

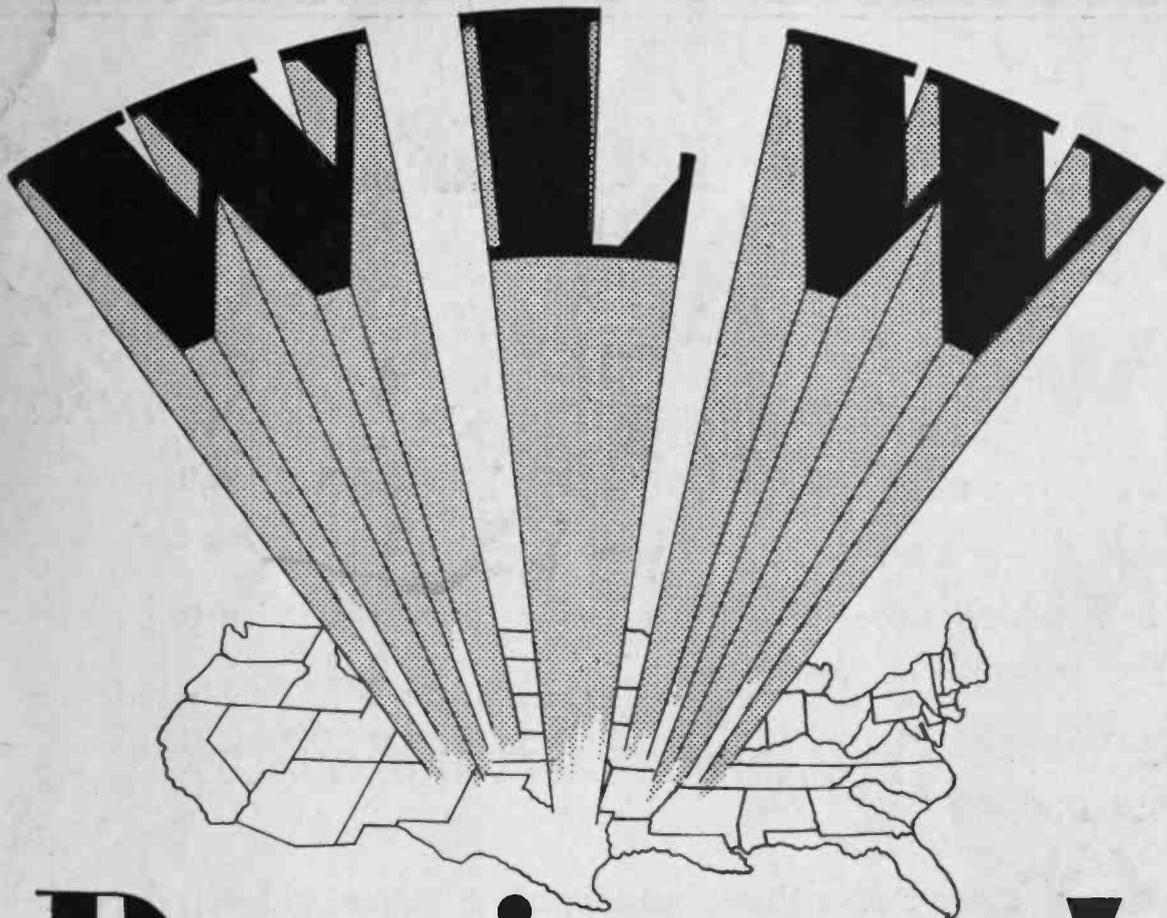
182632K

# Broadcast Advertising



FEBRUARY, 1932





# Dominant !

**F**ROM whatever angle you consider WLW, it looms up as the dominant radio station in the rich central section of the country. Its excellent programs, tremendous power, convenient position on the dial, and central geographical location enable it to reach the greatest number of your logical prospects. Its vast enthusiastic audience looks on it as an excellent radio entertainer and an extremely reliable buying guide. Our free, 48-page brochure gives the whole WLW story. Send for it.

WLW is powered by 50,000 watts. Operates on a frequency of 700 kilocycles. Has a cleared channel with 100% modulation. Is on the air 19½ hours daily.

**Near the Center  
of the Dial**



**Near the Center  
of Population**

An extremely interesting free, 48-page brochure gives the whole WLW story in facts, figures and illustrations. Send for it.

**THE CROSLEY RADIO CORPORATION**  
**Powel Crosley, Jr., President** **CINCINNATI**

Volume 4 BROADCAST ADVERTISING Number 11  
 Published monthly by G. W. Stamm at 440 S. Dearborn St., Chicago, Illinois. Subscription price, \$2.00 a year. Single copies 20 cents.  
 Entered as second class matter, February 19, 1930, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.

# CALL LETTER SIGNIFICANCE—

**W**E told the curious, in the early days of radio, that WMAQ meant "WE MUST ANSWER QUESTIONS."

**M**ANY years---ten, to be exact---of earnest attention to business have shown our listeners that WMAQ stands for "WE MAINTAIN ABSOLUTE QUALITY."

**A**LL smart advertisers insist upon a station with Quality Programs because Quality Programs mean Quality Listeners.

**Q**UALITY is our keynote---NO one-minute announcements; NO phonograph record commercials; NO long-winded advertising plugs; but a Daily Parade of Quality Features.

That is why  
THE WMAQ AUDIENCE IS A BUYING AUDIENCE



For rates and particulars, write or wire

## WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.

*Handwritten initials*

G. W. STAMM  
Publisher and General Manager

# Broadcast Advertising

440 So. Dearborn Street, Chicago

R. B. ROBERTSON  
Editor

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

Volume 4

20c a Copy

FEBRUARY, 1932

\$2.00 a Year

Number 11

## RADIO—A Place for the Negative Appeal

### Forbidden in Print, Negative Copy Can Be Successfully Used on the Air

*A Discovery by Russell Byron Williams*

ALL teachers of advertising—from the theoretical professors in colleges to practical copy-chiefs in agencies—will tell you always to be positive in your statements. Instead of saying: "Don't forget to—" say: "Be sure to—". Rather than: "If our product doesn't do—" say: "Our product will do—"

And rightly so, at least for all media established at the time these rules were instituted. But how about radio? Professors and copy writers adhere to the proved results of experience. But, since the advertising profession and advertising colleges are older than radio, the results they teach or follow have come from experiences gained from other media than radio. So, it *may* be that radio is different, or can be used differently, than other media such as magazine or newspaper space, billboards, car cards, direct mail, and what not.

While we all know the essential and characteristic differences between radio and the printed medium—ear as against the eye, etc.—let me tell you a story which is paradoxical to the extent that the instance had nothing to do with radio, yet the man who made the story un-

wittingly gave a clear delineation of what radio was—and what printed copy was not.

The man around whom this instance centers was a copy-chief, who at the time of the incident, was presenting a series of *Saturday Evening Post* advertisements for the approval of a client. The carefully prepared layouts were ranged around the president's office and the thoughtfully prepared copy rested in a neat pile on the president's desk.

When the time arrived for a discussion of the copy, the president looked at the copy-chief and said, rather impatiently: "Well, go ahead and read it."

Whereupon the agency man replied: "Read it? No. You read it. There are carbons for every man in the room. Let each one read it for himself. Certainly I won't have a chance to stand behind the shoulder of every *Post* subscriber and read that copy to him, putting the inflection, the emphasis, on just the right words. Read it yourself, and get the message for yourself."

How clearly and forcefully that this chap admitted the limitations of printed advertising. Every reader of every printed piece of copy must

read for himself, translate the copy writer's meaning for himself, *get the message* for himself.

But in radio—how different! With radio there is no necessity for the listener to translate copy. Everything is translated for him. Radio copy is spelled out, made easy, illuminated, if you please, by the announcer's inflection, his emphasis, his shading of words. That's one of the reasons why radio advertising is so effective.

**B**UT to go back to the premises for this article, taking this pertinent incident with us, can't radio do things *differently* than the printed media? Shouldn't we employ radio differently than other forms of advertising? Take the time-honored fetish of being "positive," for instance. Should we always insist upon being positive in radio? In certain places and for certain things can't radio be made to do the negative advertising job—leaving the positive work to the space?

A case in point:

Wrigleys' chief competitor is not Adams' Black-Jack, Yucatan, or Beechnut. It is the long-established social resistance to the chewing of gum. Since the days of the third grade we have all had it drilled into

us—by mother, father and school teacher—that to chew gum in public was hardly the thing to do. The “best” people didn’t chew gum at all; and to chew gum *in public*—well, it just wasn’t to be thought of. To chew gum was to emulate the worthy, but rather stupid cow.

It is that social resistance, that *negative* force, which is keeping Wrigleys from building more factories and octupling their production. But can they even approach, let alone attack, that negative in printed copy? They can not.

Just imagine what *Ballyhoo*, the vaudeville clowns and other purveyors of cynical humor would do to Wrigleys should they ever picture in their space advertising a group of select people, all chewing gum. Imagine a *Post* ad carrying a picture of Mr. Hoover passing a stick of Spearmint to the other members of the cabinet! Or Mrs. Coolidge offering sticks of Tutti-Frutti to a group of Bostonian ladies!

But radio is an entirely different medium. You can’t snatch a radio advertisement out of the air and wave it on the vaudeville stage or reprint it in *Ballyhoo*. A radio advertisement is in existence for only a few minutes, then is gone forever, leaving behind it only a few indelible mental impressions. There is nothing physical about radio advertising. It is entirely mental—auditory. This being so, it would be possible for Wrigleys to stage a radio program which would subtly, but firmly, get over the idea that “you never need be ashamed of chewing gum. You never need hide the action which keeps your teeth clean or is an aid to your digestion. . . . If your neighbor smiles when she sees you chewing gum as you sit in the fifth-row-center, just remember—*she* is the one still in ignorance—not you.” Of course, the radio program would not be so crude as this. But subtly and deftly handled, that is an idea which radio could be made to exploit for the sponsor. And little by little, over an extended period of time, the radio effort would kill the negative in the chewing gum business, while the printed media would be carrying the positive messages.

Another case in point:

The motor bus transportation people have several positives to sell.



Economy—convenience—scenery—“travel-the-boulevards”—etc. But they also have serious negatives to combat, one of which is the prevalent idea that patrons of buses are day-coach people. And we hesitate, if not refuse, to ride where we feel sure our next seat companions will talk a poor grade of Italian, carry their lunches in shoe boxes, leave orange peeling on the window sills, and have a whole gang of yammering kids. We don’t want to fraternize with these people, and so we don’t ride buses.

Now there isn’t a copy man in the profession who could effectually combat that negative, or would even want to try to, through the medium of type. But any one of a gross of radio men could build a radio show that would do a splendid job of combating this negative.

Just one more case:

In Chicago there is one of the

---

## first--

THE first football-radio story of 1932 comes from WBBM, Chicago, which announces that it will broadcast the leading football games of the midwest next fall. The business staff of this station believe they have hung up some sort of a record in signing a client for a program series to start ten months hence. On December 28, 1931, they had the signed, sealed and accepted contract completed with the Standard Oil Company of Indiana for the football broadcasts.

finest grocery stores in America—“Stop and Shop.” Being a truly fine store, it is universally thought of as being an expensive store. That prevalent idea is their worst competitor. It is their one negative which, to quite an extent, nullifies their several positives. The management of this splendid grocery store realizes it, too, and tries, as best they can, to combat it. For instance, they will advertise: “Hop A-top a Bus—and Stop and Shop With Us,” hoping that people will properly translate their printed slogan and realize that they are catering to people who ride the double-deckers for transportation. . . . people who don’t have limousines, but only a dime for car-fare.

But this effort is largely ineffectual, because folks are too busy to think. They won’t stop to translate, with the result that they still believe that “Stop and Shop” is an expensive place to buy groceries.

How much more effective would it be for “Stop and Shop” to take frequent periods on the air, at a time when the *women-buyers* are listening, and tell how Mrs. Hermann Guggenlocker, the wife of a car-repairer for the Belt Line Railway, had been a patron of “Stop and Shop” for years—how that store had served, through their charge accounts, the wife of a struggling medic—how Mrs. Herskowitz, the mother of seven children and wife of a bookkeeper, had long since learned to depend upon “Stop and Shop” for really economical foods. Three hundred radio performances which skillfully handled the negative of “expensive shop” would probably do more to sell “Stop and Shop” merchandise than ten years of space advertising.

NOT only will the use of the negative frequently do the otherwise impossible for a sponsor, but it will sometimes prove to be the most effective and impressive kind of broadcasting. About three weeks ago, Montgomery Ward & Company had the woman character in their daily “Beautiful Thoughts” program (which each day is devoted to the selling of a different article) lend her efforts in behalf of typewriters.

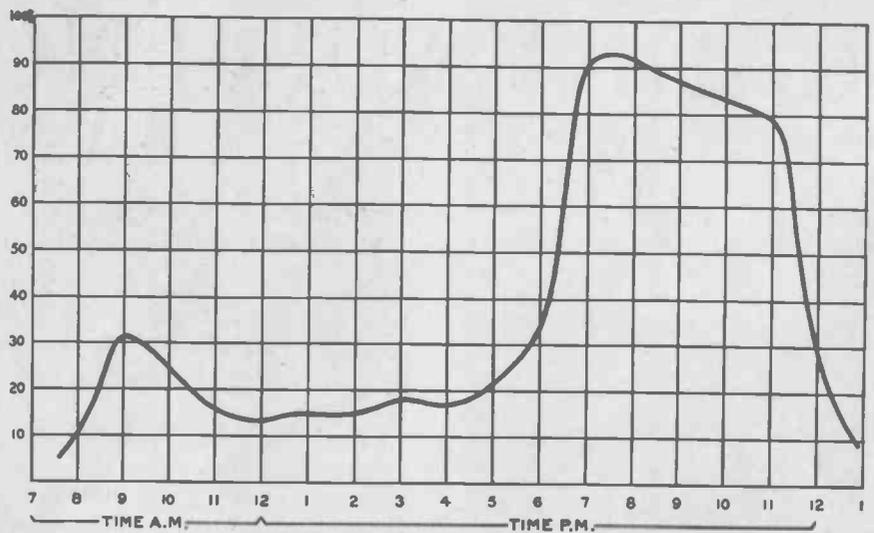
Ward’s, as you may or may not know, sell rebuilt Underwoods. In  
(Continued on page 20)

# LISTENING HABITS IN NEW ENGLAND

DOES the American radio audience as a whole have the same listening habits, or has each section of the audience a distinct set of listening habits that does not agree with those of any other section?

For several years, now, national advertisers using radio have been trying to get the answer to that question, without a great deal of success. Individual studies have been made for various stations and territories, but the methods have also been individual and cannot, therefore, be compared with any great degree of accuracy. It does appear to be generally true that the evening audience is about three times as large as the daytime audience, but little else has been established.

Now, however, it is possible to compare the listening habits of two audience groups, one located in the area around Pittsburgh, the other in New England. Two studies have been made by Westinghouse, covering the audiences of stations KDKA and of WBZ-WBZA. Each survey used the method devised by Benjamin Soby, Westinghouse sales promotion manager, which uses fan mail to locate a station's audience and personal interviews to determine the size of that audience.



This curve indicates the Daily Listening Habits of the New England Radio Audience.

The two charts reproduced on this page, indicating the daily listening habits of the two audiences, may thus be compared with the knowledge that the differences shown are due to differences in the audiences, and not to differences in the methods used. The only varying factor is that of time of year; the KDKA study was made in May, 1931, and the WBZ-WBZA study in September and October of that year. The New England curve was plotted on the basis of 19,480 program mentions in answer to the

question, "What programs did you hear yesterday?" The KDKA curve was based on 21,550 program mentions. Neither study revealed any "best" radio day of the week.

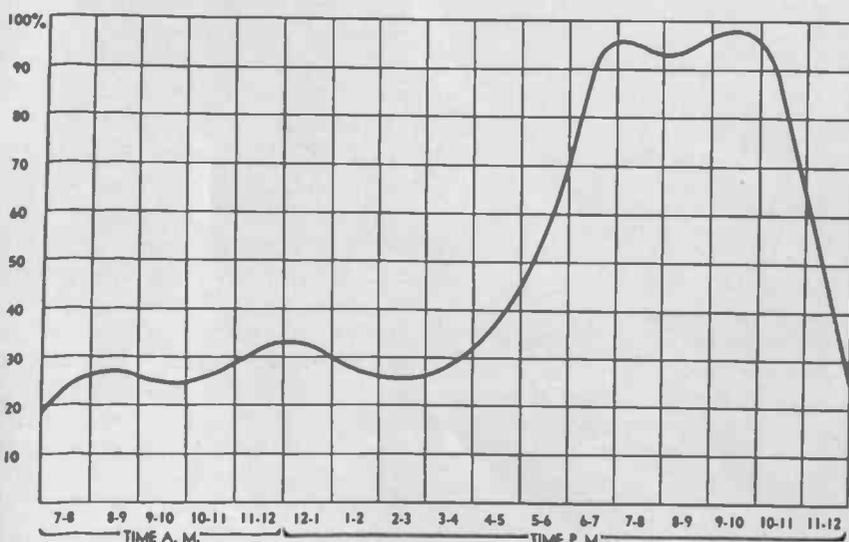
In each section the factors influencing listening habits were found to be reception, weather conditions, living routine, time of day, season of year, etc. The program itself, however, is by far the outstanding influence. Popular programs will cause an audience to switch from one station to another, to stay up late or to get up early, and sometimes to change other plans to avoid missing a favorite program.

Size of audience is not always the only important factor, however. "The daytime audience, a great proportion of which is adult females, may be more valuable than an evening audience to a broadcast advertiser whose message appeals primarily to women."

Comparing the two curves it is interesting to note that in New England the daytime peak occurs at 9 a. m., and the evening peak between 7 and 8 p. m. For listeners in the Pittsburgh territory, however, the peaks come at noon and between 9 and 10 p. m., with lesser peaks at 8:30 a. m. and 7 p. m.

Copies of "Facts About KDKA" and "Facts About WBZ-WBZA" can be obtained from any of the commercial offices of the Westinghouse radio stations.

## AND IN PENNSYLVANIA



THIS CURVE INDICATES THE DAILY LISTENING HABITS OF THE AUDIENCE IN THE PRIMARY ZONE OF INFLUENCE OF STATION KDKA

# HOW BIG IS A RADIO AUDIENCE?

*or Why Statisticians Go Crazy*

By Carl W. Harris

J. WALTER THOMPSON COMPANY, Chicago



The Stebbins Boys

MODERN times have added another to that list of ridiculous questions such as "How old is Ann?" and "How high is up?"

It is: "How big is a radio audience?" and the answer pretty generally seems to be: "That was no lady; that was the Four Marx Brothers." This is in spite of hundreds of thousands of dollars spent in surveys and polls, researches and questionnaires, and practically no end of conversation by radio experts and others who know even less about it.

Statisticians, mathematicians and persons who should know better from Maine to California have, since the founding Radio turned out to be several times a million dollar baby, worn out slide-rules, adding machines and tempers trying to put a finger on some definite measuring stick which would permit the affixing of an Audit Bureau

of Circulation stamp on this will-o'-the-wisp the number of listeners to a given radio program—any program.

Nearly everyone who has come even remotely in contact with a microphone has felt the maddening elusiveness of the unresponsive ether. It is this which causes that strange phenomenon known as "mike fright" to which even hardened veterans of the stage and screen are subject and which gives dignified statesmen the jitters. To talk, sing, act and play before a living audience which moves, breathes, sneezes and coughs is one thing; to talk to a steel and mica demon in the hushed silence of a sound-proofed studio for the benefit of whom?—that is the stuff that makes Mr. Hoover say "proven."

And if this affects the actors in the piece, the control room operators and the station managers, how much more must it affect the advertisers who are paying the fiddler, et. als. They have been used to buying large white pages in very solid and substantial publications which in solemnly sworn statements declare their each and every issue goes to so many persons. Circulation has always been simply arithmetic—something real, homely and understandable like barley soup.

In the place of this radio offered them only unsubstantiated guesses. At first, of course, this hardly mattered. Radio was a new toy. It intrigued the imagination. To have music—almost any music—filter into the home at the touch of a button, thus giving Edward Bellamy the robes of Moses instead of Ananias, was sufficient lure, it was felt, to drive everyone to the earphones. There were few stations, little competition.

But radio developed and grew. More and more stations, more and

more bands playing Valencia cluttered the air waves. And as space on the air rose in cost, advertisers began to realize that more persons listened to one program than to another. Came a period when the experts sat in conferences to determine the right program for a given product—a period marked by many resounding flops of "sure fire" shows and the brilliant successes of programs which radio experts were certain would fail.

But even with successful shows the question of listening audience continued to shimmer away, a mirage on the radio horizon. "So," said the experts, "we shall see. We shall offer inducements to have listeners write in. We shall count the mail. And we shall know all."

Followed then the period which radio history will write as the "Contest Era." Radio advertisers and their expert advisers flooded the air with competitions of every description. Mildly, at first, offering booklets, and then into a mad frenzy where everything from an income for life to the Statue of Liberty became the capital prize, advertisers competed with each other to extract this secret from the air: "How many people listen to our program?"

But still the answer was not forthcoming with any degree of certainty. In the meantime many businesslike surveys were instituted. Independent advertisers rang doorbells and asked housewives if they had heard a particular program the night before. A statistical reporting service was organized to give weekly and monthly checks on alleged cross sections of the audience. The government took a hand. It found that 12,078,345 families, or 40.3 per cent of the total number in the United States, had radios on the first of April, 1930.



# PROGRAM LISTINGS ARE BASIS OF JOHNSON RADIO CAMPAIGN

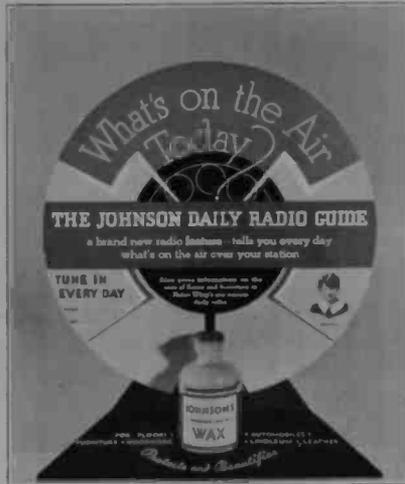
## *Wax Manufacturer Launches Daily Series Over 50 Stations*

WITH a unique program idea and contracts calling for daily broadcasts for a year over some 50 radio stations throughout the country, S. C. Johnson & Son, manufacturers of Johnson's floor wax and waxing and polishing equipment, are making radio a major factor in their 1932 advertising program. More than 14,000 individual broadcasts will be made, putting Johnson at the head of the list of spot broadcasters, now that Chevrolet has gone NBC.

The plan of the Johnson Daily Radio Guides, as the programs are called, is to supply the audience of each station with the highlights of that station's programs for the remainder of the day. It is believed that these programs, broadcast at the same time each weekday (usually during the noon hour) will attract a large audience, as nothing is more annoying to a set owner than the sudden realization that a favorite program has gone by unheard because the time of broadcast was not remembered. And with many newspapers eliminating program listings altogether or skeletonizing them to such uninformative ones as "orchestra," "dance music," and "quartette," such a service is more necessary now than it would have been several years ago.

The programs are electrical transcriptions, recorded by National Radio Advertising, Inc. Each occupies five minutes on the air, during which time the station has two minutes to tell about its other programs. Needham, Louis and Brorby, Inc., Chicago, advertising agency for Johnson, handled all negotiations with the stations, and report that the broadcasters so appreciated the cooperation this feature gives to them and to their other advertisers that none of the usual objections to accepting five-minute broadcasts was forthcoming.

Opening with a theme song writ-



Counter Display for Retailers

ten especially for this series by Melvin Brophy, a partner in the agency, the program includes a one-minute talk to housewives by Helen Wing, the agency's home economics expert, dramatizing the uses of Johnson's Wax. Little by little, these talks will tell the complete wax story, just how and when and why to use it. The electric polisher, for rent and for sale, the floor duster, the new floor waxing set and Sh-nup will all be featured, with liquid and paste wax. And the automobile market will be given special attention, too, in season.

Following Miss Wing's talk, the program announcer turns the pro-

---

### *yes and no - -*

WHEN Colonel Stoopnagle and Bud, Columbia comics now gloomchasing for Ivory, burlesqued the Camel Quarter-Hour, the Reynolds Tobacco Company wired its thanks. When they burlesqued the Lucky Strike Hour, American Tobacco demanded an apology, and will probably move Cremo programs to NBC when its CBS contract expires shortly.

---

gram over to the station for two minutes, the recording meanwhile playing the theme music softly as a background for the local announcements. A card of instruction, sent to all stations, suggests that not more than eight or ten programs be mentioned each day as the listeners will not be able to remember more than that number.

Sample announcements which the stations may use as patterns for their own are included on the card. The following are typical:

"At 2:30 the Woman's Household Forum brings you from New York Miss Jane Williams with some brand-new recipes that you will probably want to try out as soon as you hear about them.

"At 5:30 Uncle Bob has a grand surprise for the children—and an interesting new game to tell them about.

"At 6:30 Rudy Vallee for a half-hour of good music—sponsored by the Fleischmann Company. Rudy has a new number for you today—one you will soon be whistling.

"At 7:00 don't miss Kate Smith in her La Palina program. She's going to sing some old favorites for you tonight, and believe me she can certainly sing them.

"At 8:00 the old Maestro himself, Ben Bernie in person, will parade a grand assortment of tunes on his Blue Rubbon Malt program. You will want to hear the old Maestro, of course."

Johnson's own advertising on the program follows the copy used in their magazine campaign, based on the fact that "waxed floors do not have to be scrubbed." This idea was chosen as the key-note of the Johnson's advertising after a survey revealed that only a small percentage of women appreciated this advantage of waxed floors. The booklet, "The Tragedy of a Young Scrubwoman" is also offered to listeners.

2/32

# Five Years of Broadcast Advertising

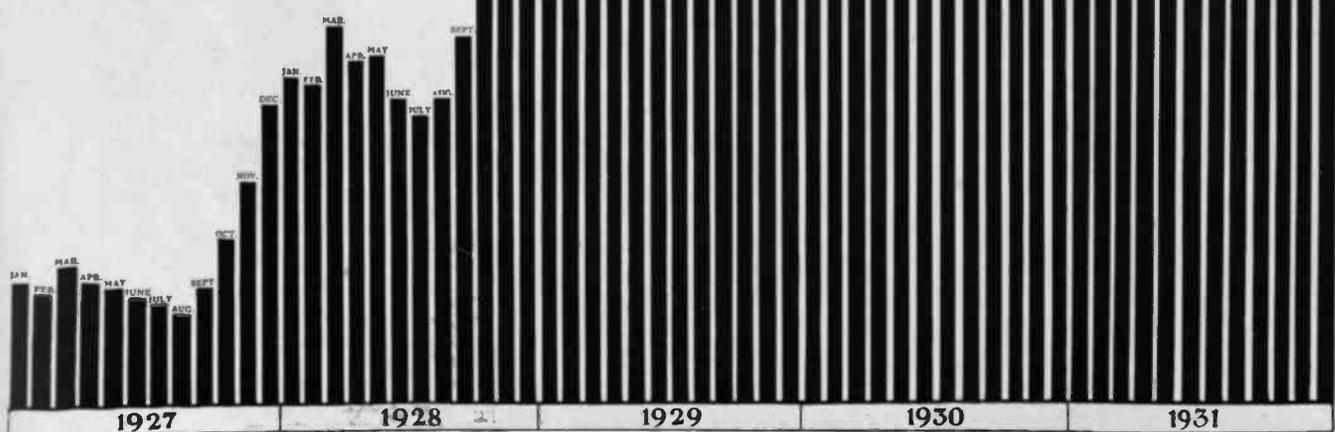
## OVER COAST TO COAST NETWORKS

	1927	1928	1929	1930	1931
January .....	\$ 270,949	\$ 733,815	\$ 1,258,174	\$ 1,989,497	\$ 2,637,130
February .....	252,195	715,316	1,372,484	1,872,575	2,590,521
March .....	316,158	841,727	1,610,252	2,295,190	3,140,984
April .....	273,209	773,364	1,550,372	2,198,808	3,164,075
May .....	257,981	776,279	1,562,770	2,300,243	3,035,623
June .....	241,930	679,566	1,309,295	2,033,337	2,834,905
July .....	228,666	640,333	1,311,517	2,074,475	2,764,294
August .....	195,143	676,200	1,330,079	1,959,782	2,527,256
September ...	264,725	813,874	1,599,191	2,122,705	2,740,986
October .....	368,111	926,712	1,948,430	2,674,036	3,253,298
November ...	491,711	999,080	1,908,287	2,576,721	3,504,817
December ...	671,732	1,084,408	1,968,720	2,721,787	3,598,110
	<u>\$3,832,510</u>	<u>\$9,660,614</u>	<u>\$18,729,571</u>	<u>\$26,819,156</u>	<u>\$35,791,999</u>



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

Source of Figures:  
National Advertising Records



February, 1932

# Pepsodent and Radio

## An Interview with H. P. Roberts

Advertising Manager, PEPSODENT COMPANY

By Bernard D. Urist



Harlow P. Roberts

THE instantaneous success of "The Goldbergs," Pepsodent's real-life, "sure-fire" skit of the tears and laughs of a typical New York Jewish family, marks another radio milestone passed by the "radio-toothpaste." Two successive hits, two comic strips of the air, two "naturals" are not accidents.

(Interesting to note, radio editors in the *New York World-Telegram* All-American Survey (December 5, 1931) gave "Amos 'n' Andy" first place in the group, Foremost Dialogue Act, with 77 votes. Second place went to the "Rise of the Goldbergs," with ten votes.)

Pepsodent's radio story has been told and re-told, but it is still as fresh as the next football season. Radio was a theory with Pepsodent three years before they went on the air. The horizon was secretly scanned for a long time before the two blackfaces with a golden future were bought. And after they did bravely duck into the radio waves, Pepsodent had to convince network

officials that a fifteen-minute period was not a dangerous experiment foredoomed to failure. All along the radio-way Pepsodent has made precedents; it doesn't worship the great god "Advertising Tradition."

Few advertisers would have attempted to sponsor two programs of the same type, both supposedly attracting the same audience. Pepsodent tried it—successfully. But the price has been eternal vigilance and the ceaseless attention to detail that marks all of this company's sales promotional work. Thus, all Pepsodent announcements are prepared so that instant-timeliness is achieved. Pepsodent copy is as newsy as tomorrow's newspaper. Significantly enough, although the "Goldbergs" are broadcast from New York the announcements are read from Chicago so that if any revisions and changes are necessary they can be made five minutes before the zero-second.

"Bill Hay only announces the commercial talks. We write them and then go over the 'plugs' with him thoroughly for both criticism and timing," said Harlow P. Roberts, Pepsodent's broad-shouldered advertising manager.

"Yes, fan mail is an excellent barometer to listener interest, but after all it is an artificial one. Public opinion is your 'mystery' to which fan mail is only a clue. Thus, Pepsodent was highly gratified when 150 bags of mail bounced into headquarters within three days after the Antiseptic's trial offer. As the proposition was announced only on Amos 'n' Andy's program we had another indicator of pulling power.

"But we are considerably more interested in the spontaneous and sometime violent attacks forthcoming when particular groups are offended or only luke-warmly pleased by incidents in the nightly skits.

"Sleeping dogs awaken in a hurry on the 'brickbats' side of the

ledger. And you can add here that sponsors look too much for bouquets. Let your radio program arouse objections, criticisms, threats—anything but indifference, and you'll see the results on sales. Make your program individualistic and don't fear that you are not rubbing the world's fur with the right motion.

"What were some of the 'squawks' that gave us the nation's pulse? Well, some of them, of course, touched crises in the episodes; others, unintentional taps at particular groups, drew protests in no soft whispers from executive secretaries, ever-vigilant.

"Oh, yes, some of the episodes. Do you remember the story where Amos in yanking on a freshly laundered shirt, pulls off a button, and says something uncomplimentary to the local laundry. We heard about that remark in a hurry.

"Of course, the recent big break came into the picture when the A's stirred the country on the 'third degree' problem. Newspapers all  
(Continued on page 22)



Broadcast Advertising

# Using Radio to Tell the Power and Light Story

Humorous, Informative Programs Sell Public on Electricity's Cheapness and Convenience

*Says Gomer Cool*

Radio Station KMBC, Kansas City

WHEN an entirely new idea for radio is introduced, that is unusual enough to be news. But when this new idea has sufficient merit to overcome the sales resistance of a class of business that in the past has been cold toward radio, that is a "Phenomenon."

Power and light companies are called "naturals" by the radio sales expert,—they have every quality the theorist would seek in a potential advertiser. First, the market—every home has or should have power and light. Second, distribution—every city of any size has thousands of users. Third, the need—every power and light plant is in constant need of good will publicity; witness the thousands of dollars spent in such propaganda flooding the press every day of every year. Fourth, credit rating—power and light stock values have generally withstood the depression's deflation. Yes, power and light companies are radio "naturals," but look around and see how few such organizations are on the air. Kansas City was no exception, until KMBC decided that it should be, and then came the "Phenomenon."

The idea was originated by Ted Malone, continuity editor at KMBC. He prepared a sample program, but when the Power and Light Company was first approached it wasn't interested. However, the officials finally consented to attend an audition. It clicked, and now, after only ten weeks on the air, this daily ten-minute feature is the talk of Kansas City.

The name of the program is "Phenomenon — Electrifying History," a title given it by listeners in a small contest conducted after its third week on the air. Only one

prize, and that a hundred dollars, was offered, but the contest drew nearly four thousand replies from its enthusiastic audience. It is a story of a modern electrical engineer, Jerry Powers, who is offered an opportunity to be projected back through history to the time of—say, Caesar, or Napoleon, or George Washington—taking with him the knowledge of electrical apparatus that is his. Jerry accepts and back he goes.

The story is obvious, and so is the sales angle. Contrast the years of the American Revolution with these, and you learn the main talking point of every power and light plant: Electricity is cheap. Washington could not have bought one minute of electric light with the half million dollars he received from Martha Custis, "while you, my humble listener, can enjoy one hundred hours of an electric clock at a cost of one small copper penny." Weeks were spent sewing a dress by hand. An electric sewing machine could not be bought with all the money in New England, "while you, my humble listener, may enjoy four and a half hours of sewing on a machine run by electricity for only one penny." And the illustration that stamps it with an electrifying effect is the use of an electric clock, iron, washing machine—by the people of history.

The story, the comedy, the thrills, all are sales talks presented in a more effective yet more acceptable manner than any speech could do. Listeners will long remember the day Marc Antony presents Cleopatra with an electric washer, and this siren of history declares a Roman holiday and does the washing for the Senators of Italy's ancient capitol. Picture Paul Revere as the



Ted Malone

president of the first Western Union. Imagine broadcasting the battle of Concord—the shot that was "heard 'round the world." What would George Washington do had he had an airplane? Jerry gives him one. Could Diogenes have found an honest man with an electric light? This story answers the question.

Preparing the continuities is no simple task, the reference work is tremendous; every historical act must be authentic, every character bona fide. But the programs have succeeded to such a degree that the teachers of Kansas City are instructing their history pupils to listen in to increase their interest in history.

Did you know that the Boston Massacre occurred at night, and that John Adams, second president of the United States, successfully won an acquittal for the soldiers who murdered the Bostonians in this Massacre? Did you know that George Washington signed a confession of murder when he was twenty-two years of age? Did you know that Leonardo da Vinci drew

*(Continued on page 32)*

# The Importance of Stars in Your Radio Program

Is Discussed by Howard Angus

BATTEN, BARTON, DURSTINE & OSBORN, INC.

(Editor's Note:—This discussion of the "star system" which radio has adopted from the theatrical world is the first of a series of articles by Howard Angus that will appear in these pages during the coming months. Mr. Angus is unusually well situated to observe the passing show of radio, for, in addition to his executive duties in one of the country's foremost advertising agencies, he is serving as chairman of the radio divisions of the Advertising Federation of America, the American Association of Advertising Agencies, and the Advertising Club of New York.)

**E**VERYBODY, even the so-called expert, has more opinions about broadcasting than facts. It still is largely, "Every man to his own opinion."

However, last year marked a distinct change in the kind of broadcasting programs sponsored by advertisers and, in my opinion, the advertiser is now on the right track to get the best results from broadcasting.

Programs, old and familiar for years, have passed from memory in a few months' time. Funny, as we look back, all of the departed programs were strangely alike.

Let us just suppose that the sponsor of any of these was the Brown Derby Company. The Brown Derby Orchestra played dance music, the Brown Derby soprano reached for the high notes, the Brown Derby tenor crooned his love and the Brown Derby Quartet went "do-do-do." If the Brown Derby Company was daring, the tenor was called Dan Brown, the soprano Betty Derby and the quartet the Herbie Derbies.

The reasoning of the advertiser was perfectly simple and direct. Was he on the air to advertise the Brown Derby? Yes! Was he



Howard Angus

spending money to advertise an orchestra, a soprano, a tenor, or a quartet? No!

The method was equally simple. All that was necessary was to play down the personality of the orchestra, the personality of the singer, the personality of the quartet—under no circumstances mention their names—and mention Brown Derby whenever there was an excuse.

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## stars--

**R**EAL stars, of the genuine solar variety, are regular performers on the Elgin Watch programs broadcast over station WJJD, Chicago. They are used to provide time signals, correct to one-fiftieth of a second, for listeners. A direct line between the transmitter and the Elgin observatory carries the signals to the audience.

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But if you listen to the radio this week or next you will find that you are listening to Amos 'n' Andy, Morton Downey, Kate Smith, Eddie Cantor, Lawrence Tibbett, Julia Sanderson and Frank Crumit, and Walter Winchell. Why, the advertisers are even encouraging the artist to talk to his dear public, announce his own numbers, and sing to his girl in Iowa.

This is a decided change, which means, it seems to me, that the advertiser has at last learned the first principle of showmanship. And that, in turn, means a step ahead in broadcasting.

In featuring stars the advertisers are following in the footsteps of the successful theatrical and motion picture producers. For years the theatre had known that it took a Marlowe and Southern or an Irving or a Booth to make Shakespeare popular. Today on Broadway, during the depression, more and more stars are crowded into each play to attract the public. Everybody knows that people go to see Greta Garbo or Marlene Dietrich or Clark Gable—not to see a picture by any name. And why shouldn't they? After themselves human beings are interested in other human beings—and always have been.

I know a few doubting Thomases are saying that advertisers have gone crazy and are selling stars instead of their products. Be that as it may, the old programs lost their audience to the new and went off the air, and their going in most homes was like house guests who stayed a couple of days or weeks too long.

**T**HE advertiser in discovering showmanship made an even more important discovery in advertising. Many a time I have heard an advertiser say that broadcasting pre-

(Continued on page 26)

Broadcast Advertising

# Aiming Radio Advertising at a Specific Audience

## *Programs in German Boost Sales to German-American Listeners*

By Harry P. Bridge, Jr.

THAT radio can be used successfully as a class as well as a mass advertising medium is being thoroughly proved by Shuman Brothers of Philadelphia. Their furniture and electric appliance store, although not located in the high rent central shopping district, has built up a city-wide business largely as a result of a carefully planned advertising program, in which radio plays an essential part.

Their broadcasting is used with one end in view—to enable the concern to reach the large German-speaking population of the Quaker City. All announcements are in German, prominent entertainers from among the German community are featured and emphasis is put on German music. Station WIP-WFAN is used, programs going out regularly Thursday evenings from 8:30 to 9:00 p. m.

"We believe," says Samuel Shuman, "in directing our advertising to a specific class. Radio offers a splendid means of reaching the German people, first because of their inherent love for music and second because of the pride they take in a broadcast that partakes of the nature of a German community event.

"From the start, our aim has been to create programs of an individual nature. We don't want them to be regarded as 'just another half hour period' on the radio. We want people to look forward to them just as they would to going to a theater or musical entertainment.

"Consequently, we select artists with the greatest of care. Then we play them up. We insist on having entertainers who really have something different and worthwhile to offer—folks who are perhaps not so

easy to obtain or so cheap that any other program sponsor would be apt to have them. This, coupled with the fact that we broadcast in German and feature popular German stars, has gone far toward insuring us a substantial audience from the beginning."

Mr. Shuman selects all of his artists personally. He has found that choruses or singing societies are especially popular with his listeners. More than that, there is a distinct advertising advantage in having a large number of people take part in a broadcast.

"Not long ago," he explains, "we broadcast a Sunday School chorus of eighty voices. It goes without saying that each of those singers had his friends listening in and that all were more than favorably impressed with the store that made the program possible. At an-

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### *and stars--*

DURING 1931, says "Variety," eleven new names appeared on the roster of national radio stars. Without further comment, we add the fact that of the lucky eleven, ten are heard regularly on commercial programs.

Those who achieved stardom are: The Boswell Sisters (Pompeian), Bing Crosby (Cremo), Russ Colombo (Listerine), the Mills Brothers (Vapex), the Goldbergs (Pepsodent), Eddie Cantor (Chase & Sanborn), Walter Winchell (Lucky Strike), Guy Lombardo (Robert Burns), Ben Bernie (Blue Ribbon Malt), Sisters of the Skillet (Ivory Soap), and Cab Calloway (sustaining).

other time, when we broadcast the choir from St. Peter's church, an announcement appeared in the church bulletin for several weeks in advance. That is the best sort of publicity a program can have."

Whenever possible, Shuman broadcasts are given a timely value. For instance, when the Graf Zeppelin last visited this country the program for that evening consisted of "A Tour Around the World in the Graf." Thus, as the big air liner passed over the various nations on its imaginary cruise, listeners-in heard typical music of the different lands played by the Shuman orchestra. Victor later made a phonograph record along this same line.

Announcements of events important to the German community are included in programs. As this is being written, welfare and unemployment announcements are included in the broadcasts in an effort to make them, insofar as possible, a forum for the people they are designed to reach.

All talent is paid for. Despite the community nature of the broadcasts, no one is asked to perform free of charge. Mr. Shuman demands a high type of performance and, in this way, can insist on getting it. Besides, he has long since found it impossible to get really good artists on a "vanity" basis.

PROGRAMS are carefully diversified both as to type and to musical combinations. The idea is to appeal to all tastes without becoming unpleasantly "high-brow" or blatantly jazzy. One week there may be an orchestra playing popular numbers and the next the feature may be a chorus or quartet combin-

(Continued on page 36)

# MAKING RADIO PLAY THE RETAILER'S CASH REGISTER

The Selling Influence of Radio Is Directly  
Proportional to the Tie-In at the Counter

Says Martin A. North\*  
Radio Merchandising Consultant

TEN years ago, a living room game called "Radio" became the fad. Everyone predicted its speedy death, along with Mah Jong, hobble skirts, mustache cups and the Harding administration's reputed depression.

But radio, strangely enough, did not die. The reason is that by accident it was discovered that this new entertainment medium was also the world's most subtle door-bell ringer, one that could slip into the living rooms of the toughest of prospects by invitation and get friendly with them.

That, indeed, is a splendid accomplishment, but when this drawing room sport costs American manufacturers, wholesalers and retailers more than *one hundred million dollars* of their annual advertising appropriation, as it did last year, 1931, it is then high time that these advertisers determine how much selling at a profit all of this flood of broadcasting has accomplished.

Now, you men should be very much interested in radio. I say that because the Food and Beverage industries stood second in line in 1929 as spenders for broadcast time and programs, and first in line, I believe, in 1930 and 1931, as the industry which topped you—radio sets and phonographs—has rather relinquished its lead. Thus, to reach the census-checked radio audience of more than twelve million homes, your industry is spending many millions of dollars each year.

Other industries are beginning to ask what practical results broadcasting can show in low cost selling. Are you? Do you often wonder: "Does radio actually sell goods?"

\*Excerpts from an address before the annual meeting of the National Wholesale Grocers' Association of the United States, Congress Hotel, Chicago, January 25, 1932.



Martin A. North

Salesmen of air advertising time emphasize the value of radio entertainment in building up good will among consumers. Accurate estimates of its direct selling power, they admit, are not always made because of lack of intelligent tie-in. A national survey made some time ago by a merchandising firm in the east throws interesting light on the problem.

Few people judge the sales value of radio impartially. Promoters of printed advertising claim that "more than half the radio sets are shut off most of the time." They maintain that listeners cut off their receivers whenever advertising matter is put on the air. Against this, radio proponents show floods of listener fan mail, and claim increased sales in districts where the air advertising medium has been used consistently and wisely.

No doubt, the truth about radio as a builder of actual sales lies

somewhere between these two extremes. Such facts as can be proven point to a few common-sense conclusions. Briefly, they are:

1. That well-chosen programs *do* get the right listeners; that is, the better the program is adapted to the commodity, the bigger its "unseen audience" of potential purchasers.

2. That strong, properly prepared advertising copy pulls on the air, just as it does in print. The need is for advertising copy written to be *heard*; something very different in technique from copy to be *read*.

3. That tie-in is the secret of selling over the air.

4. That the real tie-in between air advertising and the consumer is at the point of sale: the store, the window, the counter. Salespeople themselves must be instructed in radio cooperation. Only when advertisers, and particularly retailers, promote merchandise by sound management policies do maximum sales result. Tie-in reduces advertising costs, with increasing returns on the investment.

EXPERIENCED air advertisers realize the extreme importance of this question of tie-in at the actual selling point. It is the old story of the personal follow-up, the essential factor in all economical sales-building.

"The gap of forgetfulness between the broadcast and the moment of actual purchase," says an official of the NBC, "can only be bridged by retailer and advertiser tying in together." But do they? About 30 per cent do. The rest complain: "Radio doesn't sell goods."

A concrete example will illustrate this most important point:

An enterprising department store in northern New York State was notified of a national broadcast cam-

campaign for a line of goods they carried but had never featured. Let us say it was a face powder—which, of course, it was not.

The store received repeated reminders of the campaign from the sponsors. Announcements, newspaper advertising suggestions, booklets, broadsides, posters, window strips, window and counter display material, post-cards and novelties for distribution to customers were offered with attention-compelling persistency.

Finally the store heads got interested. They made extensive use of the preliminary publicity which was offered gratis by the sponsor. When the broadcast went on the air the store was ready to take advantage of its sales-pulling possibilities.

An entire corner window was devoted to a scene in which the characters in the broadcast program were shown, and in which the goods being promoted were displayed. The public interest aroused by this window stopped the traffic for hours in the two cross streets. Extra police were needed to regulate the crowds. Inside the store, special counter displays of the "face powder" and other products of the firm sponsoring the broadcast brought quick sales. Sales-people all over the store were primed and ready to make the most of the event, and the sales figures for the whole store soared that week.

Such quickness in grasping the opportunities of tie-in with broadcast advertising, however, is unfortunately more often the exception than the rule.

**H**OW far should retailers depend on sponsors to arouse them to the selling opportunity broadcast advertising creates? Aggressive retail merchants claim that they are always on the alert to give an additional push to merchandise backed by air advertising. More scientific methods of check-up on sales are constantly being devised, and many retailers claim that they can tell accurately what returns they get from broadcasts when properly tied in with sales promotion.

Marshall Field's, Bamberger's, Wanamaker's, Macy's, Bloomingdale's, Gimbel's and other big stores throughout the country are strong believers in radio broadcasts for promoting merchandise. Such

## TO 'PHONE OR NOT TO 'PHONE— THAT IS THE SURVEY QUESTION

**I**F you have made or are planning to make a survey—and who in radio does not fall into one of those classes?—you will be interested in a booklet just issued by Arnold Research Service, 45 West 45th street, New York City. Titled "Interviewing by Telephone," the report points out the uses and limitations of this method and gives some data on its use, including the following paragraph:

"The ratio of radio homes to telephone homes is extremely high, thus making radio interviews from telephone directory lists comparatively easy and, by use of the number of residential telephones in a city, giving a workable basis as to the number of radios. In our surveys this percentage is approximately 85 per cent for the country at large."

The advantages and drawbacks of telephone interviews are summarized as follows:

### TELEPHONE INTERVIEWS CAN BE USED TO ADVANTAGE

1. Where the information to be obtained is fairly limited.
2. Where the cost is an important factor.
3. Where widespread and unclassified interviews are desirable.
4. Where classification by type of neighborhood alone is necessary.
5. In reaching selected names, such as: Individual magazine subscribers; known purchasers of certain products; automobile owners from lists; certain classes of business people where lists are available; certain types of stores.
6. Where a great many interviews

stores check up on sales by segregating the goods advertised on the air. "Radio specials" are not otherwise advertised. "Spotlight" announcements of the radio programs are featured in newspapers, and in the store displays. Bulletins of the "radio specials" are issued to the selling forces as inside tie-ins. Resultant sales can be fairly attributed to the pull of the broadcast, and the advertising costs can be calculated and allocated. All departments are given a turn at the microphone, singly or in groups, as merchandise policy and season indicate.

Fortunately, even the smallest retailer can effectively tie-in with

must be made within a very limited length of time (as during the course of a given radio program), or when a widespread, quick check-up is desired.

7. Where definite facts alone are necessary.

8. Where housewives alone are to be interviewed.

9. Where business men must be reached either at the office or where men must be reached at home.

10. As a check on radio programs heard and preferred.

11. In preference to mail questionnaires because the number of returns and the cost per return, the time to be consumed, and the type of neighborhood, can all be controlled. The cost is rarely greater than mail and may be very much less.

### TELEPHONE INTERVIEWS SHOULD NOT BE USED

1. When the information to be obtained must be classified as to:

Buying power  
Rental value  
Income  
Age  
Nationality  
Intelligence  
Etc.

2. When observation is an important factor.

3. When the questionnaire is lengthy or the information desired is extensive, there is little advantage in cost and results are definitely less accurate.

4. When an analysis of attitude is desirable.

5. When the comment and interpretation of the answers vitally affect the results.

6. When a discussion of new uses, criticisms, appeal, etc., is desirable.

7. When the interviewer's intelligence and training must evaluate and correct the answers and discard the palpably questionable or false.

products presented over the radio.

Many nationally known food products have been on the air for some time, and many others are planning to "take to the air" during 1932. Radio plays an increasingly important part in the introduction of new food products, lending to the new product a distinctive personality, and creating an intimate relationship with the consumer which influences demand for the product at the counter.

Here is where many alert wholesalers and retailers are cashing in on this buying influence of the food manufacturer's radio program. Here is the wholesaler's big oppor-

(Continued on page 28)

# Broadcasting Is Subject of Senatorial Investigation

## Radio Commission Queries Stations on Time Devoted to Advertising

FOR some time, especially during the past year, broadcasting as practiced in the United States has come in for a good deal of criticism from various individuals and groups, some sincere and some with an extremely obvious axe to grind. There are the owners of other advertising media who view with alarm broadcasting's rapidly increasing revenue for advertising, educational groups who feel that a larger part of the country's facilities should be turned over to them, groups who believe a governmentally-controlled, tax-supported broadcasting system would be preferable to the present plan, and others. Through all of this complaining, however, the general public has continued to buy radio sets, to listen with enjoyment to entertainment produced for its enjoyment, and to patronize the advertisers who paid for this entertainment in such numbers as to make continued use of radio extremely profitable, even in these times of depression.

Unable to make an impression on the public, who seem well pleased with things as they are, radio's critics changed their tactics and went after the Federal Radio Commission and Congress, in whose hands the control of radio lies. The result of their labors is the following resolution, proposed by Senator Couzens of Michigan and amended (Sections 8 to 15) by Senator Dill of Washington, which was adopted by the Senate:

WHEREAS, There is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising; be it

Resolved, That the Federal Radio Commission is hereby authorized and instructed to make a survey and to report to the Senate on the following questions:

1. What information there is available on the feasibility of Government ownership and operation of broadcasting facilities.

2. To what extent the facilities of a

representative group of broadcasting stations are used for commercial advertising purposes.

3. To what extent the use of radio facilities for purposes of commercial advertising varies as between stations having power of 100 watts, 500 watts, 1,000 watts, 5,000 watts, and all in excess of 5,000 watts.

4. What plans might be adopted to reduce, to limit, to control and perhaps to eliminate the use of radio facilities for commercial advertising purposes.

5. What rules or regulations have been adopted by other countries to control or to eliminate the use of radio facilities for commercial advertising purposes.

6. Whether it would be practicable and satisfactory to permit only the announcement of sponsorship of programs by persons or corporations.

7. Any information available concerning the investments and the net income of a number of representative broadcasting companies or stations.

8. Since education is a public service paid for by the taxes of the people, and therefore the people have a right to have complete control of all the facilities of public education, what recognition has the Commission given to the application of public educational institutions? Give name of stations, power used, and frequency.

9. What applications by public educational institutions for increased power and more effective frequencies have been granted since the Commission's organization? What refused?

10. What educational stations have been granted cleared channels? What cleared channels are not used by chain broadcasting systems?

11. How many quota units are assigned to the National Broadcasting Company and the other stations it uses? To the Columbia Broadcasting System and other stations it uses? To stations under control of educational institutions?

12. In what cases has the Commission given licenses to commercial stations for facilities applied for by educational institutions?

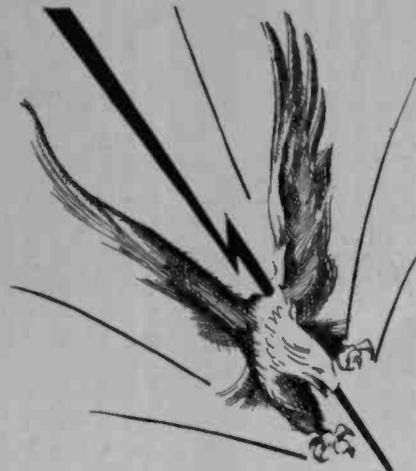
13. Has the Commission granted any applications by educational stations for radio facilities previously used by commercial stations? If so, in what cases? In what cases have such applications been refused? Why refused?

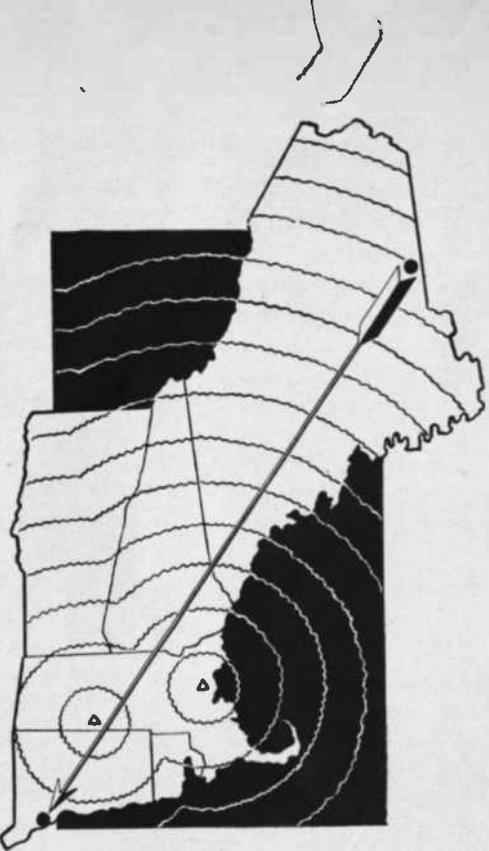
14. To what extent are commercial stations allowing free use of their facilities for broadcasting programs for use in schools and public institutions? To what extent are such programs sponsored by commercial interests? By chain systems?

15. Does the Commission believe that educational programs can be safely left to the voluntary gift of the use of facilities by commercial stations?

Immediately the Federal Radio Commission set out to gather the requested information. The first step was a questionnaire, sent to all radio stations in the country, asking for hours of operation, amount of time devoted to various types of programs, amount of time required and used by chain, cooperation with educational institutions, types of advertising broadcast, amount of time devoted to sales talks, and what rates were charged for time. All information is to be taken from the records for the week of November 8 to 14, 1931, selected as a typical broadcasting week, without holidays or other disturbing features. A similar questionnaire was also sent out to all radio chain organizations.

The Commission has already given considerable time to the study of reports of the broadcasting methods of European countries, which will be summarized in the report to the Senate, as will the information col-





FROM  
 HOULTON, MAINE  
 To  
 BRIDGEPORT, CONNECTICUT —  
 WBZ-WBZA GIVES YOU AN AUDIENCE!

THE daily average audience of WBZ-WBZA, in New England alone, is more than 421,000!—a vast audience truly representative of the fertile New England market.

New England is a concentrated and wealthy market—concentrated because it contains seven per cent of our national population in two per cent of the country's area; wealthy because the per capita wealth in New England is 19 per cent higher than the national per capita wealth.

You can place your advertising message be-

fore the audience most representative of this desirable market by broadcast advertising from stations WBZ-WBZA. The Westinghouse Yardstick of Audience Value, applied to the entire New England radio audience, proves that stations WBZ-WBZA offer you not only complete coverage of New England, but that they also offer you a receptive audience in every trading area in this rich market.

Our commercial representatives will be glad to give you actual figures on the WBZ-WBZA audience in each of the 52 trading areas in New England. Call any one of our offices.

**BROADCAST ADVERTISING—A PRIMARY ADVERTISING FORCE  
 WESTINGHOUSE RADIO STATIONS**

**WBZ-WBZA**  
 990 Kilocycles

Boston, Mass., Hotel Bradford  
 Springfield, Mass., Hotel Kimball

**KDKA**  
 980 Kilocycles

—COMMERCIAL OFFICES—  
 Pittsburgh, Pa., Hotel William Penn

**KYW-KFKX**  
 1020 Kilocycles -

New York, N. Y., 50 E. 42nd St.  
 Chicago, Ill., 1012 Wrigley Bldg.

lected about the various methods of using radio in education.

**J**UST what does this mean to the advertiser who is making profitable use of radio and to the broadcaster who derives his income from the sale of time to the advertiser? Does it mean, as some have said, more and more stringent radio legislation; at worst, the complete transfer of radio from private to public ownership; at best, the limitation of advertising on the air to the mere mention of the name and product of the company sponsoring the program?

Not at all. This survey merely means a showdown, with all the cards on the table. It means an opportunity for a real comparison of American and European broadcasting, with the inevitable conclusion that the American plan is not only far superior, but the only plan possible for a democracy.

It means a chance to drive home the fact, which seems to have been entirely overlooked by the Senate, that too much advertising is not radio's only fault, nor its worst one. The best programs—and by best is meant those most acceptable to the most people—are advertising programs, as all surveys of listener preference reveal. A good program, even when connected with blatant advertising, is far preferable to a poor program even without any advertising, as far as the listener is concerned.

Some people found it definitely

objectionable when Admiral Byrd, on his return from the Antarctic, made his first broadcast under the sponsorship of an oil company. Yet the more than 150,000 requests for a booklet offered by the sponsor during the broadcast are evidence enough that the great American public, in whose interests, presumably, broadcasting is governed, did not object to the sponsor, but rather were grateful to him for giving them the chance to hear Byrd speak.

Another point which this survey should impress on the Senate is that there is little relation between the length of an advertising announcement and its power to please or offend. A single word may offend a large number of listeners, while some of the longest sales talks on the air are among the most interesting ones. Any legislation limiting advertising to 100 words per 15 minutes, or to five per cent of the total time on the air, would do immeasurable harm and not much good. For one thing, such a ruling would eliminate the possibility of combining advertising and entertainment into a harmonious whole, as copy and illustration are combined in printed advertising, a goal at which the best minds of advertising are constantly aiming.

Broadcasting and broadcast advertising have nothing to fear from a fair investigation, and there are no indications that it will not be fair. On the contrary, there is much to gain. The information now be-

ing assembled will be of as much value to advertisers as were the radio census figures. The better understanding of the medium which the legislators will get will result in more intelligent control. And if a few of the more blatant advertisers are frightened into softening their copy it will hurt no one, least of all themselves.

Okay, Investigation—let's go!

#### Clement Joins KYW

**W**HITNEY J. CLEMENT, for the past two years a member of the sales department of radio station WIBO, Chicago, has joined the staff of KYW, also Chicago, and is now contacting advertisers and advertising agencies in that city. Before his entry into radio Mr. Clement had achieved a valuable advertising background as space salesman for a number of national and local publications.

#### KGMB Appoints Conquest Alliance

**T**HE Honolulu Broadcasting Company, Ltd., owners of station KGMB, Honolulu, have appointed Conquest Alliance Company as American representatives. KGMB operates full time on the frequency of 1,320 kilocycles with 250 watts power.

#### Mineral Water on Air

**T**HE Wonder Mineral Water Company has appointed the Oakland, Calif., office of W. L. Gleeson & Co., Bureau of Broadcasting, radio station representatives, to conduct its radio campaign in the eleven Western states. This company has also placed the "Chapel of the Oaks" program on KLX. Three 30-minute programs by remote control are being used with good results.

# W D R C

full time!

Basic Station  
of the  
Columbia Broadcasting System  
Associated Station  
Yankee Network



**SELL Greater HARTFORD**

New England's Rich Test Market

**Over One Million People**

Live Within a 30-Mile Radius of W D R C

**B R O A D C A S T I N G**

16-Hour Daily Schedule

WRITE FOR BOOKLET

2/32

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# 1931

RADIO RESULTS PROVE SPOT  
BROADCASTING THE MOST  
EFFECTIVE SELLING PLAN FOR

# 1932

The information we furnish regarding Spot Broadcasting is founded on  
FACT—not fancy

**SCOTT HOWE BOWEN, Inc.**

**CHRYSLER BUILDING**

**NEW YORK CITY**

**Chicago Detroit Kansas City Boston Omaha San Francisco**

## RADIO AND THE NEGATIVE APPEAL

(Continued from page 4)

advertising these typewriters on this particular day, their selling copy read as follows:

"... Last night I read a very interesting article in the evening paper which said that if there had been typewriters back in the old days, Shakespeare, Burns, Longfellow, Lowell and other poets would have been able to write at least twice as many masterpieces. . . . That little article prompted me to talk about typewriters, today. How many of you folks use a typewriter, or have one in the home for the school children to use? Ward's, you know, sell the most famous of all typewriters—the Underwood.

"Now, of course I'm not going to try to tell you that a typewriter is a *necessity* in the home, but I'm sure you will agree with me that a typewriter could be a real convenience for you and an education for the boy or girl who is preparing for business life. Realizing that the average home doesn't need an expensive, brand-new typewriter, the typewriters that we sell are ones which have been entirely rebuilt at the factory, etc., etc."

That negative piece of copy—copy which said frankly that a typewriter was *not* an absolute necessity—impelled several listeners to remark about the *honesty* of the character "Marjorie Wilson." That negative copy not only sold typewriters; it sold the idea of honesty and integrity, with the result that when she talks again, whether on mattresses, cream separators, or

shoes, she will have the listener's confidence and belief.

At another time, this same character in selling hunting coats read a piece of copy to the effect that: "Now frankly I don't know very much about hunting. . . . But my husband, who just loves to hunt, says this hunting coat—etc., etc." Here again, the presence of the "I don't know" (which would be suicide in the printed page) carried increased conviction and instilled confidence.

There is no discounting the long-established fact that the positive angle is the most effective in all other advertising media. In certain places, for certain products, and for certain purposes, however, this new medium of radio makes the employment of the negative not only possible, but actually more effective than the positive.

### Maurice Wetzel Joins NBC

MAURICE WETZEL, formerly production manager of KYW, Chicago, and more recently affiliated with the Radio Transcription Company of America, has joined the production department of the National Broadcasting Company, in Chicago. While at KYW Mr. Wetzel conceived, wrote and produced many popular programs, prominent among them "State Street Tomorrow," which is nearing the end of its second year on the air without missing a night.

### NAB-AFA Affiliation

THE National Association of Broadcasters has announced its affiliation with the Advertising Federation of America.

### It Takes a Rabbit to Produce Sound of Chickens

ALTHOUGH the cackle of chickens heard on the Thursday broadcasts from Pratt's Experimental Farm over the Columbia network owes nothing to sound effects, but comes from real chickens, its production caused as much trouble as many artificially produced sounds.

Several weeks ago, Walter Keller and Charles P. Shoffner were confronted with a problem of how to make the hens cackle when the continuity for their broadcasts called for this sound effect. Shoffner, who has long been associated with the raising of poultry, suggested that they put a cat in the chicken coop where a microphone had been installed to pick up the cackling on the Pratt Farm. The presence of a cat, he said, always makes hens cackle.

Horace Feyhl, production manager of WCAU, who had been assigned to this broadcast, finally found the farm's cat and put in into the coop. The reaction was successful but not in the right direction. The chickens on the farm are so tame that the presence of the cat made no difference to them, but the cat, seeing so many chickens, let out an unearthly meow.

Keller, who had been experimenting with a tame rabbit in his laboratory, suggested that if this animal were put in the chicken coop it might make the hens cackle. In a few moments a hired man returned with the rabbit and placed it in the coop with the hens. This time everything clicked or clucked, and the chickens now cackle as long as the rabbit is in sight.

### Sponsor Time Signals

S. A. SHERER, automobile dealer in Los Angeles, has taken the time signals over KTM on the hour and the Mountain Springs Water Company has taken the sponsorship of the half-hour signals.

11,000,000 PEOPLE LIVE WITHIN THE GOOD  
SERVICE RANGE OF

# WMCA

570 Kc.  
"AT THE TOP  
OF THE DIAL"

NEW  
YORK  
CITY

An exhaustive field strength survey recently made by Edgar Felix, Radio Consultant, indicates that the good service range of WMCA extends from 27 to 50 miles from the point of transmission.

*This embraces approximately 10 per cent of the population of the entire nation.*

KNICKERBOCKER BROADCASTING COMPANY, INC., 1697 Broadway, New York City

2/32

# ..... We're Sort of Proud of this record!

*(and still expect to surpass it in 1932)*

Comparative figures are odious, but our percentage of increase in business, month by month, in 1931 as against 1930, **does** show a definite trend.

**FOR THE YEAR A**

# 48%

**INCREASE IN BUSINESS**

A breakdown of this figure, month by month, shows the upward movement of our business.

January .....	9% decrease	July .....	44% increase
February .....	10% increase	August .....	40% "
March .....	21% "	September .....	84% "
April .....	31% "	October .....	75% "
May .....	41% "	November .....	63% "
June .....	35% "	December .....	163% "

Our clients are happy to help us ring up a record like this as proved by the fact that of all contracts in force at the present time

# 66.04%

are renewals of previous contracts.

***The Air Theatre***

Western Key Station of  
The Columbia Broadcasting  
System

# WBBM

25,000 Watts  
770 Kilocycles  
Clear Channel

**CHICAGO**

## PEPSODENT AND RADIO

(Continued from page 10)

over the country seized the lead to write biting editorials on the program, on capital punishment in general, on the efficiency of the local police force, and on crime in particular.

"The *News Herald* of Boulder, Colorado, congratulated the local chief and commented upon the boys as the Dickensonian reformers of the modern world. In fact, the *Herald* said, 'If Amos 'n' Andy can mitigate this abuse of authority they will have accomplished something remarkable. Other efforts by more dignified personages have failed.'"

"The President of the International Association of Chiefs of Police, Hugh D. Harper, protested vigorously against the criticism of police methods.

"Other 'kick-backs' include the southern reaction to Amos' arrest for the murder of Jack Dixon. For example, a firm of Kentucky lawyers wired that they would be pleased to defend him, and Gov. Sampson of Kentucky, on the advice of counsel, pardoned Amos in advance by special dispatch.

"Again, we heard 'plenty' on the whole question of breach of promise suits when Madame Queen sued Andy. The legal fraternity could not decide whether the publicity was favorable or otherwise. Other crises or climaxes in the stories brought their own waves of spontaneous public reaction—the only

tangible voice, next to sales, telling whether or not you're getting your money's worth.

"**W**HAT do we do with our mail? We have our own system of classification, simplified by a form we have worked out. Although we solicit mail only rarely now, we still give Uncle Sam's carriers plenty of business. Some stuff we keep in the big 'morgue' for six months and then junk. Other pieces, of unusual interest, we send direct to either Amos 'n' Andy 'in person' or to Bill Hay or the NBC offices. In addition, we keep selected mail and clips in a permanent file for reference and historical purposes.

"So you have some idea that a collector could gather a wealth of Amos 'n' Andy stories and anecdotes. As an addition to the folklore of the Negro race I think the script of the programs will never die. In this day of frothy movies and sex literature. I believe we are making a contribution to the annals of the American scene, as Carl Sandburg would say. The *Life* cartoon, 'The Modern Angelus,' . . . which shows the nation falling to its knees as Time points to the Amos 'n' Andy minute, may be irreverent but it has its implications. . . ."

The interviewer made some remark about radio's blow to the theater. "The theatrical world needn't fear radio competition," answered Roberts, "for among other purposes

the show world can use radio for self-promotion. We were very much interested in the action taken by Detroit movie houses. At one time, about forty theaters in the automobile-town picked up Amos 'n' Andy as an added feature of their early evening performances."

Talk naturally slid into a discussion of world-wide preferences in tooth-pastes. "The advertising fraternity has standardized the world—as the traveler who bought Hoboken curios in Bagdad will tell you—but national differences do exist, even in 1932." However, a study of Pepsodent copy that appeared in the press in foreign countries shows that the same type of appeal has been used throughout the world.

"Tooth-pastes, like many other American commodities, are used almost everywhere. However, our potential market is small in proportion to population in many countries where toothbrushes are still 'crazy American ideas.' Despite all private sources of information, for many users there are no better sources of data on foreign markets than the United States Consular trade reports.

"But our foreign markets like everybody else's have been sorely tried by the 'popping' of foreign exchanges. At present, we haven't any foreign policy on radio or any other form of advertising. We can't have when local jobbers and buyers don't know what's going to happen next and delay purchases. Some

## Four Facts That Are Not Just Sales Talk



City	Air Miles Distant	City	Air Miles Distant
Denver	440	Tulsa	132
Lincoln	220	Dallas	350
Topeka	125	Ft. Worth	350
Kansas City	175	Oklahoma City	162

1. KFH is located in Wichita, Kansas. Wichita has the highest retail sales per capita of the 25 new Metropolitan cities.
2. KFH is the only station within 100 miles, and is the only station that can OFFER GUARANTEED COVERAGE in this rich territory. (See map.)
3. KFH leads in its territory with an audience preference of 71%. (Price-Waterhouse Survey.) All other stations combined could offer only 29% coverage.
4. KFH pioneered Radio Merchandising and offers a complete service, in addition to broadcasts, that definitely increases sales—we can prove it.

Write for booklets

RADIO STATION

# KFH

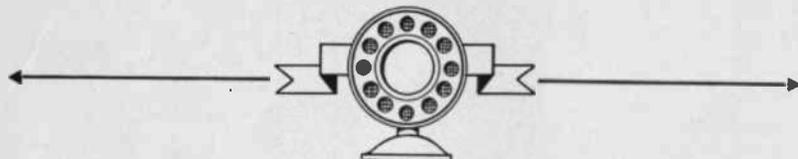
WICHITA  
KANSAS



---

# *BROADCAST ADVERTISING* DEMANDS PERFECT CONSTRUCTION

---



## *RADIO COUNSELORS:*

No matter what the problem is, bring it to us for analysis —given intelligently and cheerfully — and with no obligation on your part. Chances are we have faced the same or a similar problem for another client, and solved it. And these “experience files” will save you time, money and disappointment.

## *ELECTRICAL TRANSCRIPTIONS:*

Serving such advertisers as Majestic Radio, Kraft Cheese and a host of others over a long period of time indicates the quality of our recorded programs. Many stations agree Record-O-Cast electrical transcriptions are absolutely the finest on the air.

## *TIME PLACEMENT AGENTS:*

We not only arrange for talent, recordings and chain programs but also make all arrangements for time on stations to suit the needs and products of the individual advertiser. You are relieved of all the expense and annoying complications of booking time and our services are gratis to our clients.

---

# RECORD - O - CAST, Inc.

410 No. MICHIGAN AVE.  
*Whitehall 4722*

CHICAGO

ILLINOIS

countries are losing a lot of business, including advertising revenue, especially in those regions where we also have producing units.

"Where does Pepsodent advertise? Seventy countries over this little globe think of Pepsodent every morning. In fact, a Mexican radio station is among the media that carry American toothpaste to virgin markets. And only a tiny handful of salesmen, or rather trade reporters, cover the country to keep dealers Pepsodent conscious.

"And for the stop-watch critics who say that we carry more commercials than other programs—because only approximately ten minutes of the fifteen are devoted to the episode and the other third to theme songs and announcements—tell them we have to buy fifteen minutes—could possibly use less—but the fifteen-minute period fits our show. Theme songs don't sell merchandise, but we use ours nevertheless. Further, standards for judging half-hour or hour shows don't hold for the shorter programs—fifteen minutes or less—where the time element is askew.

"Of course, you want to know how long we think Amos 'n' Andy will live—in radio, of course. We don't know and neither do they. We realize that listening cycles exist, but we believe that audience variations, nationally viewed, are slight, with perhaps a downward dip in the summer—and even that's doubtful.

"Amos 'n' Andy will charm fam-

ilies from the Bronx to Walla Walla one year or five years or ten. But why fight vague mists when the immediate sales problem is realistic enough. The boys are a national habit today, and they'll always be synonymous with radio."

### Candy, Coffee and Drug Programs Feature Sanella

MUSIC of all types from classical to jazz will be heard on the Sampler programs, sponsored by the S. F. Whitman Company, makers of Whitman's Sampler Candy, over an NBC chain each Friday evening. Old favorite tunes and modern dance numbers will make up the Rexall program of the United Drug Company, an NBC Sunday feature. And unadulterated dance numbers will be featured on the Boscil Coffee series, another Friday series, sponsored by the William S. Scull Company. All of which means that Andy Sanella will be a busy man, for he will lead the orchestras on all three programs as well as act as soloist on the half dozen or so instruments he specializes in.

### Health Talks on Malted Milk Programs

DR. HERMAN N. BUNDESON, health commissioner of Chicago and authority on public health, will advise parents concerning their children's health twice weekly during the new CBS series of Horlick's Malted Milk programs.

### Croghan Is Sales Manager at WNBC

ARTHUR H. CROGHAN, formerly manager of WDGY, Minneapolis, and prior to that sales manager of KWK, St. Louis, has recently gone to Binghamton, N. Y., to take charge of sales for station WNBC.

### WRDW Offers Night School

AN educational feature that has met with considerable success is a night school of the air, broadcast each weekday evening and Sunday afternoon by the faculty of the Academy of Richmond County and the Junior College of Augusta over WRDW, Augusta, Ga. Each night a different subject is discussed, including science, history, literature, psychology, grammar, and government, with a general summary of the week's work on Saturday.

### Just-Rite Sponsors Unusual Program

ONE of the most unusual features in radio has just been re-signed by WIP-WFAN in Philadelphia. The Just-Rite Company, producers of pet foods, offer a singing Golden canary as the means to secure listeners. The bird will sing only when in one special cage and when its proprietor signals. Any other canary upon hearing the Golden Bird, whether over the radio or in person, for an unexplainable reason, immediately begins to warble.

### Polar Expedition to Stop "Fading"

IN an attempt to learn more about fading radio signals and how they may be prevented, the Naval Research Laboratory is planning an expedition into the polar regions. Leaving this country early in 1932, the expedition will make its headquarters at Old Fort Conger, about 600 miles from the North Pole. Here they will study the "Heaviside layer," from which the sky waves of radio are reflected back to the earth, sometimes conflicting with the ground waves in such a way as to cause fading, in hopes of learning more about this action and perhaps finding a way to prevent it. The scientists will be in daily broadcast communication with the United States, until their return in 1933.

# W O R C

## RESULTS COUNT

Since this letter was written, Sears Roebuck & Co., have signed for 21 quarter-hour, night-time programs to be used within a month's time.

## SEARS ROEBUCK & CO.

8 Church St., New Haven, Conn.

Mr. Ted Hill, Director  
Station WORC,  
Worcester, Mass.

Dear Mr. Hill:—You will recall that in October we used your Radio Station to quite a considerable extent in connection with a very important event our Worcester store conducted at that time. The results were very gratifying, and we plan to use your station again in the very near future.

Very truly yours,

Signed: S. A. Weiss, Dist. Sales Mgr.

SAW:RJ

MEMBER  
Columbia  
Broadcasting  
System

Yankee Network

National  
Association  
of Broadcasters

New York Office  
60 E. 42nd Street  
Tel. Van. 3-1127

# WORCESTER, MASS.

*Available*  
*for*  
*Radio*



# DE WOLF HOPPER

*Dean of American Comedians*

**SOME OF THE HOPPER SHOWS:**

"Wang"  
"Mikado"  
"Pinafore"  
"Iolanthe"  
"Pirates of Penzance"  
"El Capitan"  
"Erminie"  
"The Better 'Ole"  
"Happy Land"  
"Matinee Idol"  
"Chimes of Normandy"  
"Bohemian Girl"  
"Chocolate Soldier"  
"Sweethearts"  
"White Lilacs"  
"Student Prince"  
etc., etc., etc.

**A FEW OF HOPPER'S ASSOCIATES:**

Joseph Jefferson  
Marguarite Clark  
Mrs. John Drew  
Lillian Russell  
Weber & Fields  
Maurice Barrymore  
Francis Wilson  
Jeff de Angelis  
etc., etc., etc.

Here is the feature for your radio show.

The incomparable, inimitable De Wolf Hopper—wit of the stage, idol of all our mothers, legend for the younger generation.

YOU know who he is and what a publicity feature he would be for your show. WE know he is a perfect radio entertainer because he has given his "Casey at the Bat" over seven different coast-to-coast hook-ups, and starred with such radio personalities as Floyd Gibbons, Harry Richmond, Ruth Etting, and on such radio attractions as Everready, General Motors, and Majestic.

... And use him as you wish: as master of ceremonies, interlocutor, feature attraction, or together with the entire cast of Hopper Players now on tour. (Available in September.)

Write for a copy of our De Wolf Hopper prospectus which not only outlines a series of 26 half-hour radio shows, but tells how you can effectively merchandise Mr. Hopper. De Wolf Hopper will make your radio show the most outstanding and profitable feature on the air.

Write or wire:

EXCLUSIVE MANAGEMENT

**HOWARD TOOLEY**

SUITE 1207 — BUTLER BLDG.,  
CHICAGO

# WXYZ

1000 W.

1240 Kc.

## RADIO COVERAGE

Approximates the number of people who could listen to the offerings of a broadcasting station.

## RADIO AUDIENCE

Is the number of people who actually do listen to the offerings of a broadcasting station.

WHICH DO YOU BUY?—THE PROMISES OF COVERAGE OR THE MEASURED EXACTNESS OF AUDIENCE. WXYZ sells audience that has been measured by comprehensive response in the territory designated by the fifty-mile circle around Detroit.

WXYZ is a basic station of the Columbia Broadcasting System.

### The Kunsy-Trendle Broadcasting Corporation

Executive Offices, 300 Madison  
Theatre Bldg.  
Detroit, Mich.

FOR

## GRAND RAPIDS

And Eastern Michigan

STATION WOOD capably serves this big portion of Michigan's market with high-class entertainment, through the matured management of KUNSKY-TRENDEL BROADCASTING CORPORATION, 300 Madison Theatre Building, Detroit, Michigan. 500 Watts 1270 Kc.

# WOOD

# HEINL

Supplies the only

## Confidential

semi-weekly  
radio information service.

405 Insurance Bldg.  
Washington, D. C.

## THE IMPORTANCE OF STARS IN A PROGRAM

(Continued from page 12)

sents no new problem at all, that all you do is substitute an orchestra or a singer or a dramatic sketch for your illustration and let the announcer read the copy.

This, of course, led the advertiser into many mistakes, one of which was that the program must be as closely related to his product as the illustration is in his printed advertisement. He tried to solve his problem with an advertising instead of an entertainment idea. He overlooked the vital difference between a commercial broadcasting program and a printed advertisement.

That he should make such a mistake was natural. The newspaper and magazine presents to the advertiser only the problem of getting the attention of its readers. The editor has selected the Mary Roberts Rineharts, Kathleen Norrises, Booth Tarkingtons, Ben Ames Williams, Harold Bell Wrights, and delivered into the advertiser's hands one or two or three million people. Not a person has bought the magazine to see the advertisement.

If the broadcasting companies put on all the entertainment and then said, "Here is two or three or five minutes you can buy for a commercial announcement," then the advertiser's problem would be the same as in magazines and newspapers.

But it so happened that when radio began the broadcasting companies couldn't afford to pay for their own entertainment; they looked for someone to give it to them; they thought of the people who wanted publicity. They said to the large national advertiser, "If you will put on a fine singer and a fine orchestra and a fine quartet, why, we will let you mention the name of your company."

In doing just that the radio companies actually said to the advertiser: "Here is a nice chair marked 'Editor' and another nice chair marked 'Circulation Manager.' Won't you kindly sit in both and do their jobs as well as your own?"

What editor ever asked an advertiser to furnish his love story or what newspaper ever asked an advertiser to furnish its murder story? Even the bill boards take care of the readers by lining up

## MORE ADVERTISERS

# W DAY

has more national and local advertisers than any station in North Dakota, western Minnesota, northern South Dakota or eastern Montana.

Of course there's a good reason.

Better programs . . .  
better results!

## W DAY, Inc.

An NBC Associate

Fargo, N. D.

1000 Watts

## This Will Be a BIG YEAR in SHREVEPORT Louisiana

SHREVEPORT'S program for 1932 includes the opening of Barksdale Field, the world's largest airport; the completion of the new million dollar Red River bridge, the dedication of a new half million dollar Federal Building. Meantime the development of the great East Texas oil field continues. And—Shreveport is the home of

# K T B S

1,000 WATTS  
100% Modulated

Studios in the  
Washington-Youree  
Hotel

Write or wire for booklet  
and rate card.

themselves along the highways where people drive by in their automobiles. The advertiser has never had this problem of getting readers or hearers since those days so long ago when no newspaper or magazine would take his advertising and he had to put on his own medicine show.

That's why I say that the advertiser in making the discovery that he has to have stars on his program is only beginning to do his first broadcasting job, to give real entertainment with a human appeal—something any editor always knew he had to do to get circulation.

The advertiser recognizes now that it is only his commercial announcement that is like his printed advertisement. As a result I know that he is going to get more in sales from his broadcasting. Now his thinking has become truly simple and sound. He puts on a star that the radio public likes. Then he gives the star a chance to sell and endear himself to the radio audience. The star bows to the advertiser and lets him get up and talk about his wonderful product to the star's dear public.

The Brown Derby Company has learned that there are better ways of getting an audience than by dramatizing the Brown Derby or by making it sing songs.

It is back to first principles—the old medicine show all over again.

#### Kellogg Puts Program on Chain

AFTER an extended trial over WGN, Chicago, the Kellogg Company, of Battle Creek, have extended their broadcasts to include an NBC network. Each afternoon the Singing Lady presents old nursery rhymes and songs in an unusual way that has found great favor with an audience of children of kindergarten age.

#### Appoints King & Wiley

RADIO and direct mail will be used in a campaign for the Gerson-Stewart Corporation, of Cleveland, makers of cleansers and disinfectants, by King & Wiley, Cleveland agency, who have recently been placed in charge of the account.

#### Gold Medal Starts Third Year

ON January 20 the Gold Medal Fast Freight, program of General Mills, Inc., began its third year over the Columbia System. Six stations have been added to its schedule: WQAM, Miami; WDBO, Orlando; WTOG, Savannah; WDAE, Tampa; WRR, Dallas, and KLRA, Little Rock.

February, 1932

# 'folks'...

**WLS** advertising programs bring results because they are built by people who understand FOLKS. They reach an audience that has learned to depend on this station for programs that are sincere. This is one of the reasons why your advertising message is accepted in the homes of our listeners, so that it brings immediate and profitable results. Your product and your company are not strangers when they are brought into the home by the friendly voice of

It may be that your product needs the careful study and interpretation that our program department has given so successfully to others. May we have the pleasure of helping you?



## The Prairie Farmer Station

**50,000 Watts - 870 Kilocycles**

**1230 W. Washington Blvd., Chicago, Ill.**

**HURRIDGE D. BUTLER, President**

**GLEN SNYDER, Commercial Manager**

## MAKING RADIO PLAY THE CASH REGISTER

(Continued from page 15)

tunity to justify his function as a distributor.

First, the wholesaler who is alive to the selling help he can obtain from the manufacturer's radio campaign thoroughly acquaints his own organization with the campaign details through a series of meetings. The wholesaler's salesmen then just as thoroughly sells his dealer on the value of a complete tie-in at the store with window displays, counter displays, and, if possible, an effective shelf display where the consumer can see it easily.

If the dealer wishes to, he can wrap in each customer's purchase or delivery order a leaflet tying in with the radio program and featuring the fact that he has this item in stock.

Cooperative air advertising tie-ins between manufacturers and retailers are gaining in popularity among sales promotional experts. Personal appearances of popular radio stars in conjunction with selling events of branded goods are often excellent result getters.

Undoubtedly retailers have missed many chances in the use of radio advertising during its experimental period. However, the element of chance is gradually being eliminated by wide-awake merchants who use air advertising. Sound sales promotion is taking place.

Promoters of broadcasting also

made their early mistakes. In the effort to sell air time, they often grossly exaggerated its value and cried down other media. Now broadcasting becomes a spoke in the wheel of a coordinated advertising campaign and ties itself in with newspaper, billboard, magazine display, trade paper and direct mail promotion. Radio is being recognized as an additional selling medium, offering advantages all its own, offering not rivalry but cooperation in what merchants demand in the two camps of "seen" and "heard" advertising. There is no doubt about the fact that, on this basis, broadcasting is gaining prestige as a result of its performance in selling goods at low cost.

As Walter E. Smith has aptly said:

"The news has leaked out that certain businesses have 'struck gold' in Radio and the rush is on. Even hard-headed business executives are being carried away on a wave of enthusiasm and are saying to their sales and advertising departments, "Westward Ho! Get into any kind of an ox cart or covered wagon or go on foot if necessary—but get there and stake out our claim on the air."

"Unfortunately for broadcast advertising and for business, there has been too much of the 'get there' spirit and all too little of studying the route and equipping to meet the conditions to be encountered on the way.

"Yes, sir! There is gold waiting

the 'pick' of business in 'them radio hills.' Rich veins to be tapped—solid nuggets to be gathered—high yielding pay-dirt to be panned. Broadcast advertising, by the sheer richness of its yield, has proven that fact over and over again."

Radio is a constructive selling force which can increase the effectiveness of every dollar the food advertiser spends. Given a fitting place in the budget and skillfully handled, it is capable of tremendous accomplishments.

Gentlemen, radio demands only that you use it properly.

*At the conclusion of his address Martin North presented to the National Wholesale Grocers' Association a vivid illustration in the form of a half-hour broadcast designed for a typical grocery product. The program was produced in the studios of WIBO and piped into the convention hall by special wire. Probably one of the first attempts of a speaker on broadcast advertising to emphasize his remarks with an actual broadcast, Mr. North's innovation was a complete success, and will probably be used frequently hereafter.*

### "What Next?" Sponsor Asks Radio Audience

BASKIN, chain of men's furnishing stores in Chicago, now sponsoring a series of Big 10 basketball broadcasts over station WIBO, Chicago, is asking listeners what they want to hear when the basketball season ends. Prizes of new suits and overcoats are offered for the best suggestions.

# MORE LISTENERS AT LOWER RATES



Last December KOIL switched chain affiliations—became the Iowa-Nebraska outlet for National's Blue Network. From Dec. 1 to 15 we received MORE mail in response to commercial broadcasts than in the entire month of November. More proof: One advertiser made 38 more direct sales from Dec. 1 to 21 than in the month of November. And cash sales TALK in this business.

January 1, KOIL rates were substantially reduced. This means that KOIL is far and away the best and most economical way to reach the Iowa-Nebraska market.

Write or wire for more brass tacks.

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

**ONLY FULL-TIME STATION IN NEBRASKA AND IOWA OVER 500 WATTS**

### Shell Programs on CBS

ON the first of the year the Shell Oil Company moved its Happytime program to the Columbia-Don Lee network, where it is broadcast every week day morning over 10 stations on the Pacific Coast. Hugh Barrett, "Captain Dobbsie" Dobbs, continues as producer and master of ceremonies of the programs, which have one of the largest casts on the air. More than 125 people are heard on the series from time to time.

"Recognition of the Shell Happytime as an established radio feature has been substantiated by comprehensive surveys," said E. H. Sanders, Shell advertising and sales promotion director. "Among other things, these recent surveys show that 69 per cent of the 1,500,000 radio homes within the broadcast area listen to the program either regularly or occasionally. More than 2,000,000 fan letters and letters to Happytime artists have been received, and thousands visit the studio every year to watch the early morning program being broadcast."

### Spot Campaign for Mills

THE Omaha Flour Mills, of Omaha, Nebraska, producers of Omar Wonder Flour, have aroused considerable interest through their radio campaign over WHO, WNAX and WOW. The programs are electrical transcriptions recorded by Byers Laboratories. The campaign is handled by Buchanan-Thomas Advertising Co., of Omaha, and placed through Ernest F. Bader, Omaha representative of Scott Howe Bowen, Inc.

### Hutchinson Joins KMOX

GLENN W. HUTCHINSON, former head of the St. Louis office of H. W. Kastor and Sons Advertising Company, has joined station KMOX of that city as director of advertising and publicity.

### Northwest Mounted Dramas for Canada Dry

TRUE stories of the Canadian Northwest Mounted Police, dramatized by the official historian of that body, are presented to the radio audience each Monday evening over an NBC chain by Canada Dry Ginger Ale, Inc., New York.

### Coast Campaign for Dental System

EMIL BRISACHER & Staff, San Francisco, are directing a radio and newspaper campaign on the Pacific Coast for the E. R. Parker Dental System.

### Raymond Joins Los Angeles Broadcasting Company

C. M. C. RAYMOND, former commercial manager of station KHJ, Los Angeles, and more recently associated with KGER, Long Beach, is now account executive on the staff of the Los Angeles Broadcasting Company, operating stations KFVD and KFAC.

February, 1932

### Spot Campaign for Oldsmobile

FOLLOWING the spectacular New Year's program which announced the new Oldsmobile, the makers of that car have launched a spot campaign over 72 stations, using electrical transcriptions recorded by the World Broadcasting System. Known as the Oldsmobile Musical Speedway, the new program is a quarter-hour of modern music, broadcast twice weekly.

### Wildroot on Chain

A NEW NBC series, featuring Vee Lawnhurst, pianist, and beauty talks by Elizabeth May, is sponsored by the makers of Wildroot hair tonic.

### Bus Line Uses Radio

GREYHOUND Motor Stages have signed with KTM, Los Angeles, for a thrice weekly 15-minute program by the Utah Trail Boys, composers of "The Utah Trail," "Up On the Mountain So High," "In the Land of the High Sierras" and other ballad-type tunes.

### Lombardo on Babo Programs

THE Bright Spot programs, sponsored by the makers of Babo, soon to start over a CBS network, will feature the music of Guy Lombardo and his Royal Canadians, who recently began their third year of Robert Burns Panatela programs over the same chain.

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



Pittsburgh's  
Dependable  
Station

Pittsburgh—Heart of the Nation's Industry—  
is fully covered by WCAE.

Additional studios and offices to meet increasing  
demands opened November first.

Large staff of Favorite Artists.

Full program service, including very latest  
equipment to handle any electrical transcrip-  
tion.

Metropolitan Pittsburgh area intensively cov-  
ered by WCAE has population of 3,618,629.

• WCAE Incorporated •  
Sixth Avenue and Smithfield Street  
PITTSBURGH  
• PA. •

## NEW BOOK CONSIDERS RADIO AS EDUCATIONAL FORCE

**R**ADIO and Education (University of Chicago Press, \$3) is interesting reading, especially for one like this reviewer, who is apt to think of radio solely as a medium for advertising. This volume, the proceedings of the first assembly of the National Advisory Council on Radio in Education, treats with radio as seen by those whose interests are primarily educational.

I must not give the impression, however, that the volume deals only with the use of radio in the classroom. Education is here used in its widest sense; discourses such as those by Walter Damrosch on "Broadcasting Music with the American Nation as an Audience" and by Robert A. Millikan on "Radios Past and Future" occupy as many pages as those on "The Ohio School of the Air" and "Radio Lessons in Arithmetic."

Three of the Addresses made at the assembly are filled with food for thought for all radio-minded persons, especially at this time when the Senate is investigating broadcasting with the laudable motive of determining the best path for its future development. I refer to "What Europe's Experience Can Offer America" by Sir John C. W. Reith, director general of the British Broadcasting System, to "Education's Rights on the Air" by the chairman of the National Commit-

tee on Education by Radio, Joy Elmer Morgan, and to Henry Adams Bellows' talk on "Commercial Broadcasting and Education," portions of which were printed in these pages last summer.

Sir John is, naturally, a staunch upholder of the European system of radio operated under a government monopoly. Mr. Morgan is spokesman for those educational interests that are waging bitter warfare to have 15 per cent of the broadcasting facilities turned over for education's exclusive use. And Mr. Bellows, vice-president of the Columbia Broadcasting System, shows what the American plan of commercially supported radio is doing to make the American radio audience the best served in the world.

All in all, this is as stimulating a book as has come my way in many months.

### Stanco Sponsors Show Life Series

**S**TANCO, INC., a subsidiary of the Standard Oil Company of N. J., which manufactures Nujol, Mistol, Flit, etc., is sponsoring a new Wednesday evening series over the NBC. The programs are concerned with the adventures of a song and dance man who is trying to break into "big time," and each broadcast features a guest artist prominent in the theatrical world.

### Speech Must Be Free in Radio as Well as in Press, Representative Beck Warns Public

**T**HE familiar phrase, "freedom of the press," must be extended to include the newer media of communication, radio and motion pictures, declared Representative Beck of Philadelphia in an address at Monticello, home of Thomas Jefferson, where he spoke on "Jefferson and the Liberty of the Press."

"When we speak of the 'liberty of the press,'" he said, in part, "we mean the liberty of thought, the inalienable right of every man, not merely to think, but, within reasonable limits, to express his thought in any medium he chooses.

"To attain that freedom has been the supreme struggle of mankind from the dawn of history and the significance of this occasion lies in the fact that the battle is an unending one and must be fought by every generation.

"The great ideals of liberty, for which our fathers fought, can be, as Washington said, 'undermined.' Liberty is generally achieved by great convulsive upheavals, while its impairment is generally subterranean and insidious. No thief in the night moves so silently as oppression.

"Within the life of all of us here assembled, two new media of expression have come into existence. The one is the radio and the other the cinema. Through the magic of the radio, that 'invisible courier of the air,' it is possible for the spoken word to be carried instantaneously to millions of people, and the cinema has at least an equal audience. We must not defend the liberty of the press and ignore these new media of thought.

"No objective was greater in Jefferson's mind than liberty of thought—irrespective of the medium."

### Joins KTM Sales Staff

**E**DWIN L. CHILLBERG, formerly of Omaha, Neb., has joined the commercial department of KTM, Los Angeles.

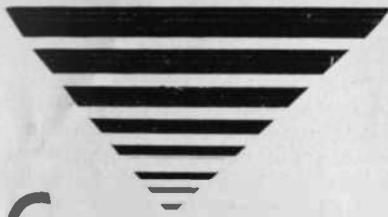
# RATE INCREASE

## EFFECTIVE MARCH FIRST

Orders for a maximum one year's broadcast will be accepted at present rate until March 1, 1932

# WFBL

SYRACUSE, NEW YORK



**C**REATE maximum impression at one cost by advertising on WDSU, the New Orleans station that everybody listens to. Full time: Operates 17 hours daily; 1000 Watts, Western Electric transmitter and 33 1/3 turntables; affiliated with the Columbia Broadcasting System, Inc.

# WDSU

Established 1923

Hotel De Soto New Orleans



**WORLD'S TALLEST HOTEL.**  
46 Stories High

**2,500 ROOMS**  
**\$3.00 UP**

The Morrison Hotel is in the heart of Chicago's Loop and is nearest to stores, offices, theaters and railroad stations.

Each room in the Morrison Hotel is outside, with bath, circulating ice-water, bed-head reading lamp, telephone and Servidor.

## MORRISON HOTEL

Clark and Madison Streets  
Chicago

Leonard Hicks, Managing Director

### Television Will Avoid Mistakes of Radio, Says Lafount

AS experiments in television progress and the art of sight broadcasting approaches the point where commercial transmission of visual images will be practical, the Federal Radio Commission is taking every precaution to avoid any such chaos as existed in sound broadcasting in 1927, when the Commission was organized. In a statement issued recently by Commissioner Harold J. Lafount, he said:

"Profiting by our experience in regulating the radio industry we are carefully watching every new development in television, with a view toward having an ideal situation of regulatory control over visual broadcasting when it becomes as universal as radio is today."

### Barbasol Adds NBC Period

THE Barbasol Company of Indianapolis is now sponsor of a Sunday program over an NBC hook-up of mid-western stations in addition to its regular three times a week series on the CBS chain. The new series is called The Old Singing Master, and features Harry Frankel and a chorus and orchestra in old-time songs.

### Men's Program for Mennen

THE Mennen Company, Newark, is sponsoring a new series of Thursday evening broadcasts over a CBS hook-up, advertising Mennen shaving cream. The program appeal is strictly masculine, with Ted Husing's "Sportslants," Irene Beasley singing popular songs, and Freddie Rich and his orchestra.

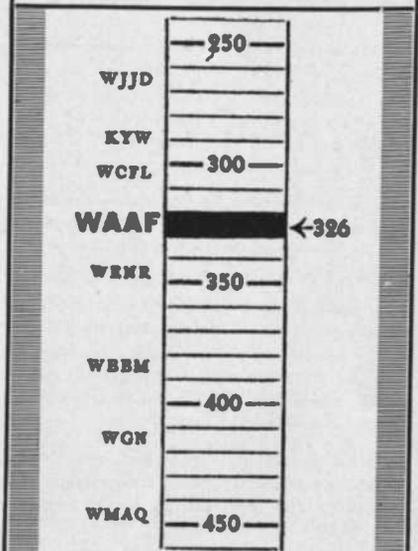
### Skippy on Chain and Spot

IN addition to an extensive NBC hook-up the "Skippy" programs sponsored by General Mills, Inc., are also being broadcast over a number of Pacific Coast stations by electrical transcription. The arrangements with these stations were made by Scott Howe Bowen, Inc., station representatives; the recording is done by Victor from the actual broadcasts, which are piped from Chicago to the Victor laboratories in New York; the programs are produced in NBC'S Chicago studios by Dave Owen, who came with the series to NBC at the time that WMAQ (where the program was tried out) switched from CBS, under the close supervision of Blackett-Sample-Hummert, advertising agency for General Mills. The program really belongs to the agency, as it obtained from Percy Crosby the exclusive right to translate his cartoon characters into radio.

### WIP-WFAN Appoints Crowley

G. F. "JERRY" CROWLEY has accepted a position as publicity director of WIP-WFAN, Philadelphia, according to announcement recently made by Benedict Gimble, Jr., president. Mr. Crowley was formerly associated with the Paramount Picture Corporation in an advertising and publicity capacity.

## CHICAGO'S Greatest Publicity Investment



# WAAF

is in the Center of  
the Quality Stations

on Chicago's dial.  
920 Kilocycles—325.9 Meters  
WAAF - - Chicago, Ill.

# WJAY

CLEVELAND

- ☐ Cleveland's only truly local station, with rates in accordance.
- ☐ Has largest foreign listening audience of any station in the United States.

For details and figures write  
W J A Y  
1224 Huron Rd., Cleveland, O.

Co-operating with Advertising  
Agencies for Effective Handling  
of Radio Appropriations

## AGENCIES BROADCASTING BUREAU, Ltd.

520 No. Michigan Ave.  
CHICAGO, ILLINOIS  
WHITEHALL 4915

# SPOT:

Choose your spots for "spot" broadcasting carefully and you will most certainly list WBT, Charlotte, N. C., on your schedules.

Why? Check its position on the map—note its geographically central location for North and South Carolina.

Think how well its 5000 watts on cleared channel will carry your message to essentially every important market in the two states! Refer to the conservative coverage maps, sent on request. And remember that WBT's power is greatest in this area—by 5 to 1.

Investigate this important group of markets and study WBT's dominance of them. The facts will be gladly sent to you by

## STATION WBT INCORPORATED

Southern Key Station, the Dixie Network of  
the Columbia Broadcasting System

CHARLOTTE, NO. CAR.

MAKE  
YOUR  
DOLLARS  
TALK  
in MONTANA  
over

# KGIR

"The Voice of Montana at Butte"

WESTERN  
ELECTRIC  
TRANSCRIPTION  
EQUIPMENT



The NBC Outlet for  
Western Montana

## USE RADIO TO TELL ELECTRICITY STORY

(Continued from page 11)

plans for an airplane before the year 1500, that engineers now declare practicable?

These are some of the many unusual angles this series has brought out. And these are the reasons that people are talking about it. But the reason the Power and Light Company is so thoroughly sold on the broadcasts is that they are telling their story, suggesting in a manner that the listener accepts that electricity is cheap. When Caesar and Jerry talk over the problem of Public versus Private utilities and come to the conclusion that after all "this is a business venture and to insure economy and avoid graft it should for the sake of the people be a private utility," the listener is sold to the hilt. It is presenting the power and light story in a thoroughly enjoyable, acceptable, and effective manner.

And why shouldn't the electrical industry be interested. Did you ever stop to think that the entire cost of the broadcast is paid for by the listener himself. When half the radio sets available in the Kansas City territory are tuned to "Phenomenon" the electricity used by these radio sets pays the bill. The more the listeners listen, the more power from the Power and Light Company, and the more profit to it.

### Cooper Joins WBBM

WILLIS O. COOPER, radio writer and producer who is probably best known for his work as continuity editor of the "Empire Builders" series, has joined the staff of WBBM, Chicago. He is at present working on the mystery dramas sponsored by Breethem.

### Station Organizes Football Tour

MORE than 450 football fans of New Orleans who followed the Tulane football team to California for the New Year's game furnished proof of the effectiveness of radio in travel advertising. Two Southern Pacific trains, called WDSU specials, took the fans on the all-expense tour organized by the New Orleans station and promoted with a series of special football broadcasts.

### Girls' Names on Frigidaire Programs

THE origin, meaning and romance of feminine names is the subject of the new NBC series of weekly broadcasts sponsored by the Frigidaire Corporation.

## Creamery Sponsors Historical Series

THE Fairmont Creamery Company of Omaha—pioneer creamery of the middlewest and one of the outstanding creameries of this country—operating 14 large plants, have had gratifying results in a daily radio campaign over station KMMJ at Clay Center, Nebraska. The programs are built around the Pioneer idea—picturing interesting episodes in the development of the middlewest, from the year 1540 to the present date. In a one week's test, 6,783 complimentary letters were received. The programs are produced by Ernest Bader & Co., of Omaha, Nebr.

### IGA Goes on Chain

THE Independent Grocers' Alliance, an organization of grocers who own their own stores, is sponsoring a new two-times-a-week series of daytime programs over the Columbia chain. Entitled "Back Scenes in Radio" the series has a broadcasting studio as its setting and shows how various programs are produced.

### World Broadcasting Elects Meyer

THE World Broadcasting System, New York, has announced the election of Paul Meyer, founder and publisher since 1900 of *Theater Magazine*, as vice-president, and his further appointment as World's "Ambassador of Good Will."

### Chevrolet on Chain

THE Chevrolet Motor Company is sponsoring a new series over the NBC, beginning early this month. The programs will be broadcast weekly and will continue to feature the talent used in the transcription series just ended.

### Coco Cod on Air

A SERIES of juvenile programs starring an 8-year-old miss and a youth of 14 are broadcast over a midwest CBS hook-up three afternoons a week, telling the young listeners about Coco Cod, a cod liver oil tonic. The programs are handled by Critchfield & Company, Chicago, agency for the Coco Cod Corporation.

### New Radio Series for Cleercoal

THE Geo. E. Warren Corp., importers of Cleercoal, Boston, Mass., are sponsoring a new series of broadcasts over station WEAN, Providence, and WORC, Worcester, on Sunday evenings. Sizable newspaper space is being used to merchandise this new program, which is in addition to the weekly broadcast over WEEL on Thursday.

In addition to the above a 10,000 line newspaper campaign is being run in the Worcester and Springfield newspapers, and a front page campaign in the Boston newspapers. Both the broadcast and newspaper campaigns are being handled by the Harry M. Frost Co., Inc., Boston.

Broadcast Advertising

# Oldsmobile Backed Up a Good Stunt with a Better Program

RADIO'S latest fad seems to be for "stunt" broadcasts. During the last few weeks the radio public has been invited to listen to the roar of Niagara Falls, the fiery mutterings of a Hawaiian volcano, dance bands from England, France and Germany, and other similar programs whose whole interest lay not in the excellence of the programs themselves but in the fact that to put on the broadcasts was a difficult technical stunt.

As stunts, some were successful, some not. As good radio entertainment, most of them were terrible. And entertainment is exactly what the present-day audience demands.

Listening to a band from Paris might have been exciting a few years ago, but today the audience is apt to say "Let's tune in a band we can hear well enough to dance to." And while the spectacle of Niagara is incomparably magnificent, on the air it is only a dull, monotonous roar, totally lacking in beauty or grandeur, 100 per cent uninteresting.

For a commercial sponsor the chief value of the "stunt" broadcast lies in the advance publicity it produces. A good, never-done-before, stunt makes interesting copy for the newspaper radio pages, and if properly publicized will build the audience to considerably greater than normal proportions. The catch is

that if the stunt is poor entertainment it will leave that audience with a "sold" feeling that will not do the sponsor any particular good.

Accordingly, when the Olds Motor Works determined that a stunt broadcast would arouse the greatest interest in their new Oldsmobile, they were extremely careful to avoid that catch. Their stunt was a two-way transcontinental program, a soloist in Hollywood singing to the accompaniment of an orchestra in Chicago. As a technical achievement it was marvelous. Engineers worked for weeks to make it so. As a publicity puller it was nearly perfect. Every reader of the radio pages knew it was coming and wanted to hear it. The time could not have been better, New Year's afternoon, when most of the citizenry was at home, making resolutions and listening to the radio.

And the program was, for once, as good as the stunt. Bebe Daniels in Hollywood, Paul Whiteman and his band in Chicago, Marion Harris in New York—even if the stunt part of the show had flopped completely this array of headline talent would have kept the audience tuned in for the entire hour. The stunt got the listeners, but it was the program that held them.

Agreed then, that "Oldsmobile Goes A-Calling"—and what a fine New Year's day tie-in that was—

was good radio. Now, what kind of advertising was it? Well, it probably didn't result in any checks being mailed in to the company, with orders to deliver a new Oldsmobile at once, but it is safe to say that it did its share to swell the crowds around the Oldsmobile exhibits at the Automobile Shows and in the dealers' showrooms.

## Rector Talks on A&P Programs

GEORGE RECTOR, well-known restaurateur, tells how he prepared the favorite dishes of the great and near great who frequented his famous restaurant, and gives other culinary advice to listening housewives each morning during the Great Atlantic & Pacific Company's Daily Food programs. These broadcasts go on the air twice each weekday morning, over NBC's red and blue networks.

## Hamilton Beach Back on Air

THE Machine Age Housekeeping broadcasts of Ida Bailey Allen, nationally known home economist, returned to the air January 21, from 10:15 to 10:30 a. m., E. S. T., and are to be heard each week at this time over the Columbia network. The broadcasts are sponsored by the Hamilton Beach Manufacturing Company, Racine, Wis., makers of a number of electrically driven appliances.

## WOW Advances Gillin

JOHN GILLIN, JR., is now program-commercial director of station WOW, Omaha, succeeding Marie Kiemy, who resigned to be married.

"With the resignation of Miss Kiemy we are reminded of a unique record which this station has maintained during its more than nine years of broadcasting," writes Orson Stiles, director. "During all of this period there have been but nine changes of staff, none of which were dismissals or resignation through dissatisfaction with working conditions."



ONE OF AMERICA'S GREAT STORES CHOOSES WKRC!

The H. & S. Pogue Co., synonym for QUALITY in the department store field - synonym for PROGRESS in thought and action - unhesitatingly chose WKRC to convert station popularity into department store sales.

# WKRC

"THE ONLY COLUMBIA BASIC STATION IN THE RICH OHIO VALLEY"

## HOW LARGE IS A RADIO AUDIENCE?

(Continued from page 7)

must be the audience of the Stebbins Boys nightly broadcasts—must be the answer to the great unknown: "How big is a radio audience?"

But those whom the gods would destroy, they first make mad. Additional delving revealed that a new and different type of audience check had been conducted on the Stebbins Boys program just before the advent of their newspaper. This survey had covered 36 states in the East, Middle West and South. At no time had the investigators mentioned the Stebbins Boys or in any way attempted to identify them or the program. Instead of the usual questions as to how a particular program was enjoyed, or what programs were tuned in the night previous, the investigators asked what programs had been heard during the early hours of the previous week.

And while results showed varying interest in different sections of the country, it was found that the per cent of sets tuned in on the Stebbins Boys made them the second most popular feature on the air, nosed out of first place only by Amos 'n' Andy.

So a new variable entered to upset the nice orderly arrangement of mathematical facts. What applied to the Stebbins Boys might or might not apply to any other program. The magic talisman, a mathematical

constant which would automatically write the "quad erat demonstratum" on the audience problem, again flitted from the net, while experts juggled their equations and the Stebbins Boys, seeking new worlds to conquer, began "telling them yes or no" over an extended coast-to-coast hookup.

And in the meantime, if you see someone walking down the street mumbling to himself, looking wild-eyed, sidle up to him and listen:

"If 13,650,000 persons listen to the Stebbins Boys and the Stebbins Boys is the second most popular program on the air, how many times will Ruth Etting sing 'Ten Cents a Dance'?" . . . Just another radio expert seeking the light!

### Baker Broadcasts Children's Series

THE P. F. Peterson Baking Co., Omaha, Nebraska, makers of "Peter Pan" bread and cakes, inaugurated a novel radio series in January over station WOW. The programs consist of dramatized episodes in the lives of world-famous characters and are directed particularly to children, under the title "Little Folks Who Did Big Things." This campaign is being produced and directed by Ernest Bader & Co. of Omaha.

### Ivory Soap on CBS

FOLLOWING the success of the Sisters of the Skillet on their NBC programs for Procter & Gamble products, that firm is launching a new series over a CBS chain featuring another comedy team, Colonel Stoopnagle and Bud, and advertising Ivory Soap.

### Mail Response Is "Pulse" of Radio Audience

THE problem of mail response enters into every program which is broadcast. It should be considered as one of the essential things to discuss when programs are being planned.

No matter what the type of program, it is hardly possible to escape the conclusion that some mail response should result from the successful program. Certain sustaining programs, planned and produced purely for entertainment, do stimulate a considerable flow of mail. There is a spontaneity of replies to radio programs which quickly indicates the likes and dislikes of the audience. Through such mail response, the advertiser can "feel the pulse" of the audience and easily mold his program to fit the moods of the audience.

Certain types of programs bring mail response while other types, of equal attention value, do not. Experience has shown that most people can be influenced through an appeal to their children. Mail response is encouraged by any plan which makes the listeners believe that they are a part of the program, such as names mentioned in the program. The appeal which strikes a responsive chord, old time songs, popular orchestras, featuring singing leaders, etc., are effective. Gifts of all sorts, from booklets and catalogs to samples, have a strong appeal. Contests, puzzles, limericks, essays with suitable prizes are sure-fire producers of mail.

—From the booklet of "Facts about Westinghouse Radio Station KDKA."

### WADC Publishes "Radiad"

"THE Radiad" is the title of a four-page bulletin issued by station WADC, Akron, Ohio. It contains information about the station's facilities, rates, talent and other information of interest to advertisers.

**SERVES THE RICH TOBACCO BELT OF NORTH CAROLINA**  
CENTRAL CAROLINA'S ONLY NBC OUTLET - NO OTHER STATION WITHIN 80 MILES

Broadcast your 1932 message to the people of the rich tobacco belt of North Carolina — where business is always good. WPTF is the favorite station of the people in this territory.

Power 1,000 Watts  
Frequency 680 Kc.

Western Electric Equipment

Double Western Electric 78's and 33 1/3's

**WPTF - RALEIGH, N.C.**

H. K. CARPENTER, Manager

R. L. BRIDGER, Commercial Manager

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

**K  
M  
B  
C**

# helping the Advertiser ...**CUT COSTS!**

## KMBC Announces "Run of Schedule" 40% Reduction in Rates

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

### WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D".

**MIDLAND BROADCASTING CO.**  
KANSAS CITY, MO.

### Big Ben Sponsors Dream Dramas

PSYCHOLOGY and entertainment are combined in a new series of programs broadcast two mornings each week over an NBC network under the sponsorship of the Western Clock Company, La Salle, Ill., makers of Westclox. Titled Big Ben's Dream Dramas, each program portrays some dream experience which is well known to most people. While amusing, the programs are also informative, as the dramas are based on material taken from psychological and medical works.

### One Advertising Staff for Radio Station and Newspaper

THE advertising department of radio station WWNC, Asheville, N. C., has been combined with that of the Asheville Citizen-Times, owner of the station. L. R. Phillips is in charge of the combined sales staff, each member of which sells both time and space.

### Fan Mail Much Larger in 1931

THE record-breaking total of 12,697,000 letters received by CBS stations' audience mail divisions during 1931 is largely due to the personal popularity of a number of radio headliners, Columbia statisticians report. Kate Smith, star of the La Palina program, for instance, recently received in one week more than 12,000 requests for her photograph. Tony Wons, who tells the world about Camels, gets an average of 7,000 personally addressed letters a month.

Proof that more listeners are actually writing in and that the increased mail is not all due to the additional stations in the network is given by a program that has been on the air for three years over the same number of stations with exactly the same sort of program material. In 1929 the program pulled an average of 8,000 letters per week; 1930 raised this number to 12,000, and 1931 to 27,000, an average increase of 19,000 letters per week.

### Trendle Heads Broadcasting Company

THE Kunsy-Trendle Broadcasting Corporation, operating stations WXYZ, Detroit, and WOOD-WASH, Grand Rapids, Michigan, announces a change of officers, effective at its annual meeting, January 18, 1932. George W. Trendle becomes president and general manager, while John H. Kunsy has chosen to assume the duties of vice president and treasurer. Howard O. Pierce remains as secretary and general studio manager.

### Seed Program on 30 Stations

THE Berry Seed Company, Clarinda, Ia., large mail order farm seed house, is using thirty stations throughout the farm belt to advertise their farm seed catalogue. The program is thirty minutes of old time music. The agency is Du-Bay Radio Sales Company, Omaha, Nebraska.

# 50% MORE CHAIN PROGRAMS

than any other station in Southeast Texas has established the preference for

Houston

# K T R H

Houston

Associate Station of the Southwest Broadcasting Company and Columbia Broadcasting System.

ONLY A LIMITED NUMBER OF GOOD SPOTS LEFT

**MORE CHAIN HOURS THAN ANY STATION IN TEXAS**

For rates, schedules, etc., Address  
**J. G. BELCHER**  
Commercial Mgr.  
**K T R H**  
In the Rice Hotel  
"Houston's Welcome to the World"

## AIMING RADIO AT A SPECIFIC AUDIENCE

(Continued from page 13)

ing sacred numbers with the lighter classics. Always there is something new to give a real incentive to people to listen regularly.

Once in a while, a playlet or skit is used. However, these are never long and are always combined with music. A recent broadcast began with a witty conversation between a Shuman radio salesman and a housewife who had dropped in to look at a machine. The woman's permission is obtained to install a set in her home on trial. This is done and then the salesman tunes in the regular Shuman broadcast. During the course of an announcement, the woman's husband comes home and happily exclaims: "Good! Now we've got a radio that speaks German!"

Then the regular program continues interspersed with the pleased comments of the man and his wife as they listen in on their new radio.

Although the Shumans have one of the largest stocks of phonograph records in the city, these are never broadcast. Records would not be in

line with their idea of an individualized program. Also, they feel that records hold little appeal for the average listeners in the face of competition with original programs.

Mail applause is not as plentiful as it used to be, yet Mr. Shuman still finds it invaluable in judging the appeal of the various types of programs. Every letter is carefully read and acknowledged. Then the name of the sender is put on the store's mailing list. Direct mail plays an important part in the Shuman business and the names from this source have proved worth while.

Broadcasts of outstanding importance are often advertised in advance, both in newspapers and direct mail. The Shumans feel that this is important, both as a means of attracting new listeners and giving their programs greater prominence in the minds of old friends. Then too, it encourages a more liberal attitude toward the broadcasts on the part of newspapers.

**SAMUEL SHUMAN** emphasizes the necessity for being on the air week in and week out if a broadcast campaign is to produce maxi-

mum value. His store has not missed a Thursday night in its three years of broadcasting. More than that, the same announcer is always used, whose pleasing radio personality and perfect German have done much to endow the Shuman programs with friendliness.

"A broadcast campaign like ours takes time to produce real, noticeable results," says Mr. Shuman. "Regardless of the merit of the programs, I don't think they would be successful from a business standpoint if we ran them intermittently or in a haphazard manner. Our broadcasting was designed with the definite purpose of appealing to just the German-speaking community and that is just what it is doing.

"Now, after three years, our programs play an important part in many homes. Shuman Brothers' store is like an old friend of the family whether those people have bought anything from us or not. The big thing is that, when they do want furniture or electric appliances, they'll come here almost as a matter of course. The satisfactory growth of our trade with these people is ample proof of that.

"Only the other day a woman walked in and asked if we had a certain model radio set of a well-known make, one that sold for \$179. We told her we had it and, to our surprise, she proceeded to make a substantial down payment, telling us to deliver it that afternoon.

"There was no demonstration. She didn't even ask to see the set. Later, I learned that she had an outfit of that kind in her home on demonstration from another dealer. She had been about ready to buy it when her old German mother came in and insisted that she make the purchase from us.

"The mother listened regularly to our broadcasting. She had never been in the store, but she regarded us as a friend of the family. Consequently, she wanted us to get the business rather than another concern of whom neither she nor the daughter knew anything.

"That is only one of a number of cases whereby we can trace direct sales to our broadcasting—even though we make almost no direct attempt to sell over the radio and plan our programs primarily to make friends for the store."

# KJBS

is creating sales in the

## San Francisco Market

If your product has distribution in this market, here is your local radio outlet. KJBS is the most popular local radio station in this population of over one and one-half million people. Here within a fifty-mile radius is located 67% of the purchasing power and approximately 60% of the population of Northern California. KJBS is directly influencing this prosperous audience.

# KJBS

1380 Bush Street

San Francisco, Calif.

# WSPD — WWVA

Toledo—Ohio

1000 Watts—1340 Kilocycles

• • •

**Chain Store Merchants Use WSPD. Their Own Tests - Surveys Show Major Audience in This Territory. Columbia Chain Affiliate.**

Wheeling—West Virginia

5000 Watts—1160 Kilocycles

• • •

**West Virginia's Largest Station. Ten Times the Power of Any Other Station in the State. Covers Rich Ohio Valley. Columbia Chain Affiliate.**

## Hosiery Programs to Start in March

AFTER considering radio for some time, the Allen-A Company, hosiery manufacturers of Kenosha, Wis., have signed a contract with Columbia, and will go on the air March 4 with the first of a weekly series. The programs are titled "Beau Bachelor" and will be broadcast each Friday for 13 weeks in the spring and 13 in the fall. The Chicago office of the William H. Rankin Company is the agency in charge of the Allen-A account.

## Gay Music for Gelatine

GAY songs and light hearted orchestral music make up the Sparkling Music programs sponsored by the Charles B. Knox Gelatine Company, Inc., makers of Knox Sparkling Gelatine. The programs are directed by the Federal Advertising Agency and are broadcast over the NBC each Tuesday evening.

## KFOX Opens Los Angeles Sales Office

J. HOWARD JOHNSON has been named manager of the sales office of KFOX, Long Beach, Calif., which was recently opened at 1031 S. Broadway in Los Angeles. For the past several years Johnson has been identified closely with the development of radio advertising, and recently he has been with the sales staff of KHJ, Los Angeles. He will retain his connections with KHJ while representing KFOX in their new Los Angeles venture.

## Corbett to Serve Broadcast Advertisers

RESIGNING from the New York advertising agency of Corbett & North, J. Ralph Corbett has opened offices at 240 Lexington Ave., as a radio merchandising counselor, under the firm name of J. Ralph Corbett, Inc.

## Cheese Company Sponsors KUKU

RAYMOND KNIGHT'S mythical radio station KUKU is now on the air each Saturday afternoon over an NBC network, sponsored by the Blue Moon Cheese Products Company, Inc., Minneapolis. The programs are mainly broad burlesques of typical radio features, and contain a number of new attractions such as an "animal orchestra" for the benefit of the juvenile audience.

## Domestic Skit for Toothpaste

THE Forhan Company, Inc., New York, is sponsoring a series of domestic comedy sketches three times a week over station WOR, Newark. This new series is the radio debut of the Jarr family, which originated as a comic strip, and later appeared in movies and vaudeville and on phonograph records.

## Merchandising Your Broadcasting

When you contract for a half hour program, three 15-minute periods, or a daily time signal on WGAR, your contact with our station does not cease with the signing of the contract, receipt of copy and program material. That is merely the starting point of WGAR's plan to serve you.

A hundred or ten thousand letters commenting favorably on your broadcast will go out to the dealers, grocers, druggists, or retail outlets for your product. Newspaper publicity will be prepared, and ideas will be forthcoming as to unique ways to tie up

broadcasting with unit sales. Sampling, telephone canvassing, house-to-house surveys, dealer helps, window and counter cards will be arranged for, at either no extra cost or at a very minimum charge for services which require outside assistance. And—

WGAR tells the story of its feature programs on 30 billboards in advantageous locations in Greater Cleveland.

**PATRONIZE A QUALITY STATION WITH A QUANTITY AUDIENCE**

## The WGAR Broadcasting Co., Inc.

Affiliated with N. B. C. Basic Blue Network

G. A. Richards  
President

N. B. C. Blue Network  
Studios and Offices: Hotel Statler, Cleveland

John F. Patt  
V. Pres. & Gen. Mgr.

# WIBO

WILL SELL YOUR  
MERCHANDISE  
TO A  
MILLION  
CHICAGO  
FAMILIES

There is no idle talk in that strong headline. It is backed with a complete service of skilled people who go into action and actually help make sales.

## A MERCHANDISING SERVICE

Experienced merchandisers are at the command of agencies and advertisers. This staff comprises nationally recognized experts in the ACTUAL SELLING of many products, as well as persons now engaged in producing successful national radio programs and merchandising them to insure more dollars in the cash register.

Ask us how we deliver the Chicago Market.

# WIBO

"At the top of the Dial"  
CHICAGO

Chicago's leading independent station

## Advertising Appeal Applied to Air

**B**ORROWING a statement by Arthur Brisbane, noted newspaperman, Leo Fitzpatrick, manager of WJR, the Goodwill Station, Detroit, uses it to demonstrate what he feels to be the prime essential in the qualifications of a successful radio announcer. Mr. Fitzpatrick has posted the following on the WJR program department bulletin board:

"Arthur Brisbane says, 'It is not the power of the voice which brings hogs to the hog caller, but rather the appeal in his voice. Proper appeal in advertising will bring back prosperity.'

"WJR says, 'It is not the power of the announcer's voice which brings sales to radio advertisers, but rather the appeal in his voice. Proper appeal in radio advertising will help bring back prosperity.'

"Which, being interpreted, means this: 'Appeal in an announcer's voice is created, not alone by volume, pleasing tone quality, or perfect diction, but by an interest in the product *he is advertising*; and a consciousness that to the public *he represents* that product. Goods cannot be sold over the radio by a man who merely reads copy. They can be sold by a man who knows the product he is talking about . . . who furthermore is *interested* in selling it!"

## Breath-Taking Tales for Breathem

**T**HE Tennessee Products Company, Nashville, Tenn., manufacturers of Breathem breath tablets, are sponsoring a series of breath-taking dramas broadcast over a CBS chain on Saturday afternoons. Critchfield & Company, Chicago, is the agency in charge.

## Oil Company Advertises Service Stations

**T**HE Los Angeles staff of Lord & Thomas and Logan is using radio and newspapers on the Pacific Coast to advertise the policies and services of Union Service Stations, Inc., a new division of the Union Oil Company.

## New Advertisers on KTM

**D**R. S. M. COWEN, system of dentistry with offices in Los Angeles, late in January signed with KTM, Los Angeles, for a series of three evening half-hours weekly for a year. Studio musical groups will be used for the series which will be called "Musical Comedy Memoirs."

Mandel's Inc. (shoes), have taken a quarter-hour period once a week on this station and Monroe's Clothing a half hour period each week for an indefinite time. The Los Angeles office of George H. Price and Company, tailors, will use a series of four evening quarter-hours weekly with a transcription program over KTM.

## Five Years on Air

**O**N January 7, 1932, the Maxwell House Coffee program celebrated its fifth year of broadcasting over an NBC network.

## Molin Joins WXYZ Sales Staff

**J**OSEPH C. MOLIN, for the past eight years a member of the advertising staff of the *Detroit Times*, has joined the sales staff of radio station WXYZ, the Kunsy-Trendle Broadcasting Corporation. Mr. Molin explained that the rapid strides by radio in the commercial field during the last few years are responsible for his decision to become affiliated with the industry.

"Having in a competitive way for the past two years watched and admired radio's ever-increasing importance in any successful merchandising attempt, and being one who likes to get in on what I truly believe to be still the ground floor in this business, I gladly took the opportunity of making a connection with station WXYZ," Mr. Molin said.

## New Company to Represent Stations

**O**RGANIZED to represent three radio stations exclusively in the Chicago territory, the Willot Company have opened offices at 37 W. Van Buren St., Chicago. This company represents stations XER, Villa Acuna, Mexico, KFEQ, St. Joseph, Mo., and KFBI, Milford, Kans., exclusively, and will not add any others. Its function is that of a service organization, co-operating with advertisers, advertising agencies and station representatives.

## Cigar Accounts to Bowers

**T**HE Thos. M. Bowers Advertising Agency, with offices in Chicago, New York and St. Louis, have been appointed advertising agents by the Deisel-Weinmer-Gilbert Corporation, of Detroit, manufacturers of San Felice, El Verso, Dubonnet and Odin cigars. This agency also announces the appointment by the Bernard Schwartz Cigar Corporation, of Detroit, manufacturers of the R. G. Dun and Bradstreet cigars.

Newspapers and local and national radio programs will be used. The San Felice Serenade, an orchestral program of modern music, will be broadcast each Monday and Friday over a hook-up of NBC stations in the Middle West, beginning February 1.

## Butcher Moves to WLW

**B**LAYNE R. BUTCHER, formerly vice-president and sales manager of station WGH, Newport News, Va., and more recently of the production staff of WBAP, Fort Worth Texas, has joined the staff of WLW, Cincinnati.

## Candy Company Sponsors Columnist

**T**HE latest addition to the fast growing group of columnists who are doubling on the air is Bide Dudley, who gossips about Broadway to an NBC audience each Sunday afternoon. The series, called *Wandering Around Little Ol' Broadway*, is sponsored by the Kibbe Candy Company, makers of Chocco Yeast. Dudley also introduces stage notables on each program.

# SPOT YOUR CAMPAIGNS WITH Radio Outline Maps



These maps, recently revised, indicate every city in the United States in which there is a commercial radio station. By writing the call letters of stations together with circles outlining approximate coverage, advertising agencies and station representatives can present suggested spot broadcast campaigns to clients with utmost clarity. The maps are also useful in keeping a visual record of completed campaigns.

Radio outline maps are printed on ledger paper, permitting the use of ink without smudging. They are 10x16 inches—the size of a double page spread in “Broadcast Advertising.”

Printed on the backs of the maps is a complete list of commercial stations in the country, arranged alphabetically by states and cities. The power of each station and the frequency in kilocycles is clearly indicated.

## PRICES

25 .....	\$2.00	100 .....	\$5.00
50 .....	3.00	200 .....	9.00

Sample map for the asking provided request is made on your business letterhead.

# Broadcast Advertising

440 South Dearborn Street . . . . Chicago, Illinois

# Station Rate Directory

## YANKEE NETWORK

1 Winter Place, Boston, Mass. Charles W. Phelan, Director of Sales; John Shepard, 3rd. President; R. L. Harlow, Assistant to President. Operated by Shepard Broadcasting Service, Inc.

### Contract Regulations.

\*General, except Par. 3: no agency commission allowed unless payment is made on or before 10th of month following broadcast.

### Sponsored Programs.

(6:00 P. M. to 11:00 P. M. Daily and after 1:00 P. M. Sundays.)

	1 Hr.	1/2 Hr.	1/4 Hr.
Boston, Mass. (WNAO).....	\$300.00	\$150.00	\$100.00
Boston, Mass. (WAAB).....	200.00	100.00	65.00
Providence, R. I. (WEAN).....	150.00	75.00	50.00
Pawtucket, R. I. (WPAW).....	100.00	50.00	35.00
Worcester, Mass. (WORC).....	150.00	75.00	50.00
Hartford, Conn. (WDRS).....	150.00	75.00	50.00
Bridgeport, Conn. (WICC).....	150.00	75.00	50.00
Bangor, Me. (WLBZ).....	120.00	60.00	40.00
New Bedford, Mass. (WNBH).....	60.00	30.00	20.00
Total 7 stations using WNAO and WEAN.....	1,080.00	540.00	360.00
Total 7 stations using WAAB and WPAW.....	980.00	490.00	310.00

(Before 6:00 P. M. and after 11:00 P. M. daily and before 1:00 P. M. Sundays.)

Boston, Mass. (WNAO).....	150.00	75.00	50.00
Boston, Mass. (WAAB).....	100.00	50.00	32.50
Providence, R. I. (WEAN).....	75.00	37.50	25.00
Pawtucket, R. I. (WPAW).....	100.00	50.00	32.50
Worcester, Mass. (WORC).....	75.00	37.50	25.00
Hartford, Conn. (WDRS).....	75.00	37.50	25.00
Bridgeport, Conn. (WICC).....	75.00	37.50	25.00
Bangor, Me. (WLBZ).....	60.00	30.00	20.00
New Bedford, Mass. (WNBH).....	30.00	15.00	10.00
Total 7 stations using WNAO and WEAN.....	540.00	270.00	180.00
Total 7 stations using WAAB and WPAW.....	465.00	232.50	155.00

### Special Feature Periods.

Electrical Transcriptions.  
3 3/4 and 78 r.p.m. turntables.

## WDRS

500 Watts CBS 1,330 Kc.

Corning Bldg., 11 Asylum St., Hartford, Conn. Franklin M. Doolittle, General Manager; Wm. P. Malo, Sales Manager. Owned and operated by WDRS, Inc.

### Contract Regulations.

\*General, except Par. 3: no commission allowed on talent charges.

### Sponsored Programs.

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$125.00	\$119.75	\$112.50	\$106.25
1/2 Hour.....	78.00	74.10	70.20	66.30
1/4 Hour.....	49.00	46.55	44.10	41.65

(Before 6:00 P. M.)

	1 Hr.	1/2 Hr.	1/4 Hr.
1 Hour.....	63.00	50.85	56.70
1/2 Hour.....	39.00	37.05	35.10
1/4 Hour.....	25.00	23.75	22.50

### Announcements.

(After 6:00 P. M.)

	100 Words (1 min.)	20.00	19.00	18.00	17.00
30 Words.....	13.00	12.35	11.70	11.05	

(Before 6:00 P. M.)

	100 Words (1 min.)	10.00	9.50	9.00	8.5
30 Words.....	6.50	6.18	5.85	5.53	

100 Words (1 min.)..... 10.00 9.50 9.00 8.5

30 Words..... 6.50 6.18 5.85 5.53

### Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables.

## ILLINOIS

### Chicago

## WAAF

500 Watts 920 Kc.

836 Exchange Ave., Chicago, Ill. Ward A. Neff, President; Wm. E. Hutchinson, General Manager; W. R. Hunsen, Commercial Manager; W. A. Richards, Program Director. Owned and operated by the Chicago Daily Drivers Journal. Contract Regulations.

### \*General.

Sponsored Programs.

(Daily and Sunday)

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$150.00	\$135.00	\$127.50	\$120.00
1/2 Hour.....	85.00	70.50	72.25	68.00
1/4 Hour.....	50.00	45.00	42.50	40.00

(Daily except Sunday)

(8:00 A. M. to 6:00 P. M.)

	1 Hr.	1/2 Hr.	1/4 Hr.
1 Hour.....	100.00	90.00	85.00
1/2 Hour.....	60.00	54.00	51.00
1/4 Hour.....	35.00	31.50	29.75

Announcements.

(75 words maximum—during the morning "Sing and Sweep" and afternoon "Chicago on Parade" hours.)

One announcement daily except Sunday:

	1 Week	13 Weeks	26 Weeks	52 Weeks
	\$35.00	\$31.50	\$29.75	\$28.00

Two announcements daily except Sunday:

	55.00	49.50	46.75	44.00
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Special Feature Periods.  
Electrical Transcriptions.  
3 3/4 and 78 r.p.m. turntables.

## DISTRICT OF COLUMBIA

### Washington

## WOL

100 Watts 1,310 Kc.

Annapolis Hotel, Washington, D. C. Le Roy Mark, President. Owned and operated by the American Broadcasting Co.

### Contract Regulations.

\*General, and in addition: discounts earned are deductible only at completion of contracts. NO CONFIDENTIAL PRICES.

### Sponsored Programs.

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$135.00	\$129.25	\$121.50	\$114.75
1/2 Hour.....	75.00	71.25	67.50	63.75
1/4 Hour.....	47.50	45.12	42.75	40.37
10 Min.....	35.00	33.25	31.50	29.75
5 Min.....	20.00	19.00	18.00	17.00

(Before 6:00 P. M.)

	1 Hr.	1/2 Hr.	1/4 Hr.
1 Hour.....	67.50	64.13	60.75
1/2 Hour.....	37.50	35.63	33.75
1/4 Hour.....	23.75	22.57	21.38
10 Min.....	17.50	16.63	15.75
5 Min.....	10.00	9.50	9.00

Announcements.

(100 words. To be used not less than 3 times weekly between electrical recordings.)

(After 6:00 P. M.)

	Less than 39 announcements.	\$20.00 each.	39 announcements.	\$600.00.	78 announcements.	\$1,140.00.	156 announcements.	\$2,160.00.	312 announcements.	\$4,104.00.
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No merchandise prices quoted after 6:00 P. M.

(Before 6:00 P. M.)

	Less than 39 announcements.	\$10.00 each.	39 announcements.	\$300.00.	78 announcements.	\$570.00.	156 announcements.	\$1,080.00.	312 announcements.	\$2,052.00.
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Payable in equal monthly installments.

Electrical Transcriptions.  
3 3/4 and 78 r.p.m. turntables. Electrical transcriptions at regular time rates.

## WBBM

25,000 Watts. CBS 770 Kc.

Wrigley Bldg., Chicago, Ill. J. Kelly Smith, Commercial Manager. Owned and operated by the WBBM Broadcasting Corp.

### Contract Regulations.

\*General.

### Sponsored Programs.

Class "A."

(7:00 P. M. to 11:00 P. M. weekdays and after 4:00 P. M. Sunday.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100 Tl.
1 Hour.....	\$400.00	\$360.00	\$340.00	\$320.00	\$300.00
1/2 Hour.....	240.00	216.00	204.00	192.00	180.00
1/4 Hour.....	145.00	130.50	123.25	116.00	108.75

Class "B."

(6:00 P. M. to 7:00 P. M., weekdays only.)

	1 Hr.	1/2 Hr.	1/4 Hr.
1 Hour.....	300.00	270.00	255.00
1/2 Hour.....	180.00	162.00	153.00
1/4 Hour.....	110.00	99.00	93.50

Class "C."

(9:00 A. M. to 1:00 P. M.; 5:00 P. M. to 6:00 P. M.; 11:00 P. M. to 12:00 Midnight weekdays, and Sunday until 4:00 P. M.)

	1 Hr.	1/2 Hr.	1/4 Hr.	15 Min.
1 Hour.....	210.00	189.00	178.50	168.00
1/2 Hour.....	125.00	112.50	106.25	100.00
1/4 Hour.....	75.00	67.50	63.75	60.00
15 Min.....	75.00	67.50	63.75	60.00

Class "D."

(6:00 A. M. to 9:00 A. M.; 1:00 P. M. to 5:00 P. M.; 12:00 Midnight to 2:00 A. M., weekdays only.)

	1 Hr.	1/2 Hr.	1/4 Hr.	15 Min.
1 Hour.....	175.00	157.50	148.75	140.00
1/2 Hour.....	105.00	94.50	89.25	84.00
1/4 Hour.....	62.50	56.25	53.13	50.00
15 Min.....	62.50	56.25	53.13	50.00

Class "E."

Special rates for three-time and six-time per week contracts.

(Week days only, during Class "C" hours.)

	Per week	3 Tl.	6 Tl.
1 Hour.....	\$504.00	\$504.00	\$840.00
1/2 Hour.....	302.40	302.40	504.00
1/4 Hour.....	180.00	180.00	300.00
15 Minutes.....	180.00	180.00	300.00

## CALIFORNIA

### San Francisco

## KJBS

100 Watts. 1,070 Kc.  
1390 Rush St., San Francisco, Calif. Ralph R. Brunton, General Manager. Owned and operated by Julius Brunton & Sons Co.

### Contract Regulations.

\*General, except Par. 3: no commission allowed on talent charges.

### Sponsored Programs.

(Daily except Sundays.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$50.00	\$47.50	\$30.00	\$25.00
1/2 Hour.....	30.00	22.50	18.00	15.00
1/4 Hour.....	20.00	15.00	12.00	10.00

(Sundays.)

	1 Hr.	1/2 Hr.	1/4 Hr.
1 Hour.....	35.00	28.00	24.00
1/2 Hour.....	25.00	20.00	16.00

Announcements.  
Not to exceed 100 words.  
(Daytime daily except Sundays and Special Holidays.)

	1 Tl.	26 Tl.	52 Tl.	78 Tl.
Per time.....	\$4.00	\$3.00	\$2.75	\$2.50

(12:00 midnight to 6:00 A. M., seven days per week.)

Per month (6 per night, 1 each hour).....\$175.00  
Per month (1 per night)..... 60.00

### Electrical Transcriptions.

3 3/4 and 78 r.p.m. turntables.

## CONNECTICUT

### Bridgeport

## WICC

See Yankee Network.

\*General Contract Regulations, etc.—Unless otherwise noted under the station listings, the following general regulations apply to the purchase of time on the air.

1. Rates include time on the air, facilities of the station in arranging programs, preparing announcements, securing talent, services of staff announcers, and blanket fees charged for copyrighted music.

2. Rates do not include talent, travel-

ing expenses, tolls and mechanical expenses for remote control, or other extras.

3. Recognized advertising agencies are allowed a commission of 15% on both time and talent.

4. If advertisers prepare their own announcements or provide their own talent, these must be approved by the station well in advance before broadcasting.

5. Periodic broadcasts must be con-

tracted for in advance and broadcast at least once a week to earn period discounts.

6. Stations reserve the right to reject any broadcast which might mislead radio listeners, which is against state or government regulations, or which is not in keeping with the policy of the station.

7. No contracts accepted for a period of more than one year.

(Week days only, during Class "D" hours.)

1 Hour.....	420.00	700.00
1/2 Hour.....	252.00	420.00
1/4 Hour.....	150.00	250.00
15 Minutes.....	150.00	250.00

\*7 minutes only is allowed for talk, remainder of time must be used for musical presentation.  
 †This time may all be used for talk and is for institutional, agricultural, beauty or household information only.

These special rates are subject to the following discounts on contract for:  
 13 to 25 weeks.....10%  
 26 to 51 weeks.....15%  
 52 weeks.....20%

**Announcements.**  
 The "Chicago Hour" (afternoon), 75 words, per announcement:  
 1 Tl. 13 Tl. 26 Tl.  
 \$20.00 \$15.00 \$10.00

**Special Feature Periods.**  
 See above.  
**Electrical Transcriptions.**  
 33 1/2 and 78 r.p.m. turntables. Rates on application.

**WIBO**

1,000 Watts Day—1,000 Watts Nights 860 Kc.  
 175 N. State St. and 6312 Broadway, Chicago.  
 Jas. R. MacPherson, Merchandising Director;  
 Alvin E. Nelson, President. Owned and operated by the Nelson Brothers Bond & Mortgage Co.  
**Contract Regulations.**  
 \*General.

**Sponsored Programs.**  
 (7:00 P. M. to 10:30 P. M.)

1 Hour.....	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1/2 Hour.....	\$325.00	\$305.00	\$285.00	\$265.00
1/4 Hour.....	200.00	190.00	180.00	170.00
1/4 Hour.....	120.00	110.00	105.00	100.00
5 Minutes.....	60.00	55.00	50.00	45.00

(6:30 A. M. to 7:00 P. M.)

1 Hour.....	150.00	140.00	130.00	120.00
1/2 Hour.....	90.00	80.00	70.00	60.00
1/4 Hour.....	50.00	45.00	40.00	35.00
5 Minutes.....	20.00	25.00	20.00	15.00

**Announcements.**  
 (75 Words.)  
 Evening: 1 announcement, \$20.00; 13, each \$19.00; 26, each \$18.00; 52, each \$17.50. Daytime: 1 announcement, \$10.00; 13, each \$9.00; 26, each \$8.00; 52, each \$7.50.  
**Special Feature Periods.**  
**Electrical Transcriptions.**  
 33 1/2 and 78 r.p.m. turntables.  
 Evening rates, add \$20.00 to above rates. Daytime, add \$10.00 to above rates.

**WLS**

50,000 Watts 870 Kc.  
 1230 W. Washington Blvd., Chicago, Ill. Glenn Snyder, Commercial Manager; Burrige D. Butler, President; C. P. Dickson, Advertising Manager. Owned by the Agricultural Broadcasting Co. Operated by Prairie Farmer.  
**Contract Regulations.**  
 \*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**  
 (Evening Programs.)

1 Hour.....	1 Tl.	13 Tl.	26 Tl.	52 Tl.	300 Tl.
1/2 Hour.....	\$600.00	\$570.00	\$540.00	\$510.00	\$450.00
1/4 Hour.....	375.00	352.50	337.50	318.75	281.25
1/4 Hour.....	234.37	222.63	210.93	199.21	175.78

(Daytime Programs.)

1 Hour.....	300.00	285.00	270.00	255.00	225.00
1/2 Hour.....	187.50	178.12	168.75	159.37	140.62
1/4 Hour.....	117.18	111.32	105.46	99.60	87.88
5 Min.....	90.00	85.50	81.00	76.50	67.50

**Announcements.**  
 (Daytime Only.)  
 100 Words or less.....\$50.00  
 No time or quantity discounts on announcements.  
**Electrical Transcriptions.**  
 33 1/2 and 78 r.p.m. turntables. Daytime only. Additional charge \$25 net per program for recorded programs.

**WMAQ**

5,000 Watts. NBC 670 Kc.  
 400 W. Madison St., Chicago, Ill. Bill Hay, Commercial Manager; Wm. S. Hedges, Manager; Judith C. Waller, Assistant Manager. Owned by WMAQ, Inc., a subsidiary of the Chicago Daily News and operated, under lease, by the National Broadcasting Company.  
**Contract Regulations.**  
 \*General, also add to Par. 3: agency commission will not be allowed unless payment is made on or before the twentieth of the month following broadcast.

**Sponsored Programs.**  
 (7:00 P. M. to 11:00 P. M.)

1 Hour.....	1 Tl.	14 Tl.	26 Tl.	52 Tl.
1/2 Hour.....	\$450.00	\$427.50	\$405.00	\$382.50
1/4 Hour.....	250.00	237.50	225.00	212.50
1/4 Hour.....	140.00	133.00	126.00	119.00

February, 1932

(5:00 P. M. to 7 P. M.)

1 Hour.....	380.00	361.00	342.00	323.00
1/2 Hour.....	200.00	190.00	180.00	170.00
1/4 Hour.....	125.00	118.75	112.50	106.25

(8:00 A. M. to 5:00 P. M. and 11:00 P. M. to 2:00 A. M.)

1 Hour.....	225.00	213.75	202.50	191.25
1/2 Hour.....	125.00	118.75	112.50	106.25
1/4 Hour.....	75.00	71.25	67.50	63.75

**Announcements.**  
 Accepted only on service basis, such as time signals, weather reports, etc., as an application.  
**Special Feature Periods.**

Woman's Calendar (daytime) limited to three per half hour, per broadcast, \$75.00.

Rates on the Woman's Calendar are subject to the following quantity discounts: Six broadcasts per week, 15%. Less than six broadcasts per week—13 or more times, 5%; 26 or more times, 10%; 52 or more times, 15%.

**INDIANA**

**Fort Wayne**

**WOWO**

10,000 Watts. CBS. 1,160 Kc.  
 213 West Main St., Fort Wayne, Ind. C. R. Durbin, Business Manager. Owned and operated by the Main Auto Supply Co.  
**Contract Regulations.**  
 \*General.

**Sponsored Programs.**  
 (7:00 P. M. to 10:00 P. M.)

1 Hour.....	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1/2 Hour.....	\$190.00	\$180.50	\$171.00	\$161.50
1/4 Hour.....	95.00	90.25	85.50	80.75
1/4 Hour.....	55.00	52.25	49.50	46.75

(6:00 P. M. to 7:00 P. M.)

1 Hour.....	150.00	142.50	135.00	127.50
1/2 Hour.....	75.00	71.25	67.50	63.75
1/4 Hour.....	45.00	42.75	40.50	38.25

(10:00 P. M. to 11:00 P. M.)

1 Hour.....	135.00	128.25	121.50	114.75
1/2 Hour.....	70.00	66.50	63.00	59.50
1/4 Hour.....	45.00	42.75	40.50	38.25

(5:00 P. M. to 6:00 P. M.)

1 Hour.....	125.00	118.75	112.50	106.25
1/2 Hour.....	65.00	61.75	58.50	55.25
1/4 Hour.....	40.00	38.00	36.00	34.00

(11:00 A. M. to 1:30 P. M.)

1 Hour.....	105.00	99.75	94.50	89.25
1/2 Hour.....	55.00	52.25	49.50	46.75
1/4 Hour.....	35.00	33.25	31.50	29.75

(11:00 P. M. to 12:00 Midnight)

1 Hour.....	95.00	90.25	85.50	80.75
1/2 Hour.....	50.00	47.50	45.00	42.50
1/4 Hour.....	30.00	28.50	27.00	25.50

(8:00 A. M. to 11:00 A. M. and 1:30 P. M. to 5:00 P. M.)

1 Hour.....	90.00	85.50	81.00	76.50
1/2 Hour.....	47.50	45.13	42.75	40.38
1/4 Hour.....	30.00	28.50	27.00	25.50

(6:00 A. M. to 9:00 A. M.)

1 Hour.....	75.00	71.25	67.50	63.75
1/2 Hour.....	40.00	38.00	36.00	34.00
1/4 Hour.....	25.00	23.75	22.50	21.25

**Announcements.**  
 (None after 6:15 P. M.)  
 (7:30 A. M. to 6:15 P. M.)  
 1 Tl. 26 Tl. 52 Tl. 100 Tl. 300 Tl.  
 75 Words or less.....\$15.00 \$14.25 \$12.75 \$12.00 \$11.25  
 150 Words or less (1 Minute).....17.50 16.63 14.88 14.00 13.13  
 300 Words or less (2 Minutes).....25.00 23.75 21.25 20.00 18.75  
 Five minute programs, one-half 15-minute rate.

**Special Feature Periods.**  
 Melody Hour, 9 A. M. to 9:30.  
 Housewives' Hour, 10:45 A. M. to 11:30.

**Electrical Transcriptions.**  
 33 1/2 and 78 r.p.m. turntables, Western Electric.

**KANSAS**

**Wichita**

**KFH**

1,000 Watts. CBS. 1,300 Kc.  
 124 S. Market St., Wichita, Kans. J. Leslie Fox, Manager. Owned and operated by Radio Station KFJ Company (Wichita "Eagle," Hotel Lassen).  
**Contract Regulations.**  
 \*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**  
 (After 6:00 P. M. weekdays and after 12 noon Sundays.)

1 Hr.....	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100 Tl.	300 Tl.
1/2 Hr.....	\$150.00	\$113.00	\$107.25	\$96.50	\$81.50	\$85.00
1/4 Hr.....	80.00	65.00	61.75	58.75	55.00	49.00
10 Min.....	55.00	49.00	38.00	36.00	34.25	30.00
5 Min.....	30.00	28.00	23.75	22.50	21.00	18.00

(10 P. M. to 11 P. M.)

1/2 Hr.....	125.00	90.00	85.50	81.00	77.00	70.00
1/4 Hr.....	70.00	50.00	47.00	45.00	42.00	38.00
10 Min.....	40.00	35.00	33.00	31.00	29.00	25.00
5 Min.....	20.00	18.00	17.00	16.00	15.00	13.00

(Before 6:00 P. M. weekdays and before 12 noon, Sundays.)

1/2 Hr.....	75.00	60.00	57.00	54.00	51.00	45.00
1/4 Hr.....	40.00	35.00	33.25	31.50	29.75	25.00
10 Min.....	30.00	27.00	25.75	24.50	23.00	20.00
5 Min.....	15.00	13.50	12.50	12.00	11.50	9.00

**Announcements.**  
 (6:00 P. M. to 10:00 P. M.)  
 (Count 120 words per minute.)

1/4 Min.....	12.00	11.00	10.00	9.00	8.00	7.00
1 Min.....	15.00	14.00	13.00	12.00	11.00	10.00
2 Min.....	17.00	16.00	15.00	14.00	13.00	12.00

(10:00 P. M. to 11:00 P. M.)

1/2 Min.....	10.00	9.00	8.50	7.50	6.50	5.50
1 Min.....	12.00	11.00	10.50	9.00	8.00	7.50
2 Min.....	15.00	14.00	13.00	12.00	11.00	10.00

(Before 6:00 P. M.)

1/2 Min.....	8.00	7.00	6.50	5.50	4.50	3.50
1 Min.....	10.00	9.00	8.00	7.00	6.00	5.00
2 Min.....	12.00	11.00	10.00	9.00	8.00	7.00

Addresses and talks: Talks accepted on week days only, between 6:00 a. m. and 8:00 p. m. Rate, \$5.00 per minute. Minimum charge, \$25.00.

**Special Feature Periods.**  
 "Ladies' Matinee," 3 to 4 P. M. daily, except Sunday. Limited to 7 sponsors. Rate, \$50.00 per week. Minimum contract, 13 weeks.

**Electrical Transcriptions.**  
 33 1/2 and 78 r.p.m. turntables.

**LOUISIANA**

**New Orleans**

**WDSU**

1,000 Watts. CBS. 1,250 Kc.  
 Hotel DeSoto, New Orleans, La. J. H. Uhalt, Managing Director. Owned and operated by Uhalt Broadcasting Co.  
**Contract Regulations.**  
 \*General, except Par. 3: no agency commission on talent charges. 2% discount for cash in advance.

**Sponsored Programs.**  
 (5:00 P. M. to 12:00 Midnight.)

1 Hour.....	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1/2 Hour.....	\$125.00	\$118.75	\$112.50	\$106.25
1/4 Hour.....	75.00	71.25	67.50	63.75
1/4 Hour.....	45.00	42.75	40.50	38.25
10 Minutes.....	30.00	28.50	27.00	25.50
5 Minutes.....	20.00	19.00	18.00	17.00
3 Minutes.....	15.00	14.25	13.50	12.75
1 Minute.....	10.00	9.50	9.00	8.50

(6:00 A. M. to 5:00 P. M.)

1 Hour.....	65.00	61.75	58.50	55.25
1/2 Hour.....	40.00	38.00	36.00	34.00
1/4 Hour.....	25.00	23.75	22.50	21.25
10 Minutes.....	20.00	19.00	18.00	17.00
5 Minutes.....	15.00	14.25	13.50	12.75
3 Minutes.....	10.00	9.50	9.00	8.50
1 Minute.....	7.00	6.63	6.30	5.96

**Announcements.**  
 (5:00 P. M. to 12:00 Midnight.)  
 50 words daily, per month.....\$150.00  
 (6:00 A. M. to 5:00 P. M.)

50 words daily, per month.....\$125.00  
**Announcements immediately after Chain Programs:** 4 announcements, each \$25.00; 8 announcements, each \$22.50; 12 announcements, each \$22.00; 16 announcements, each \$18.75.  
**Announcements immediately before Chain Programs:** 4 announcements, each \$20.00; 8 announcements, each \$17.50; 12 announcements, each \$15.00; 16 announcements, each \$13.75.

(10:30 P. M. to 2:00 A. M.)  
 Co-operative pick-up Musical Programs only.  
 1/2 Hour (6 nights weekly), per month...\$500.00  
**Special Feature Periods.**  
**Electrical Transcriptions.**

**Shreveport**

**KTBS**

1,000 Watts. 1,450 Kc.  
 Washington-Youree Hotel, Shreveport, La. John Paul Goodwin, Studio Director; John C. McCormack, Commercial Manager. Owned and operated by Tri-State Broadcasting System.  
**Contract Regulations.**  
 \*General.

**Sponsored Programs.**

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour..	\$100.00	\$95.00	\$90.00	\$85.00	\$80.00
1/2 Hour..	60.00	57.00	54.00	51.00	48.00
1/4 Hour..	40.00	38.00	36.00	34.00	32.00

(Before 6:00 P. M.)

1 Hour..	50.00	47.50	45.00	42.50	40.00
1/2 Hour..	30.00	28.50	27.00	25.50	24.00
1/4 Hour..	20.00	19.00	18.00	17.00	16.00

**Announcements.**

(After 6:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.	100 Tl.
1 Min..	\$ 7.50	\$ 7.12	\$ 6.75	\$ 6.48	\$ 6.00	\$ 5.62
2 Min..	9.60	9.22	8.84	8.16	7.68	7.20
5 Min..	20.00	19.00	18.00	17.00	16.00	15.00

(Before 6:00 P. M.)

1 min..	5.00	4.75	4.50	4.25	4.00	3.75
2 Min..	7.50	7.12	6.75	6.48	6.00	5.62
5 Min..	15.00	14.25	13.50	12.75	12.00	11.25

**Special Feature Periods.**  
**Electrical Transcriptions.**

**MASSACHUSETTS**

**Boston**

**WBZ-WBZA**

15,000 Watts. NBC 890 Kc.  
Hotel Bradford, Boston, Mass., Hotel Kimball, Springfield, Mass. Owned and operated by the Westinghouse Electric & Manufacturing Co.

**Contract Regulations.**

\*General, except Par. 3: no commissions allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$750.00	\$675.00	\$637.50	\$600.00
1/2 Hour.....	400.00	360.00	340.00	320.00
1/4 Hour.....	280.00	272.00	258.00	224.00
5 Minutes.....	125.00	112.50	106.25	100.00

(11:00 P. M. until close of programs; 6 A. M. to 6:00 P. M.)

1 Hour.....	375.00	337.50	318.75	300.00
1/2 Hour.....	200.00	180.00	170.00	160.00
1/4 Hour.....	140.00	124.00	119.00	112.00
5 Minutes.....	62.50	56.25	53.13	50.00

Discount of 25% allowed on 300 times or more in one year.

**Special Feature Periods.**

Electrical Transcriptions.

33 1/2 and 78 r.p.m. turntables.

**WNAC and WAAB**

**See Yankee Network**

**Worcester**

**WORC**

100 Watts CBS-YN 1,200 Kc.  
Bancroft Trust Bldg., Worcester, Mass. Ted Hill, Director. Owned and operated by Alfred F. Kleindienst.

**Contract Regulations.**

\*General, except Par. 3: no commissions allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.
1 Hour..	\$150.00	\$120.00	\$114.00	\$108.00	\$102.00
1/2 Hour..	85.00	70.00	66.50	63.00	59.50
1/4 Hour..	45.00	40.00	38.00	36.00	34.00
10 Min..	35.00	30.00	28.50	27.00	25.50
5 Min..	25.00	20.00	19.00	18.00	17.00

(Before 6:00 P. M. and after 11:00 P. M.)

1 Hour..	100.00	80.00	76.00	72.00	68.00
1/2 Hour..	60.00	45.00	42.75	40.50	38.25
1/4 Hour..	30.00	25.00	23.75	22.50	21.25
10 Min..	20.00	15.00	14.75	13.50	12.75
5 Min..	15.00	10.00	9.50	9.00	8.50

**Announcements.**

(Daily except Sunday.)

	1 Tl.	13 Tl.	26 Tl.	39 Tl.	52 Tl.	100 or more
1 Min..	10.00	7.50	6.50	6.25	6.00	5.50
2 Min..	15.00	12.50	11.50	11.25	11.00	10.40
3 Min..	20.00	17.50	15.00	14.25	13.00	11.50

(Before 6:00 P. M.)

1 Min..	10.00	7.50	6.50	6.25	6.00	5.50
2 Min..	15.00	12.50	11.50	11.25	11.00	10.40
3 Min..	20.00	17.50	15.00	14.25	13.00	11.50

**Special Feature Periods.**

Electrical Transcriptions.  
33 1/2 and 78 r.p.m. turntables.

**WTAG**

250 Watts NBC 580 Kc.  
18 Franklin St., Worcester, Mass. John J. Storey, Director. Owned and operated by Worcester Telegram and Gazette.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 hour.....	\$175.00	\$168.25	\$157.50	\$148.75
1/2 hour.....	100.00	95.00	90.00	85.00
1/4 hour.....	60.00	57.00	54.00	51.00

(All other hours.)

One-half above rates.

**Announcements.**

(Not accepted after 6:00 P. M. Maximum, 100 words per minute.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 min.....	\$10.00	\$ 7.50	\$ 6.50	\$ 6.00
2 Min.....	15.00	12.50	11.50	11.00
3 Min.....	20.00	17.50	15.00	13.00
5 Min.....	25.00	22.50	20.00	19.00

**Special Feature Periods.**

Electrical Transcriptions.

33 1/2 and 78 r.p.m. turntables.

**MICHIGAN**

**Detroit**

**WXYZ**

1,000 Watts CRS 1,240 Kc.

300-314 Madison Theatre Bldg., Detroit, Mich. Owned and operated by Kunsky-Trendle Broadcasting Corporation. John H. Kunsky, President and Treasurer; Geo. W. Trendle, Vice-President and General Manager; Howard O. Pierce, Secretary and Studio Manager; H. A. Campbell, Sales Manager.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

	1 Tl.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	\$350.00	\$332.50	\$315.00	\$297.50
1/2 Hour.....	225.00	213.75	202.50	191.25
1/4 Hour.....	125.00	118.75	112.50	106.25

(All other hours.)

1 Hour.....	175.00	168.25	157.50	148.75
1/2 Hour.....	112.50	106.88	101.25	95.63
1/4 Hour.....	62.50	59.38	56.25	53.13

**Announcements.**

(Maximum, 100 words—Monday to Saturday.)

7:30 A. M. to 8:45 A. M.—one time, \$10.00; 6 times, \$50.00. 9:00 A. M. to 5:45 P. M.—One time, \$15.00; 6 times, \$75.00; 6:30 P. M. to 7:30 P. M.—One time, \$20.00; 6 times, \$100.00.

Price quoting permitted to a limited extent.

Quantity price based on four consecutive week contract.

**Special Feature Periods.**

(Maximum, 100 words.)

Organ recital, 7:00 to 8:00 A. M.: One time \$10.00; 6 times, \$50.00.

Women's program, 9:00 A. M. to 9:15 A. M., and Sunshine Express, 5:00 P. M. to 5:30 P. M. One time, \$15.00; Monday to Saturday, 6 times, \$75.00.

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

Regular time charges apply to recorded programs. Not restricted to certain hours.

**Grand Rapids**

**WOOD**

500 Watts 1,270 Kc.  
217-19 Watson Bldg., Grand Rapids, Mich. John H. Kunsky, President and Treasurer; Geo. W.

Special Feature Periods.  
Electrical Transcriptions.  
33 1/2 and 78 r.p.m. turntables.

Regular time charges apply to recorded programs. Not restricted to certain hours.

Periodic broadcasts must be con-

Trendle, Vice-President and General Manager; Howard O. Pierce, Secretary; Robert A. Clancy, Local Manager. Owned by Walter B. Stiles, Inc. Operated by Kunsky-Trendle Broadcasting Corp.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$85.00	\$80.75	\$76.50	\$72.25
1/2 Hour.....	50.00	47.60	45.00	42.50
1/4 Hour.....	30.00	28.50	27.00	25.50

(All other hours.)

1 Hour.....	60.00	57.00	54.00	51.00
1/2 Hour.....	35.00	33.25	31.50	29.75
1/4 Hour.....	20.00	19.00	18.00	17.00

**Announcements.**

(75 to 100 words—Monday to Saturday.)

9:00 P. M. to 11:00 P. M.—One time, \$7.50; 6 times, \$45.00; 6 times on 4 weeks' contract, per week, \$35.00. 6:00 P. M. to 7:00 P. M.—One time, \$5.00; 6 times, \$30.00; 6 times on 4 weeks' contract, per week, \$25.00. 3:00 P. M. to 5:00 P. M.—One time, \$3.50; 6 times, \$21.00; 6 times on 4 weeks' contract, per week, \$16.00. 7:00 A. M. to 9:00 A. M.—One time, \$3.00; 6 times, \$18.00; 6 times on 4 weeks' contract, per week, \$15.00.

**Special Feature Periods.**

Children's Hour, 4:30 P. M. to 5:00 P. M.—One time, \$35.00; 13 times, \$33.25; 26 times, \$31.50; 51 times, \$29.75. Homemakers' Profile (women), 1 1/2 hours daily, 100 words allowed advertiser, per broadcast, \$3.00—if this feature is split in programs, regular rates apply.

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

Rates for recorded programs are regular time charges, plus charges for sustaining transcriptions. Restricted to certain hours.

**MISSOURI**

**Kansas City**

**KMBC**

1,000 Watts. CBS 950 Kc.

11th Floor, Pickwick Hotel, Kansas City, Mo. Arthur B. Church, Vice-President and General Manager. Owned and operated by the Midland Broadcasting Co.

**Contract Regulations.**

\*General.

**Sponsored Programs.**

(6:00 P. M. to 10:00 P. M., weekdays, and 12:00 noon to 10:00 P. M., Sundays.)

	1 Tl.	13 Tl.	26 Tl.	52 Tl.	100 Tl.	300 Tl.
1 Hr..	\$175.00	\$160.00	\$142.50	\$127.50	\$120.00	\$112.50
1/2 Hr..	112.50	90.00	85.50	76.50	72.00	67.50
10 Min..	100.00	80.00	76.00	68.00	64.00	60.00
5 Min..	67.50	50.00	47.50	42.50	40.00	37.50

(10:00 P. M. to 11:00 P. M.)

1/2 Hr..	150.00	120.00	114.00	102.00	96.00	90.00
1/4 Hr..	90.00	72.00	68.40	61.20	57.60	54.00
10 Min..	80.00	64.00	60.80	54.40	51.20	48.00
5 Min..	54.00	40.00	38.00	34.00	32.00	30.00

(All Other Hours.)

1/2 Hr..	93.75	75.00	71.25	63.75	60.00	56.25
1/4 Hr..	56.25	45.00	42.75	38.25	36.00	33.75
10 Min..	50.00	40.00	38.00	34.00	32.00	30.00
5 Min..	31.25	25.00	23.75	21.25	20.00	18.75

(Special rate for daily 15-minute programs before 4:30 P. M. and after 11:00 P. M.)

13 Weeks, 26 Weeks, 52 Weeks.

Per week .....	\$180.00	\$171.00	\$135.00
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**Announcements.**

1/4 minute, maximum 30 words; 1/2 minute, maximum 60 words; 1 minute, maximum 120 words; 2 minutes, maximum 240 words.

(6:00 P. M. to 10:00 P. M.)

	1 Tl.	6 Tl.	24 Tl.	78 Tl.	300 Tl.
1/4 Minute..	\$22.50	\$18.00	\$18.50	\$15.00	\$13.50
1/2 Minute..	30.00	24.00	22.50	21.00	18.00
1 Minute..	45.00	36.00	33.75	31.50	27.00
2 Minutes..	75.00	60.00	56.25	52.50	45.00

(10:00 P. M. to 11:00 P. M.)

1/4 Minute..	15.00	12.00	11.00	10.00	9.00
1/2 Minute..	20.00	16.00	15.00	14.00	

**Special Feature Periods.**

Co-Sponsorship Programs "Big Brother Club" (daily except Sunday—Children's Feature); "Happy Hollow" (every evening except Sunday—Serial Feature); "Lady of the House" (Daily Home Economics Program).  
 Electrical Transcriptions.  
 33 1/2 and 78 r.p.m. turntables.

**St. Louis**

**KWK**

1,000 NBC 1,360 Kc.  
 Hotel Chase, St. Louis, Mo. Thomas Patrick Convey, President; C. G. Cosby, General Manager. Owned and operated by Thomas Patrick, Inc.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 midnight weekdays; Sundays 9:00 A. M. to 11:00 P. M.)

1 Per.	13 Per.	26 Per.	50 Per.	100 Per.
1 Hour.. \$350.00	\$290.00	\$266.00	\$252.00	\$238.00
1/2 Hour.. 200.00	160.00	152.00	144.00	136.00
1/4 Hour.. 112.50	90.00	85.50	81.00	76.50

(9:00 A. M. to 6:00 P. M., except noon to 1:00 P. M.)

1 Hour.. 175.00	140.00	133.00	126.00	119.00
1/2 Hour.. 100.00	80.00	76.00	72.00	68.00
1/4 Hour.. 56.25	43.00	42.75	40.50	38.25

**Announcements.**

(5:30 P. M. to 11:00 P. M.)

Maximum copy, 40 words.	
13 Weeks, per week.....	\$160.00
26 Weeks, per week.....	137.00
39 Weeks, per week.....	154.00
52 Weeks, per week.....	151.00

(9:00 A. M. to 5:30 P. M.)

Maximum copy, 75 words. Two musical numbers precede and follow each announcement. Minimum contract, 13 weeks.

13 Weeks, per week.....	\$ 85.00
26 Weeks, per week.....	82.00
39 Weeks, per week.....	79.00
52 Weeks, per week.....	76.00

(7:00 A. M. to 9:00 A. M. and 11:00 P. M. to 12:00 Midnight.)

13 Weeks, per week.....	\$ 50.00
26 Weeks, per week.....	48.00
39 Weeks, per week.....	46.00
52 Weeks, per week.....	44.00

**Special Feature Periods.**

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.  
 (6:00 P. M. to 12:00 midnight weekdays; Sundays, 9:00 A. M. to 11:00 P. M.)

1 Per.	13 Per.	26 Per.	50 Per.	100 Per.
1 Hour.. \$250.00	\$200.00	\$180.00	\$180.00	\$170.00
1/2 Hour.. 137.50	110.00	104.50	99.00	93.50
5 Min.....	50.00			

(9:00 A. M. to 6:00 P. M.)

1/2 Hour.. 125.00	100.00	95.00	90.00	85.00
1/4 Hour.. 68.75	55.00	52.25	49.50	46.75
5 Min.....	25.00			

**MONTANA**

**Butte**

**KGIR**

500 Watts. 1,360 Kc.  
 121 West Broadway, Butte, Montana. E. B. Crane, Manager. Owned and operated by KGIR, Inc.

**Contract Regulations.**

\*General, except Par. 3: no commissions allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight)

1 Hr.	\$90.00	\$70.00	\$54.00	\$51.00	\$48.00	\$45.00
1/2 Hr.	36.00	34.20	32.40	30.60	28.80	27.00
1/4 Hr.	24.00	22.80	21.60	20.40	19.20	18.00

(All other hours)

1 Hr.. 40.00	35.00	36.00	24.00	32.00	30.00
1/2 Hr.. 24.00	22.80	21.60	20.40	19.20	18.00
1/4 Hr.. 16.00	15.20	14.40	13.00	12.80	12.00

**Announcements:**

(6:00 P. M. to 12:00 Midnight)

Per month—on contract, 6 times a week for:

	Single	1 Month	6 Months
1 Minute.....	\$ 7.00	\$125.00	\$ 75.00
2 Minutes.....	10.50	187.50	112.50
3 Minutes.....	14.00	250.00	150.00
5 Minutes.....	21.00	375.00	225.00

(All other hours)

1 Minute.....	4.00	83.33	50.00
2 Minutes.....	7.00	125.00	75.00
3 Minutes.....	9.32	166.67	100.00
5 Minutes.....	14.00	250.00	150.00

**Special Feature Periods.**

Musical Clock Market Hour (8:00 A. M. to 9:00 A. M.); Farm Flashes (12:45 P. M. to 1:00 P. M.); Housekeepers Chats (1:30 P. M. to 2:00 P. M.); Children's Happy Hour (6:00 P. M. to 6:45 P. M.); Dinner Hour (electrically transcribed) (6:45 P. M. to 8:00 P. M.).

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

**NEBRASKA**

**Omaha**

**KOIL**

1,000 Watts NBC 1,360 Kc.

The "Hilltop Studios," Council Bluffs, Iowa, and "The Brandeis Bungalow Studios," Omaha, Neb. Don Searle, Director; George Roesler, Commercial Manager. Owned and operated by the Monn Motor Oil Co.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 10:00 P. M.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. \$130.00	\$123.50	\$117.00	\$110.50
1/4 Hour.. 75.00	71.25	67.50	63.75

(Sunday, noon to 6:00 P. M.; daily, 5:00 P. M. to 6:00 P. M.; 10:00 P. M. to 11:00 P. M.)

1/2 Hour.. 86.70	82.36	78.03	73.70
1/4 Hour.. 50.00	47.50	45.00	42.50

(6:45 A. M. to 11:30 A. M.; 1:00 P. M. to 5:00 P. M.; 11:00 P. M. to 1:00 A. M.)

1/2 Hour.. 43.35	41.18	39.01	36.85
1/4 Hour.. 25.00	24.75	22.50	21.25

**Announcements.**

(6:00 P. M. to 10:00 P. M.)

Tie-in, 20 words, \$15; 5 minutes, \$40.00.

(Sunday, noon to 6:00 P. M.; daily, 5:00 P. M. to 6:00 P. M.; 10:00 P. M. to 11:00 P. M.)

Tie-in, 20 words, \$10; 1 minute, 120 words, \$10; 2 minutes, 250 words, \$20; 3 minutes, 400 words, \$30; 5 minutes, 700 words, \$40.

(6:45 A. M. to 11:30 A. M.; 1:00 P. M. to 5:00 P. M.; 11:00 P. M. to 1:00 A. M.)

Tie-in, 20 words, \$5; 1 minute, 120 words, \$5; 2 minutes, 250 words, \$10; 3 minutes, 400 words, \$15; 5 minutes, 700 words, \$20.

**Special Feature Periods.**

Farm Dinner Hour every day except Sunday, noon to 1:00 P. M., rates on application.

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

**NEW YORK**

**New York City**

**WMCA**

500 Watts 870 Kc.  
 1697 Broadway, at 33rd St., New York. Sidney J. Flaum, Commercial Manager. Owned and operated by Knickerbocker Broadcasting Co., Inc.

**Contract Regulations.**

\*General, except Par. 3: no commissions allowed on talent charges.

**Sponsored Programs.**

(The following rates are for National Advertising and are 10% above the local rates.)  
 (Week days 7:00 P. M. to 11:00 P. M. and Sundays and holidays.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. \$350.00	\$322.50	\$495.00	\$467.50
1/4 Hour.. 202.50	267.38	272.25	257.13
1/2 Hour.. 143.00	156.75	148.50	140.25

(6:00 P. M. to 7:00 P. M. and 11:00 P. M. to 12:00 midnight.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. 275.00	261.25	247.50	233.75
1/4 Hour.. 151.25	148.69	136.13	128.56
1/2 Hour.. 82.50	79.38	74.25	70.13

(12:00 noon to 6:00 P. M.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. 220.00	206.00	198.00	187.00
1/4 Hour.. 126.50	120.18	113.85	107.53
1/2 Hour.. 71.50	67.93	64.35	60.78

(6:00 A. M. to 12:00 noon.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. 165.00	156.75	148.50	140.25
1/4 Hour.. 98.50	88.83	84.15	79.48
1/2 Hour.. 55.00	52.25	49.50	46.75

**Announcements.**

The rates given below are subject to a 10% increase for national advertisers.

(12:00 noon to 5:00 P. M.)

1 time 3 times 6 times  
 per week, per week, per week.

5 Minutes, per week.. \$30.00 \$80.00 \$150.00

(6:00 A. M. to 12:00 noon.)

5 Minutes, per week..	25.00	70.00	125.00
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(6:00 A. M. to 5:00 P. M.)

1 Minute, per week..	15.00	42.50	75.00
2 Minutes, per week..	25.00	70.00	125.00

**Special Feature Periods.**

Electrical Transcriptions.  
 33 1/2 and 78 r.p.m. turntables.

**Syracuse**

**WFBL**

1,000-2,500 Watts. CBS 1,360 Kc.  
 Onondaga Hotel, Syracuse, N. Y. Charles F. Phillips, Manager. Owned and operated by The Onondaga Radio Broadcasting Corp.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges. No commissions allowed unless payment is made on or before tenth of month following broadcast.

**Sponsored Programs.**

(After 6:00 P. M.)

1 Hr.	13 Hr.	26 Hr.	39 Hr.	52 Hr.
1/2 Hour.. \$100.00	\$95.00	\$90.00	\$85.00	\$80.00
1/4 Hour.. 62.50	59.37	56.25	53.12	50.00
1/2 Hour.. 39.00	37.05	35.10	33.15	31.20

(Before 6:00 P. M.)

1 Hr.	13 Hr.	26 Hr.	39 Hr.	52 Hr.
1/2 Hour.. 50.00	47.50	45.00	42.50	40.00
1/4 Hour.. 31.25	29.69	28.12	26.56	25.00
1/2 Hour.. 18.53	17.60	16.68	15.75	14.82

**Announcements**

(7:30 A. M. to 6:00 P. M.)

10 Min....	17.50	16.62	15.73	14.87	14.00
5 Min....	18.00	12.85	11.70	11.05	10.40

Less than 5 min. per min. 5.00 4.75 4.50 4.25 4.00

**Special Feature Periods.**

Electrical Transcriptions.  
 33 1/2 and 78 r.p.m. turntables.

**NORTH CAROLINA**

**Asheville**

**WWNC**

1,000 Watts 570 Kc.  
 415 Flatiron Bldg., Asheville, N. C. G. O. Shepherd, Director; C. H. Smith, Commercial Manager. Owned and operated by Citizen Broadcasting Co., Inc. Affiliated with The Asheville Citizen and The Asheville Times.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 P. M.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. \$100.00	\$95.00	\$90.00	\$80.00
1/4 Hour.. 60.00	57.00	54.00	48.00
1/2 Hour.. 35.00	33.25	31.50	28.00

(9:00 A. M. to 6:00 P. M.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. 50.00	47.50	45.00	40.00
1/4 Hour.. 30.00	28.50	27.00	24.00
1/2 Hour.. 17.50	16.65	15.75	14.00

**Announcements.**

(Prior to 7 P. M. Nothing less than 15 minutes sold after 7 P. M.)

1 Minute.....	\$ 7.00
2 Minutes.....	8.50
3 Minutes.....	10.00
5 Minutes.....	11.50
Talks, time limit ten minutes.....	18.00

Discounts, announcements and talks, if used consecutively: 13 times, 10%; 26 times, 15%; 52 times, 20%.

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

**Charlotte**

**WBT**

5,000 Watts. CBS 1,000 Kc.  
 Wilder Bldg., Charlotte, N. C. Earle J. Gluck, Manager; William J. Weber, Commercial Manager. Owned and operated by WBT, Inc.

**Contract Regulations.**

\*General, except Par. 3: no commissions allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 2:00 A. M.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. \$200.00	\$190.00	\$180.00	\$170.00
1/4 Hour.. 125.00	118.75	112.50	106.25
1/2 Hour.. 75.00	71.25	67.50	63.75

(2:00 A. M. to 6:00 P. M.)

1 Hr.	13 Hr.	26 Hr.	52 Hr.
1/2 Hour.. 125.00	118.75	112.50	106.25
1/4 Hour.. 75.00	71.25	67.50	63.75
1/2 Hour.. 50.00	47.50	45.00	42.50

**Announcements.**  
\$15.00 each. Limited to 100 words. No period discounts on announcements. None accepted after 6 p. m. except by special arrangement.

**Special Feature Periods.**

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

(6:00 P. M. to 2:00 A. M.)			
1 Hr.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$250.00	\$237.50	\$225.00
1/2 Hour.....	150.00	142.50	135.00
1/4 Hour.....	90.00	85.50	81.00
(2:00 A. M. to 6:00 P. M.)			
1 Hour.....	150.00	142.50	135.00
1/2 Hour.....	90.00	85.50	81.00
1/4 Hour.....	55.00	52.25	49.50

**Raleigh**

**WPTF**

1,000 Watts NBC 680 Kc.  
324 Fayetteville St., Raleigh, N. C. H. K. Carpenter, Manager; Robert L. Bridger, Commercial Manager. Owned and operated by Durham Life Insurance Co.

**Contract Regulations.**

\*General.  
**Sponsored Programs.**  
(The following rates are for national advertising. Local advertising rates are 30% lower.)  
Time after 8:00 P. M. is not available on a 52-week contract.

(8:00 P. M. to 11:00 P. M.)			
1 hour,	\$125;	1/2 hour,	\$75;
1/4 hour,	\$40;	10 minutes,	\$35;
(6:30 P. M. to 8:00 P. M.)			
1 hour,	\$110;	1/2 hour,	\$65;
1/4 hour,	\$35;	10 minutes,	\$25;
(12:30 P. M. to 2:00 P. M. and 5:00 P. M. to 6:30 P. M.)			
1 hour,	\$75;	1/2 hour,	\$50;
1/4 hour,	\$30;	10 minutes,	\$20;
(Up to 9:00 A. M. and from 11:00 A. M. to 12:30 P. M.)			
1 hour,	\$60;	1/2 hour,	\$40;
1/4 hour,	\$25;	10 minutes,	\$18;
(9:00 A. M. to 11:00 A. M. and 2:00 P. M. to 5:00 P. M.)			
1 hour,	\$45;	1/2 hour,	\$30;
1/4 hour,	\$15;	10 minutes,	\$10;

**Announcements.**  
(Price quoting permitted before 6:00 P. M.)  
(8:00 P. M. to 11:00 P. M.)  
30 minutes, \$175; 15 minutes, \$130; 10 minutes, \$85; 200 words, \$45; 100 words, \$40; 50 words, \$35.

(*6:30 P. M. to 8:00 P. M.)			
30 minutes,	\$135;	15 minutes,	\$100;
10 minutes,	\$65;	200 words,	\$40;
(*5:00 P. M. to 6:30 P. M.)			
30 minutes,	\$100;	15 minutes,	\$75;
10 minutes,	\$50;	200 words,	\$30;
(12:30 P. M. to 2:00 P. M.)			
30 minutes,	\$55;	15 minutes,	\$40;
10 minutes,	\$30;	200 words,	\$25;
(Up to 9:00 A. M. and from 11:00 A. M. to 12:30 P. M.)			
30 minutes,	\$50;	15 minutes,	\$35;
10 minutes,	\$25;	200 words,	\$20;
(9:00 A. M. to 11:00 A. M. and 2:00 P. M. to 5:00 P. M.)			
30 minutes,	\$40;	15 minutes,	\$30;
10 minutes,	\$20;	200 words,	\$15;

\*By special arrangement only.  
**Special Feature Periods.**  
(For participating sponsorship.)  
(75 words daily except Sunday)  
Morning Shopper—early morning, per week, \$35.  
Household Varieties—mid-afternoon, per week, \$50.  
Home Songs—early evening, per week, \$75.  
(Sponsorship of miscellaneous service feature announcements, daily, except Sunday)

50 words, per week, evening, \$60; afternoon, \$50; morning, \$35. 50 words, 3 times per day, per week, \$120.  
**Electrical Transcriptions.**  
33 1/2 and 78 r.p.m. turntables. Service charge of \$5 per program is made on all transcriptions.

**NORTH DAKOTA**

**Fargo**

**WDAY**

1,000 Watts NBC 940 Kc.  
Address: Fargo, N. D. Charles G. Burke, Commercial Manager; E. C. Reineke, General Manager. Owned and operated by WDAY, Inc.

**Contract Regulations.**

\*General, except Par. 3: no agency commission allowed on talent.

**Sponsored Programs.**

(After 6:00 P. M.)

1 Tl.			
1 Hr.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$150.00	\$142.50	\$135.00
1/2 Hour.....	83.75	80.00	75.00
1/4 Hour.....	58.00	55.67	52.74

(Before 6:00 P. M.)

1 Hr.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	75.00	71.75	67.50
1/2 Hour.....	46.88	44.53	42.19
1/4 Hour.....	29.30	27.84	26.37
10 Minutes.....	21.98	20.88	19.70
5 Minutes.....	17.58	16.70	15.82

**Announcements.**

(No commercial announcements will be made after 6:15 P. M. except during musical program sponsored by advertiser. No prices can be quoted after 6:15 p. m. Copy limited to 100 words. Discounts: Continuous contract, 6 to 11 months inclusive, 10%; 12 months or more, 20%.)

6:00-11:30 A. M.			
5:30-1:30			
6:15 P. M. 4:30 P. M.			
Daily, except Sunday, per mo.	\$100.00	\$70.00	\$70.00
3 times a week, per mo.	60.00	40.00	40.00
Daily, except Sunday, per wk.	30.00	20.00	20.00
Less than week, per announcement	6.00	4.00	4.00
12:30-1:15 P. M.			
Daily, except Sunday, per month	\$140.00	\$70.00	\$70.00
3 times a week, per month	75.00	40.00	40.00
Daily, except Sunday, per week	37.50	20.00	20.00
Less than week, per announcement	7.00	4.00	4.00

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

**OHIO**

**Cincinnati**

**WKRC**

1,000 Watts CBS 550 Kc.  
Hotel Alms, Cincinnati, Ohio. E. S. Mittendorf, General Manager. Owned and operated by WKRC, Inc.

**Contract Regulations.**

\*General.  
**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

1 Tl.			
1 Hr.	26 Tl.	52 Tl.	100 Tl.
1 Hour.....	\$200.00	\$180.00	\$170.00
1/2 Hour.....	110.00	90.00	85.00
1/4 Hour.....	60.00	54.00	51.00

(6:00 A. M. to 6:00 P. M.)

1 Hr.	26 Tl.	52 Tl.	100 Tl.
1 Hour.....	100.00	90.00	85.00
1/2 Hour.....	55.00	49.50	46.75
1/4 Hour.....	32.50	29.25	27.63

**Commercial Announcements.**

\$250 per month between 6:00 P. M. and 11:00 P. M.  
\$125 per month between 7:00 A. M. and 6:00 P. M.

**Special Feature Periods.**

A special Woman's Hour program (10:30 A. M. to 11:00 A. M.), 6 one-minute announcements weekly on 6 months' contract, \$100.00 a month.

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. Western Electric turntables.

**WLW**

50,000 Watts NBC 700 Kc.  
3401 Colerain Ave., Cincinnati, Ohio. R. L. Ferguson, Commercial Manager; Powell Crosley, Jr., President; John L. Clark, General Manager. Owned and operated by The Crosley Radio Corp.

**Contract Regulations.**

\*General.  
**Sponsored Programs.**

(7:00 P. M. to 11:00 P. M.)

13 Tl.			
1 Hr.	26 Tl.	52 Tl.	100 Tl.
1 Hour.....	\$1,152.00	\$980.00	\$864.00
1/2 Hour.....	648.00	540.00	486.00
1/4 Hour.....	456.00	380.00	342.00

(Daily 5:00 P. M. to 7:00 P. M. and Sunday noon to 7:00 P. M.)

1 Hr.	26 Tl.	52 Tl.	100 Tl.
1 Hour.....	864.00	720.00	648.00
1/2 Hour.....	486.00	405.00	364.50
1/4 Hour.....	342.00	285.00	256.50

(11:00 P. M. to Sign Off.)

Rates on application.

(All other hours.)

1 Hour.....	576.00	480.00	432.00
1/2 Hour.....	324.00	270.00	243.00
1/4 Hour.....	228.00	190.00	171.00

**Announcements.**

(Not accepted between 7:00 P. M. and Midnight.)

**Special Feature Periods.**

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

**Cleveland**

**WGAR**

500 Watts NBC 1,450 Kc.

Hotel Statler, Cleveland, Ohio. John F. Patt, Manager; Clyde L. Wood, Commercial Manager; Fred R. Ripley, Assistant Manager. Owned and operated by the WGAR Broadcasting Co.

**Contract Regulations.**

\*General.  
**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

1 Tl.			
1 Hr.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	\$300.00	\$285.00	\$270.00
1/2 Hour.....	175.00	166.25	157.50
1/4 Hour.....	100.00	95.00	85.00

(12:00 noon to 1:00 P. M.; 5:00 P. M. to 6:00 P. M. and 11:00 P. M. to 12:00 P. M. Midnight.)

1 Hr.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	175.00	166.25	157.50
1/2 Hour.....	100.00	95.00	85.00
1/4 Hour.....	50.00	47.50	45.00

(All other hours.)

1 Hr.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	150.00	142.50	135.00
1/2 Hour.....	75.00	71.25	67.50
1/4 Hour.....	45.00	42.75	40.50

(Sunday, 1:00 P. M. to 7:00 P. M.)

1 Hr.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	250.00	237.50	225.00
1/2 Hour.....	150.00	142.50	135.00
1/4 Hour.....	75.00	71.25	67.50

**Announcements.**

(100 words maximum.)  
9:45 to 10:00 A. M.—Betty Brown's Rambles.  
6:00-8:30 A. M.—The Minute Man.  
1 announcement, \$7.50; Monday to Saturday (6 times), \$37.50.  
12:00 to 12:30 P. M.—Noonday announcements.  
1 announcement, \$10.00; Monday to Saturday (6 times), \$50.00.  
Afternoon periods:  
5:30 to 5:45 P. M.—Amusement Guide.  
1 announcement, \$10.00; Monday to Saturday (6 times), \$50.00.  
4:30 to 5:00 P. M.—The Merry-Go-Round.  
1 announcement, \$10.00; Monday to Saturday (6 times), \$50.00.  
5:45 to 6:30 P. M.—Dinner Music.  
After 11:00 P. M.—Late announcements.  
1 announcement, \$20.00; Monday to Saturday (6 times), \$100.00.

**Special Feature Periods.**

See above.

**Electrical Transcriptions.**

33 1/2 and 78 r.p.m. turntables.

**WJAY**

500 Watts NBC 610 Kc.  
1224 Huron Road, Cleveland, Ohio. G. C. Melrose, Manager. Owned and operated by Cleveland Radio Broadcasting Corp.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

Sunday Rates  
(12:00 Noon to 6:00 P. M.)

1 Hr.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	\$175.00	\$166.25	\$157.50
1/2 Hour.....	90.00	85.00	80.00
1/4 Hour.....	50.00	47.50	45.00

(7:30 A. M. to 12:00 Noon.)

1 Hr.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	\$150.00	\$142.50	\$135.00
1/2 Hour.....	80.00	75.00	70.00
1/4 Hour.....	45.00	42.50	40.00

\*General Contract Regulations, etc.—Unless otherwise noted under the station listings, the following general regulations apply to the purchase of time on the air.  
1. Rates include time on the air, facilities of the station in arranging programs, preparing announcements, securing talent, services of staff announcers, and blanket fees charged for copyrighted music.  
2. Rates do not include talent, travel-

ing expenses, tolls and mechanical expenses for remote control, or other extras.  
3. Recognized advertising agencies are allowed a commission of 15% on both time and talent.  
4. If advertisers prepare their own announcements or provide their own talent, these must be approved by the station well in advance before broadcasting.  
5. Periodic broadcasts must be con-

tracted for in advance and broadcast at least once a week to earn period discounts.  
6. Stations reserve the right to reject any broadcast which might mislead radio listeners, which is against state or government regulations, or which is not in keeping with the policy of the station.  
7. No contracts accepted for a period of more than one year.

**Weekday Rates**

8:00 A. M.-10:00 A. M.	1 Hr.	1/2 Hr.	1/4 Hr.
11:00 A. M.-12:00 Noon	\$125.00	\$ 62.50	\$35.00
1:15 P. M.-2:15 P. M.	135.00	67.50	35.00
3:00 P. M.-4:00 P. M.	125.00	62.50	35.00
4:15 P. M.-6:00 P. M.	150.00	75.00	40.00
6:00 P. M.-Sign off	200.00	100.00	50.00

**Announcements.**

(7:00 A. M.-8:00 A. M.)  
\$7.50 per announcement.

(10:00 A. M.-11:00 A. M.; 12:15 P. M.-1:15 P. M.; 2:00 P. M.-2:45 P. M.; 4:30 P. M.-5:00 P. M.)  
\$12.50 per announcement.

**Special Feature Periods.**

Electrical Transcriptions.  
33 1/3 and 78 r.p.m. turntables.

**Toledo**

**WSPD**

1,000 Watts NBC 1,340 Kc.  
Commodore Perry Hotel, Toledo, Ohio. Dwight Southup, Director; J. H. Ryan, Vice-President. Owned and operated by the Toledo Broadcasting Co.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

1 Hr.	13 Tl.	26 Tl.	51 Tl.
1 Hour.....	\$225.00	\$210.00	\$185.00
1/2 Hour.....	120.00	111.00	93.00
1/4 Hour.....	75.00	70.00	60.00

(12:00 Noon to 1:00 P. M.; 5:00 P. M. to 6:00 P. M.; 11:00 P. M. to 12:00 Midnight.)

1 Hour.....	187.00	126.00	117.00	108.00
1/2 Hour.....	80.00	75.00	70.00	63.00
1/4 Hour.....	45.00	42.50	40.00	38.50

(All other hours.)

1 Hour.....	120.00	115.00	110.00	105.00
1/2 Hour.....	70.00	68.00	62.00	59.00
1/4 Hour.....	42.50	40.00	37.50	35.00

**Announcements.**

(6:00 P. M. to 12:00 Midnight.)

1 Minute.....	1 Tl.	13 Tl.	26 Tl.	52 Tl.
2 Minutes.....	\$15.00	\$14.50	\$14.00	\$13.50
3 Minutes.....	20.00	19.50	19.00	18.50
5 Minutes.....	35.00	33.00	31.00	29.00

(7:00 A. M. to 6:00 P. M.)

1 Minute.....	10.00	9.50	9.00	8.50
2 Minutes.....	15.00	14.00	13.50	13.00
5 Minutes.....	25.00	24.00	23.00	22.00

**Special Feature Periods.**

Joe and Sam (black face), 15 minute program. Advertiser allowed 3 minutes. One time, \$45.00; 13 times, \$42.50; 26 times, \$40.00; 52 times, \$38.50.

Mattinee musical (trio), 30-minute program. Advertiser allowed 3 minutes. One time, \$55.00; 13 times, \$52.50; 26 times, \$50.00; 52 times, \$47.50.

Treasure Hunters (children). This program is broadcast during the school year only, 15-minute program. Advertiser allowed 2 minutes. One time, \$45.00; 13 times, \$42.50; 26 times, \$40.00; 52 times, \$38.50.

Shopper's Guide, 7:15 A. M. to 8:00 A. M. each week day, per week, \$50.00.

Aunt Sammy feature, between 9:30 A. M. and 11:00 A. M. each week day, per week, \$60.00.

Electrical Transcriptions.  
33 1/3 and 78 r.p.m. turntables.  
A 5% surcharge applies to recorded programs. Not restricted to certain hours.

**OKLAHOMA**

**Tulsa**

**KVOO**

5,000 Watts NBC 1,140 Kc.  
Wright Bldg., Tulsa, Okla. Leonard Bjara, Commercial Manager; H. A. Hutchinson, General Manager. Owned and operated by the Southwestern Sales Corp.

**Contract Regulations.**

\*General, except Par. 3: no agency commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 P. M. Midnight.)

1 Hr.	13 Tl.	26 Tl.	52 Tl.	104 Tl.
1 Hour.....	\$225.00	\$213.75	\$202.50	\$191.25
1/2 Hour.....	140.63	133.60	126.57	119.54
1/4 Hour.....	87.89	83.50	79.10	74.71

(6:00 A. M. to 6:00 P. M.)

1 Hour.....	112.50	106.88	101.25	95.63
1/2 Hour.....	70.63	67.10	63.57	60.04
1/4 Hour.....	48.94	41.74	39.55	37.35
5 Min.....	26.00	23.75	22.50	21.25

**Announcements.**

(6:00 A. M. to 6:00 P. M.)

1 Tl.	26 Tl.	52 Tl.	104 Tl.	208 Tl.
100 words..	\$10.00	\$ 9.50	\$ 9.00	\$ 8.50
200 words..	15.00	14.25	13.50	12.75
300 words..	18.00	17.10	16.20	15.30

Over 300 words carries 5 minute rate.  
(6:00 P. M. to 12:00 Midnight.)

50 words..	15.00	14.25	13.50	12.75	12.00
200 words..	25.00	23.75	22.50	21.25	20.00

**Special Feature Periods.**

Electrical Transcriptions.  
33 1/3 and 78 r.p.m. turntables.

**PENNSYLVANIA**

**Pittsburgh**

**KDKA**

50,000 Watts. NBC 1,380 Kc.  
Wm. Penn Hotel, Pittsburgh, Pa. Owned and operated by the Westinghouse Electric & Manufacturing Co.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 11:00 P. M.)

1 Hr.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$300.00	\$310.00	\$705.00
1/2 Hour.....	500.00	450.00	425.00
1/4 Hour.....	350.00	315.00	297.50
5 Minutes.....	150.00	135.00	127.50

(6:00 A. M. to 6:00 P. M. and 11:00 P. M. until close of programs.)

1 Hour.....	450.00	405.00	382.50	360.00
1/2 Hour.....	250.00	225.00	212.50	200.00
1/4 Hour.....	175.00	157.50	148.75	140.00
5 Minutes.....	75.00	67.50	63.75	60.00

Discount of 25% allowed for 300 times or more in one year.

**Special Feature Periods.**

Electrical Transcriptions.  
33 1/3 and 78 r.p.m. turntables.

**WCAE**

1,000 Watts. NBC 1,220 Kc.  
Smithfield St. and 6th Ave., Pittsburgh, Pa. J. L. Kaufman, Manager. Owned and operated by WCAE, Inc.

**Contract Regulations.**

\*General.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight Weekdays and all day Sunday)

1 Hour.....	13 Weeks.	26 Weeks.	52 Weeks.
1 Hour.....	\$250.00	\$237.50	\$200.00
1/2 Hour.....	150.00	142.50	120.00
1/4 Hour.....	105.00	90.75	84.00

(6:00 A. M. to 5:30 P. M.)

1 Hour.....	125.00	118.75	100.00
1/2 Hour.....	75.00	71.25	60.00
1/4 Hour.....	52.50	49.88	42.00
5 Minutes.....	35.00	33.25	28.00
1 Minute.....	15.00	14.25	12.00

**Announcements.**

(6:00 P. M. to 12:00 Midnight Weekdays and all day Sunday)

100 Words.....	30.00	28.50	24.00
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One minute announcements are limited to 100 words. Copy submitted in excess of this limit will be broadcast but will be charged at higher rate.

**Special Feature Periods.**

Electrical Transcriptions.

33 1/3 and 78 r.p.m. turntables.

**RHODE ISLAND**

**Providence**

**WEAN**

See Yankee Network

**TENNESSEE**

**Memphis**

**WNBR**

500 Watts. 1,430 Kc.  
Hotel DeVoy, Memphis, Tenn. Mallory Chamberlin, General Manager; Francis S. Chamberlin, Program Director. Owned and operated by the Memphis Broadcasting Co.

**Contract Regulations.**

\*General, except Par. 3: commission allowed on talent charges only if payment in full is made on or before the 10th of the month following broadcast.

Sponsored Programs.  
(After 6:00 P. M.)

1 Hr.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$100.00	\$95.00	\$80.00
1/2 Hour.....	60.00	57.00	54.00
1/4 Hour.....	38.00	34.20	32.40

(Before 6:00 P. M.)

1 Hour.....	90.00	87.00	84.00	81.00
1/2 Hour.....	58.00	54.20	52.40	50.60
1/4 Hour.....	36.00	32.20	30.40	28.60

**Announcements.**

(After 6:00 P. M.)

5 Minutes	25.00	23.75	22.50	21.25	20.00
2 Minutes	18.00	17.10	16.20	15.30	14.40
1 Minute	12.00	11.40	10.80	10.20	9.60
50 Words	7.50	7.13	6.76	6.40	6.02
25 Words	5.00	4.75	4.50	4.25	4.00

(Before 6:00 P. M.)

5 Minutes	15.00	14.25	13.50	12.75	12.00
2 Minutes	10.80	10.26	9.72	9.18	8.64
1 Minute	7.20	6.84	6.48	6.12	5.76
50 Words	4.50	4.23	4.00	3.78	3.50
25 Words	3.00	2.85	2.70	2.55	2.40

**Special Feature Periods.**

Electrical Transcriptions.

33 1/3 and 78 r.p.m. turntables.

**TEXAS**

**Houston**

**KTRH**

500 Watts. CBS 1,120 Kc.  
Rice Hotel, Houston, Texas. J. G. Belcher, Commercial Manager; R. F. Orr, Station Supervisor. Owned and operated by the Rice Hotel.

**Contract Regulations.**

\*General, except Par. 3: no agency commission on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

1 Hr.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$150.00	\$125.00	\$127.50
1/2 Hour.....	80.00	72.00	68.00
1/4 Hour.....	45.00	40.50	38.25

(7:00 A. M. to 6:00 P. M.)

1 Hour.....	75.00	67.50	63.75	60.00
1/2 Hour.....	40.00	36.00	34.00	32.00
1/4 Hour.....	22.50	20.25	19.13	18.00

**Announcements.**

(After 6:00 P. M.)

1 Min.	1 Tl.	4 Tl.	13 Tl.	26 Tl.	52 Tl.	104 or more.
1 Min.	\$13.50	\$12.50	\$10.50	\$ 9.50	\$ 8.50	\$ 7.50
2 Min.	17.00	16.00	14.00	13.00	12.00	11.00
3 Min.	20.50	19.50	17.50	16.50	15.50	14.50
4 Min.	24.00	23.00	21.00	20.00	19.00	18.00
5 Min.	27.50	26.50	24.50	23.50	22.50	21.50

(7:00 A. M. to 6:00 P. M., except Sundays.)

1 Min.	10.50	10.00	9.00	8.00	7.00	6.00
2 Min.	13.00	12.50	10.50	9.50	8.50	7.50
3 Min.	15.50	15.00	13.00	12.00	11.00	10.00
4 Min.	18.00	17.50	15.50	14.50	13.50	12.50
5 Min.	20.50	20.00	18.00	17.00	16.00	15.00

Announcements of 20 to 25 words between chain features, evening hours, per announcement, \$25.00.

**WEST VIRGINIA**

**Wheeling**

**WWVA**

5,000 Watts CBS 1,160 Kc.  
Hawley Bldg., Wheeling, W. Va. Jack Shawn, Commercial Manager, Geo. W. Smith, Director. Owned and operated by West Virginia Broadcasting Corp.

**Contract Regulations.**

\*General, except Par. 3: no commission allowed on talent charges.

**Sponsored Programs.**

(6:00 P. M. to 12:00 Midnight.)

1 Hr.	13 Tl.	26 Tl.	52 Tl.
1 Hour.....	\$145.00	\$125.00	\$110.00
1/2 Hour.....	90.00	80.00	70.00
1/4 Hour.....	75.00	65.00	55.00

(7:00 A. M. to 6:00 P. M.)

1 Hour.....	85.00	70.00	60.00
1/2 Hour.....	55.00	45.00	40.00
1/4 Hour.....	40.00	35.00	30.00

**Announcements.**

Happy Jack (7:00 A. M. to 8:00 A. M.).  
Shopper (10:30 A. M. to 11:30 A. M.).  
Merry-Go-Round (5:00 P. M. to 5:30 P. M.).  
Wheeling Parade (12:30 P. M. to 1:25 P. M.).  
All foregoing \$37.50 per week.

**Special Feature Periods.**  
Rates and information on request.

**Electrical Transcriptions.**  
33 1/3 and 78 r.p.m. turntables.

# New Accounts on the Air

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

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

## ARIZONA

### KTAR—Phoenix

Walker Properties Association, Austin, Tex. (Chile).  
Durham Duplex Razor Corp., Jersey City, N. J.  
Olds Motor Co., Lansing, Mich. (Oldsmobile).

## CALIFORNIA

### KJBS—San Francisco

Lyons Magnus Co. (Beverages and Glace Fruits).  
Jones Thierbach Co. (Alta Coffee).  
Auburn Auto Co., Auburn, Ind. (Local dealer).  
Marion Motor Car Co., Indianapolis, Ind. (Local dealer).

## CONNECTICUT

### WICC—Bridgeport

Loose-Wiles Biscuit Co., Long Island, N. Y. (Crackers).  
Riverside Boiler Co., Boston (Boilers).  
Montgomery Co., New York (Cleanser).  
Woodlawn Nurseries, Boston.  
S. C. Johnson & Son, Racine, Wis. (Floor Wax).  
Elmwood Farm Co., Boston (Chickens).  
Sears, Roebuck & Co., Chicago (Local branch).

## DISTRICT OF COLUMBIA

### WOL—Washington

Raladam Co., Detroit (Marmola Reducing Tablets).  
McCormick & Co., Baltimore, Md. (Mayonnaise).  
Continental Baking Co., New York (Wonder Bread and Hostess Cakes).

## FLORIDA

### WFLA—Clearwater

Sun Heater Co., Tampa (Solar Heaters).  
Tampa Wicker Co., Tampa (Wicker Products).  
Brown Air Transport, Tampa (Air Ways).  
Affiliated Products, Chicago.  
I. G. A., Chicago (Groceries).

### WQAM—Miami

Acme White Lead & Color Works, Detroit (Paint and Varnish).  
Jarman Shoe Co., Nashville, Tenn. (Friendly Five Shoes).  
The Norwich Pharmacal Co., Norwich, N. Y. (Unguentine).  
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine).  
Coleman Lamp & Stove Co., Wichita, Kans. (Local dealer).

## INDIANA

### WOWO—Fort Wayne

Oakland Motor Car Co., Pontiac, Mich. (Oakland and Pontiac Cars).  
John Puhl Products Co., Chicago (Little Boy Blue Bluing and Little Boy Peep Ammonia).

## IOWA

### KSO—Clarinda

Berry Seed Co.  
WMT—Waterloo  
Morton Salt Co., Chicago.  
Rochester Chick Hatchery, Rochester, Minn.  
Rumford Chemical Works, Rumford, R. I. (Baking Powder).  
Rock Water Crystals, Iowa Falls, Iowa.  
Midland Flour Milling Co., Kansas City, Mo.

## MASSACHUSETTS

### WNAC—Boston

Seiberling Rubber Co., Akron, Ohio (Local dealer).  
Norwich Pharmacal Co., Norwich, N. Y. (Unguentine).  
Vapon Co., New York (Shampoo).

### WORC—Worcester

Berry Bros., Detroit (Paint).  
G. E. Warren Co., Boston (Coal).  
Montgomery Co., New York (Quixscour).  
Riverside Boiler Co., Boston (Boilers).  
Pheasant Brand Oranges, Boston.  
Sears, Roebuck & Co., Chicago (Local branch).

## MICHIGAN

### WJR—Detroit

Semet-Solvay Co., New York (Local dealer).  
Sunny Service Co. (Gas and Oil).  
Newhauser Hatcheries, New House, Ohio.  
WXYZ—Detroit

Hupp Motor Car Co.  
Spratt's Patent (America), Ltd., Newark, N. J. (Dog, Poultry and Bird Foods).  
S. C. Johnson & Son, Racine, Wis. (Floor Wax).

## MINNESOTA

### WEBC—Duluth and Superior, Wis.

Raladam Co., Detroit (Marmola Reducing Tablets).  
General Mills, Inc., Minneapolis, Minn. (Bisquick) (Local dealer).  
Stone-Ordean-Wells Mills, Duluth (Empress Coffee).  
Olds Motor Co., Lansing, Mich. (Oldsmobile).  
Acme White Lead & Color Works, Detroit (Paint and Varnish).  
Florists' Telegraph Delivery Association, Detroit.  
Oakland Motor Car Co., Pontiac, Mich. (Oakland and Pontiac Cars).  
Firestone Tire & Rubber Co., Akron, Ohio (Local dealers).  
Walker Jamar Co., Duluth (Sheet Metal).  
Northwestern Fuel Co., St. Paul, Minn. (Coal).  
Pain-O-Caps, Hibbing, Minn. (Sedatives).  
Midwest Oil Co., Minneapolis.

## MISSOURI

### WIL—St. Louis

Puritan Beauty Products.  
Vitolite Sales Co.  
Mineral Wells Water Co., Mineral Wells, Texas (Crazy Crystals).  
Rit Products Corp., Chicago.  
Scientific Laboratories of America, San Francisco (Reduceoids).  
Salodent Laboratories, Inc. (Salomint).

## MONTANA

### KGIR—Butte

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal).  
Seiberling Rubber Co., Akron, Ohio (Local dealer).  
Continental Oil Corp., Ponca City, Okla. (Petroleum Products).

## NORTH CAROLINA

### WBIG—Greensboro

Singer Sewing Machine Co., New York (Local dealer).

## NORTH DAKOTA

### WDAY—Fargo

I. G. A., Chicago (Groceries).  
Montgomery Ward & Co., Chicago (Local branch).  
Stone-Ordean-Wells Mills, Duluth, Minn. (Empress Coffee).

## OHIO

### WGAR—Cleveland

Ad-Ez Co. (Shaving Lotion).  
Willard Tablet Co., Chicago.  
Chevrolet Motor Co., Detroit.  
Ohio Stogie Co. (Cigars).  
American Airways, Inc., New York.

### WCAH—Columbus

J. B. Ford Co., Wyandotte, Mich. (Wyandotte Cleaning Chemicals).

### WSPD—Toledo

Unitarian Layman's League, Boston.  
S. C. Johnson & Son, Racine, Wis. (Floor Wax).  
M. R. Cady, Grand Rapids, Mich. (Cold Cure).  
Brite Lite, Boston (Cleaner).

## OKLAHOMA

### KFJF—Oklahoma City

Crown Products Corp., San Francisco (Sani-Clor).  
Los Angeles Soap Co., Los Angeles (White King Soap).  
National Aid Life Insurance Co.  
Mineral Wells Water Co., Mineral Wells, Texas (Crazy Crystals).

## PENNSYLVANIA

### WCAU—Philadelphia

American Drug Corp., St. Louis, Mo. (Sina Septic).  
General Foods Corp., New York (Log Cabin Syrup).  
Olds Motor Co., Lansing, Mich. (Oldsmobile).  
S. C. Johnson & Son, Racine, Wis. (Floor Wax).  
Keystone Macaroni Co., Lebanon, Pa.  
WTEL—Philadelphia  
Watch Tower Bible & Tract Soc., Brooklyn, N. Y. (Judge Rutherford's Lectures).

## RHODE ISLAND

### WEAN—Providence

U. S. Rubber Co., New York (Rubber Goods).

## TEXAS

### KPRC—Houston

Oakland Motor Car Co., Pontiac, Mich.  
Harvey W. Gilbert Co., Beaumont, Tex. (Pecans).  
Bulova Watch Co., New York.  
St. Joseph's Aspirin, Memphis, Tenn.  
S. C. Johnson & Son, Racine, Wis. (Floor Wax).  
Florists' Telegraph Delivery Association, Detroit.  
Frigidaire Corp., Dayton, Ohio.  
Buick Motor Car Co., Flint, Mich. (Local dealer).

### KTLC—Houston

Walker Properties Association, Austin, Tex. (Chile).  
Milaire Co. (Cosmetics).  
Kuhn's Paint & Varnish Works (Paint).  
Bulova Watch Co., New York.  
Grolier Society, Dallas, Tex. (Books).

### KTSA—San Antonio

Henry Glass & Co., New York (Peter Pan Fabrics).  
Three Minute Cereals Co., Cedar Rapids, Iowa.  
The Bella Vista Co., San Antonio and Mexico City (Hair Preparations).  
Punama Vinegar Co.  
Sealey Mattress Co., Houston.

### WACO—Waco

Mineral Wells Water Co., Mineral Wells, Texas (Crazy Crystals).

## UTAH

### KDYL—Salt Lake City

F. W. Fitch Co., Des Moines, Iowa (Hair Tonic).  
D. Ghirardelli Co., San Francisco (Chocolata).  
Elizabeth Arden, New York (Cosmetics).  
Hoover Co., Chicago (Vacuums).  
Beneficial Loan Society, Boston (Financial).  
Sweet Candy Co.  
Gotham Hosiery Co., New York.  
Continental Baking Co., New York (Wonder Bread and Hostess Cakes).

## VIRGINIA

### WRVA—Richmond

Oliver Farm Equipment Co., Chicago (Farm Implements).  
Raladam Co., Detroit (Marmola Reducing Tablets).  
S. C. Johnson & Son, Racine, Wis. (Floor Wax).  
John Puhl Products Co., Chicago (Bo Peep Ammonia and Little Boy Blue Bluing).

## WASHINGTON

### KJR—Seattle

Consolidated Dairy Products, Inc.  
The Mennen Co., Newark, N. J. (Shaving Preparations).

## WISCONSIN

### WTMJ—Milwaukee

Chris Hansen's Laboratories, Little Falls, N. Y. (Junket and Dairy Preparations).  
Oakland Motor Car Co., Detroit.

### WHBY—West De Pere

Albert Dickinson Co., Chicago (Seeds).

## WORC Tightens Policy on Radio Copy

**M**OST radio stations scrutinize carefully all commercial continuity to prevent the use of unjustified statements. WORC, Worcester, Mass., has gone even farther, however, by adding the following clause to its contract forms:

"The purchaser agrees that any merchandise or service offered to the listeners of the station shall be absolutely bona fide with respect to its announced merits, description, quality, price or discounts from the usual price thereof, and further, to deliver said merchandise or service to each and every customer, in exact accordance with the statements set forth in the broadcast."

Response to announcements of this made over the air has shown the radio audience to be in enthusiastic accord with its efforts, WORC reports.

## Opens Radio Agency

**A**N advertising agency to handle broadcast accounts exclusively has been formed by B. G. Powell, Dallas advertising man, who has opened offices in the Dallas Athletic Club Building.

## New Advertising on WLS

**I**NTERNATIONAL Oil Heating Company recently added their eighth program on WLS, Chicago. The program is an old time party, featuring Rube Tronson and his Texas Cowboys, broadcast Saturday nights. McElhiney & Associates of St. Louis handle the account.

A new Sunday program on this station entitled "Songs of Home, Sweet Home" is sponsored by Dr. Miles' Laboratory, selling Alka-Seltzer. Songs of yesterday, interwoven with homely philosophy and poetry, are featured. The program is a half-hour feature. Wade Advertising Agency, of Chicago, handles the account.

The Earl Ferris Nursery is sponsoring two half-hour programs a week over WLS, with native Hawaiian flower songs as the theme of the entertainment. A native Hawaiian instrumental and vocal trio are used. The programs are broadcast on Tuesday afternoons and Saturday nights. Lessing Advertising Co. of Des Moines, Iowa, is responsible for the account.

## "Musical Menu" on WOW

**T**HE Northrup-Jones Company of Omaha, Nebraska, producers of fine pastries, have placed on the air a new series of radio programs under the title of the "Musical Menu." WOW carries these programs, which are handled by Ernest Bader & Co. of Omaha.

## More Power for KGY

**R**ADIO station KGY, Lacey, Wash., has been authorized to increase its broadcasting power from 10 to 100 watts. The station operates half time on 1.210 kilocycles.

February, 1932



# \$26,819,156

The National Advertising Records show that \$26,819,156 was spent in Radiocasting in 1930 (a year of depression) this is a stupendous sum.

This was an increase over 1929 of 44% plus.

# \$25

For \$25 you can have the Radio Section of *National Advertising Records* come to you month by month giving you a complete checkup on the time, frequency, expenditure and in fact an accurate picture of what is happening in Radiocasting on all the chains and networks.

A complete Radio Analysis from 1927 to and including 1930 is part of this section.

A complete group analysis of the different types of Radio Advertisers is furnished in this section each month.

All of This For Just

# \$25

Consult Our Nearest Office

## National Register Publishing Company

Sole Selling Agents

853 Broadway, New York  
7 Water Street, Boston

140 S. Dearborn Street, Chicago  
929 Russ Bldg., San Francisco

## Advertising Council Elects Radio Departmental

THE Advertising Council of The Chicago Association of Commerce today (Jan. 28) elected a Radio Departmental for 1932, including Morgan L. Eastman, National Broadcasting Company, chairman; Earl L. Hadley, Grigsby-Grunow Company, vice-chairman; Pat Barnes, Stack-Goble Advertising Agency; Leonard Erickson, Columbia Broadcasting Company; Frank Fuller, Commonwealth Edison Company; E. E. Mattson, Mattson Press Relations; T. W. Merrill, Westinghouse Electric & Manufacturing Company; R. B. Robertson, BROADCAST ADVERTISING; and Quin Ryan, WGN.

The duty of the Radio Departmental is to arrange for and secure speakers of national prominence in radio activity for Council meetings during 1932.

## New Station for New Mexico

THE Federal Radio Commission has given W. E. Whitmore, of Clovis, New Mexico, a construction permit for a 100-watt station, which is to share the 1,370 kilocycle channel with KGKL, of San Angelo, Texas. KGKL is now authorized to use this frequency full time, with 100 watts power.

## New Rules Effective February First

THE new "Rules and Regulations" of the Federal Radio Commission go into effect February 1, superseding the 119 General Orders previously adopted by the Commission. For the most part following the orders, the new rules do include some changes, such as requiring station announcements only every 30 minutes instead of every 15 minutes as heretofore, and allowing announcements of electrical transcriptions and phonograph records to be made in any language desired, as long as the meaning is clear and understandable to the listeners.

## Radio Revue Nets \$24,000 for Relief

A RADIO revue staged by the combined artists and program staffs of Chicago's broadcasting stations netted a total of \$24,091.04, which was turned over to the Joint Emergency Relief Fund.

## Shoe Stores Use Contest

BUCK'S Booteries, operating 25 retail shoe stores in the midwest, have aroused widespread interest in a novel contest idea—depending mainly on the radio for publicity. Ernest Bader & Co. are handling the radio campaign.

## Soap Campaign on KDKA

KITCHEN Klenzer and Automatic Soap Flakes, made by Fitzpatrick Bros., Inc., Chicago, will be featured in a year's campaign over KDKA, Pittsburgh, under the direction of Air-Way Sales Engineers of Chicago. Programs feature Duke & Gene, popular harmony team.

## Boiler Account Goes to Frost Agency

A NEW series of broadcasts sponsored by the Riverside Boiler Works, Inc., Cambridge, Mass., national manufacturers of the Packo automatic hot water storage system, and water, pressure and oil tanks, began in January over the entire Yankee Network and will run for a period of twenty-six weeks. Joe Solomon and his Coconut Grove Orchestra are featured. This new program is handled by the Harry M. Frost Co., Inc., of Boston, Mass., and is being merchandised through space in the Boston newspapers.

## Hult Joins WDGY

A DOLF N. HULT, formerly of the sales staff of WGN, Chicago, has become associated with station WDGY, Minneapolis, in a similar capacity.

## Pontiac Sponsors Whiteman Series

FOLLOWING a special introductory program, the Pontiac All-Star Air Show, broadcast for an hour on Saturday night and featuring Clark Gable, Marie Dressler and Paul Whiteman's orchestra, the Oakland Motor Car Company is sponsoring a series of half-hour Friday night NBC broadcasts in the interests of Pontiac. The new programs are musical, with Whiteman's orchestra, which formerly has occupied the same spot to advertise the Allied Quality Paint Group.

## New Time Check Service for Chain Programs

RADIO Network Surveys, Inc., recently formed in New York City, offers a complete radio time checking service to sponsors of programs on either the NBC or Columbia networks. The field organization of "broadcast reporters" is made up mainly of disabled World War Veterans. Headquarters of the new organization are at 101 Park avenue.

## Princess Gives Beauty Talks

THE former Princess Ivanova Obolensky has returned to the air in a series of beauty talks over an NBC chain each Friday afternoon, under the sponsorship of The Affiliated Products Company. If the Czar had kept his crown the princess would now be ruler of Bessarabia, instead of telling American housewives how the Russian beauties got that way.

## Scientist Develops Microphoneless Broadcast

A PPARATUS for the direct connection of an electrical pipeless organ with a broadcasting transmitter and of auxiliary equipment replacing thirty-two notes of the standard organ has been developed by Captain Richard H. Ranger, who was responsible for the perfection of wireless photographic transmission. The development marks a revolutionary episode in the growth of broadcasting, since it eliminates the use of a microphone as a means of picking up the sound vibrations.

## Brown Succeeds Robinson on Radio Commission

COL. THAD. H. BROWN, general counsel of the Federal Radio Commission, has been appointed by President Hoover to fill the vacancy in that body left by the resignation of Judge Ira E. Robinson, and the appointment has gone to the Senate for confirmation. Although Senator Couzens of Michigan has declared that he will oppose the appointment on the grounds that it is purely political and that Col. Brown is not fitted for the position, it is believed that the Senate will uphold the President and confirm the appointment.

Judge Robinson has been a member of the Commission for nearly four years, and was its chairman during the first two, from April, 1928, to February, 1930.

## Irvin Cobb on Armour Hour

IRVIN COBB made such a bit with the Armour audience last winter that the packing firm signed him up again this year, for a series of ten broadcasts, beginning February 5.

## WLOE Gets Stay Order

THE Court of Appeals of the District of Columbia has granted a stay order to WLOE, Boston, permitting that station to stay on the air until further notice from the court. WLOE was ordered from the air when the Federal Radio Commission refused to renew its license.

## N. U. Offers Course in Radio Writing

THE School of Commerce of Northwestern University, Chicago, is offering for the first time a course in Radio Writing. The class will meet evenings under the direction of Arthur A. Dailey, advertising and continuity writer for the J. Walter Thompson Company.

## Higgs Goes to Agency

JAMES H. HIGGS, formerly commercial manager of KNOX, St. Louis, has joined Stanley J. Ehlinger, head of a Tulsa advertising agency which is now incorporated as Ehlinger & Higgs.

## Beecher, Cale & Maxwell Join Gardner

EDWARD BEECHER, Joseph A. Maxwell and Algernon S. Cale, formerly president and vice-presidents of the Beecher, Cale & Maxwell Company, have joined forces with the Gardner Advertising Company, Saint Louis and New York.

## Swift Garden Show Returns to Air

THE Swift Garden programs, a Sunday afternoon concert series, presenting well known singers of opera, concert, light opera and radio, is again on the air under the sponsorship of the Vigoro Plant Food Division of Swift & Company. As last year, it is broadcast over an NBC chain.