only ones regarding which I can speak with first hand knowledge.

I always dislike people who quote a lot of statistics in their talks, but in my time I have myself been responsible for enough vagueness about radio advertising so that I want to keep this talk as close to the figures as possible, and I can only hope you will forgive me.

The first thing I want to point out is the growth of radio advertising during 1930. Now, I do not need to remind you that 1930 was not what we could call a generally profitable business year, nor do I

need to point out the general shrinkage in most forms of advertising. Magazine advertising in particular, both general and class, showed a marked falling off in 1930 from the 1929 level, and the newspaper which in 1930 held reasonably close to its 1929 figure counted itself remarkably lucky.

During the twelve months of 1930, broadcast advertising went ahead at a phenomenal rate. For the Columbia Broadcasting System, for example, the total volume of advertising, measured in terms of revenue, showed an increase over 1929 of 52 per cent. For all chain advertising, including both the National Broadcasting Company and Columbia, the figures I have for eleven months of the year show an increase over the 1929 record of 43 per cent. One reason why Columbia showed proportionately so much more growth during the year than its competitor was that the Columbia

\*An address delivered before the Town Criers' Club of Saint Paul, January 28, 1931.

System during the year extended its facilities very greatly by adding a lot of new stations. On the basis of equal facilities during the two years, the 43 per cent increase in the volume of chain advertising is probably a pretty fair figure for both companies.

Even more conspicuous than the increase in chain advertising has been the phenomenal increase during 1930 in the volume of spot broadcast advertising. In the case of WCCO, for example, the spot business done during 1930, that is to say the amount received from advertising clients for time only, exclusive of all talent cost, and excluding all chain programs, was 61 per cent greater than in 1929. A very similar increase in business has been recorded by the other two broadcasting stations with which I am personally associated, WBBM in Chicago and KMOX in St. Louis. Of course there are exceptions to the rule, but from a fairly wide contact with broadcasters all over the country I should say that most of the efficiently operated broadcasting stations had increased their gross revenue from spot advertising by at least 50 per cent in 1930 over 1929, and in many instances the increase has been materially greater than this.

Of course, one explanation of this increase is to be found in the fact that whereas all other forms of advertising had been steadily on the upgrade from 1922 to 1929, the upward swing in radio advertising did not begin until about 1926, as the use of radio for advertising before that date was pretty nearly negligible. In 1929 most types of advertising were at their peak, whereas radio advertising was just developing. However, the fact remains that during a generally difficult year, when practically all other forms of advertising showed a marked shrinkage, radio advertising went up by somewhere around 50 per cent.

I will frankly admit that a lot of this advertising in 1930 was done on an absurdly unsound basis. A great many radio advertisers still suffer from the delusion that letters from listeners and the friendly comments of their acquaintances as to the quality of their programs really mean something. I want to make

it perfectly clear that the only value of a radio advertising program is measured by its effect on sales. There is no more reason for thinking that a nice musical program has sales value than for believing that a pretty design without the right kind of copy will produce business. When you run a printed advertisement you do not ask the readers to write and tell you how they like the picture. There is actually no more sense in asking radio listeners to write in and tell you how they like your program. Every advertiser has long since realized that with all the other types of advertising, the one test is the production of increased business, and it is only in radio that an absurd standard has been set up through asking for comments on the type and quality of the program.

The reason for this, of course, is that radio advertisers want some tangible proof of circulation. You put a program on the air; does anybody listen to it? Unless an advertiser can see a certain definite amount of mail response, he is inclined to think either that nobody listens to his program or that nobody likes it. And yet he would never think of applying the same test to any other form of advertising. If he takes a full page in the *Saturday Evening Post*, he certainly does not ask all its readers to tell him how they like his advertisement. He judges the effectiveness of his full page by the result in actual sales. As soon as people realize that the same rules apply to radio advertis-

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## slogan--

“THE objective in broadcasting should be to ‘please most of the people most of the time.’ This, however, cannot be accomplished under a monopoly, either public or private. There must be competition. In Great Britain, where the Government maintains a monopoly, broadcasting is a lamentable failure, from the standpoint of a large majority of the audience. The slogan of the British Broadcasting Corporation might well be: ‘The public be damned.’”  
—From an address by R. W. Ashcroft, General Manager, Trans-Canada Broadcasting Company.

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ing as to the use of any other medium, we shall eliminate a lot of foolishness and waste.

As I have said, the real reason why advertisers want mail, outside of gratifying their vanity, is to get some measure of circulation. It is generally felt that the great difference between radio and other media is that in the others you have a definite circulation figure to work on, whereas in radio you know practically nothing. Let us see, however, if this is really the case.

FIRST of all, what does a circulation figure really mean? Simply that a given number of families, in the case of a paper with home circulation, is the maximum which will have an opportunity to see any advertisement published therein. It certainly does not mean that all these people will see it. Suppose you take a six-inch single column advertisement in a Sunday paper. How many of the readers of that paper do you suppose actually see that advertisement, to say nothing of reading it? You can only guess at the number actually reached by your advertising message, figuring that it is a greater or smaller percentage of the total circulation, depending largely on the prominence and the character of the advertisement itself.

If we consider circulation as simply meaning the maximum number of homes which have a sure opportunity of seeing any given advertisement, we find that we can approximate this definition of circulation very closely in radio. What I want to point out is that the thing to consider in radio advertising is exactly what you consider in any other form of advertising: not how many people certainly will listen to your program, but how many people certainly *can* listen to it if they want to.

We all still suffer somewhat from the delusion which beset radio in its early days, after all only a matter of five or six years ago, which has been kept alive by the practices of certain radio stations. We used to think, you know, that a radio station could give effective coverage over an enormous area, and it is still hard for most people to realize how limited the effective range of even a very powerful station actually is. It is not that the coverage is actually small, as compared to coverage given by any other advertising

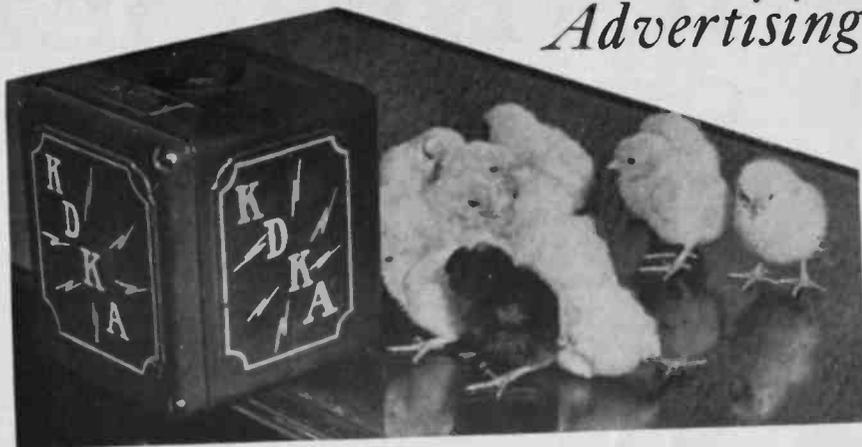
medium; it is simply that the coverage is small compared to what we used to think it ought to be.

The trouble is that many stations still boast of the fact that they get letters from New Zealand and telegrams from every state in the country. Doubtless they do, but for advertising purposes this scattered circulation is absolutely worthless. I subscribe to the *New York Times*, but that does not mean that the *Times* is a good advertising medium for St. Paul merchants seeking local trade. Scattered radio circulation is almost entirely a matter of luck, and the number of remote listeners to any station is so small that from the advertising standpoint it is negligible. The only thing that counts is dependable day and night circulation. By this I mean that the only radio circulation worth buying involves guaranteed delivery, which should be just about as dependable as the delivery by mail of a magazine, or by carrier of a newspaper. Of course, some allowance has to be made for exceptional weather conditions, but if I were an advertiser, the only thing in radio I would pay my money for would be absolutely dependable circulation.

I want to try to dispel some of the misconceptions which exist about the difference between day and night radio circulation. Almost everybody will tell you that a radio station reaches out farther at night than in the daytime. So it does, but its actual dependable circulation at night is rather less than in the daytime. This is because the interference from other stations increases at night to a point where the really effective service range is actually cut down from what it is by day. It is perfectly true that here in St. Paul you can hear Los Angeles at night and not in the daytime, but it is equally true that people 100 miles from a Los Angeles station can hear it a lot more dependably in the daytime than they can at night. That is why I want to insist that the only thing a radio advertiser should buy is dependable day and night circulation.

Now, remembering that circulation means, not the number of homes which certainly *will* listen to any given program, but the number of homes which certainly *can* listen to it if they want to, we can estimate

## Chicks Do Their Own Advertising



**T**HE opening overture and the grand finale of the Good Luck chick program through radio station KDKA at Pittsburgh are broadcast by the youngest broadcasters in radio history—24 baby chicks.

The chicks are sent to KDKA each week by the Neuhauser chick hatchery located at Napoleon, Ohio,

the sponsor of the program. Following the signature song presented by the baby chicks, a quartet of well-known Pittsburgh singers carry on the program with songs old and new that are popular with the radio audience. At the conclusion of the musical program the baby chicks again come before the microphone.

with considerable accuracy the circulation of any given radio station. Dependable delivery of programs, which is the measure of circulation, depends on four different factors. The first and most important is freedom from direct interference. People will not listen to a station if its programs are seriously interfered with by whistles or squeals, and the farther you get from the station the more likely you are to find this type of interference.

The second test, closely akin to the first, is that of the strength and quality of the signal delivered to the listener's radio set. Figures as to power ratings mean practically nothing to the radio listener. If, for example, a radio listener in New York City happens to get a stronger signal and with better quality from WOR or WABC than he does from WEAf, he does not care in the least that WEAf is rated at 50,000 watts, while WOR and WABC have 5,000 each. It is what the listener gets, not what the station thinks it is putting out, that does the business.

The third test in determining circulation is the position of the station on the dial of the receiving set. For certain purely mechanical reasons, it is very much easier for the listener to bring in stations in the upper, or long-wave, part of the dial

than it is on the lower or short-wave part.

The fourth thing to consider is the general program standard set by the station. A really outstanding feature can be put on a station which generally has rather poor programs and within the mechanical limits of successful distribution people will listen to that program. However, general program quality unquestionably has a good deal to do with the habits of listeners, and if the program standard of any station is consistently and notoriously low, the circulation possibilities of that station are unquestionably reduced thereby.

Now let us see the practical application of these four tests to determine dependable delivery of programs. Here in the Twin Cities, including simply Ramsey and Hennepin Counties, there are approximately 75,000 receiving sets in operation. My figures for receiving sets are based on estimates by the United States Department of Commerce. Every one of these receiving sets can be reached with practically no direct interference, and with adequate strength and at least fair quality by every broadcasting station operating in the Twin Cities. The advantage of preferred position

(Continued on page 26)

# RADIO SERIAL SELLS COFFEE

*Comic Opera Arouses Interest and Stimulates Sales*

Says Ray R. Morgan

Vice-President, EARNSHAW-YOUNG, INC., Los Angeles

ONE YEAR after the discovery of gold in California, the Folger Coffee Company was founded in San Francisco. Today, this company operates plants in San Francisco, Kansas City and Dallas and sells Folger's coffee in 35 different states. Being large and consistent advertisers, it was natural that the Folger Company would consider radio as a medium, and in May, 1929, its first experimental radio effort was made.

Daytime announcements—one each day—were made over station KPO, San Francisco; KLX, Oakland; KWG, Stockton, and KFBK, Sacramento, for a period of 25 days. A contest idea was used, it being necessary for the radio listener to send in a strip from a Folger coffee can in order to qualify for the contest.

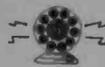
More than 6,000 letters were received during the test period, each containing a strip of tin from the vacuum Folger coffee can. This represented a direct sale of more than three tons of coffee, and there was no town, city or hamlet in Northern California from which at least one entry was not received. Many checks and money orders were received from people living outside the Folger distribution area, asking that the coffee be sent to them by mail. Entries in the contest were received from as far east as Kansas.

In order to get a definite check

**FOLGER  
FLAVOR  
IS A TREASURE**



from Central  
America



Comic Opera from Marimba Land

Tune in on FOLGERIA every Thursday evening at 9 o'clock over the Columbia Network and hear the newest episode in this delightful Comic Opera of the Air.

KFRC—San Francisco . . . KHJ—Los Angeles . . . KMJ—Fresno . . . KWG—Stockton . . . KFBK—Sacramento . . . KOIN—Portland . . . KVI—Tacoma . . . KOL—Seattle . . . KFPY—Spokane, 9 to 9:30 p.m.; KDYL—Salt Lake, 10 to 10:30 p.m.  
© F. C. Co., 1930

Newspaper advertising mentions the broadcasts

upon the reaction of grocers to radio, no mention was made to any Folger salesman of the radio program. Yet, inside of one week, every salesman had telephoned or written the house asking for details on the radio advertising, saying that the trade was getting calls for Folger's coffee on account of the radio contest and the grocers wanted to

know what it was all about.

The idea was then explained to the salesman, and during the contest a great number of new accounts were opened because of the definite dealer demand created by the radio announcements. Considering the fact that these announcements were but three minutes long—that they were made in the daytime—that they carried no entertainment—and that the total cost of the entire trial period was less than one thousand dollars, the results were particularly impressive. The result was a decision to use radio as a major medium, and a new and different idea in radio entertainment was sought.

Folger's coffee is imported from Central America, so it was decided to create a mythical Central America republic, to label it FOLGERIA, and with this name and locale, to weave a musical story of Latin-American love and danger and intrigue. The program is originated at KHJ, in Los Angeles, and is released each Thursday night over a western Columbia network of nine stations.

Folgeria is a comic opera in serial form, and the story is unfolded from week to week. Graves, the hero, is in love with Elisa, beautiful daughter of Carlos Moreno, Presidente of Folgeria. Hunfredo, the villain, is attempting to overthrow the government. Black and Blue, sleuthy detectives, supply the comedy relief, and their adventures in

*Broadcast Advertising*

Folgeria are both wild and woolly.

Each episode (Folgeria is now in its twenty-fourth week) ends in some such thrilling climax as the heroine being pushed over the brink of a Folgerian Volcano, the Presidente being made to walk the plank from a pirate sloop, or the detectives being pounced upon by jungle lions. Whereupon the listeners are cruelly kept waiting for another week to find out what really happens.

The script calls for extraordinary sound effects in quantity, which are built especially for the production as needed. The crash of a ship on the reefs, the wreck of the Folgerian Railway, the squeak of the villain's shoes, the ship rubbing against the dock, the march of the Folgerian army, the roar of jungle lions, the rescuing airplane, the swish of a skyrocket, the slide for life on an aerial railway, the bombing of the army—these and many other sound effects have been used. In fact, the sound-making apparatus has achieved such importance that it now fills one entire room at the studio. It was found that the radio listeners got as much of a kick out of the sound effects as they did from the dialogue or the music.

Folgeria has been a big fan mail producer from the start, and the reaction of the public has been shown in many amusing ways. One letter

came in saying, "We have looked through all the atlases and we can not find where Folgeria is located. Will you write and tell us what other countries are near it?"

A school teacher wrote in that her pupils were playing Black and Blue, the detectives. Grocers everywhere have taken a great fancy to the program and spend as much time talking with the Folger salesmen about Folgeria as they do about the coffee. The idea of the serial "thriller" has caught on and, the Folger Coffee Company feels, has created a larger and more interested audience than would have been created by the self-contained unit type of program.

A song writer was commissioned to write a theme song for Folgeria. This he did, using the title, "Elisa." This theme song was printed in sheet music form and mailed out to those who requested it. Requests came in, but in comparatively limited number. The question then arose as to why the program was not pulling a greater number of requests. The announcements and the offer were slightly changed, but no noticeable increase in number of requests was apparent.

The theme song offer was then withdrawn and a contest idea was used to replace it, with a prize of one year's supply of coffee offered each month. In order to qualify for the prize it was necessary to buy

a can of Folger's coffee and send in part of the metal strip that comes off when the can is opened. Immediately this offer was mentioned, the response increased and hundreds of letters poured in. In fact, the demand became so great that the handling of territories where distribution was not complete became a real problem. For example, station KOL in Seattle reported 27 telephone calls to the station in one day from housewives asking where Folger's coffee could be obtained.

With the contest idea was included an offer of a picture of the Folgeria cast, autographed by the players. This proved extremely popular and many letters were received saying, "All we want is the picture. Never mind entering us in the contest." This seems to prove, to the minds of the Folger Company at least, that people are not greatly interested in sheet music—perhaps further evidence of the inroads that radio has made on the entertainment habits of the country.

ONE of the most effective publicity stunts worked for Folgeria was the printing and distribution of Folgeria tickets. Tickets advertising the radio program were printed in exact imitation of theater tickets. These got instant attention and many a pleasant chuckle from  
(Continued on page 34)



Twenty-five daytime announcements brought the pile of more than 6,000 letters pictured below, each one containing a strip from a Folger coffee can. The theme song, at the left, did not pull many requests, but 750 listeners a week ask for the photograph of the Folgeria cast, at the right.



# INSTITUTIONAL BROADCASTS INCREASE USE OF GAS

## Gas Industry of New England Finds Profits in Cooperative Educational Campaign

By Carroll E. Pellissier

THERE is an ever increasing movement in favor of cooperative advertising campaigns on the part of industrial and commercial trade associations that is doing much to promote and maintain business for the members of these groups. The type of advertising and the media used vary in each group, but the general idea is much the same among them all.

Typical of this movement is the campaign sponsored by the Gas Industry of New England, whose membership comprises all of the individual gas companies located in this territory. Three years ago the association decided to try a cooperative advertising campaign to run for a period of three years. A sum of \$144,436 was collected to pay the cost for the first year. The second year \$150,000 was used for this purpose. The third year, which is the present, a sum exceeding this amount will be used.

During the first two years newspaper advertising and dealer helps were used almost exclusively. About a year ago it was decided to give radio a try. So successful was this attempt that a more ambitious program has been substituted and it has been added to the other advertising as a permanent feature. The experience of this association with radio broadcasting for this type of publicity sets an example that other associations can follow with a sure knowledge that it works.

The type of broadcast used has a few unique features that are particularly adaptable to association broadcasts. It must be remembered that in association work it is absolutely impossible to name any particular company or to show the

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### *fan mail--*

FAN mail at CBS during 1930 totaled 1,027,046 letters. The average letter is 50 words in length; the longest received was 10 typewritten pages; the shortest, four words: "Please send theme song." The largest single day's mail was 20,000 letters and cards.

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slightest tendency to favor the business of any one member or group of members. The program must be built around the work of the association as a whole or the commodity that the group as a whole wishes to merchandise.

Mr. H. E. Fellows, of the Greenleaf Company, Boston advertising agency, who is in charge of the radio end of the campaign, is a firm believer in the indirect method of putting over a sales message via the radio. He says:

"In any type of industrial and commercial association broadcasting, it is far better to bring your message to the attention of the radio audience by the indirect method of suggestion rather than the direct methods of mere announcing. In the radio program of the Gas Industry of New England we have used a balanced combination of dialogue with music in every broadcast.

"Naturally, the entire program is given with the thought of establishing the superiority of gas as the modern fuel for home needs. The presentation is pretentious to an extent that properly reflects the prestige of the industry. Yet its ap-

proach is the friendly intimacy so perfectly possible in radio. No endeavor whatsoever is made to sell the services of any one company or the superiority of any given appliance. The message is thoroughly institutional, bringing to the attention of the entire household the story of gas and its manifold benefits to the modern home."

Since the time when Thomas Edison perfected the electric light, the use of gas has not been as far reaching or as important as it once was. Most of the men in the industry have taken it for granted that everyone knows about gas and has it in his home as a matter of course. Unfortunately for them, electricity has been displacing gas to such an extent that it behooves the industry to wake up and start a little counter promotion work. Hence the beginning of the present campaign that has proved to be a model for other associations all over the country.

IT CAN readily be seen just what course of action should and would be taken. The gas industry had to begin once again to sell the public the advantages of using gas in the home in every possible way. This includes all the well known appliances such as flatirons, cook stoves, iceless refrigerators, hot water heaters, house heating plants and others.

Radio readily adapts itself to needs of this sort. In full cooperation with the newspapers and direct mail, the radio broadcasts have helped materially in gaining the results desired. The method of making these presentations is worthy of consideration by other associations either now using or contemplating

(Continued on page 35)

Broadcast Advertising

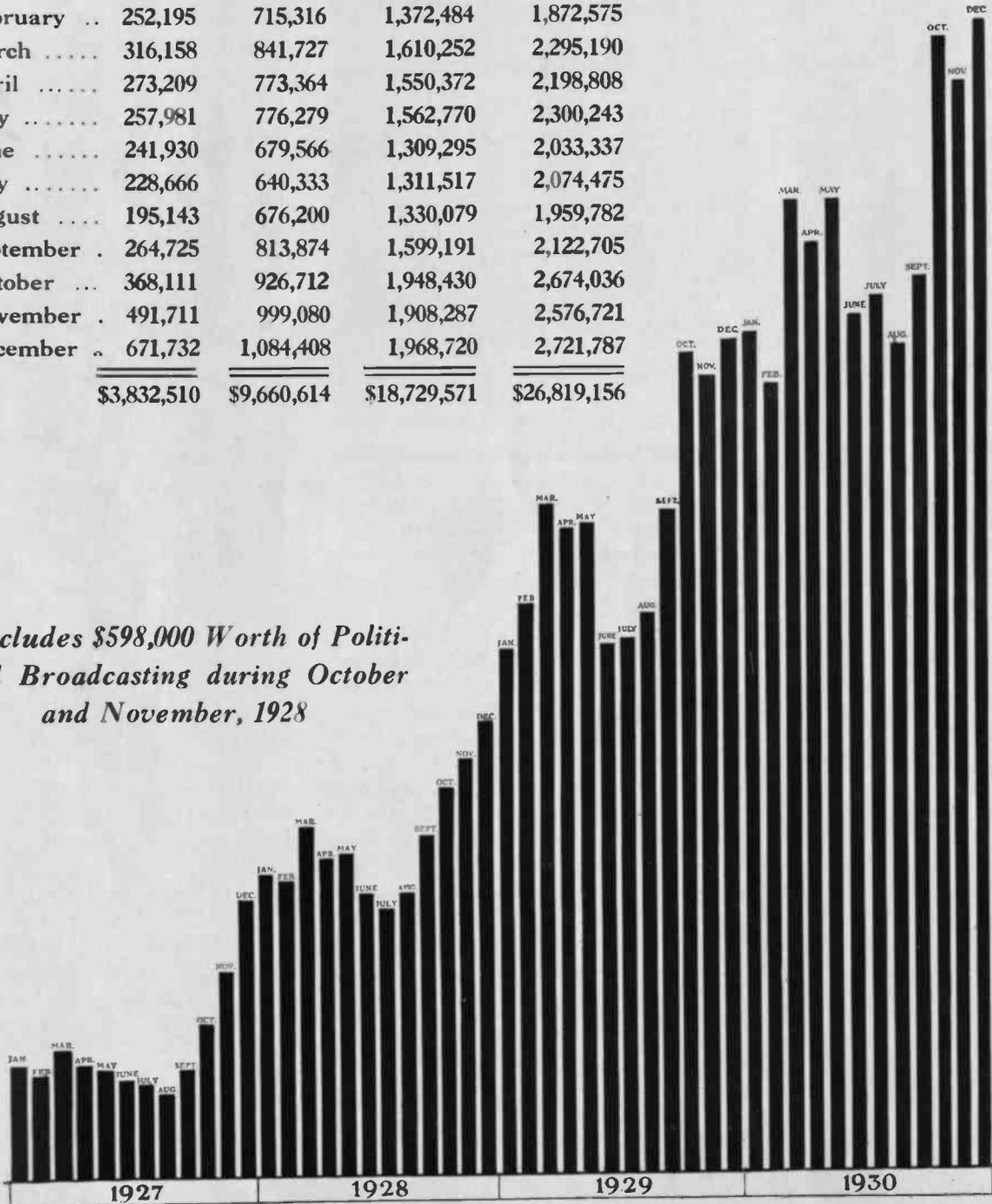
# Growth of Broadcast Advertising

## OVER COAST TO COAST NETWORKS

During the Past Forty-eight Months  
January, 1927 to December, 1930

	1927	1928	1929	1930
January ...	\$270,949	\$733,815	\$1,258,174	\$1,989,497
February ..	252,195	715,316	1,372,484	1,872,575
March .....	316,158	841,727	1,610,252	2,295,190
April .....	273,209	773,364	1,550,372	2,198,808
May .....	257,981	776,279	1,562,770	2,300,243
June .....	241,930	679,566	1,309,295	2,033,337
July .....	228,666	640,333	1,311,517	2,074,475
August .....	195,143	676,200	1,330,079	1,959,782
September .	264,725	813,874	1,599,191	2,122,705
October ...	368,111	926,712	1,948,430	2,674,036
November .	491,711	999,080	1,908,287	2,576,721
December ..	671,732	1,084,408	1,968,720	2,721,787
	<u>\$3,832,510</u>	<u>\$9,660,614</u>	<u>\$18,729,571</u>	<u>\$26,819,156</u>

*Excludes \$598,000 Worth of Political Broadcasting during October and November, 1928*



Source of Figures: National Advertising Records

# Looking Through the Mike at MEXICO

Which Has Now Become Radio Conscious

By Wendell Cox

RCA-VICTOR Agent, Tampico, Operating Stations XEW-XET-XES

CARLOADS of beverages, silks, chinaware, razor blades, shoes, soaps, perfumes, cigarettes in enormous quantities, automobiles, gloves, hats, hosiery, silverware, typewriters, office appliances, electrical accessories, heart-warming and palate-soothing liquors, jewelry, alarm clocks, tools, machinery, motors, both staple and fancy foodstuffs, building materials—these form a partial list of articles, both home-manufactured and imported, that your southern neighbors are buying and using in ever-increasing quantities, thanks to the versatile, flexible and distance-smashing means of publicity made possible by modern radio broadcasting.

No, we don't live in trees down here. An extremely small proportion of radio-owning Mexicans ever rode in an ox-cart. The swords, pistols and rifles are rusting from misuse. We have tramways and bus-lines, aeroplanes and automobiles, insurance and taxes and, in short, about all the advantages (and plagues) of the poultryman or fruit grower in California, or the manufacturer or professional man in New York. Revolutions? The last one that jarred the country was over many years back—and only the first one shook the props of the country as the 1929 stock market break shook the U. S. Mexico moves on pretty steadily, and while many U. S. firms are asleep as to the possibilities, a few of the rest of us are "sawing wood" quietly (and making quite a lot of money before the rest of you wake up).

In a country where anything may happen, one thing has! The Mexican public woke up one morning and found itself suddenly radio-minded! And they "got that way" in the impulsive, enthusiastic, hot-headed,

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## statistics--

THE following NBC statistics were gleaned from President Aylesworth's annual report. In 1930:

263 sponsors used NBC facilities.

The gross revenue was \$22,000,000, an increase of \$7,000,000 over 1929.

6 stations were added, bringing the total to 74.

More than 2,000,000 letters were received.

1,226 persons, exclusive of artists and musicians, are now employed.

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characteristically Latin manner, if you get what I mean. There's nothing half-way about the way they take to a thing, once it appeals to them.

A matter of ten years ago, when the first manufactured receivers were placed on the market in the East, five hundred or a thousand sets were rushed to Mexico. I didn't say they were just "sent," or that they "filtered" into this country. They were *rushed!* Freight was too slow—they came by express from New York. And up to 1929 they kept coming in a steady stream, at the rate of from seven to ten thousand sets per year. A peculiar fact is that the great majority of these sets were sold throughout Mexico on a basis of reception from broadcasting stations in the United States, with announcements in a language that 90 per cent of the listeners did not understand!

The first broadcasting station in Mexico was thrown together about 1922, a 500-watt composite piece of equipment that suffered most of the defects of the first experimental stations. Another of the same nature

was soon installed, then came a series of seven or eight smaller stations in Mexico City and in three or four of the larger cities of the country.

These stations, even the larger ones, were of an experimental nature. Radio was, even until 1929, such a marvel and a novelty to both listeners and station owners that the publicity, or income-producing end of radio broadcasting, was not taken seriously. I smile when I recall the conduct of my first station, a small affair over in Guadalajara, covering the west coast back in 1923 or 1924. Radio broadcasting was a *service* to the listeners, provided for their enjoyment, at our expense! It never occurred to us to sell time. Until a year or so ago, practically every station owner was like a kid with a new toy that provided endless surprises. Concerts and paid time were still of an experimental nature. So naturally the listening public preferred the U. S. stations for their entertainment, even though they didn't understand English.

But everyone felt the need of *Mexican* stations, with announcements that the listeners could understand, and with concerts made up of their own music. There is a broad gulf between the musical preference of the Anglo-Saxon and the Latin races. The listeners were fed up with 90 per cent jazz programs from U. S. stations. But they were also fed up with their own stations, which used largely mediocre artists with little or no training or broadcast work, with improvised announcements, long waits between the musical numbers and the announcements, ordinary orchestras, and transmissions clouded by motor generator and other such noises.

In the latter part of 1929 and during 1930 a number of new Mex-

ican stations went on the air. Three of them were built by our own organization, with the frank purpose of increasing sales of Victor receivers. I'm not going to state how many radios were sold by Victor dealers in Mexico in 1929 and 1930, or by our energetic competitors, but it is conservatively estimated that the number of receivers in Mexico has been multiplied five times since the summer of 1929. Today there are well over 250,000 radios in daily use in this little land south of the Rio Grande. And that number is increasing by leaps and bounds.

A small number of receivers, you will say, in comparison to what we find in the thickly settled portions of the U. S.? True, brother, true. But an investigation will prove to you that these 250,000 Mexican families with radios are the people that the manufacturer wants to reach, for in the great majority they are the people with money to spend. The purchasing power of the radio-owner in Mexico is on the average far larger than that of the set owner in the U. S. These radio listeners are the consumers of imported articles of all kinds—champagnes and fine liquors from Europe; soaps, shoes and hosiery, clothing, food-stuffs, cigarettes, typewriters and office appliances, and even butter, from the U. S. The best is none too good for them, and they are, for the greater part, disposed and accustomed to favor the imported article.

The competition of the new stations has caused the older ones to fall into line by improving their own facilities, and there are now enough well-equipped stations to give the advertiser good coverage in most parts of Mexico. And the advertisers have not been slow to make use of this new medium.

I WISH I had the space to tell you of some of our experiences. How a soap manufacturer in one of the cities couldn't seem to introduce his laundry soap until he tried the radio. Today he supplies every store of any importance in the region he controls, as a result of a three months' campaign of a half-hour weekly.

How one of the brewers in Mexico City didn't believe in radio pub-

(Continued on page 38)

February, 1931

## BROADCASTING A WASHING MACHINE DEMONSTRATION



Miss Crane, the Automatic Duo-Disc, and a match.

“MORE quiet than the breaking of a match,” is the manufacturer's claim for the Automatic Duo-Disc washer. To prove it, he broadcasts a weekly radio demonstration, conducted by Miss Martha Crane, well-known home economics expert.

Following the opening announcement and a song from the Duo-Disc Duo, Miss Crane asks her listeners to identify three sounds that might be heard in any home, such as a door-bell, vacuum cleaner, ticking clock, egg-beater, breaking match, etc. Then, asking the audience to listen carefully, she turns on the motor that runs the washer and then the washer itself. Turning them off, she says:

“All right, let's begin our Radio Listening Test. In just a moment I'm going to ring a gong that will tell you that the Automatic washer is actually in operation. When you hear the sound of this gong, look at your clock or watch and write down the time indicated. Then, we'll have the Duo-Disc-Duo entertain us with a song while the washer continues to operate and shortly after they have finished singing I'm going to turn off the Automatic washer and I want to see if you can tell the exact number of minutes and seconds, you think the washer was

running. When you have checked the time, write down on a card or letter the number of minutes and seconds and mail your cards or letters to the Automatic Washer Company, Radio Department, Newton, Iowa. Every woman who guesses the *exact* number of minutes and seconds the Automatic washer was operating will receive a very handy and useful household prize. Now, I'm going to turn on the electric motor (*turn on motor*). Remember, when you hear the gong you will know that the washer itself is in operation. Are you ready (*sound gong as washer is put in operation*)? The Automatic Duo-Disc washer is now running. Listen real carefully and keep your attention on the clock.”

The harmony team sings another song while the washer is running, after which Miss Crane resumes:

“The Automatic Washer is still running. Listen closely and see if you can tell when you think the Duo-Disc Agitator is turned off. Check your time carefully from the sound of the gong until you think the washer is no longer operating. I am going to turn off the Duo-Disc Agitator in the next half minute (*pause one-half minute during which washer is turned off*). During that last half minute I turned off the Automatic Washer. Could you tell when it stopped running?”

In the concluding announcement

(Continued on page 20)

# GILMORE Radio Circus Boosts Gasoline Sales 9500% in Three Years

Says Chet Crank

Vice-President, BOTSFORD-CONSTANTINE COMPANY

“DOWN, Gilmore, Down!” is the command, but all the while the frisky young lion refuses to obey and up and up go the sales.

Founded in 1903, the Gilmore Oil Company was just one of a couple of dozen small independent companies selling gasoline in Southern California. That is, up until three years ago.

Today it ranks in importance with the three major companies in distribution of gasoline, and through 3,500 outlets along the entire Pacific Coast it sells 100,000,000 gallons of Gilmore Blu-Green Gasoline a year—9,500 per cent increase in sales volume in three years—a record no doubt, and a tribute to the effectiveness of radio broadcasting, properly applied. And Gilmore is still an independent.

“Down, Gilmore, Down!” is the catch line in the Gilmore Circus—the words of the lion tamer and ring master following the terrorizing roar of Gilmore, Monarch of all, the feature of radio’s “big top.”

Around the lion head trade mark of the Gilmore Oil Company the Circus was created. Today “Gilmore” in person appears in many a zoo in the West and goodness only knows how many family pets of the canine and feline species strut about under that cognomen.

Now for the facts. Three years ago, the writer, entrusted with the publicizing of Gilmore products, created the Gilmore Circus, which was released each Friday night over Station KNX, Los Angeles. Later a series of side shows were created and several other local stations were used.

For the first few months it was doubtful if the Circus would endure. Stunts were experimented with in the side shows, and out of them came the Blu-Green Gas Song—the longest song in the world.” This accomplished our end. It tied

the public in with the program, gave the people a part in it. It brought customers to the gas stations and won the good will and enthusiastic support of the dealers.

The Blu-Green Gas Song is only an air and a chorus, for which the public is invited to write verses. As an inducement, three prizes of \$5 coupon books are offered each week for the best three verses submitted. These three new verses are sung and the authors’ names mentioned on each program.

The verses are then added to the song. To date more than 25,000 verses have been received, which we believe justifies our calling the Blu-Green Gas Song the longest song in the world. On the average, 250,000 copies of the song are printed each month and sent to dealers, who have special containers from which their customers can help themselves to the song.

Every verse submitted is acknowledged on a picture post card portraying some character in the Circus troupe. The acknowledgment appears to be hand written and reads as follows:

Dear Friend:

You are to be complimented on the clever verse you sent in for the “Blu-Green Gas Song” and it came near winning one of the three prizes. Try again, you have a good chance to win. Also accept our thanks for your interest in the Gilmore Circus.

EARL B. GILMORE,  
President, Gilmore Oil Co., Ltd.

The Gilmore Circus became popular in the Pacific Northwest, and although the Gilmore Oil Company operated only in Southern California, so many inquiries about Blu-Green Gasoline flowed in that it was decided to invade this new territory.



Containers for the “Longest Song in the World”, displayed by Gilmore dealers.

To effect a more thorough radio coverage, the Pacific Coast Chain of the National Broadcasting Company was added. The Gilmore Circus is now released over KNX on Tuesday and via the NBC on Saturday evenings.

The Gilmore Circus is used as a theme for the advertising in other channels too. A poster with the picture of a typical American boy putting his pet dog—disguised as Gilmore the Lion—through a course of sprouts and saying “Down, Gilmore, Down!” is featured. The same illustration becomes a unit in the newspaper advertising.

In order to create a unique radio personality, all talent for the Circus is on the direct payroll of the Gilmore Oil Company and cannot be heard on any other advertiser's broadcast.

AFTER three years, it was thought that the Circus might be losing its hold, so a questionnaire was sent out to 20,000 people. The replies totaled 68 per cent and disclosed that 91 per cent of the people urged the continuance of the program. Six per cent wanted it stopped and three per cent failed to commit themselves. Another indication of the popularity of this program may be found in an advertisement of a Vancouver radio dealer, which featured the Gilmore Circus as a good reason to own a radio.

The results of this radio advertising are likewise reflected in the phenomenal increase in sales of Gilmore Blu-Green Gasoline in the three years since the broadcasting was inaugurated—nearly one hundred times as much.

The initial appropriation for radio advertising was \$272.50 a week for 13 weeks. In 1931 the Gilmore Oil Company will expend \$150,000 for this form of advertising, using KNX, the Pacific Coast NBC net work and the Don Lee-Columbia Pacific Coast hook up. A new and original program has been created for use over the latter. It is called “Gilmore College Daze” and will advertise a new Gilmore product, Gilmore Lion Head Motor Oil.

“Gilmore College Daze” features an individual college each week, portraying campus activities, traditions,

# DOWN! GILMORE DOWN!



GREATER GILMORE CIRCUS  
SATURDAYS: 8 p. m. to 8:30 p. m.  
KFO - - - San Francisco  
KFI - - - Los Angeles  
KGW - - - Portland  
KOMO - - - Seattle  
and FRIDAYS: 9 p. m. to 9:45 p. m.  
KNX - - - Hollywood  
(After December 26th, every Tuesday  
8:00 to 8:30 p. m. instead of Friday)



629-G

## GILMORE BLU-GREEN GASOLINE

THE ONLY PREMIUM GASOLINE  
• • • AT NO EXTRA COST

Gilmore's radio slogan is featured in all of their printed advertising.

• • • QUICK STARTING



### and Gilmore Sales Go Up and Up!

Everywhere you go you hear it—“Down Gilmore, Down!”—It is the popular line from the Gilmore Radio Circus.

Everywhere you go you hear—“I use Gilmore Blu-Green Gasoline”—It is the fastest selling, most popular motor fuel on the Pacific Coast.

People like the Gilmore Circus because it is the best show on the air. They use Gilmore Blu-Green Gasoline because it is the best gasoline... actual use proves it to you.

It does everything that any good gasoline can do and more. It Removes Carbon! It starts Quick! Try it for a few hundred miles exclusively—you'll be surprised.

### Portland Program Ban Lasts Only Four Days

RADIO programs are news that the public wants. This fact was discovered last month by the publishers of the newspapers of Portland, Ore., according to a story in *Editor & Publisher* for January 24, which reads as follows:

“After less than a week of publishing radio broadcasting programs only on the basis of paid advertising, Portland newspapers have resumed their publication as news.

“Concerted action in putting radio program announcements on a paid basis was taken by Portland papers beginning with their issues of January 16. As a result the printing of programs was limited to the stations in which the individual papers had a direct interest. Programs for these stations appeared in display space in the papers with which they were affiliated. The demand for publication of all Portland station programs was so insistent, however, that the publishers reconsidered their decision and on January 21 they were back on their former basis.”

history, famous alumni, college songs and yells, with a group of Lion Head hunters “mascotted” by Gilmore.

A tie-up is made with alumni associations and college publications and a special poster announcing the colleges to be featured during each month is prominently displayed at all dealers. To secure local enthusiasm and a local audience when a Pacific Coast College is featured, the territory around the college is placarded with posters announcing the date, which are printed in the colors of the college to be featured.

This program is too new to comment on it at length, but it has been generally accepted as successful and has already proven extremely effective in lining up distribution and consumer demand for Gilmore Lion Head Motor Oil.

# Radio Introduction Wins Immediate Welcome for TASTYEAST

## Broadcast Campaign Gains Wide Distribution for New Food-Confection



Cover of a folder inserted with sample.

THE remark is often heard that radio is a good secondary medium, fine for putting the finishing touches on to a campaign in newspapers and publications, but that alone it isn't worth very much. Others will tell you that radio is a complementary medium, excellent for use in conjunction with printed advertising and worth perhaps half of the appropriation, but that using radio alone is a dangerous procedure.

Part of the time—maybe most of the time—the wisest use of radio is alongside of a newspaper or magazine campaign. Probably the wisest use of any advertising appropriation is to split it between several media, each tying in with and helping out the others. But it is also true that

radio—like any other primary medium—can on occasion do a pretty good job all by itself, without any outside assistance. A made-to-order illustration of radio's ability to stand alone is the story of the Green Brothers Company of Springfield, Mass., and their food-confection, Tastyeast.

Tastyeast is a five-cent bar of chocolate-coated chocolate fudge containing all the recognized nutritional benefits of yeast but without the slightest taste of yeast. It seemed obvious that this product, therefore, offered to many people a remarkably pleasant way to take into their systems the liberal vitamin "B" content which scientific authorities had convinced the public was essential. The question then was how to place these facts before a sufficient number of consumers.

In 1928 and 1929 a campaign confined to newspapers and publications had failed to produce satisfactorily. A sizeable sales force contacting the chain stores, jobbers and independent dealers had been unable to pay for itself. The sales force therefore was dismissed; the client disinclined to spend further in media which had disappointed him. Radio therefore was the one road which could be used to attain the hoped-for goal. So radio it was that Dowd & Ostreicher, Lowell, Mass., agency to whom the Green Brothers had brought their problems, recommended.

They decided to conduct a test radio campaign over Westinghouse stations WBZ in Springfield and WBZA in Boston. Two fifteen-minute periods were chosen in pref-

erence to a single half-hour program because it was felt that fifteen minutes was sufficient time to tell the complete story of Tastyeast in addition to presenting a program of merit and distinction. The nights originally chosen were one early in the week and one late in the week. The hour 7:15 p. m. was used to insure an audience of children as well as grown-ups, since one of the major appeals of Tastyeast is to the youngsters.

Arrangements were made with a male trio, amateurs who had considerable local reputation, and they were put on the air under the name of "The Tastyeast Jesters—Pep, Vim and Vigor." The three sang together and Vim told stories in a Swedish dialect. A signature song was composed to introduce and conclude each program. Since in the case of Tastyeast tasting was believing, the announcement was made in each broadcast that two bars of Tastyeast would be given free to each person writing in requesting the gift. Each letter, it was specified, was to contain the name and address of a favorite candy dealer.

The first broadcast by the Tastyeast Jesters went on the air January 3, 1930. The second was January 6th and from these first two broadcasts through stations WBZ-WBZA the surprising number of 720 letters was received. The second week produced 1,460 letters. It was then that Green Brothers Company, who had contracted for only 13 weeks, concluded that radio was the advertising medium for Tastyeast and signed a contract for 52

(Continued on page 40)

# NOW Is the Time to BROADCAST

Wise Advertisers Find *ON THE AIR*  
Means *OUT OF THE SLUMP*

Says Harold S. Matthews  
Merchandising Counsel

**M**EN responsible for the success of advertising plans are asking themselves the following questions:

Is this a good time to use radio advertising?

If so, what is the most popular kind of radio program today?

If a popular program is used at this time, what results should reasonably be expected?

Let us examine those conditions which bear upon this inquiry this winter of 1931 and determine whether they are favorable or unfavorable for radio advertising.

Everyone will admit the following facts: Sales of luxuries have fallen off, as has amusement attendance. Bargain prices are widely resorted to in order to move competitive merchandise. Purchases are from hand to mouth. Commodity prices are the lowest in years.

Yet in the face of all this, banks are bursting with money. A recent reliable report states deposits of the 100 largest banks in the United States have increased more than three hundred millions in 1930. Without doubt there is much money being saved. What is needed is a way to release these savings for the purchase of merchandise and commodities. The best way to start money moving into commercial channels and thus quicken the pulse of business is through the lure of good advertising.

The immediate problem of every business at this time is to maintain and increase sales. It may be observed that the firms now gaining solid footholds are today's determined advertisers. It may also be observed that in most cases radio

plays an important part in their advertising campaigns.

Consider these facts: It is known that, on the average, about 15 per cent of those usually employed are not now working. That leaves 85 per cent of the people usually employed who are working and saving the money referred to above.

Where do the 15 per cent who are unemployed spend their evenings? Those who have homes are there. Where do the 85 per cent who are employed spend their evenings? Far more of them than during normal times are also at home. Very few are patronizing places of amusement. Two years ago considerable numbers were spending money on theaters, movies, parties, night clubs and in many other ways. Today they are learning the lesson of thrift. Values have become important.

These winter evenings the family is at home. Fully 55 per cent of the 85 per cent who are working have radio receiving sets in their

homes. These are working overtime providing entertainment. Anyone may observe this fact.

Families owning radio receiving sets do the major portion of buying in every community. Their purchases of merchandise and services of every kind are constant and considerable. Their patronage is vital to every ambitious business. This group of radio owners is the group which owns most of that money deposited in the banks. These families also own most of the real estate, mortgages, bonds, stocks and other properties. After all, it can't be such a bad economic outlook as some would believe. Somewhere these conditions present an opportunity and the radio public seems to be it.

The successful business man is necessarily an opportunist. But he is notoriously self-reliant, as well. He uses his own judgment. He takes little for granted. He wants to know for himself. Doubtless, that is why he is successful.

In the buyer of radio advertising these qualities are more than usually important. Satisfactory statistics are still far from complete and do not always supply the desired information. The executive responsible for advertising results, especially in these times when the value of advertising that really sells is very great, will find it well worth his while to do a little first hand research.

Let him spend a few evenings visiting apartments, ringing doorbells and, on one pretext or another, finding out what programs people are listening to. Let him keep a record of his findings, which in the ag-

(Continued on page 42)

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## survey--

**A** SURVEY recently made by Station WORC, Worcester, Mass., disclosed the following:

64.3 per cent of the night time audience listens in the morning and 76.4 per cent in the afternoon.

Ted Hill, director of WORC, has long advocated the use of afternoon time for commercial broadcasts and the results of the survey confirm his opinion that afternoon time, with day time rates, represents a "buy" which deserves study by prospective advertisers.

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# DIFFERENT Programs

## Make Friends for the Sponsor and Sales for His Products

Says Carter H. Holland

“FIND us something different” is the cry of the average advertiser who is trying to find a way of making his broadcast advertising more profitable.

The solution adopted by Fairall & Company, Des Moines advertising agency, for its client, the Mid-Continent Petroleum Corporation of Waterloo, Iowa, and Tulsa, Okla., furnishes an interesting answer to this problem. And from every standpoint it has been an outstandingly successful answer as well.

It was observed that the majority of programs on the air consisted of dance orchestras, jazz bands and popular music and it was decided that something in marked contrast to the dance band tempo might be extremely welcome to the radio listener. This seemed especially true for an audience made up largely of farmers and residents in small towns.

This decision resulted in the creation of what is regarded as one of the most popular features now being broadcast in the midwest—the “Rocking Chair” program. This program consists largely of old time melodies, hymns, sentimental songs and ballads which passed out of the popular song book a generation or more ago. The programs are presented by a five piece orchestra, augmented with several tenor solos during each period. The numbers include such selections as the “Old Rugged Cross,” “When You and I Were Young, Maggie,” “Ben Bolt,” “In the Garden,” and “Sweeter as the Years Roll By.” These are played in moderately slow tempo so that all the beauty and harmony of the music is brought out and so that the program appears in marked contrast to the average music heard on the air.

Rocking Chair programs were in-

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### punctuality--

PUNCTUALITY is one thing, but radio men at Columbia who customarily figure in seconds were amazed when Howard W. Haggard, M. D., showed them his script for the Eastman Kodak program on a recent Sunday. So accurate was the doctor's timing of his speech that he had figured the duration of each paragraph down to tenths of seconds!

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augured two years ago over Station WHO, Des Moines. At the end of the first year, when this station conducted a popular questionnaire among its listeners asking them to vote on which was their favorite program, the Rocking Chair broadcasts received more ballots than any other program then being presented.

During the past year, due to the success of the program, officials of the corporation have extended its broadcast to include Station WOC at Davenport, Iowa, and WMT of Waterloo, Iowa.

The half hour from 6 to 6:30 p. m. on Station WHO was formerly used. Then Mid-Continent officials decided to move the program to the half hour from 5:15 to 5:45 on Saturday afternoons, feeling that a majority of listeners reached home by this hour, due to early closing of offices on Saturday, and that it would be almost as effective as the period fifteen minutes later. To date they have been eminently satisfied with the change.

On Station WMT of Waterloo the program is broadcast from 1 to 1:30 on Sunday afternoons. This hour was selected because it was believed there was an absence of out-

standing programs at this particular time and that an unusually large number of listeners could be attracted with the right kind of music. This has proven true.

Three announcements are made on each program, opening, 15 minutes, and closing. The announcements take up Mid-Continent products very briefly. Each announcement features some different product, such as Diamond 760 Motor Oil, NevrNnox Ethyl Gasoline, Diamond 760 Winter Oil, Diamond Kerosene, etc. The product announcements are changed as the season progresses so that they are always timely. A special appeal to farmers, in connection with a special Farmers' Pool Car Sale of lubricating oil, was recently made. Inquiries are followed up by means of literature and salesmen.

All stations invite listeners to suggest old-time numbers that they would like to hear played, and insofar as possible these requests are fulfilled, mentioning the name of the person making the request in each instance. Most requests come in commemoration of birthdays, wedding anniversaries, etc. All these requests are immediately referred by the station receiving them to the Mid-Continent Petroleum Corporation, who send a letter stating that they are glad to broadcast the number requested. Literature which invites them to stop in at the nearest Mid-Continent filling station or garage and try the Corporation's products is also enclosed. This further cements the good will which results from the programs.

“The longer these programs have been on the air, the greater their value has grown,” according to H. C. Wurster, assistant division manager. “The Rocking Chair pro-

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Broadcast Advertising

# *The How and Why of* RADIO CHECKING

*Are Explained by Nate Caldwell*

Manager, BROADCAST CHECKING BUREAU

NOT SO long ago a friend of mine who is in charge of a number of radio programs for an advertising agency happened to be listening to one of those programs at home. Everything was going along quite smoothly and he was congratulating himself on an excellent broadcast when, just as the feature artist of the evening was about to be introduced, the radio set went haywire—or at least that's where he first placed the blame.

But his set was not at fault, for he found he could tune other programs in without any difficulty, although his own program sounded like a phonograph record badly off center. The announcer sounded like one of the more unintelligible train callers, and the guest artist like a nickelodeon baritone.

Checking with the station operator by 'phone, he found that the trouble was not at the station. Through that same station operator he checked with the network and found that the trouble was caused by defective batteries at the originating studio. The trouble lasted for the concluding eleven minutes of a half-hour network program on between thirty and forty stations.

The next day application was made to the network for a rebate of eleven-thirtieths of the cost of facilities, but, because the client's own representatives who had been listening in to the program all over the country failed to report the trouble, the network refused the requested credit on all but the local station on which the program was heard.

Just a short time previous to this occurrence, similar trouble had occurred on another of the network programs handled by the same agency, where a four-and-one-half-minute cut suffered on all but the originating station had been reported by but little less than half of

those which had experienced it—and those which reported the cut had it varying in length from one to six minutes.

A third example was the case of a spot broadcast series of nationwide proportion on which there had been considerable trouble in that several stations shifted time of broadcast without notice and one station neglected to put one broadcast on the air at all.

Examples such as these occur almost daily in connection with large network and spot broadcasts. Yet, until just recently, the radio advertiser has had to depend almost entirely on the reports from the individual station or from his own representatives, both of whose reports were very often inadequate.

All other forms of advertising are checked—in most cases by checking departments set up by agencies themselves. But when it comes to radio, its very nature makes agency checking a very unsatisfactory proposition, because of the necessity of creating a nation-wide organization of technical men at too great an expense.

Recently, to fill this need, there have been organized several checking bureaus offering more or less comprehensive checking service on broadcast campaigns. In searching for a remedy for this need of radio checking, advertising agencies are finding it well worth their while to employ the services of some outside checking bureau, for such a bureau offers them a type of organization they could hardly afford to maintain themselves. In this manner they also obtain reports which are absolutely unbiased, from technically trained men who know what to look for and what to report.

Here is how the checking would have worked on the program referred to at the beginning of this

article, had our organization been handling it. Orders would have been sent to an individual observer located in each city in which the program was presented, advising him as to what program to check, when it was broadcast and what station was carrying it. After verifying this information by consulting the newspaper, the station, or both, he would have tuned in the program of the station about ten minutes before time for the program he was to check was scheduled to start.

Exact opening words and exact time of start would first be noted, together with notations on quality of representation and local reception conditions. Immediately upon noting the "power surge" on the program, he would first have tested his receiver to make sure the trouble was in the station and not in his set. This done, he would then have checked with the station by telephone. Finding that the station was receiving the program in this unsatisfactory manner from the network, he would then have reported his findings, including exact length on the cut, in his regular report mailed in to our office. In addition, the checker in the originating city would have checked still further with the network operating room, ascertaining the exact trouble, if possible, and noting that information down in his report.

In this manner, a complete set of reports, covering every station experiencing the difficulty would have been available to the advertiser, and since the trouble had been sufficiently bad to warrant rebate on the one station, there could have been no argument as to the necessity for a rebate on the entire network. In case of argument, the fact that each report was affidavit-backed from men who were picked for their tech-

*(Continued on page 44)*

## Asks Radio Editors to Name Program

WHAT to name a radio program has puzzled many an advertising manager, and D. F. Southgate, of the Shur-On Optical Company, was no exception. A good name should be descriptive of the program, so that the reader of the program listing will know what to expect if he tunes it in; it should be short enough for convenient listing in newspaper program schedules, and it should if possible be non-commercial, as some newspapers will not list programs bearing trade names. The present title of the program, "Your Eyes," met some of these requirements, but it was far from satisfactory as a description of the program.

Mr. Southgate thought of several alternative titles, but he could not decide which one was best. Then he had an idea. Calling H. C. Goodwin, Inc., the agency in charge of the Shur-On account, he instructed them to send a letter to the radio editors of a number of newspapers printing schedules of radio programs. Here is the letter:

Dear Sir:

In an effort to keep away from the commercial, the Shur-On Optical Company named its program over WJZ and the Blue Network Sunday afternoons at 4:45 E. S. T., "Your Eyes."

This program is presented by an orchestra of twenty-two pieces with a mixed quartet. It is planned to increase the orchestra to about forty pieces.

It has been called to our attention that many radio editors consider "Your Eyes" the title of a talk. As the enclosed continuity will show you, it is far from being a talk and every effort has been made to keep away from reference to the sponsor's products until the closing announcement.

We still wish to leave the commercial thought out of the name of the program as far as possible. We know of no one better to judge than radio editors . . . hence we are writing to several for their opinion.

Enclosed you will find an addressed, stamped envelope. Will you kindly check the title you feel is the best to use?

Simply check the one you like and return with this letter.

Thank you sincerely.

Very truly yours,

H. C. GOODWIN, INC.

Eye Symphonies . . . . .

Eyes in Music . . . . .

## noiseless--

CRACKLEPROOF writing paper, ideal for use before the sensitive microphone, which picks up the slightest sounds and magnifies them to the annoyance of the listeners, has been developed by cotton textile manufacturers. The paper is soft and pliable, although sufficiently stiff to allow folding. Already it has been used by some announcers and radio speakers and it may soon be generally adopted by broadcasting studios. Its price is about the same as good bond paper.

Your Eyes in Music . . . . .  
Eyes in Music and Muse . . . . .  
Musical Tributes to Eyes . . . . .  
Your Eyes Ensemble . . . . .  
Your Eyes Symphony . . . . .  
Shur-On Symphony . . . . .

Letters were sent to 74 editors and 46 replies were received, tabulated as follows:

Eye Symphonies . . . . . 9  
Eyes in Music . . . . . 10  
Your Eyes in Music . . . . . 9  
Eyes in Music and Muse . . . . . 1  
Musical Tributes to Eyes . . . . . 4  
Your Eyes Ensemble . . . . . 2  
Your Eyes Symphony . . . . . 0  
Shur-On Symphony . . . . . 7

Two papers liked the present title best, one suggested Musical Eyes, and the *Boston Globe* said that they listed it as orchestra and mixed quartette.

Although the letter did not produce any outstanding preference for one name or another, it did serve to acquaint the radio editors, and, through them, a large section of the radio audience, with the merits of the Shur-On broadcasts.

### CFCF, Montreal, Joins NBC

RADIO station CFCF, Montreal, Quebec, Canada, has become affiliated with the National Broadcasting Company and will be served with programs of both the WEA and WJZ chains. CFCF broadcasts with a power of 1,650 watts on the 1030 kilocycle channel. This is the second Canadian station to go NBC, as CKGW, Toronto, joined about a year ago.

### WGN Appoints Ryan

QUIN RYAN, veteran sports and feature announcer of station WGN, Chicago, has been appointed station manager, succeeding Henry Selinger, who resigned to become affiliated with the Chicago office of Lord & Thomas and Logan.

## Improved Radio Reception Is Due to Sun-Spot Cycle Says O. H. Caldwell\*

Editor, ELECTRONICS

JANUARY and February so far this year have been periods of exceptional radio reception, confirming the prediction made last year that with the coming "minimum" of the eleven-year sun-spot cycle, radio conditions would return to the halcyon situation of 1920 and 1921, when a little 50-watt station could be heard 3,000 miles.

Now, from all parts of the North American continent, come reports that distance reception this month is at the best it has ever been in the history of modern receiving sets, and is continually improving. Indeed, tests have shown radio reception to be two to five times as good as it was a year ago at this time. Stations are being heard clear across the continent with ease, during the late evening hours. Distant programs now come rolling in with power and clarity which surprises many listeners.

An unexpected consequence of this improved reception, however, has been the increased fading and "mushing" of nearby stations after nightfall, to listeners located within 50 to 100 miles or so, as a larger portion of the stations' sky-wave energy is reflected down again from the Heaviside Layer to conflict with the direct ground wave (which was the only component usually heard heretofore). Fading is caused by the interaction of this night sky wave, and the direct wave, and with more energy being reflected from the Heaviside Layer at points close up to the station, the night-time ring of "fading area" is now brought in much closer than before. This accounts for the complaints of rapid fading and "mushing" of nearby stations which have been frequently heard this winter.

Since the position and condition of the Heaviside reflecting layer depend upon sun spot conditions, and on electronic bombardments coming from our central luminary, the coming minimum of sun spot activity is expected to make long-distance radio reception improve even further during 1931, and to produce still better radio conditions next winter and in 1932.

\*Excerpt of an address before the Midwest Power Engineering Conference, Chicago, February 12, 1931.

### New Kodak Series

THE Eastman Kodak Company of Rochester, N. Y., are sponsors of a new series of talks on medical subjects by Dr. H. W. Savage, titled "Devils, Drugs and Doctors," each Sunday evening over the Columbia chain.

### Food Account to Use Radio

SCUDDER FOOD PRODUCTS, INC. Los Angeles, has appointed Emil Brisacher & Staff of that city to direct the advertising for its potato chips. Radio, newspapers and billboards will be used.

**"THESE STATIONS  
HAVE A 'PREFERRED POSITION'  
WITH LISTENERS.."**



"Why should we use your stations," said the manufacturer, "when we can get practically the same coverage from other stations at lower rates?"

"Now I'll ask one," replied the Westinghouse Radio Station representative with a quizzical smile. "Why did you pay \$100 for that suit you have on when for \$22.50 you could have secured something that would cover the same amount of surface?"

"Seriously, though," he went on, "coverage and bona fide radio audiences are not the same. Just because a station is operating in a certain territory you can't take for granted that it has a real following.

"You can be sure, however, in the case of the Westinghouse stations. They have the power and prestige that makes them the favored spot on the dials of most listeners

in their territories. In Pittsburgh, for example, a recent survey of telephone homes owning radios showed that 48% listen to KDKA most of the time.

"Our rates are based on circulation. Greater power and clearer reception over rich, responsive, and heavily populated areas guarantee this circulation. Advertisers who have compared results say our rates are really low when checked against sales figures and inquiry returns."

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

## WESTINGHOUSE • RADIO • STATIONS

**WBZ-WBZA**

Boston, Mass., Statter Building  
Chicago, Ill., 1012 Wrigley Building

February, 1931

**KDKA**

— COMMERCIAL OFFICES —

Pittsburgh, Pa., Hotel William Penn.

**KYW-KFKX**

Springfield, Mass., Hotel Kimball  
New York, N. Y., 50 East 42nd Street

## BROADCASTING A WASHING MACHINE DEMONSTRATION

(Continued from page 11)

the sounds given at the beginning of the program are identified.

The programs are planned and produced by Rogers & Smith, Chicago advertising agency, under the personal direction of Mr. E. G. Opie, and are broadcast over the Columbia Broadcasting System. In a test series over a local station only 60 letters out of 5,000 received gave the exact time of the washer's operation.

### Mobiloil Concerts Continue Through 1931

THE Vacuum Oil Company, sponsor of the Mobiloil Concert which is heard over an NBC-WEAF network every Wednesday evening, has renewed its contract with NBC on a 52-week basis. The agency for this account is The Blackman Company of New York.

### New La Palina Series

THE new series of La Palina programs over the CBS chain introduces a new team, "Daddy and Rollo," who are to be heard each Tuesday, Wednesday and Thursday evening. La Palina programs have heretofore been exclusively musical. The sponsor is the Congress Cigar Company of Philadelphia; the agency in charge is H. W. Kastor & Sons Co., Inc., New York.

### Old Gold Returns to Chain

THE Old Gold programs, sponsored by P. Lorillard Company, New York, and featuring Lorna Fantin, numerologist, are now being broadcast over the Columbia network. Last year this company sponsored a series of dance programs with Paul Whiteman and his orchestra over this chain and later presented the numerologist over a number of stations as a spot campaign.

# K C R C

1370 KILOCYCLES

**ENID - OKLAHOMA**

Covers the great wheat-belt of Oklahoma and Texas Panhandle.

**THE GOLD SPOT OF THE SOUTH**

RESULTS—Positive and Sure  
Power—250 Watts Daylight  
100 Watts Night

First-Class Sound Reproduction  
Equipment—33 $\frac{1}{2}$  and 78 R.P.M.

Owned and Operated by

**CHAMPLIN REFINING CO.**

Assets more than ten million

H. A. Kyler, Managing Director of  
Broadcasting

## Will Issue List of Advertising Agencies

IN RESPONSE to numerous requests, BROADCAST ADVERTISING will issue a list of advertising agencies in the United States, indicating their recognition by the various publishers' organizations and whether or not the agencies are handling radio accounts.

As this issue comes off the press, delinquent advertising agencies are being circularized the second time for the necessary information.

The list will be sold to radio stations at a nominal price—merely enough to cover the cost of compilation and printing.

### Broadcasting for California Bank

THE Bank of America National Trust and Savings Association, result of a merger of the Bank of Italy and the Bank of America of California, will use radio, newspapers, magazines, trade papers and billboards in its advertising campaign. The Hamman-Lesan Company, Inc., San Francisco, will direct the advertising, beginning April 1.

### Campbell Soup on Air

THE Campbell Soup Company of Camden, N. J., went on the air early this month with a half-hour musical program each weekday morning over an NBC network. The programs are patterned on the evening rather than the usual daytime type of entertainment, and use the signature phrase, "Start your day with music, and start your meals with soup." The F. Wallis Armstrong Company, Philadelphia, is the agency in charge.

### Goldenrod Sunday Morning Program

TO OFFSET the prevalence of religious programs and provide entertainment for the light minded Sunday morning radio fan, the Goldenrod Ice Cream Company of Chicago is sponsoring a series of dance programs at that time each week over WBBM, Chicago.

### Grigsby Succeeds Grunow

THE withdrawal of W. C. Grunow from the presidency of the Grigsby-Grunow Company and its associate, Majestic Household Utilities Corporation, has recently been announced. B. J. Grigsby, chairman of the board of both companies, succeeds Mr. Grunow as president of each.

### CBS Promotions

AT THE January meeting of the board of directors, Edward Klauber and Hugh Kendall Boice were elected vice-presidents of the Columbia Broadcasting System. Mr. Klauber will continue his duties as assistant to William S. Paley, the president, and Mr. Boice, who has been sales manager, becomes vice-president in charge of sales.

## Columbia Appoints Advisory Board

CREATION of a Program Advisory Board composed of Domenico Savino, Toscha Seidel, Howard Barlow and Freddie Rich has been announced by Julius F. Seebach, director of program operations for the Columbia Broadcasting System.

Through the new board the advertisers using this network and their agencies will have available the expert advice of veteran musicians regarding the musical structure of their programs.

"Each man selected for membership in the advisory board," Seebach said, "is eminently qualified in his respective field. All musical programs, whether they be of a popular or classic nature, will be under their supervision. They will work in conjunction with the program operations department, of which they now form a part."

### Murder on the Air

MURDER will out, even on the air, for the Crime Club publications are dramatized six nights a week over a CBS chain by the Eno Crime Club. On Monday nights the Crime Club meets and discusses the murder which has been reported. On the four following nights the crimes are reconstructed and re-enacted, and on Saturday nights the club meets again to arrive at a solution.

### Junket Broadcasts for Children

TWO afternoons each week The Jolly Junketeers are now entertaining the juvenile audience over an NBC network, sponsored by The Junket Folks, Little Falls, N. Y., manufacturers of Junket. The agency handling this account is Mitchell-Faust-Dickson & Wieland, Chicago.

### Elgin Uses WJJD

WITH hourly time signals from its observatory, an organ recital each morning and a skit featuring Bernard Granville each evening, the Elgin National Watch Company Chicago, is telling the audiences of WJJD of that city about Elgin watches. The programs are handled by Lord & Thomas and Logan, in charge of all Elgin advertising.

### New Advertisers at KFJB

RADIO station KFJB, Marshalltown, Iowa, announces the following advertisers who have recently contracted for time over that station: Dixie Oil Distributors, Ames Hatchery, Ames Reliable Products, Thompson Food Stores, Seiberling Singers, Dickinson Seed Co., Callihan Seed Co., Grinnel Commercial Club, Newton Business Men, Meeker Laundry, Marshalltown Junior Chamber of Commerce.

Gene Loffler, continuity writer and announcer, formerly of the Central Broadcasting Company, has been added to the staff at KFJB.

# Stanley

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

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

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

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

## The Stanley Recording Company of America, Inc.

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

*Write for booklet*

KCRC  
KDKA  
KFAB  
KFDM  
KFEL  
KFEQ  
KFH  
KFJB  
KFJM  
KFJY  
KFKB  
KFLV  
KFRO  
KFRU  
KFWB  
KGBX  
KGBZ  
KGIR  
KGKO  
KGW  
KHQ  
KID  
KJAC  
KJBS  
KJR  
KLZ  
KMA  
KMBC  
KMED  
KMOX  
KNX  
KOL  
KOMO  
KOY  
KPRC  
KQV  
KRGV  
KRLD  
KSCJ  
KSL  
KS00  
KSTP  
KTNT  
KTSM  
KV00  
KWOB  
KWG  
KWK  
KYW  
WAIU  
WALR  
WBBM  
WBBZ  
WBCM  
WBEN  
WBEC  
WBRE  
WBT  
WBZ  
WBZA  
WCAF  
WCAH  
WCAO  
WCAF  
WCAU  
WCBA  
WCBS  
WCO  
WCSH  
WDAY  
WDBJ  
WDEL  
WDRC  
WDSU  
WEAN  
WEBC  
WEBR  
WEET  
WFAA  
WFBG  
WFBL  
WFBB  
WFBR  
WGAB  
WGBG  
WGBI  
WGR  
WGY  
WHAS  
WHB  
WHDH  
WHEC  
WHFO  
WHK  
WHO  
WHP  
WIBA  
WIBW  
WIBX  
WII  
WIOD  
WIS  
WJAC  
WJAG  
WJAR  
WJAS  
WJAX  
WJBC  
WJR  
WKBF  
WRBH  
WRBQ  
WRBW  
WKY  
WLBZ  
WLBZ  
WLS  
WLTH  
WLW  
WMAL  
WMBR  
WMC  
WMCA  
WNAX  
WOAI  
WOAN  
WOBU  
WOC  
WODA  
WOR  
WOW  
WOWO  
WPEN  
WPG  
WQAM  
WRAW  
WREC  
WROL  
WRVA  
WSAI  
WSAR  
WSAZ  
WSB  
WSM  
WTAG  
WTAM  
WTAQ  
WTIC  
WTMJ  
WWJ  
WWL  
WFCN  
WFCY  
WFNB  
CHML  
CJGX  
CKCK  
CKGW

## STANLEY

Electrical transcriptions have been broadcast from the radio stations listed above.

## Broadcasting Boom in South, Says NBC Executive

**R**ADIO broadcasting in Dixie is expanding with unprecedented rapidity, declared Frank A. Arnold, director of development for the NBC, on his return from a recent trip of 6,250 miles through the South. Everywhere he found the greatest interest manifested in broadcasting.

"As never before, that area is becoming radio conscious," he said, adding that this is true in the summer as well as winter. Many of the Southern broadcasting stations, as a result of network and local sponsored programs, have solved the financial problems and changed their ledgers from red to black ink, the visitor indicated.

## Agency Reorganizes as Two Firms

**B**Y MUTUAL agreement of the principals, the business of McLain-Simpers Organization, Philadelphia, will be taken over and continued after March 1, 1931, by two newly formed advertising agencies—McLain Organization and The Simperts Company.

## Issues New Catalogue

**C**ONTINENTAL Broadcasting Corporation, Hollywood electrical transcription producers, has issued its third annual catalogue which stresses the new feature of Deacon Brown (Billy Evans) and his Peacemakers' orchestra.

## Broadcast Advertising

### Pays

when released  
over Station

# WRHM

Minnesota  
Broadcasting Corp.

Only station in the  
Northwest operat-  
ing all night. Elec-  
trical Transcrip-  
tion Programs So-  
lleted.

WESLEY BLDG.  
Minneapolis

FARMERS UNION BLDG.  
St. Paul

1,000 Watts      1250 Kilocycles

## Ice Cream Programs on WJZ

**I**GNORING a long established superstition the Breyer-Leaf Boys, a vocal trio with piano accompanist, inaugurated a semi-weekly series of programs over WJZ, New York, Friday, February 13. The Breyer-Leaf Boys are sponsored by the Breyer Ice Cream Company, Philadelphia. The agency for this account is McKee & Albright, also of Philadelphia.

So far as can be determined this is the first time in radio history that a commercial sponsor deliberately elected to inaugurate a program series on Friday, the 13th. This series was originally scheduled to begin Tuesday, February 17, but the client wished to defy tradition and suggested the change in dates.

## United Agency Gets Dye Account

**T**HE United Advertising Agency, New York, has been appointed to handle the advertising for the Paas Dye Company, Newark, N. J., manufacturer of Easter egg dyes. Radio, newspapers and trade papers will be used.

## Adds Evening Program

**A**N EVENING performance has been added to the weekly schedule of the "Pertussin Playboys" program, in addition to the three morning programs over the Columbia network. The programs are sponsored by Seck & Kade, Inc., New York, manufacturers of Pertussin, a cough remedy.

## Allied Program Services

**R**ADIO Varieties, furnishing KFWB, Hollywood, with weekday daytime programs these past three years, is now closely allied with KGER Radio Varieties, which does the same for the Long Beach, Cal., station. The one is headed by Hal M. Ayres, while his brother, Bill Ayres, manages the other.

## Association Elects Ray

**B**ILL RAY, KGER manager, is the new program chairman for the Southern California radio and music trades association. He inaugurated, in February, the custom of having an annual dinner dance instead of the usual breakfast gathering.

## AXEL CHRISTENSEN



### MASTER MIRTH MAKER PIANIST—ENTERTAINER

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

Also the following daily or weekly comedy features:

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

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

## Business Men Cooperate with Station

**N**EARLY 500 Long Beach business houses have cooperated with station KGER in its Monday night ninety-minute prosperity program, which was formally opened by the mayor during the holiday season and which came to an end late in February. Massing all of the station talent into the studio, various business executives have given 3-minute speeches during the series.

## Chicago Agency Moves

**T**HE Evan Leslie Ellis Advertising Agency, formerly of 36 S. State street, Chicago, has announced its removal to new quarters at 400 West Madison street, The Chicago Daily News building.

Several radio broadcasting programs, international in their scope, are scheduled for release within the next few months by this Agency's radio service bureau, according to the announcement.

## New Advertisers at WBBM

**T**HE Humboldt State Bank of Chicago is sponsoring a series of Norwegian programs each Sunday afternoon over WBBM, Chicago. Other new programs on this station include a weekly period of baseball gossip, under the sponsorship of the Prima Company, Chicago, and "Along the C. & E. I. Trail," presented by the Chicago & Eastern Illinois Railway.

## Insurance Company Sponsors Dramas

**T**HE American Mutual Liability Insurance Company of Boston is sponsoring a new dramatic series, "The House Beside the Road," over the Columbia system. The programs are 15 minutes each and are broadcast two evenings a week. The account is handled by N. W. Ayer & Son, Philadelphia.

## Dutch Masters on CBS

**T**HE Consolidated Cigar Corporation, New York, makers of Dutch Master cigars, is sponsoring a new series of musical programs to be broadcast each Friday evening over a CBS network. This new series replaces the well-known "Dutch Masters Minstrels," formerly broadcast over an NCB chain. The agency in charge of the account is Young & Rubicam, New York.

## RCA-Victor Promotes Baker

**I**R. BAKER has been appointed manager of broadcast transmitter sales of the RCA-Victor Company, Inc., Camden, N. J. Mr. Baker has been a member of the transmitter sales department for several years.

## Agency Appoints Mrs. Gould

**T**HE Thurlow Advertising Service, Inc., Boston, announces the appointment of Elaine Westall Gould in charge of radio programs and publications.



# ROYAL BROADCASTING SYSTEMS

---the new coast-to-coast chain of 184 representative stations in the United States and 17 in Canada, especially equipped for broadcasting by electrical transcription. This chain is offered to advertisers and advertising agencies as a medium of the greatest flexibility for Spot, Zone or National coverage. Thru this organization, time may be purchased on one or any number of stations, and rates, coverage and marketing data are instantly available.

EACH STATION IN ROYAL BROADCASTING SYSTEMS IS  
RECOGNIZED FOR ITS EXTENSIVE COVERAGE  
AND AUDIENCE CIRCULATION

*The usual 15% discount is allowed to recognized advertising agencies*

**To Advertisers and Advertising Agencies:**

The facilities of our most modernly equipped recording studios, Artists' Bureau and Program Production Department is at your disposal to assist in serving your clients. Our Artists' Bureau offers the foremost performers from every field of entertainment — radio, dramatic, musical comedy, vaudeville, concert and motion picture. Our Program Production Department includes continuity writers, playwrights, composers, directors who coordinate their knowledge of showmanship in preparing outstanding programs of superior entertainment value and audience-appeal.

**To Managers of Broadcasting Stations:**

*The World in Review*

THE WEEKLY "NEWS-REEL" OF THE AIR  
Trade Mark reg. U. S. Pat. Off.

Available as a Sustaining Feature, or to present to your local Sponsors. One of the most important achievements in broadcast entertainment ever offered to the radio audience. INTERNATIONALLY FAMOUS PERSONAGES, EVENTS OF INTEREST, BANDS, ORCHESTRAS FROM DIFFERENT PARTS OF THE WORLD, INTERESTINGLY PRESENTED IN EACH WEEKLY RELEASE OF A THIRTEEN AND ONE-HALF MINUTE PERIOD. Recorded on 12 inch discs, operating at 78 R. P. M. Rates for exclusive territorial franchise upon request. A folder listing other available features with description of each will be gladly forwarded.

## ROYAL BROADCASTING SYSTEMS, INC.

*Royal International Radio Features*

*Royal Recording Studios*

*Royal Radio Records*

501 MADISON AVENUE

NEW YORK CITY

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# AS YOU

**S**POt Broadcasting enables the Advertiser to “*make up his own chain,*” selecting those strategically-located stations which serve best his needs. It permits your own choice of stations!

You choose just those stations you desire to use, and add stations as you elect! By this method you can make your broadcasting local — regional — national, or international!

Radio Broadcasters of America are specialists in the field of Radio Advertising — and with their strategically-located offices — and Field Service Men travelling from these offices — offer to the Advertiser and Agency an unequalled service in the field of Spot Broadcasting!

## Radio Broadcasters

**RADIO STATION SPEC**

**New York City**

113 West 42nd St. --- Bryant 1452

**Cincinnati**

Enquirer Bldg.

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# LIKE IT

OFFERING *ANY OR ALL* OF THE FOLLOWING SERVICES:

IDEA

CONTINUITY

MUSIC

PRODUCTION

PROGRAM PLAN

TALENT

DIRECTION

SUPERVISION

RECORDING

**A**SSISTING the Agency in the selection of stations best suited to the distribution of the client to reach the desired audiences — R B A is preeminently fitted! It offers also real assistance in merchandising the program to the sales organization of the Advertiser—as well as to the dealers.

R B A contracts for station time and renders additional assistance in the servicing of the program through each broadcasting station retained!

## *of* America, Inc.

**LOCAL REPRESENTATIVES**

**Cleveland, Ohio**

Marketway 4543

**Cleveland, Ohio**

1510 Standard Bank Bldg. --- Cherry 0154

## BUY FACTS, NOT GENERALITIES, SAYS BELLOWS

(Continued from page 5)

on the dial is not particularly important in reaching these 75,000 receiving sets because they are all so close to the transmitters that any of them can be tuned in with relative ease.

About all that is left to consider, therefore, in connection with this 75,000-set circulation in Ramsey and Hennepin Counties is the question of general program standard, but I have no hesitation in saying that you could put Will Rogers or Amos and Andy on any station in the Twin Cities and have just about the same audience no matter which station you selected, so far as purely Twin City circulation is concerned.

As you go farther out, of the four factors I have listed, number one becomes steadily and rapidly more important. Number one, as you will remember, is freedom from direct interference. A rapidly increasing importance likewise attaches to the position of the station on the dial, and the differences between stations in the matter of strength and quality become very much more marked. As you get farther away from the transmitters, general program standard becomes less important for the simple reason that good programs are of no value where they cannot be clearly heard.

**T**O GIVE you a concrete idea of how radio circulation works out, let me summarize the results of a

long series of very extensive tests of the circulation of WCCO, made in 1930, under both day and night conditions. It has such freedom from direct interference as can be provided by operation on one of the forty so-called "cleared channels." This does not mean that it is actually free from interference, as there is always interference from stations operating on either side of one's own wave length. On the forty cleared channels, however, there is no direct interference from simultaneous operation on the same wave length.

WCCO likewise has the advantage of a position just about in the middle of the dial of the receiving set, and while it very urgently wants more power, the fact that it has a standard Western Electric transmitter, brought absolutely up to date, means that within the limits of its present power capacity it is delivering to the receiving sets in its service area a strong and clear signal. As to general program standards, it has the advantage of combining chain programs with local features of accepted interest.

Now let us see what the tests showed as to the circulation of WCCO with all the advantages of operating conditions which I have just outlined. We found that the area of really dependable day and night coverage, the area within which we can say to the advertiser that his program is practically certain to be heard with good quality by anybody who wants to listen to

it, includes 87 counties, representing an area of about 63,000 square miles, which is equivalent to a circle with a radius of 141 miles. In other words, even in Minnesota our absolutely dependable service area does not reach as far as Fergus Falls. In this area of intensive coverage there are approximately 234,300 receiving sets.

There is your real circulation. It is true that outside of this area there is a fairly wide band of generally good reception. Our tests, made on the basis of reception in the different counties, indicate that the areas of intensive and good coverage combined cover about 129,300 square miles, the equivalent of a circle with a radius of 203 miles. Here again, as you can see, we do not by any means cover even the whole of Minnesota; Moorhead, for instance, is actually outside of the radius of even good service.

When you get beyond these two areas of intensive and good radio service, you come to a region in which, for commercial purposes, I regard radio circulation as negligible. This is partly because the listeners throughout this outside territory actually cannot get the station with satisfactory quality and volume, and partly because, even though they can get it, they actually don't. For instance, when you get down into Southwestern Wisconsin, even though WCCO may go in with fairly satisfactory quality and volume, the fact remains that Davenport and some of the Chicago sta-

### Survey---

Included in a handsome brochure just received from W I B W, Topeka, Kansas, are the results of a survey made in October, 1930, to find out what the radio audience of that state likes to hear. Old melodies won first place, followed by old-time dance music, orchestra, vocal, dance band, dramatic sketches, dialogues, and talks, in that order. Incidentally, the survey disclosed the fact that 85% of the farmers and 70% of the small town people are radio listeners. (From "BROADCAST ADVERTISING", Dec., 1930)

# WIBW

## We Have a Copy for You Too!

Just drop us a line right away and we'll be glad to send you a copy of this interesting survey that shows the preferences and program likes and dislikes of Kansas radio listeners.

Better do it today!

— COLUMBIA CHAIN

580 KILOCYCLES —

The *CAPPER PUBLICATIONS*

— TOPEKA, KANSAS —



tions, being much nearer, are heard very much better, and people naturally listen to them.

I have said that in the demonstrated area of intensive service for WCCO, there are about 234,300 receiving sets, and that this is the real circulation of the station. Adding the area of good but not intensive coverage, we have altogether about 376,800 receiving sets, most of which are dependably reached by programs from WCCO. If we take into consideration the four factors I have listed—freedom from direct interference, strength and quality of signal delivered to the listener, position on the dial of the receiving set, and general program standard—and apply them intelligently, it is possible to work out for any radio station in any locality a pretty accurate picture of the circulation in terms of the number of receiving sets.

Let us say, then, that the dependable circulation of WCCO is 234,300 receiving sets. This is the figure which is fairly comparable with the home circulation figure of any other medium which an advertiser is thinking of buying. In both cases,

circulation means simply the assured opportunity for a possible buyer to see or hear the advertising message of the advertiser, and it means nothing more than this. The next question is, how much does it cost to reach each possible buyer?

We may take a half-hour evening program as the unit corresponding in a general way to a full page of newspaper or magazine space. A half hour at night over WCCO, exclusive of talent, taken for one time and consequently without discount, costs \$180. This means that the cost per receiving set in the guaranteed circulation area, the area of absolutely dependable delivery, is 76 one-thousandths of a cent (\$.00076). If we add the sets in the good service area, the cost per set is 45 one-thousandths of a cent (\$.00045).

I want to make it perfectly clear that I am not giving you these figures in any way as tending to show the value of WCCO as an advertising medium in comparison with any other radio station. I am giving you these figures because they are ones about which I can speak

with authority and because, unless we have actual figures to work on, radio advertising is bound to be largely a matter of guess work. You can apply exactly the same method to any other radio station and work out accurately the cost per receiving set within the dependable circulation area.

It is this figure of 76 one-thousandths of a cent per receiving set that you want to set beside the cost figure for any other type of advertising medium. How much does it cost you to reach each home on the circulation list of a newspaper? How much does it cost you to reach each home by direct mail advertising? How much does it cost you to reach each home through the pages of a magazine? Don't think for a minute that reaching the home through any of these media means that your advertising message is going to register. Even with direct mail we all know that most of it goes into the wastebasket without making the slightest impression on the recipient! Only a small percentage of it is really effective. The same is true with every other form of advertising, including radio. What radio circulation means is simply that, in the case I have just given, it costs you 76 one-thousandths of a cent to get a chance to tell your story in each home. Whether or not they will listen to you depends almost entirely on what sort of a story you have to tell and how well you tell it.

Keeping these figures in mind, let us look for just a minute at chain advertising. Here again I shall take the figures for the chain with which I am personally connected, but the conclusions apply with probably slight modifications to our competitor.

According to the Department of Commerce there are about 13,479,000 receiving sets in the United States. Complete national coverage over the Columbia chain includes the use of 67 radio stations. Our entire chain includes 76 stations, but some of them are in Canada and some are alternative stations. About 6,100,000 receiving sets are within the intensive service areas of these 67 stations. In other words, if a commercial program is put on the Columbia chain and all 67 stations are used, the absolutely dependable

# KJBS

SAN FRANCISCO

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

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

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



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

1380 Bush Street

OR dway 4141

# *Wanted...* **VIVIDNESS OF IMPRESSION**

## IN YOUR RADIO BROADCASTING

**T**HIS vividness of impression in advertising is something every advertiser wants. And just as it is important in newspaper and magazine campaigns—so is it important in radio programs.

The very nature of radio broadcasting—the spoken word—necessitates this vividness. The sales appeal needs it. The talent appeal requires it, in order to hold the attention of an audience and encourage it to listen again.

So we present the five-minute broadcast—a treatment of broadcasting that very definitely obtains this desired vividness of impression. We call it to the attention of the advertiser who seeks a form of radio advertising low in time costs, negligible in talent charges, and one the brief snappy appeal of which is impressive and sales-compelling.

Scott Howe Bowen, Inc., representatives of the country's leading radio stations, is ready to present the story of five-minute broadcasting. It is a worth-while tale, the hearing of which will benefit many advertisers. A call or letter to any of our offices will bring this information.

**RADIO  
STATION  
REPRESENTATIVES**

## **SCOTT HOWE BOWEN, Inc.**

CHRYSLER BUILDING, NEW YORK CITY

CHICAGO  
180 N. Michigan Ave.

PHILADELPHIA  
1615 Integrity Bldg.

DETROIT  
1106 Fisher Bldg.

DALLAS  
Baker Hotel

circulation, that is to say, the number of receiving sets which surely can get the program if their owners want it, is 6,100,000. In addition, there are another three and a half million sets which lie in the good but not intensive service areas of these 67 stations.

Now let us see what it costs. Half an hour over the 67 stations on the Columbia chain would cost \$8,432. The cost per receiving set for all sets in the intensive service areas of these 67 stations, in other words, in the absolutely dependable circulation area of the chain, would be 138 one-thousandths of a cent. This, as you will see, compares with 76 one-thousandths of a cent for similar circulation service over WCCO as a single station. The reason why the chain coverage costs rather more is because the powerful stations necessarily have the lowest cost per set, and the figure for the chain is brought up by the number of stations with relatively low power and consequently a much more restricted service area.

Taking the number of sets in the intensive and good service areas of the 67 stations on the chain, we find that the cost of half an hour at night per receiving set is 88 one-thousandths of a cent, again rather more than the local figure, which is 45 one-thousandths of a cent.

In considering national advertising, these figures which I have just given are the ones to check against the cost figures for other types of advertising. It costs you 138 one-thousandths of a cent, with full chain coverage, to reach each set in

the dependable circulation throughout the country. What is the cost per family if you buy a page in a magazine with national circulation? Figure it out and decide for yourself.

**I** HAVE said, and I want to say it over again, that circulation, whether in print or by radio, means only the chance to get your advertising message across. It does not mean and can never mean any certainty that your message will even be seen or heard, much less that it will actually create a definite and favorable impression. Whatever medium you use, the effectiveness of your advertising job depends, first of all, on what sort of a message you have to give and how you give it.

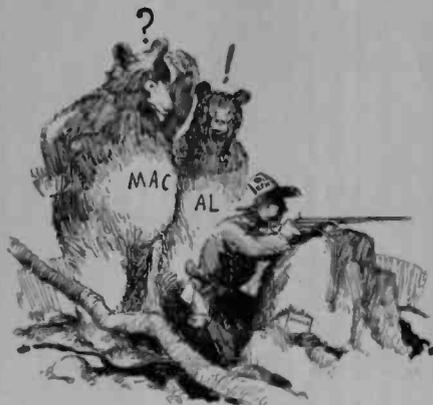
In radio this means programs. I have already said that you can put Will Rogers or Amos and Andy on any station you want and within the physical limits of that station's service range they will get the audience. Nothing makes me more unhappy than to see advertisers spending good money for radio time and then trying to save their pennies on program cost under the wholly mistaken impression that any sort of a program will do. As a matter of fact, it is actually more important to spend money on a good program than to spend money on time. Without the right sort of a program, the purchase of time is sheer waste, just as it would be sheer waste to buy a full page of space in a newspaper and then put the wrong kind of copy into it.

What do I mean by good programs? First of all, I mean a program, no matter what its type may be, which is the best of its class. You can have a splendid program played by a single banjo player, just as you can have a splendid program played by a symphony orchestra. The first test in either case is whether the thing is really well done. The disheartening thing is that most advertisers are content with mediocrity. They will buy a fifth-rate orchestra and think they are getting something, when as a matter of fact the same amount of money spent on a less pretentious but better done feature would give them infinitely better results.

The next consideration is that the program must be adapted to the advertising message it is intended to convey. It would manifestly be absurd to hire a symphony orchestra for the sole privilege of announcing, after a movement of a Beethoven symphony that the Smith & Jones Department Store is putting on a marked down sale of pants at \$2.95. This sounds silly, but I have heard almost equally silly things done over the radio.

Message, program and audience vary greatly with the time of day. The audience in the early morning, before the children get off to school and the man of the family starts for his office, is quite different from the audience during the remainder of the morning hours. The audience at noon is again quite a different thing. At noon the city audience is relatively small, but in the small towns and in the country, where

## ... and take McAleer Polish



There's an outstanding product with excellent distribution in the Wichita area . . . dandy recorded program too. But the dealers are not getting the benefit from the broadcasts because **K F H is the only station that can guarantee coverage in the rich Wichita territory.**

Now . . . if the McAleer people would call Campbell-Ewald . . . and Campbell-Ewald would call Scott Bowen . . . and Scott would wire K F H for a reservation . . . then . . . Everyone (including over a million listeners) would be happy.

**RADIO STATION K F H, WICHITA, KANS.**



# In the Best of Company

**I**N radio, as in no other advertising medium, your product is known by the company it keeps. As the outstanding choice of both local and national advertisers, WBBM lends to your message the prestige that comes with the association with leaders. Here is a list of those who have chosen WBBM to carry their message to Chicago and the Midwest:

## List of Outstanding Advertisers

American Maize Products Company	Humboldt State Bank
American Mutual Liability Insurance Co.	P. Lorillard & Co. (Old Gold)
The Charles Arnao Co.	Los Angeles Chamber of Commerce
Arzen Company	Lutheran Laymen's League
Barnsdall Oil Co.	Marmon Motor Car Co.
A. Bourjois & Co., Inc.	Metro Loan Co.
E. Burnham, Inc.	Martin Senour Co.
Baldwin Piano Co.	Manhattan Soap Co.
Borden Ice Cream Co.	Miller & Co. (Furs)
Lewis E. Bower	Mountain Valley Water Co. of Ill.
Sally Brown Company	J. W. Marrow Mfg. Co.
Charis Corporation	McAlear Co.
Chevrolet Motor Co.	National Biscuit Co.
Climalene Company	Nannette, Inc.
Consolidated Cigar Corp.	O'Cedar Corporation
Cudahy Packing Co. (Old Dutch Cleanser)	Penick & Ford, Ltd.
Curtiss Candy Co.	Pebeco (Toothpaste) Lehn Fink Products Co.
Daily Times	Pequot Mills
Dashiell Motor Co. (Dodge)	Peoples Furniture Co.
Jose Escalante & Co. (Corina)	Paramount-Publix Corp.
Forhan Co. (Toothpaste)	Prima Co.
Robt. P. Gust, Inc.	Price Flavoring Extract Co.
Goldenrod Ice Cream Co.	Radio & Television Institute
Barbara Gould, Inc.	Royal Blue Stores
General Mills, Inc.	Royal Typewriter Co., Inc.
Graham-Paige Motors Corp.	S. M. A. Corporation
Graybar Electric Co.	Otto Schmidt Products Co.
Hyo-San Laboratories	A. Stein & Co.
Geo. A. Hormel & Co.	Dr. Strasska's Toothpaste
Hillerich & Bradsby	Street and Smith
	Wallace Pencil Co.
	Wyle Hat Co.

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*The Air Theatre*

**WBBM** CHICAGO

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

people have noon dinner at home, all the radio sets are turned on. In the early afternoon you have still another audience, made up to a considerable degree of women's clubs and similar organizations.

Late in the afternoon the children come home, and between 4:30 and 6:30 the character of the audience changes every 10 or 15 minutes. Then you have the audience at dinner time, which is quite different in its tastes from the audience which more or less settles down to the business of radio listening between 7:30 and 10:00. Around ten o'clock, by which time the children are all in bed, their elders begin to follow them, and you have an audience consisting largely of young people with a plentiful sprinkling of habitual radio fans.

All of this is to be carefully considered in building a radio program. What sort of an audience do you want to reach with your advertising message? Having decided that, what time of day or night gives you the best chance to reach them? What type of program does the listener at that particular time most enjoy? How can you give him some-

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February is the shortest month in the year—but one of the best for business if you use

# WDAY

FARGO, N. D.

for your radio broadcasts

# WDAY

offers you consistent coverage at all times in all of North Dakota, South Dakota, eastern Montana and western Minnesota, as well as in the City of Winnipeg—population 225,000,—and several Canadian provinces.

WDAY, INC.

Fargo, N. D.

940 kilocycles 319 meters

100% modulation

1000 watts

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thing which has distinction, and at the same time is within the reasonable limits of an advertising budget?

Here is where radio is looking to the advertising profession for more and better work. Until a year or so ago, the advertising people left this whole business of program planning pretty much up to the radio station. I have no hesitation in saying that the main reason for the marked increase in radio advertising during 1930 over 1929 was due primarily to the tremendous advance in intelligent work in the radio field done by the leading advertising agencies.

There is, however, a long distance still to go. I know from experience that a successful radio advertising program need not cost a great deal of money, but if you don't spend money on programs you have got to make up for it by spending a lot of brains. Plenty of brains plus plenty of money for talent will give you the ideal radio advertising program; plenty of brains plus a little money will give you a good program; plenty of money plus no brains will probably give you nothing at all, and when you combine no money and no brains you are getting less than nothing, you are doing positive harm.

One more thing about radio programs. What counts more than anything else is individuality. That is why I say that brains in program construction are so much more important than anything else. The trouble with many advertising programs is that they have no real character of their own.

And so, in the end, radio advertising presents exactly the same problem as any other form of advertising: the expression of the advertising message in the right way. Don't let people lead you to think that advertising by radio is something different. Its problems are the same, and its value depends solely on how much you can get for your dollar through this medium as compared with other and competing ones.

Don't let anyone tell you that there is any sales value in a letter from a 10-year old child asking an orchestra advertising Lincoln cars to play "Bye Bye Blues." There isn't. Whether you are advertising Lincoln cars or toothpaste, you are do-

ing it to promote sales. If radio does this to a satisfactory degree in proportion to what it costs, it is a good advertising medium; if it fails to do this it isn't.

What I want to urge on all of you, therefore, is to get just as far away as possible from all the vague talk about institutional prestige, and fan letters, and things of that kind, and handle your radio advertising with the same intelligence and the same sound judgment which you apply to all other forms of advertising. In other words, pick your media according to the definitely ascertainable facts; build your programs with the same ingenuity and skill which you use in preparing your copy and illustrations, and then judge of the effectiveness of your work, not by what the second cousin of the great aunt of the wife of one of the directors of the company thinks of the musical quality of the program, but by whether or not it produces sales.

### Camel Adds Stations

SIXTEEN additional stations have been added to the NBC network broadcasting the Camel Pleasure Hour each Wednesday evening, making a total of 36 outlets. The program is now broadcast twice, from 9:30 to 10:30 and from 11:15 to 12:15, Eastern Standard Time. The program is sponsored by the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., maker of Camel cigarettes. The agency is N. W. Ayer & Son, Inc., Philadelphia.

### Shoe Company to Spend \$100,000 in 1931

AN ADVERTISING appropriation for 1931 of approximately \$100,000 has been allotted by the Freeman Shoe Corporation, Beloit, Wis. Weekly broadcasts over WMAQ, Chicago, and KDKA, Pittsburgh, and space in the *Saturday Evening Post* are now being used. The campaign is handled by Klau-Van Piersom-Dunlap-Younggreen, Inc., Milwaukee.

### Pens and Pencils Broadcast

ADVERTISING for the Le Boeuf Fountain Pen Company, Springfield, Mass., maker of Pilgrim pens and pencils, is being placed in newspapers and with radio stations by the Porter Corporation, Boston agency.

### Uses Radio in Southwest

RADIO and newspapers in California and Arizona are being used by the Golden Poppy Products Company of Los Angeles. G. F. Glasser, Los Angeles agency, is in charge of the account.

*Broadcast Advertising*

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# TIME IS MONEY!



OUR SERVICE  
TO AGENCIES  
AND ADVERTISERS

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

SAVES  
TIME  
MONEY  
AND OVERHEAD  
EXPENSE

*We invite you to ask  
for further information.*



## A. T. SEARS & SON, INC.

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

520 North Michigan Avenue, CHICAGO

Cleveland: C. A. THOMPSON, 850 Euclid Avenue

## RADIO SERIAL SELLS COFFEE

(Continued from page 7)

those who read them. A salesman inadvertently left a few Folgeria tickets in a small store across from a school. Two of the children found them and took them back to the school. As soon as school was over a horde of children descended upon the store, clamoring for Folgeria tickets. In this particular instance the salesman reports that the storekeeper was not particularly pleased with the idea.

The radio public has come to accept the cast of characters in Folgeria as real people, and requests from newspapers for pictures of Folgeria players in costume have been frequent. The players were costumed, motion picture sets were obtained and still photographs were taken. These are released to the newspapers each week, and because of the interest and action they contain, they are almost invariably used.

Of course, the resulting publicity is of priceless value.

In order to tie up the sales effort with the weekly broadcasts, the salesmen were divided into two groups, Juniors and Seniors, and a radio set offered to the largest poundage producer in each group. Bulletins were sent out to the men each week showing their standing in the contest and reprinting the news of the week in Folgeria.

Window display material and store counter and price cards were built around the Folgeria idea, and mention of the radio program is carried in each newspaper advertisement. Newspaper space is so arranged that it will run the same day as the radio program.

The net result to the Folger Coffee Company has been a substantial increase in business, despite a year of unusual depression and competition. The fact that Folger's is a strictly quality coffee with no price appeal makes this record of achievement all the more unusual.

In the Folgeria cast of characters, the two comic detectives, Black and Blue, instantly caught the public fancy, probably because they are exceptionally funny and the radio audience likes humor. The Folger Company sensed the value of these characters and is having a special act written for a daily radio feature, to be presented in addition to Folgeria. "The Adventures of Black and Blue" made its initial radio bow as a distinct feature on January 5th, and these two "detectives" are to be heard for fifteen minutes each day over the Don Lee California chain.

From a modest beginning, using three-minute daytime announcements, the Folger Coffee Company has developed in six months' time to the point where it now sponsors an elaborate night-time chain feature, and in addition has now added still another feature to be released over the chain each day. All of which seems to indicate that radio sells merchandise if properly used—and properly backed up.

### Radio Weekly Newsreel

RADIO is about to have its own newsreel. Royal Broadcasting Systems, Inc., has just announced its new "World in Review—Weekly Newsreel of the Air," which is now available to stations throughout the country as a sustaining program. Celebrated personalities, interesting events of the day, bands and orchestras from different parts of the world will be included in this weekly feature. Recording will be done on 12-inch discs, operated at 78 r.p.m.

### Ralph Atlass Leaves WBBM

RALPH ATLASS, vice-president and general manager of WBBM, Chicago, since its start, has retired from the company and sold his interests to the Columbia Broadcasting System, already part owner of the station. His brother, Leslie Atlass, continues in charge. Ralph Atlass recently bought station WLAP, Louisville, Ky., and it is believed that this and other interests will keep him from leaving the field of radio altogether for some time.

### Anthracite Producers to Broadcast

RADIO and newspapers will be used in the new advertising campaign of the Arkansas Anthracite Producers Association, with headquarters in St. Louis. The account is handled by the Emery Advertising Company of that city.

## EVERY PROGRAM SPONSOR

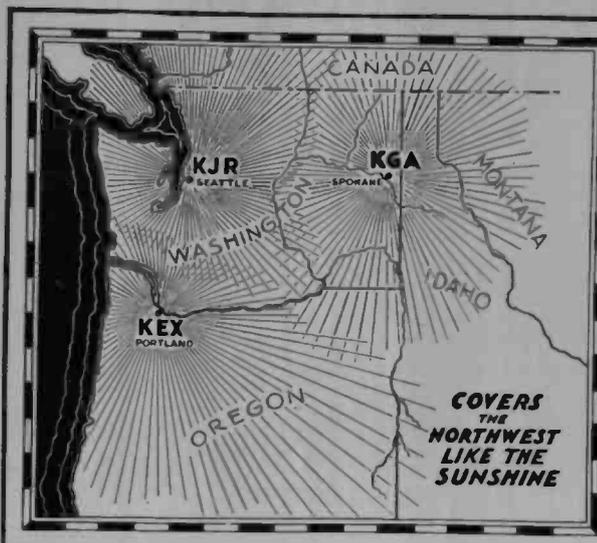
should subscribe to the

### Heinl Radio Business Letter

Insurance Building

Washington, D. C.

SEND FOR SAMPLE COPIES



NORTHWEST'S MOST POPULAR CHAIN

**KJR** — **KEX** — **KGA**

SEATTLE  
970 KCS.

PORTLAND  
1180 KCS.

SPOKANE  
1470 KCS.

**POWER**

INTENSIVE COVERAGE

≈ **5000 WATTS** ≈

REPRESENTATIVES

McELHINEY & ASSOCIATES  
SCOTT HOWE BOWEN, INC.

**NORTHWEST BROADCASTING SYSTEM, INC.**

GENERAL OFFICES, HOME SAVINGS BUILDING, SEATTLE.

## EDUCATIONAL RADIO CAMPAIGN INCREASES USE OF GAS

(Continued from page 8)

the use of radio in bringing their messages before the public.

The musical part of the program is presented by an orchestra of sixteen pieces, one of the largest in New England radio circles. They offer a varied program of new dance tunes, old time heart songs, instrumental novelties, and entire show selections from the old and new musical comedies and operettas. They are assisted by two soloists, a tenor and soprano. During the entire musical program no announcements are made other than the opening of the broadcast and its conclusion. That announcement is merely that the program is sponsored by the Gas Industry of New England.

Between the musical parts of the broadcast is the dialogue. It is here, briefly yet always in character, that the message of the whole broadcast is carried. The present series runs as follows:

The action centers around the Foster family. Henry Foster, the

head of the household, is an old-time reactionary. He had to split kindling, lug water, and what-not in his younger days, and he's proud of the fact. He's not at all in sympathy—at least he says he isn't—with all these modern "doo-dads" that are making people lazier every day. His wife, "Marthy," is a patient, tolerant woman who has had to bring up her family and run her household with none of the modern conveniences. Priscilla Foster, their daughter, is engaged to John Bradley, and they both look forward to the advantages and conveniences which modern appliances are going to contribute to their home and to their standards of living.

This family picture, as it is employed in the dialogue of the program, gives an opportunity to put over very forcefully by implication the tremendous benefits that gas has brought to the home. In fact, each week Marthy comes to the point where she stands up for her rights and gives, in character, a tribute to gas that would put to shame any matter of fact advertising announcement which would otherwise be employed.

At present stations WEEI, Boston, and WTIC, Hartford, are being used every Wednesday night at 7:30 for this half hour program. In the future it is expected that other stations will be added and that the program be given more frequently or its length increased. That, however, will come up for consideration when the new three-year program for 1931-1932-1933 is planned. Unquestionably radio is going to play a most important part in that campaign.

In connection with the broadcasts an offer of a special booklet has been made and a tremendous number of requests for it have been received. There are also hundreds of unsolicited letters of praise for the program itself. Naturally it is difficult to put a finger on any material gain and say that radio, newspaper, or direct mail was responsible for it, but the fact does remain that the growing demand for gas appliances and the increased use of gas itself as reported by all of the member companies is indicative that the combination of the three are bringing in the results.

(Continued on page 38)

# "The Best State for Sales in the Country" •

● A weekly forecast of the United Business Service stated "There are few areas where sales during the next few months will be sufficiently high to approximate last year's levels . . . One of these is Iowa, which we still continue to rate as the best state for sales in the country."

The Valley Area which listens to WOC and WHO is still prosperous! It is the bright spot on the map for the manufacturer with a product that can serve the billion dollar agricultural and industrial market in which these twin stations stand ace high both because of the prestige gained by pioneer service and because they have maintained that leadership with modern quality programs and equipment.

Located in the heart of vast resources, the programs of WOC and WHO reach into the hearts of the homes where buying power is undiminished. Because these stations hold their listeners, they also hold leading national advertisers in a profitable "hookup" with their consumers.

These two popular 5000 watt stations can do a better, quicker job in selling to several million people.

**WOC**  
DAVENPORT

**CENTRAL BROADCASTING CO.**  
FRANK W. ELLIOTT, V. P. and Gen. Mgr.  
Owning and Operating Iowa Radio Stations  
Administrative Offices: Davenport, Iowa

**WHO**  
DES MOINES



## One of the new "hit" programs adding many new listeners for Continental Subscribers . . . .

DEACON BROWN AND HIS PEACEMAKERS at the Hall of Injustice . . . Comedy . . . "Nigger Blues" . . . Spirituals . . . Jazz . . . Pathos. The most entertainment in fifteen minutes you ever heard! Deacon Brown's sermons on Prohibition, Face Lifting, "Avigation," "Two Timers" and other timely topics are classics in comedy and homely wisdom.

Twenty-six programs are now ready and more are being recorded.

Continental Broadcasting Corporation now offers a regular contract program service to radio stations of a large and varied library of radio programs by electrical transcription.

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

# Only one station in each community can get these programs!

THE BIGGEST FEATURES AVAILABLE  
 . . . AN EXCLUSIVE NATIONAL SERVICE  
 AT LESS THAN LOCAL TALENT COST

Here's a real opportunity. Live stations are doubling their audiences, increasing interest, securing new advertisers and strengthening their service to old, with the new Continental Transcription Programs, programs that compare favorably with the finest direct programs on the air.

The merchandising help which is included as part of Continental Service stimulates immediate response for your

station. The *quality* and *variety* of Continental Programs does the rest.

Complete information without obligation will be promptly sent on request. Since this is an *exclusive service* available to only one station in each community it is important to write now before the territory has all been allotted. Your name on your letterhead or the coupon below will bring full data. Hear some of these programs now—then decide.

**COUPON** for  
 your convenience



Continental Broadcasting Corp.,  
 6425 Hollywood Blvd.,  
 Hollywood, California.

Please send full details of your new transcription service and features, without obligating me in any way.

Name .....

Station .....

Address .....

City .....

State .....

They will bear the name **CONTINENTAL**

# To Station Managers-- Advertising Agencies-- Engineers-- Broadcast Advertisers--

For the first time, the proceedings of the annual convention of the National Association of Broadcasters have been compiled in printed form and are available to a limited number of purchasers.

A small portion of these proceedings was reviewed in the December issue of Broadcast Advertising. The full report—a real contribution to the world's literature on the subject of broadcasting—gives the reader an all-around viewpoint of the industry such as can be obtained from no other single source.

These proceedings contain illuminating talks and discussions embracing the relationship between the station, the agency, the advertiser and the station representative. They dwell upon problems such as "Synchronization," "Engineering Problems of Broadcasters," "Acoustical Design of Broadcast Studios" and the "Copy-right Situation."

Only 300 copies of these proceedings were printed. Since many orders are being filled daily, the supply may soon be exhausted. Better order at once.

Price \$5.00 a copy.

Address

**National Association  
of Broadcasters**

National Press Bldg.,  
Washington, D. C.

(Continued from page 35)

Mr. C. D. Williams, secretary of the association, has compiled a list of suggestions that will be of use to other associations who are planning a program of this sort.

"Avoid the one year program," he says. "Sell your product on a three year basis at the least."

"Do your own financing; do not employ professional money raisers.

"Do not load an association secretary or other person with the detail work without additional remuneration. Someone should be employed on at least a half-time basis.

"Do not engage in a good-will or institutional program; make it essentially merchandising in character.

"Do not attempt to sell securities.

"Do not try to sell the idea in a hurry; avoid high pressure selling methods.

"Be sure that full representation is given to all participating interests. Avoid partiality.

"Do not delegate a task to anyone whose qualifications are doubtful or who will not have the support of those above him in the same company organization."

### Appointed Vice-President

J. W. O'MAHONEY, director of the radio division of Smith, Sturgis & Moore, Inc., New York, has been appointed vice-president of that agency.

### Rankin Joins Dad's Agency

ROBERT H. RANKIN has joined the Chicago office of his father's agency, the William H. Rankin Company, New York. Robert Rankin was chairman of the radio section of the international advertising convention at Berlin.

## THE NEW WJAY

CATERS ESPECIALLY TO  
ELECTRICAL TRANSCRIPTION  
PROGRAMS

INTENSIVE COVERAGE  
9,000,000 PEOPLE  
WITHIN RADIUS 150 MI.

NEW STUDIOS AND  
EXECUTIVE OFFICES

1224 HURON RD..  
CLEVELAND, OHIO  
610 KILO.

## MEXICO BECOMES RADIO CONSCIOUS

(Continued from page 11)

licity. A free sample program was offered. He stated that he would reply to every request, both from the states of Mexico and from the U. S., stating that he had three thousand-odd leaflets and small souvenirs. One hour's program in which requests were asked for five times, exhausted his three thousand souvenirs. He had some 3,000 more reports from the U. S., and got "out from under" by replying that articles carrying brewery advertising couldn't be sent to the U. S. owing to the prohibition laws! Needless to say, his brewery is now "on the air" every week.

Broadcast advertising in Mexico finds a ready acceptance with the listening public. There is no "work" connected with listening to broadcast advertising. The habits of the people are sedentary. In a country where so many hours are spent within the home, where there are comparatively few picture shows, where night life holds so little attraction for the people, radio furnishes today the chief form of entertainment for the whole family. And since your Mexican listener likes his radio music *loud*, the neighbors get the benefit also!

The average of listeners per set is in the U. S., I believe, about three to the receiver. Here we estimate nearly three times that! No newspaper, even the larger Mexican City dailies, can claim anything like a national circulation. Moreover, lack of means of speedy transportation subject many rich regions, such as many of the oil fields, mining and construction camps and agricultural sections, to radio broadcasting for entertainment, fresh news and information. And your listener in Mexico, with the characteristically Latin spirit of polite appreciation, feels sincerely grateful for the consideration of the sponsor in offering the program for his enjoyment, thus has no objection to the publicity announcements, especially if the announcement has any informative value.

I haven't called attention to the fact that easily 80 per cent of the American, British and German families have radios. The radio dealer

*Broadcast Advertising*

throughout Mexico considers every foreigner a splendid prospect!

Broadcast advertising, as you in the U. S. understand it, is just getting under way in Mexico. Right today it is offering the greatest publicity per dollar spent of any means at the disposal of the advertiser. It offers to the American manufacturer and distributor a convenient and effective means of publicity to an audience of educated people of high purchasing power, disposed and able to buy quality products. Manufacturers have in Mexico a ready market at our door, easily developed and supervised, eager to furnish an outlet, particularly in times of over-production or depression. Mexico is a field for broadcast advertising where this type of publicity is to a great extent still novel; and to a people to whom radio furnishes the chief means of everyday entertainment.

There are at your disposal well-managed stations. The coverage afforded is in practically every case much greater than that of stations of corresponding power in the States, owing to lack of "blanketing" and interference caused by super-power stations. Competent and experienced personnel will lay out your programs, and your announcements will be carefully put into correct and effective Spanish at no extra charge. And, in addition, station rates in Mexico are considerably lower than those asked for by many U. S. stations of corresponding power, but often with less coverage. The first to get on the air with 1931 campaigns that are carefully planned and executed, will have for years to come the preferred positions both on the station time charts and in the public favor.

#### National Biscuit Company Uses CBS

THE National Biscuit Company of New York is sponsoring a new program, "The Uneeda Bakers," two mornings each week over the CBS chain. The Frank Presby Company, Inc., New York, is the agency.

#### Sweetheart Soap Broadcasts

THE Manhattan Soap Company, makers of Sweetheart soap, are sponsoring a series of Sunday afternoon concerts over the Columbia system, known as the "Sweethearts of the Air." The account is handled by the Peck Advertising Agency, New York.

February, 1931

### Experiments Seek Best Way to Present Facts to Radio Audience

BROADCASTERS and broadcast advertisers are watching closely the two-month experiment now being conducted by the Department of Agriculture, in an endeavor to find out the best way to present material to the public by radio. Nine methods will be used, ranging from straight talks to fables and other "dressed up" devices. The Department statement follows in full:

"Are educators correct in insisting that information designed for the radio audience should be presented on the 'level of 13-year-olds,' as one list of directions for educational radio speakers specifies? Is it true, as another authority on education by radio has said, that the educators must 'sugar coat' their pills of learning?"

"And if it is true, what kind of showmanship makes the most palatable 'sugar coating' for the educational pill?"

"The Radio Service of the Department of Agriculture is seeking the answers to these questions so far as educational broadcasting to farmers is concerned from farmer-listeners themselves.

"With radio station WGY, Schenectady, N. Y., and members of its farm audience cooperating in the tests, the Department's radio service is sending a series of programs during February and March in order to compare the efficiency of nine different methods of presenting agricultural information. The test of the efficiency of these methods will be the judgments of the members of the radio audience of station WGY.

"This particular audience is well accustomed to the present style of Department broadcasting, station WGY having cooperated with the radio service since its beginning in 1926. The agricultural broadcasts of the station last year returned some 13 per cent of the total mail coming to the station, although utilizing only 6 per cent of the time.

"Besides the standard character monologue type of presenting agricultural information now followed by the Department, the experimental broadcasts of station WGY will seek to check the efficiency of eight other methods of presenting subject matter interestingly and memorably, including fables, inducing the listener to draw his own charts and graphs to illustrate the points made in the talks, and a variety of other devices."

#### Columbia Adds KOH

STATION KOH, Reno, Nev., will become a permanent link in the network of the Columbia Broadcasting System effective February 15. Owned by J. Peters, Inc., KOH becomes the seventy-eighth network station of the Columbia System. Station WOKO at Albany, N. Y., the seventy-seventh, is expected to open soon.

The Reno station operates on 500 watts on a frequency of 1370 kilocycles and 218.8 meters. It recently received a construction permit from the Federal Radio Commission to build a 1,000 watt transmitter.

## Time to Speak to the Ladies!

Her hour of  
repose—  
2 to 4 P. M.

House work is  
done—

The cares of  
the day are  
gone—

She becomes  
a sympathetic,  
attentive—  
responsive—  
audience.

Some valuable  
afternoon time  
available.

# KMBC

"Midland Broadcast Central"

"FIRST  
IN THE HEART OF AMERICA"

MIDLAND BROADCASTING CO.  
PICKWICK HOTEL  
KANSAS CITY MISSOURI

## RADIO INTRODUCTION WINS WELCOME FOR TASTYEAST

(Continued from page 14)

weeks—104 broadcasts. Week by week the response to the Tastyeast programs increased steadily until a maximum of 3,000 letters for one week was reached about the sixth week.

About the third week of the series, sales activity began to manifest itself. The samples were getting in their work, exerting pressure on dealers to stock Tastyeast. At the end of 1929 there were few active retail outlets for Tastyeast in New England or anywhere else. At the end of March, 1930, practically complete distribution had been attained, both in the important chain stores and in the independent stores wherever stations WBZ and WBZA were heard. Small dealers who had sold an average of a box of 24 bars a month in January were selling an average of a box a day in April. Larger dealers at that time were selling thirty to forty boxes a day.

One of the leading department stores of Springfield, which had never stocked Tastyeast, voluntarily ordered twenty boxes of twenty-four bars each. To their surprise the entire order was sold in one day. The following week they ordered forty boxes and sold them all on a Saturday. The next week they sold 200 boxes on Saturday, a figure which they have since maintained week in and week out.

**T**HE success of the Tastyeast Jesters on the Westinghouse stations of New England encour-

aged the expansion of the program and late in February, 1930 three additional New England stations were added with two fifteen-minute programs each week. In March a half-hour program was added once weekly in Newark, Cincinnati and Chicago. With these stations carrying the Tastyeast message and no other advertising of any kind appearing anywhere, the sale of Tastyeast during the first six months of 1930 showed an increase of roughly 50 per cent over each preceding month.

Other stations on the National Broadcasting Company's blue network were added as fast as desired time could be cleared, and electrical transcriptions of the Jesters placed on other stations which could not be hooked up with N. B. C. Some fifty stations have been used in test campaigns of thirteen weeks' duration, two or three fifteen-minute programs weekly. Of these, thirty-nine stations proved profitable enough to be continued indefinitely; the others failed for reasons of time, competition, or lack of sufficient audience.

Tastyeast has also been successful in the sponsorship of special programs for children, with particularly good results following the use of Uncle Don on Station WOR in Newark, Uncle Bob on Station KYW in Chicago, Quinn Ryan on station WGN in Chicago, Uncle Jim on station WGY in Schenectady, and Uncle Dudley on station WHAM in Rochester.

Recently two other Tastyeast programs have been placed upon the

air, each on an individual test station. The Gloom Chasers on station WKBW, Buffalo, are doing an excellent job in that territory with an unusual program which is largely extemporaneous dialogue between a certain erratic Colonel Stoopnagle and his eccentric pal, Budd. Another local program is proving effective over WJR, Detroit. Extension of these two programs is now under consideration.

Each and every Tastyeast broadcast emphasizes a generous offer of two bars of Tastyeast free upon request. There are no flowers on the copy. It is definitely a selling message, but decidedly not to the point of offensiveness.

Wherever a Tastyeast program has been conducted consistently, results have been instantaneous, and gratifying volume has been achieved within a month. With only one salesman in New England and one other salesman covering New Jersey and Pennsylvania, practically every important outlet has been opened to Tastyeast, and a consumer demand has manifested itself to a degree which has made it one of the fastest selling confections. This demand has obtained for Green Brothers Company, voluntarily, the best jobbing outlets in each district.

Radio from the first sold Tastyeast. But it is important to remember that radio was telling a new message—this time the right message—and the product in late 1929 was improved in quality and through new wrapping and packaging tremendously improved in eye appeal.

# STRIKING HOME!

A. O. Rust, shoe merchant 10 miles from the heart of Cincinnati, writes: "I didn't think I could afford radio. After 10 months on WKRC, I find I cannot afford to be without it." Testimonial? Nope. Just more PROOF that WKRC is "striking home"... every home in this rich and concentrated market.

NATIONAL ADVERTISERS: Follow the lead of Procter & Gamble, La Palina, Barbasol, Geo. Borgfelt Co. . . . let WKRC tell your story, sell your product.

« « « » » »

1000 watts—550 kilocycles ("at the top of the dial")  
full time schedule (19 hours a day)—100% modulation  
complete new W.E. equipment and double turntables.

# W K R C

"the only Columbia station in the rich Ohio Valley"

From their broadcast advertising efforts the Green Brothers Company received 117,000 letters in the first four months of 1930. In the first six months of 1930 stations WBZ-WBZA alone secured a mail response of more than 20,000 letters.

With the introduction of station KDKA into the chain of stations used by Green Brothers Company, the mail response to this station has averaged 500 letters per week. The peak so far was the week of October 13th, totaling 1,140 pieces of mail.

Neither the client nor Dowd & Ostreicher, the agency, intends to continue radio as a sole and exclusive medium of Tastyest advertising. In the past two months forty odd newspapers have begun publication of a Tastyest schedule, appearing two times a week in comparatively small but very consistent space. Eventually when complete national distribution has been secured magazines, too, will find their place in the Tastyest appropriation.

But radio is the first medium to be used and the medium most depended upon. Radio alone is used to open new territory and to develop it to a point of consumer demand where the newspaper copy becomes effective for this product.

#### WJSV Appoints Pritchard

ROBERT PRITCHARD, newspaper and publicity man who has been conducting a news feature over station WJSV, Mount Vernon Hills, Va., for the past few months, has been appointed program manager of the station.

## 45% of Families in New Hampshire, Vermont and Delaware Own Radios

NEARLY half of the homes in New Hampshire, Delaware and Vermont are equipped with radios, according to figures released by the Department of Commerce following a preliminary count of the data obtained last year by census takers in those states.

On April 1, 1930, there were 119,660 families in the state of New Hampshire, 53,111 or 44.4 per cent of whom reported radio sets. The number of persons per family averaged 3.9.

Delaware had 59,295 families, with an average of 4 persons in each. Of these, 27,183 families or 45.8 per cent had radios.

Vermont figures show 89,439 families, which also averaged 4 individuals apiece. The number owning radio sets was 39,913 or 44.6 per cent of the total.

In answer to a request for complete information of the number of set-owning homes, Leon E. Truesdell, chief statistician for population of the Bureau of Census, replied:

"Information with respect to families, such as the number of families, average number of persons to a family, number of families having radio sets, etc., will be obtained by means of punching and tabulating the special family card. It will be five or six months before we shall have available the number of families having radio sets in each state, as shown by the returns of the 1930 census."

#### Oranges on Air

THE Sunkist Musical Cocktail is a new CBS program, sponsored by the California Fruit Growers' Exchange. The programs are broadcast each Thursday evening, featuring an orchestra and Louella Parsons interviewing some movie star, and stressing the healthful qualities of oranges and lemons. Lord & Thomas and Logan is the agency in charge.

## Court Upholds Commission Orders KFKB to Leave Air

RADIO station KFKB, Milford, Kans., operating since last June on a stay order of the court, lost its right to broadcast on February 2, when the Court of Appeals of the District of Columbia handed down a decision upholding the Federal Radio Commission.

On June 13, 1930, the commission revoked the license of the KFKB Broadcasting Association, Inc., operated by Dr. J. R. Brinkley, on the grounds that the station had failed to serve public interest, convenience or necessity. The station obtained a stay order from the court and continued to operate pending a decision. Since the United States Supreme Court has declared the District Court of Appeals the final authority in cases involving statement of fact, KFKB must discontinue broadcasting fifteen days from the decision.

#### NBC Appoints Royal

JOHN ROYAL, formerly managing director of station WTAM, Cleveland, has been appointed director of programs for the National Broadcasting Company, succeeding George Engels, who will be in charge of the NBC Artists' Service.

COVER

**CENTRAL IOWA**

FROM

THE GEOGRAPHICAL CENTER

||

**K F J B** MARSHALLTOWN

||

**250 WATTS**

ASK FOR RESULT FOLDER

||

Limited Time Available for Transcriptions

# COMPREHENSIVE CHECKING SERVICE

for the preparation of accurate, detailed reports, *affidavit-backed*, on every station carrying your program every time it goes on the air!

FOUR HUNDRED TRAINED OBSERVERS in  
ONE HUNDRED FIFTY BROADCAST CENTERS

We can check any program within a few hours' time. Our standard report forms, copies of which are yours for the asking, have been designed to fit all types of programs—local talent, spot recordings or chain. For complete details, phone or write—

# BROADCAST CHECKING BUREAU

333 NORTH MICHIGAN AVENUE., CHICAGO, ILLINOIS

TELEPHONE: FRANKLIN 7100—24-HOUR SERVICE

## NOW IS THE TIME TO BROADCAST

(Continued from page 15)

gregate should present an accurate study of the habits of radio listeners.

Let these investigations cover as many hours of the day and as many days of the week as is possible. Let them extend to many sections in different parts of the city. Let the investigator note the character of the programs he hears in the homes of the banker, butcher, machine operator, bookkeeper and iron puddler. Let him drive into rural districts. What he learns may astound him. It may not agree with previous information and previous notions. He may gain an idea which will revolutionize his advertising plans and make them astonishingly profitable. Some successful advertisers have done exactly that.

Of course, the more observations which are made, the more valuable

the results become. Hundreds, at the least, of separate cases should be observed. Thus the investigator may uncover half a dozen valuable facts obtainable in no other way. Then he will read his charts and graphs intelligently.

The investigator will surely come to definite conclusions. One is well expressed by an advertiser who has used and profited by this method of investigation. He declares, "I am convinced that the radio audience is fully 25 per cent larger now than normal because radio is the principal source of entertainment of all classes this winter. More people are staying at home listening to programs and those who have no radios are visiting those who have. Right now I am getting the biggest circulation bargain possible and I am convinced that now is a splendid time to impress my product and my service upon the buying public. I believe that broadcasting is big value at any time, but greater now than ever."

Another conclusion which repeated observations have shown is that most important purchases are first discussed in the home. The family usually talks things over before they buy. How aptly radio advertising stimulates discussions concerning things members of the family want!

The time to advertise is, of course, all the time. But today, because competition for attention is not so keen as when every manufacturer and every merchant is crying his wares, and because the maximum audience is listening, is an ex-

ceptionally good time. How splendidly a fine radio program stands out today! How wonderfully it produces results!

THE second question, "What is the most popular kind of radio program today?" may also be answered through observation of this character. To this question answers will be found in careful scrutiny of programs of successful advertisers. The observer will learn that comedy, popular music and drama in various combinations are most favored. The ability of the talent and the quality of the production are highly important. And the sales message itself is very important. These things make or break a production.

Study of programs indicates an abnormal desire for light-heartedness. People want to be cheered up these days. They crave what the psychologist calls "escape," that is, relief from drab living, monotony, disappointment and "waiting for the breaks." Certainly these times are unusually trying. It is not surprising that people hunger for hearty laughs, exciting adventure and glamorous romance. Nor that radio programs providing these are successful in winning response.

THE third question is, "If a popular program is used at this time, what results should be reasonably expected?" Extend the investigation to advertisers now broadcasting and learn what results they are getting. Investigate the financial condition of some of these companies. Discover, if possible, the

### BROADCASTING

your message to your prospective customers in the Appalachian Region, is a good investment in future business in a fast-growing section.

Sell yourself and your product, through

# WOPI

THE VOICE  
OF THE APPALACHIANS

Bristol, Tenn. - Va.

(Rate Card on Request)

FULL COVERAGE [ North and South Dakota, Minnesota,  
Northwest Iowa, Northern Nebraska

# W N A X

ON THE AIR  
18 HOURS DAILY

TOP OF THE DIAL  
COLUMBIA CHAIN AFFILIATION

HOUSE OF GURNEY, INC.  
YANKTON, S. D.

volume of sales and estimate the business due to broadcasting. Find out just what the concern is trying to do and whether or not radio is doing the job. Credit the fact that many advertisers are using radio to educate and impress, not only for the sake of the business which they will do tomorrow, but to increase next year's volume and the years that follow. Such radio advertising plans are building future prosperity.

The value of a radio station as an advertising medium may be measured by the results obtained by the sponsors of commercial programs over that station in that territory. Discover what these results are, just as you would investigate other important investments.

No matter how far reaching your broadcast advertising plans are, your chances of success are greatly increased by an investigation of this character, extended sufficiently to convince yourself the plan is sound and that the program will be listened to by an assured audience.

To carry this point farther, it is reasonable to assume that the success of a nation-wide broadcast may be forecast by preliminary experiments in a responsive and carefully chosen territory.

Until time clocks and dial indicators are adjusted on radio receiving sets so an advertiser may positively know who listens to his program, there can be no method of obtaining information superior to the personal investigation. The printed questionnaire is easy to mail and tabulate; the telephone question-

naire is a great labor saver; but neither is fool proof and either may be misleading. Twenty per cent may answer a mailed questionnaire. How about the remaining 80 per cent? Is the 20 per cent representative of the hundred? Have the questions been understood? Is there no opportunity for bias?

Most successful business men would rather rely on their own calculations than another's figures, if for no other reason than that they know that they have usually profited by acting on their own judgment.

Many consistent, persistent advertisers have learned their most valuable advertising fundamentals through this sort of painstaking investigation, leaving nothing to conjecture. Right now, during what is "depression" to others, the sales curves of these advertisers continue to rise. They will continue to rise for a long time because some serious and responsible person had the gumption to investigate and the courage to act on his conclusions.

#### Smile and Reduce, Advise Sponsors

THE Lehn & Fink Products Company, New York, makers of Pebeco toothpaste, are presenting a new program, "Face the World with a Smile," over the Columbia chain each Tuesday morning. The U. S. Advertising Corporation, New York, is in charge of the Pebeco account.

Another new CBS morning feature is "Beautymold Reducing Hints," sponsored by Sanfelder Brothers, Chicago, makers of Beautymold reducing garments. The agency in charge is H. W. Kastor & Sons Advertising Company, Chicago.

#### Survey Shows Sermons and Farm Programs Preferred by Illiterates

SERMONS are the favorite radio features of people who cannot read or write; farm programs rank second, and business talks and news flashes third, according to a report from Lincoln Memorial University, at Harrogate, Tenn. The report is based on a study of the effect of 25 receiving sets placed at various points within 50 miles of the school.

This is the first report on the study undertaken by the United States Office of Education, in cooperation with the United States Chamber of Commerce, to determine the actual effects of radio on adults who can neither read nor write. One hundred sets, donated by the Radio Corporation of America, were placed in carefully selected areas, 25 of them in the area of Lincoln Memorial University. These sets were placed in 19 homes, two high schools, two country elementary schools, a country store and a village restaurant.

The report carefully explains that the results "are still much too fluid and nebulous for isolation and analysis. Many of these listeners never before listened to radio programs.

"This is an ultra-devout region, hence sermons are extremely popular—especially off the main highways, where traveling is difficult. Business talks and news flashes are popular. But since agriculture is the prevailing business, those features next in popularity to sermons are the National Farm and Home Hour and the 4-H programs. Reports have already come in of definite help from constructive ideas for farm, garden, and poultry yard put into profitable operation."

#### Atlas Appoints Miss Friedel

MISS MERYLE FRIEDEL has been appointed commercial manager at station WLAP, Louisville, Ky., by Ralph Atlas, owner of the station. Miss Friedel was formerly director of publicity at station WBBM, Chicago.

## Practical Cooperation with Advertising Agencies

This organization is peculiarly well equipped for practical and helpful cooperation with Advertising Agencies. By *experience*, and with some of the largest radio advertisers in their individual lines, we know how the Agency wants to see their accounts handled. We know "both sides of the fence," as our executives are former Agency men who know the value to you of unbiased, well rounded recommendations. As correspondence will prove.

**AGENCIES BROADCASTING BUREAU, Ltd.**

*Station Representatives*

520 North Michigan Avenue, Chicago

## RADIO CHECKING

(Continued from page 17)

nical ability, and who were not paid a bonus to find trouble would certainly have carried greater weight than any organization of men connected with either the agency or the advertiser.

There has been considerable discussion as to how this service should be paid, and whether it should be a net charge from the agency to the advertiser, or whether there should be an added commission on the service as billed to the advertiser, or whether it should be an expense absorbed by the agency as a part of its advertising service. This, after all, is a matter of agency policy, and there are examples of each method actually in operation. From the standpoint that no advertiser should have to pay for proof of insertion, the cost of a checking service might well be one which should be absorbed by the agency. On the other

hand, since a radio checking service is also a form of program insurance, it could very well be a legitimate charge to the client as is any clipping service.

Another form of radio checking which has recently put in its appearance is the matter of "checking copies" of the broadcast in the form of records. Before the advent of the aluminum record, the cost of taking such programs off the air was prohibitive, but now it is possible to take a complete program off the air through use of double record equipment without the loss of a single note of the music or a single word of continuity, at a cost varying from ten dollars to thirty dollars per half hour, depending on the quality of recording desired, and the scale of prices of the company employed. Experienced merchandisers have found these records to be of inestimable value for use in sales campaigns and so forth. Agencies are also finding them valuable as a permanent record of their radio activities, and for reference in planning future campaigns or for changing present ones.

These two forms of broadcast checking will settle, once and for all, questions on how, when, and where the radio program is presented. They enable the agency and the advertiser to know just how satisfactorily their broadcast was produced, and furthermore enable them to accurately measure the radio "space" they have purchased, just as surely as in the past tear sheets of printed advertisements have enabled them to

measure space and quality of reproduction. More and more, agencies are finding that no radio estimate is complete unless checking is an included charge.

### Boscul Coffee Programs Star Alda

IN HONOR of its 100th anniversary, the W. S. Scull Company of Camden, N. J., maker of Boscul Coffee, has launched a new series of radio programs over an NBC network, to be broadcast each Wednesday and Friday evenings. Alda, famous Metropolitan Opera star and said to be the highest paid artist in the history of radio, is featured. The agency in charge is the F. Wallis Armstrong Company of Philadelphia.

### Agencies Merge

THE Alfred Wallerstein Advertising Agency and Redfield-Coupe, Inc., both of New York, have merged under the name of Redfield-Coupe, Inc. The merger includes the entire organization of the Wallerstein agency.

### Cliquot Club Appoints Danielson

THE 1931 advertising campaign in broadcasting, newspapers and business papers for Cliquot Club Ginger Ale will be under the direction of Danielson & Son, Providence, R. I., recently named by the Cliquot Club Company of Millis, Mass.

### Premier Malt on CBS

THE Premier Malt Sales Company, Chicago, manufacturer of Blue Ribbon malt extract, is sponsor of a new series of programs broadcast each Tuesday evening over the CBS network. Richey Craig, Broadway master of ceremonies and monologist, is being featured. The Premier account is directed by the Matson-Fogarty-Jordan Company, Chicago.

## IN NEW ENGLAND

**WORC** is used by more than 90 advertisers weekly—for Worcester coverage.

**BECAUSE** Worcester is New England's third city and WORC is the logical choice of those who know that an outside station can't and doesn't give coverage.

Studios: 60 Franklin St., Worcester, Mass.

Member Columbia Broadcasting System and Yankee Network



# MEXICO!

... These stations, with an internal coverage, with millions of listeners in Mexico, the United States and Cuba, will carry your Message at rates that are both attractive and advantageous. Write for details.

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

## XEW - XET - XES

5,000 watts RCA  
100% modulated

500 watts

500 watts  
100% modulated

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

### Representatives:

Western  
McElhiney and Associates

Eastern  
Scott Howe Bowen, Inc.

Mexico  
Wendell Cox  
RCA-Victor Agency, Tampico

## Programs Must Be Sold to Succeed, Weddell Tells Women's Advertising Club

"THE real success of a radio program, in the last analysis, is usually determined by the amount of merchandising and sales effort put behind it," W. L. Weddell, of the National Broadcasting Company, told 150 members of the Women's Advertising Club of Chicago at a recent meeting held in the Chicago NBC studios on top of the Merchandise Mart. In addition to the members of the association several executives of foreign advertising agencies attended the meeting.

Mr. Weddell stressed the importance of the advertising agency in the broadcasting scheme and referred especially to the need for careful analysis of the merchandising and distribution problems on the part of the agency for the client so that the program established would accomplish the job desired by the client.

"Broadcast advertising, in most cases, should not be considered as a thing apart," he continued, "but should be tied up closely with other media, such as newspapers, magazines, direct mail methods and billboards."

The success of the Pepsodent campaign, Mr. Weddell pointed out, cannot be attributed alone to the entertainment quality of the "Amos 'n' Andy" program.

"The Pepsodent Company put tremendous effort behind the program in the way of careful merchandising to insure its success. The company has used billboards to call attention to the two famous characters; the drug and dentist field has been carefully circularized; pictures of 'Amos 'n' Andy' have been used to tie-in with magazine advertisements, and five full window displays with cutout characters of 'Amos 'n' Andy' have been put out.

"The company is constantly on the alert for means to keep the trade and

consumers aware of Pepsodent and 'Amos 'n' Andy,' not only through the broadcast, but on the street, in the magazines and at the actual point of purchase as well.

"Broadcast advertising will continue to be a tremendous success just so long as the broadcasting companies and the advertising agencies insist on the proper usage of the medium. Properly used, radio is a tremendous force for direct sales, as well as unlimited good-will and universal consciousness of the name and quality of the product. Improperly used, radio could soon defeat its own purpose.

"It is the job of the advertising agency and the broadcasting companies and stations to protect this valuable medium by continued cooperation, bearing constantly in mind both the client's needs and service to the listening public."

Following the meeting the members of the association were escorted through the various studios and engineering rooms where they were able to observe factors involved in the production of radio programs. The tour ended in Studio E where the members were the guests of the Household Finance Company's program which consisted of a presentation of Adolphe Dumont's symphony orchestra with Miss Marjorie Maxwell as guest artist.

## CBS Farm Network Expanded

WITH the addition of nine Southern stations, the Columbia farm community network has been extended over a vastly increased area and its number of program outlets increased to a total of twenty. WBBM, Chicago, is the key station.

WKRC, Cincinnati; WGST, Atlanta; WBRC, Birmingham; WDOD, Chattanooga; KLRA, Little Rock; WREC, Memphis; WLAC, Nashville; WDSU, New Orleans, and WLAP, Louisville, are the new stations of the Columbia network now taking these noontime farm features, 12 to 1 p. m. each day except Sunday.

## Super Suds on NBC

THE Super Suds Girls, whose back fence gossip and chatter about the news of the day won them a large following among listeners to WGN, Chicago, are now being broadcast over the NBC network, five nights each week. The sponsor is the Colgate-Palmolive-Peet Company of Chicago, makers of Super Suds and other soaps. Lord & Thomas and Logan is the agency.

## 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.

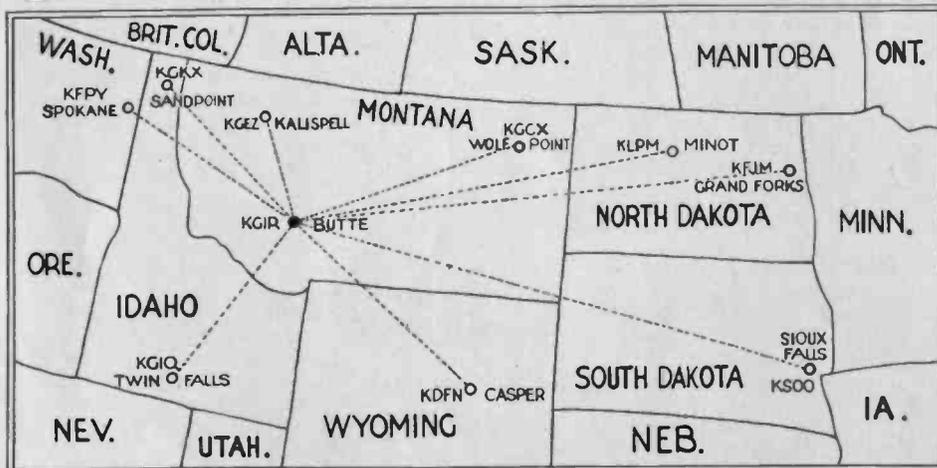
Send for Rates and Schedules

Pacific Broadcasting Corp.

Prospect 3456  
988 Market St.

San Francisco, Cal.

## A Single Contract for Complete Coverage



Montana Radio Coverage Co. - - - - Butte, Montana

# CHAIN ADVERTISERS

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

Company	Product and Chain	Executive in charge of broadcasting	Agency	Contact Man
✓ Acetol Products, Inc. 21 Spruce St., New York	Cel-O-Glass (NBC)	George Heller	The Blackman Co. 122 E. 42nd St., New York	L. R. Walter
American Maize-Products Co. 100 E. 42nd St., New York	Maize Oil & Syrups (CBS)	W. S. Viele	Geare-Marston, Inc. Graybar Bldg., New York	Radcliffe Romeyn
✓ The American Tobacco Co. 111 Fifth Ave., New York	Lucky Strike Cigarettes (NBC)	Mr. Richards	Lord & Thomas and Logan 247 Park Av., New York	J. J. Tormey
Anheuser-Busch 721 Pestalozzi Av., St. Louis	Malt Syrup, Budweiser & Ginger Ale (CBS)		D'Arcy Advertising Co. 1501 Locust St., St. Louis	P. J. Orthwein
✓ Earle C. Anthony, Inc. 1000 S. Hope St., Los Angeles	Packard Motor Cars (NBC)	A. F. Kales	(Direct)	
✓ Armstrong Cork Co. Lancaster, Pa.	Armstrong Quaker Rugs (NBC)	Kenyon Stevenson	Batten, Barton, Durstine & Osborn, Inc., 383 Madison Av., New York	John D. Anderson
✓ The Barbasol Co. 814 N. Senate, Indianapolis	Barbasol (CBS)	Frank B. Shields	Erwin, Wasey & Co. 420 Lexington Av., New York	Charles F. Gannon
Brown Shoe Co. 1600 Washington, St. Louis	Brownbilt & Buster Brown Shoes (NBC)	A. G. White	Gardner Advertising Co. 1627 Locust St., St. Louis	J. W. Widmer
✓ Calsodent Co., Inc. 315 Fifth Ave., New York	Cal-So-Dent Tooth Powder (NBC)	Donald B. Wilson	J. Walter Thompson Co. 420 Lexington Av., New York	J. U. Reber
The Carborundum Co. Niagara Falls, N. Y.	Abrasive & Refractory (CBS)	F. D. Bowman	F. H. Greene Delaware & Tupper, Buffalo	F. H. Greene
✓ Chappel Bros., Inc. Rockford, Ill.	Ken-L-Ration (NBC)	Earl J. Chappel	Rogers & Smith 20 N. Wacker Dr., Chicago	Walter Smith
✓ Chesebrough Mfg. Co., Cons'd. 17 State St., New York	"Vaseline" Preparations (NBC)		McCann-Erickson, Inc. 285 Madison Av., New York	Miss Dor. Barstow
✓ Cities Service Co. 60 Wall St., New York	Gasoline & Oil (NBC)	F. L. Blanchard	Lord & Thomas and Logan 247 Park Av., New York	Walter Smartfager
✓ Clicquot Club Co. Millis, Mass.	Clicquot Club Ginger Ale (NBC)	E. S. Pierce	Danielson & Son Providence, R. I.	Geo. W. Danielson
✓ Clorox Chemical Co. 850 42nd Av., Oakland, Cal.	Clorox (NBC)	Mrs. T. Holstrom	Erwin, Wasey & Co. 507 Montgomery St., San Francisco	Mrs. E. MacGibbon
✓ Colonial Beacon Oil Co. Statler Bldg., Boston, Mass.	Colonial Gas & Oil (NBC)	E. N. Wrightington	McCann-Erickson, Inc. 285 Madison Av., New York	Geo. H. Smith, Jr.
✓ Congress Cigar Co., Inc. 300 Spruce St., Philadelphia	La Palina Cigars (CBS)	H. M. Sidlett	Lawrence Fertig Co. 150 Madison Av., New York	Arch Gaffney
✓ Continental Baking Co. 285 Madison Av., New York	Wonder Bread-Hostess Cake (NBC)	Cedric Seaman	Batten, Barton, Durstine & Osborn, Inc., 383 Madison Av., New York	S. M. Paige
Thos. Cook & Son. 587 Fifth Av., New York	Travel (NBC)	M. LaPrade	John Curtiss Co., Inc. 250 Park Av., New York	L. D. Wertheimer
✓ The Cudahy Packing Co. 111 W. Monroe St., Chicago	Old Dutch Cleanser (CBS)	L. G. Tremblay	Williams & Cunyngnam 6 N. Michigan Av., Chicago	C. B. Engstrom
✓ The Davey Tree Expert Co. City Bank Bldg., Kent, Ohio	Complete Tree Service (NBC)	M. L. Davey	J. Walter Thompson Co. Wrigley Bldg., Chicago	P. D. Woolf
Dunn & McCarthy, Inc. Auburn, N. Y.	Enna Jettick Shoes (NBC)	L. M. Jones	H. C. Goodwin, Inc. 70 Exchange St., Rochester, N. Y.	H. C. Goodwin
Elgin National Watch Co. 35 E. Wacker Dr., Chicago	Elgin Watches (NBC)	Taylor Strawn	Lord & Thomas and Logan 919 N. Michigan Av., Chicago	A. E. Wright
Fisher Flouring Mills Co. Harbor Island, Seattle	Fisher's Blend Flour Northwest Triangle	C. S. Powers	(Direct)	
✓ Frisbie Maple Syrup Co. 1522 E. Sprague, Spokane	Maple Syrup Montana Radio Coverage	Julius Coburn	(Direct)	
✓ The Fuller Brush Co. 3580 Main St., Hartford	Fuller Brushes (NBC)	W. F. Honer	Batten, Barton, Durstine & Osborn, Inc., 383 Madison Av., New York	K. L. Wehmeyer
General Cigar Co., Inc. 119 W. 40th St., New York	Robt. Burns Panatela Cigars (CBS)	W. L. Rubin	Wm. H. Rankin Co. 342 Madison Av., New York	R. E. Rinehart
General Electric Co. 1 River Road, Schenectady	Electric Apparatus & Appliances (NBC)	M. P. Rice	Batten, Barton, Durstine & Osborn, Inc., 383 Madison Av., New York	J. H. McKee
General Motors Corp. 1775 Broadway, New York	Institutional only (NBC)	C. W. Ackerman	Batten, Barton, Durstine & Osborn, Inc., 383 Madison Av., New York	A. D. Chiquoine, Jr.
✓ Henry Glass & Co. 46 White St., New York	Peter Pan Fabrics (CBS)	H. I. Glass	The Biow Co. 521 Fifth Av., New York	H. Lebair ✓
Adolf Gobel, Inc. 525 11th Av., New York	Pure Food Products (NBC)	E. F. Meier	Benton & Bowles 6 E. 45th St., New York	B. Hudgins ✓
✓ Graham-Paige Motors Corp. 8505 W. Warren Av., Detroit	Graham Motor Cars (CBS)	C. W. Matheson	Brooke, Smith & French, Inc. 82 E. Hancock, Detroit	H. H. Ohlmacher

<i>Company</i>	<i>Product and Chain</i>	<i>Executive in charge of broadcasting</i>	<i>Agency</i>	<i>Contact Man</i>
Green Bros. Co. 33-43 Essex St., Springfield, Mass.	Tastyeast (NBC)	S. Green	Dowd & Ostreicher Lowell, Mass.	B. Ostreicher
Hamilton Watch Co. Lancaster, Pa.	Watches (CBS)	Robt. Waddell	Batten, Barton, Durstine & Osborn, Inc., 383 Madison Av., New York	S. H. Busser
H. J. Heinz Co. 1062 Prospect, Pittsburgh	57 Varieties Pure Food Products (NBC)	Franklin Bell	Calkins & Holden 247 Park Av., New York	Norwood Weaver
Geo. A. Hormel & Co. Austin, Minn.	Flavor Sealed Ham & Chicken (CBS)	J. C. Riggs	Carroll Dean Murphy, Inc. 35 E. Wacker Dr., Chicago	F. R. Schwengel
Individual Drinking Cup Co. Easton, Pa.	Dixie Drinking Cups (NBC)	Hugh Moore	McLain-Simpers Organization Stock Exchange Bldg., Philadelphia	J. E. McGiffert
Iodent Chemical Co. 1535 Sixth St., Detroit	Iodent Tooth Paste & Tooth Brushes (NBC)	J. W. Kane	Geo. Harrison Phelps, Inc. 2761 E. Jefferson Av., Detroit	Warren O. Seelye
Jarman Shoe Co. Gallatin & 5th St., Nashville	Friendly Five Shoes (NBC)	J. S. Cullom	C. P. Clark, Inc. 117 7th Av., N., Nashville	C. P. Clark
Lambert Pharmacal Co. 2101 Locust St. St. Louis	Listerine & Shaving Cream (NBC)	J. L. Johnston	Lambert & Feasley, Inc. 400 Madison Av., New York	
Libby, McNeill & Libby Union Stock Yards, Chicago	Canned Foods (NBC)	Guy C. Smith	J. Walter Thompson Co. 410 N. Michigan Av., Chicago	D. H. Mudge
Libbey-Owens-Ford Glass Co. Nicholas Bldg., Toledo, O.	Safety Glass for Auto-mobiles (NBC)	Bryan Warman	Grace & Holliday, Inc. Fisher Bldg., Detroit	E. R. Wade
McKesson & Robbins, Inc. Bridgeport, Conn.	McKesson's Products (NBC)		Lambert & Feasley, Inc. 400 Madison Av., New York	M. Horrell
The Maytag Co. Newton, Iowa	Washers-Ironer (NBC)	R. A. Bradt	Cramer-Krasselt Co. 733 N. Van Buren St., Milwaukee	A. W. Seiler
Metropolitan Life Insurance Co. 1 Madison Av., New York	Insurance (NBC)	J. E. D. Benedict	(Direct)	
Montana Coal & Iron Co. Helena, Mont.	Smith Bearcreek Coal (NBC)	R. J. Johannes	(Direct)	
Montana Cereal Co. Billings, Mont.	Cream of the West (NBC)	Mr. Krause	(Direct)	
Benjamin Moore & Co. 511 Canal St., New York	Paints, Varnishes & Muresco (CBS)	H. B. Martin	(Direct)	
Morse & Rogers 29 Hudson St. New York	Sundial Shoes (NBC)	J. C. Young	(Direct)	
Natural Bridge Shoemakers Lynchburg, Va.	Natural Bridge Shoes (NBC)	Arch J. G. Craddock	S. C. Croot Co. 28 W. 44th St., New York	S. C. Croot
New England Conf. Co. 254 Mass. Av., Cambridge	Necco Candies (CBS)	J. L. Clarke	Lavin & Co. Statler Bldg., Boston	J. L. Lavin
Northwestern Yeast Co. 1750 N. Ashland Av., Chicago	Magic Yeast & Yeast Foam (NBC)	T. R. Hair	Hays MacFarland & Co. 333 N. Michigan Av., Chicago	Andrew Coburn
Pacific Coast Borax Co. 51 Madison Av., New York	20 Mule Team Borax (NBC)	F. M. Jenifer	McCann-Erickson, Inc. 285 Madison Av., New York	Hugh A. Mitchell
The Pennzoil Co. Oil City, Pa.	Pennzoil Motor Oil (NBC)	B. S. Phillips	The Dunham-Younggreen-Lesan Co. Tribune Tower, Chicago	J. H. Dunham
The Pepsodent Co. 919 N. Michigan Av., Chicago	Pepsodent Tooth Paste (NBC)	H. P. Roberts	Lord & Thomas and Logan 919 N. Michigan Av., Chicago	R. D. Allum
Premier Malt Sales Co. 720 N. Michigan Av., Chicago	Blue Ribbon Malt (CBS)	Marvin Harms	Matteson-Fogarty-Jordan Co. 307 N. Michigan Av., Chicago	T. W. Davis
Radio Keith Orpheum Corp. 1564 Broadway, New York	Theatres (NBC)	M. Schwarzwald	Lord & Thomas and Logan 247 Park Av., New York	John Pegler
Roman Meal Co. Box 1623, Tacoma, Wash.	Roman Meal (NBC)	W. E. Barnum	Milne-Ryan-Gibson Co. Exchange Bldg., Seattle	R. P. Milne
Royal Typewriter Co., Inc. 2 Park Av., New York	Typewriters (CBS)	W. A. Metzger	Hanff-Metzger, Inc. Paramount Bldg., New York	A. E. Bonn
The Rumford Co. Rumford, R. I.	Baking Powder (NBC)	C. A. Collins, Jr.	Atherton & Currier, Inc. 420 Lexington Av., New York	J. W. Atherton
Salada Tea Co., Inc. 155 Berkeley St., Boston	Salada Tea (NBC)	H. C. Claridge	Heron W. Stevens Agency Globe Bldg., Boston	H. W. Stevens
Schwabacher Bros. & Co., Inc. Occidental & Main, Seattle	Canned Foods & Coffee Northwest Triangle	John Mason	(Direct)	
W. S. Scull Co. Camden, N. J.	Boscul Coffee (NBC)		F. Wallis Armstrong Co. 16th & Locust Sts., Philadelphia	
Seeck & Kade Inc. 440 Washington St., N. Y.	Pertussin (CBS)	F. E. Loes	J. Walter Thompson Co. Graybar Bldg., New York	B. H. Milley
Shur-on Standard Optical Co. Inc., Geneva, N. Y.	Spectacles & Frames (NBC)	Don Southgate	H. C. Goodwin, Inc. 70 Exchange St., Rochester, N. Y.	H. C. Goodwin
Sussman, Wormser & Co. 155 Berry St. San Francisco	S & W Mellow'd Coffee (NBC)	W. V. Leahy	Hanak & Klein Monadnock Bldg., San Francisco	Norman Hanak
The U. S. Playing Card Co. Cincinnati, Ohio	Congress & Bicycle Play-ing Cards (NBC)	A. F. Stanley	Procter & Collier Procter & Collier Bldg., Cincinnati	L. P. Orr
U. S. School of Music 225 Fifth Av., New York	Home Study Music Les-sons (CBS)	David Kemp, Jr.	Ruthrauff & Ryan, Inc. 132 W. 31st St., New York	David Chrissman
Vacuum Oil Co. 821 Marquette, Minneapolis	Mobiloil Montana Radio Coverage	Myles Neilson	(Direct)	
Waite & Bond, Inc. 310 Sherman Av., Newark	Blackstone Cigar (CBS)	Marcus Conlan	Batten, Barton, Durstine & Osborn, Inc., 383 Madison Av., New York	Stacey Page
Wallace Silversmiths Wallingford, Conn.	Silverware (CBS)	C. H. Gregory	McCann-Erickson Co. 285 Madison Av., New York	H. A. Thompson
Westinghouse Elec. & Mfg. Co. East Pittsburgh, Pa.	Electrical Apparatus (NBC)	J. C. McQuiston	Fuller & Smith & Ross, Inc. 1501 Euclid Av., Cleveland	P. H. Pumphrey

## Dr. Conrad Awarded Edison Medal

THE 1930 Edison Medal, awarded annually by the American Institute of Electrical Engineers for outstanding achievement in the field of electricity, was presented in New York to Dr. Frank Conrad, of Pittsburgh, assistant chief engineer at the Westinghouse Electric & Manufacturing Company, for his contribution to radio broadcasting and short-wave radio transmission.

The medal, which includes among its former winners George Westinghouse, Alexander Graham Bell, Nikola Tesla, Robert A. Millikan, Elihu Thomson, Michael I. Pupin and thirteen other outstanding names in the field of electricity, went for the first time to one who, like Edison himself, has never received a college education.

Dr. Conrad went to work in the Westinghouse shops at the age of 16 as a shop assistant and has worked for that organization for the past forty years. He received an honorary degree of doctor of science from the University of Pittsburgh in 1928.

## What Does Public Want in Radio? Committee Plans Investigation

IN AN attempt to find out what the public really prefers in the way of radio entertainment, an investigating committee has been organized by R. W. Jackson, vice-president and general manager of the Brunswick Radio Corporation. Including representatives from the theater, movies, education, industry and the general public, the committee will try to find answers to three questions:

Are present advertising programs obnoxious? Are listeners willing to support financially non-commercial broadcasts? Will they contribute towards the maintenance of non-commercial stations by the committee?

Temporary headquarters of the committee are in the office of its secretary, J. M. Koehler, 120 W. 42nd St., New York.

## Classified Advertisements

Rates: 50 a word per insertion. No order accepted for less than \$2.00. Cash must accompany order.

Broadcast Advertising,  
440 South Dearborn St., Chicago.

### SALESMAN WANTED

Wanted—Advertising salesman. Permanent position. Old station. City of seven thousand. Good commission. Immediate opening. Address Box 201, % Broadcast Advertising Magazine.

### STATION EXECUTIVE

Now Available—Station executive—Commercial manager, program director, continuity writer and salesman, with one of country's best known stations, is seeking connection where his experience and ability can be utilized effectively. Record will stand closest investigation. Address Box 202, % Broadcast Advertising.

## Broadcast Advertising Will Appear Earlier in Month

OWING to confusion among subscribers as to the publication date of BROADCAST ADVERTISING, hereafter the magazine will appear earlier in the month. The March issue will appear March 10th; the April number, April 6th, and the May issue, May 1. Thereafter the magazine will appear monthly on the 1st.

Last advertising forms will close seven days prior to publication dates.

## Gobel Uses Chain

ADVICE to housewives on their many problems will be given by the "Gobel Mystery Girl" in a new NBC series which will be heard every Wednesday and Friday afternoon. The program is sponsored by Adolf Gobel, Inc., New York, distributor of meat products. The agency that handles this account is Benton & Bowles, Inc., New York.

## Paint Company on Air

A SERIES of talks on interior decorating and home beautifying over an NBC network is sponsored by the Benjamin Moore Paint Company of New York. The program is known as "The Benjamin Moore Triangle" and listeners are invited to enroll in the "Triangle Club."

## Sponsor Offers \$1,000 for Description of Character

RADIO listeners will receive \$1,000 in prizes for the best descriptions of "The Shadow," who is heard every Thursday in Street & Smith's *Detective Story Magazine* dramatizations on the Columbia Broadcasting System.

For the duration of the contest, "The Shadow" will appear in the studios completely disguised. Black robe, mask and hood are part of his make-up. Further to defy detection he is transported to the twenty-first floor of the Columbia building by means of the freight elevator.

Prize-winning descriptions will be judged by the degree of ingenuity displayed by contestants in coming to their conclusions as to what "The Shadow" really looks like. The contest will close at midnight, April 25.

## New Accounts at WORC

THE most recent accounts to use Station WORC, at Worcester, Mass., are as follows:

Curtice Bros. Co. (Blue Label Prod.),  
Rochester, N. Y.

Jeddo-Highland Coal Co., Jeddo, Pa.  
Delano Potter Co. (Teas & Coffee),  
Boston, Mass.

Runkel Bros., Inc. (Cocoa), New York.

Dwinell-Wright Co. (White House Coffee), Boston, Mass.

Burnham & Morrill Co. (B. & M. Food Prod.), Portland, Me.

Each of the foregoing, with more than twenty-five other national advertisers, are spotting at least one fifteen-minute program a week over WORC.

## PROGRAMS THAT ARE DIFFERENT MAKE FRIENDS AND SALES

(Continued from page 16)

gram is now one of the oldest and best known on the air in this territory. For a product such as gasoline or lubricating oil which is purchased continually by the great mass of the general public, radio provides an ideal medium for reaching millions of people at a nominal cost. The motoring public, having heard our programs continuously for over two years, is thoroughly familiar with the Mid-Continent name and has enthusiastically responded to our brief announcements by patronizing our many stations throughout the territory."

It is interesting to note that the editor of the Radio Column in *Wallaces' Farmer* last July stated editorially: "After listening to so much jazz, it was a welcome relief to encounter the Rocking Chair program as I was turning the dial to see what I could pick up."

## New Advertisers at WTMJ

CONTRACTS for time secured during January by WTMJ, *The Milwaukee Journal* station, include the following:

Kellogg Seed Company—53 fifteen-minute programs. (This is the fifth season that Kellogg Seed Company has presented programs over WTMJ.)

National Enameling & Stamping Company—13 fifteen-minute programs.

John Hoffmann & Sons Company—300 fifteen-minute programs.

Wadhams Oil Company now supplement their regular sport broadcasts over WTMJ with five-minute Sport Flashes presented daily.

## Philadelphia Stations Combine

CONSOLIDATION of stations WIP and WFAN, both of Philadelphia, has been approved by the Federal Radio Commission and the combined stations will be operated by the WIP-WFAN Broadcasting Company. Benedict Gimbel, Jr., vice-president of Gimbel Brothers, operators of WIP, is president of the new company. The stations formerly divided time on the same wave length.

## Heel Hugger Program

A NEW Sunday evening series over the NBC network, the Heel Hugger programs, was recently commenced under the sponsorship of Dunn & McCarthy, Auburn, N. Y., who also sponsored the Emma Jettick broadcasts. The new series features a male quartette singing songs that were popular a generation ago. The agency in charge is H. C. Goodwin, Inc., Rochester, N. Y.