In January—
Cosmetic and Toiletries Number

The January issue of BROADCAST ADVERTISING will be devoted primarily to radio as applied to the cosmetic and toiletries industries.

The success of vocational numbers was clearly indicated by the reception accorded the Food Industry Number in November. Requests for hundreds of extra copies of this edition were received from advertising agencies and advertisers.

By dwelling upon the methods and effectiveness of radio, BROADCAST ADVERTISING has performed an inestimable service to the broadcast industry. Advertisers, agencies and radio stations alike have profited by the pioneer work done by the oldest broadcast publication. In presenting the Cosmetic and Toiletries number this magazine will further break down sales resistance in large industries wherein the use of radio is peculiarly effective.

DECEMBER, 1932
WMAQ—

NETWORK STANDARDS FOR LOCAL PROGRAMS

The finest studio facilities in the world are available to the clients of Station WMAQ. All programs (except remote control pickups) produced for WMAQ are presented from the Chicago studios of the National Broadcasting Company, which are acknowledged as the finest in the world.

A production staff, trained in the presentation of some of the best known network programs, gives the same care and attention to the production of WMAQ programs as are given network programs.

For superior service use WMAQ.

Full Time
Cleared Channel

WMAQ Merchandise Mart
Chicago, Ill.

A NATIONAL BROADCASTING COMPANY NETWORK STATION
IS RADIO EXPENSIVE?

When Time and Space Rates Are Compared the Answer Is

No!

Says Russell Byron Williams

O NE of radio advertising's worst enemies is the "cost-too-much" complex. People think that radio "is expensive." Times without end, agency and station men have been confronted with the firmly grounded conviction that "... we can't afford radio. It's too expensive."

There are two reasons for the persistence of this belief. One is psychological; the other educational. To the advertiser contemplating the use of radio, the expenditure of $100 for 2 minutes, 5 minutes, 15 minutes, or what-not, seems an exorbitant price. His psychological reaction to that expenditure might be put down as something like: "One hundred bucks for 5 minutes! Why, that's $20 a minute! And when the minute has gone, it's gone forever. Believe me, that's gambling." Then, when that same advertiser tries to figure the cost-per-minute total on such a show as Texaco, Canada Dry, Chase and Sanborn, or Household Finance, the wrinkles in his brain become grand canyons of amazement and fear.

The educational reason cited for the persistence of this belief refers to the widespread publicity given to the few outstanding salaries paid the headliners in radio: the Paul Whitemans, the Ed Wynn's, the Kate Smith's, and the other couple of dozen radio "names." The average advertiser looks with amazement at the $7,500 said to be paid to Ed Wynn each Tuesday—and believes it. And then he looks askance at the reported increase in Texaco sales—and doesn't believe it. The reported salary of $5,000 a week for Kate Smith is swallowed whole by the average prospective advertiser without the slightest difficulty (because he wants to believe that radio is expensive), but the fact that La Palina's sales have increased 60 per cent since Kate Smith has been on the air is heavily discounted by that same individual (because he won't admit too much "credibility" for what seems to him a miracle).

As a matter of fact, both of these reasons—the psychological and the educational—have been exaggerated all out of proportion to their importance. Fifty dollars may seem like a lot of money to pay for a 50-word announcement (over WLS, for instance)—particularly when that announcement is spoken in 30 seconds and there remains nothing physical to feel, see or smell. But in the same town there are three newspapers (none of which approximate the total circulation of that particular station) in which the same $50 won't buy more than forty or fifty lines of space.

And, by the same point of fact, the outstanding salaries paid to the outstanding stars are not, in themselves, an indication of radio talent costs. There are perhaps three dozen folks in radio who are receiving salaries worthy of the extravagant publicity given them. But there are also three dozen—dozen—hundred pieces of radio talent who are doing a very presentable job for an average compensation—and by "average" I mean anywhere from $40 to $100 a week.

Doubtless there are other reasons for this "cost-too-much" complex. But regardless of what those reasons may be—(Continued on page 22.)

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Just How Important
Is “Mail Response”?
A New Valuation of Station Mail

Is Made by Leo Fitzpatrick
General Manager, WJR, The Goodwill Station, Inc., Detroit

The day is slowly but surely dawning for broadcasters. When the uncomfortable ghost of “mail response” will be laid, when manufacturers will be convinced that no radio program can be expected to induce the public to write in for something it does not want.

You can prove anything by figures, except the fact that mail response indicates a percentage of audience reception. WJR, which has always brought in its share of mail, recently lost an account because the mail response to a single broadcast, during a trial period of six weeks, averaged only between seventy-five and a hundred letters. The client gave stringent budgeting as his reason for non-continuance of the programs, but admitted that he was influenced by what he considered a poor mail response. Yet the product advertised was one which appealed to only a limited group from among the farm audience, and the mail curve dating from his initial program showed a steady upward trend.

Figures which talk mail in far from uncertain terms can be amassed by any station. Letters running into the thousands from a single announcement. Immense volumes of mail for a children’s hour. Twenty-one thousand requests for samples of a certain household commodity.

Yet when the manufacturer of this commodity attempts to give away an article of low intrinsic value and about equal usefulness, specifying that each request be accompanied by the empty carton from his product, he laments that the program is no longer pulling. In other words, he asks a radio program to push goods across a counter. If a radio program can carry a sales story farther along the road to its intended destination than any other medium, it is equally true that no advertising medium yet devised can be turned into the man behind the cash register.

Your local station has a graveyard of accounts, where lie the bones of badly-handled programs or announcements. A chicken hatchery declares the results of radio advertising null and void, because of low mail returns; yet another chicken hatchery attributes extensive increase in business to the same medium. A finance corporation, which supplies a pleasing musical program, does what used to be known as a land office business; while a similar concern, sponsoring a difficult slogan writing contest, celebrates its poor response. Autopsies of these dead accounts will show invariably the slow poison of ineffectual copy, or a suicidal choice of time or talent.

The apparent freakishness of radio advertising gives way before a sincere analysis of programs or announcements which bring results. If ten announcements offering a cook book will bring twenty-six thousand letters from women listeners, while the offer of a booklet on reducing will bring only twenty-six hundred, it is because for every woman who wants to reduce there are ten women who don’t. It does not signify that for every woman who heard the cook book announcement there was only one who heard about the booklet on reducing. And the potential sales results from the offer of the cook book are equivalent in comparison with the potential results from the offer of a booklet on reducing.

Every station should stipulate leeway in the presentation of advertising copy. The one-hundred-word announcement, written in a New York office, by an agency copywriter, does not apply in a luncheon song revue, handled in Detroit by a popular radio character, who is not an announcer in the accepted, formal sense of the word, but who does hold the station’s record for mail response. Or it does not fit in the hill-billy program handled informally by a “rube” character. Regular station announcers, too, develop, or should develop, their own style of putting over commercial announcements, a style to which they invariably should be permitted to adhere.

Too many announcements die from an overdose of cleverness. The radio copywriter needs to write simple copy, couched in everyday language. The trick phraseology of newspaper and magazine copy, with its slogan embellishments, devised to capture the attention of the eye, should be avoided. A man selling groceries behind a counter does not talk in slogans. He tells a straightforward story of quality, usefulness and price. This, too, should be the story of radio copy.

And such essentials as these should be considered in the analysis of the effectiveness or non-effectiveness of a radio program, rather than the variable and un-dependable barometer of “mail response.”

Launches Radio Advertising Agency

“Radio Advertising Agency of America” has opened offices in the Medical Arts Building, Houston, Texas, as an exclusive radio agency which will operate throughout the states of Texas and Louisiana. Aug. C. Bering, Jr., is president and general manager.

Broadcast Advertising
**METROPOLITAN RADIO AUDIENCES**

A Comparison of Listener Behavior in Philadelphia and Buffalo

*By Herman S. Hettinger*
Wharton School of Finance and Commerce, U. of Pennsylvania

A QUESTION of considerable importance to the national advertiser who employs radio broadcasting as a medium has been the extent to which the habits and preferences of the radio audience can be counted upon to be similar or to which they vary between localities and areas.

The lack of intensive studies of localized areas by comparable methods, thus far has made the answering of this question a difficult and uncertain task. It is for this reason that a comparison of the listener studies conducted by the writer in Philadelphia for station WCAU and the survey carried on in Buffalo for station WBEN by Dr. Robert Riegel of the University of Buffalo is of particular interest. Both studies employed practically identical methods, even to the actual wording of questions. Both were confined to what might be characterized as metropolitan areas. The only difference of basic importance is that the Buffalo survey represents listener habits during the winter season, while the principal Philadelphia study which can be used for purposes of comparison was made during the summer period of June-July, thus introducing a seasonal variation in behavior. That the seasonal factor is of much less importance than commonly believed, however, has been clearly indicated in previous studies.

Though a comparison of the two cities hardly can produce the final answer to the question asked at the outset of this article, the results attained furnish interesting food for thought. Briefly they are as follows:

1. From Monday to Friday there is little variation in the hourly radio audience in the two cities.  
2. This tends to be generally true on Saturday also.  
3. The Sunday hourly listener load tends to vary markedly between towns, though this may be due to the seasonal aspects already mentioned.  
4. There is a marked correspondence in the average number of hours the radio is used daily in the two towns, and also with regard to the number of listeners using the radio on any one day.  
5. The correspondence of program preferences is less than of listening hours, though some still exists—enough to be worthy of note.  
6. There is a marked difference both in listening habits and program preferences between large cities, their immediate suburbs, and small towns in the same general area.

**Chart I**

Percentage of radio listeners tuned in at any hour of the day (Monday to Friday) in (a) Philadelphia and (b) Buffalo.

Two towns, and also with regard to the number of listeners using the radio on any one day, Monday-Friday, indicates the close correspondence between Buffalo and Philadelphia listener behavior in this regard. Whether the dip in the Buffalo curve at meal times and the larger Philadelphia audience at five o'clock is a seasonal or a basic variation, it is impossible to say until further studies are made. Since the conditions of life, working hours and similar features, are much the same in any industrial town this correspondence is to be expected. It is interesting to note that German listening charts show a fairly close resemblance to their American counterparts, probably for this reason.

The same similarity of listener behavior was noted in the two towns as far as the Saturday audience is concerned. Moreover, the average length of daily listening is almost identical in the two cities, the Philadelphian using his radio 6.26 hours daily and the citizen of Buffalo 6.00 hours. Various income groups and also the male and female audiences
tend to react similarly in the two towns. The same close correspondence of behavior is noted in the average daily load as seen in

TABLE I
Per Cent of Listeners Using Radio on Various Days of Week
Buffalo (Winter Philadelphia and Spring Summer of 1932 and 1931)

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Per Cent</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>96.7</td>
<td>86.1</td>
</tr>
<tr>
<td>Monday</td>
<td>95.9</td>
<td>92.7</td>
</tr>
<tr>
<td>Tuesday</td>
<td>95.8</td>
<td>94.5</td>
</tr>
<tr>
<td>Wednesday</td>
<td>95.4</td>
<td>93.4</td>
</tr>
<tr>
<td>Thursday</td>
<td>96.3</td>
<td>94.9</td>
</tr>
<tr>
<td>Friday</td>
<td>95.8</td>
<td>94.9</td>
</tr>
<tr>
<td>Saturday</td>
<td>94.9</td>
<td>90.9</td>
</tr>
</tbody>
</table>

It should be noted that the principal differences, Saturday and Sunday, are explainable on the basis of summer listening habits.

No close correspondence of behavior of the Sunday audience can be noted between the two cities. This is clearly demonstrated in Chart II. Whether the difference is due to a comparison of summer and winter, or whether it is inherent in the two communities remains to be discovered. The difference in Sunday afternoon listening may easily be due to the seasonal factor. The morning variation is more difficult to explain, at least until more information is available.

From the foregoing data it seems that there is ground for believing that metropolitan audiences tend to behave similarly, except as far as the use of their spare time (Sunday) is concerned. In this regard more information is necessary before even the most tentative venture can be made as to what actually occurs.

The question now arises as to the extent to which the metropolitan audience varies in behavior from that of the suburb or small town. With regard to listening hours, this is shown in Chart III for Philadelphia suburbs and a sample of six small towns varying from 2,500 to 10,000 in population, all situated within approximately a twenty-five mile radius of the city. Marked differences in behavior are to be noted in these instances.

From Chart III it will be noted that the behavior of suburban and small town audiences differs radically from that of city listeners. Sunday listening in outlying towns and suburbs tends to show similar variations from that of the city proper.

Turning to programs for a moment, one finds a close general similarity of tastes in Buffalo and Philadelphia. Here comparison has been more difficult, since in program classification and in the manner of asking the questions the methods employed in the two cities were not quite similar. In the Buffalo survey, for instance, first choice program preferences were segregated from other likes and dislikes. Statistical treatment and approximations are therefore necessary in making comparison in this regard. The general situation as to program preferences in the two cities is found in

TABLE II
Program Preferences of Philadelphia and Buffalo Radio Audiences
Per Cent of Listeners Liking Program

<table>
<thead>
<tr>
<th>Type</th>
<th>Philadelphia, Buffalo, Per Ct. Per Ct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>99.8 *</td>
</tr>
<tr>
<td>Comedy</td>
<td>74.6 76.6</td>
</tr>
<tr>
<td>Drama</td>
<td>66.1 83.5†</td>
</tr>
<tr>
<td>News</td>
<td>54.7 55.1</td>
</tr>
<tr>
<td>Sports</td>
<td>62.4 63.4</td>
</tr>
<tr>
<td>Religious</td>
<td>39.9 46.9</td>
</tr>
<tr>
<td>Educational</td>
<td>19.3 43.7</td>
</tr>
<tr>
<td>Special features</td>
<td>27.6 43.1</td>
</tr>
<tr>
<td>Women's programs</td>
<td>15.0 21.2</td>
</tr>
<tr>
<td>Children's programs</td>
<td>47.6 51.7</td>
</tr>
</tbody>
</table>

*Not mentioned except in first choices due to wording of question.
†Approximation combining several Buffalo classifications.

One is on much more uncertain ground with regard to programs than in discussing listening hours. The latter is a matter of available time and competing interests; the former is the result of a host of varying forces—racial, educational and cultural differences in the community, programs available, and similar matters. Some may be explained on the basis of seasonal differences, as in the case of educational programs. Other variations, such as the relative popularity of religious programs, may be based on racial and cultural differences. In this case the large Polish and German population of Buffalo may be the explanation. With regard to other types there is insufficient data on which to base any generalization.

It should be noted, however, that the variations in program preferences among the various income groups, and between men and women, correspond fairly closely in the two cities.

TABLE III
Musical Preferences of Philadelphia and Buffalo Radio Audiences
Per Cent Listeners Liking Type of Music

<table>
<thead>
<tr>
<th>Type of Music</th>
<th>Philadelphia, Buffalo, Per Ct. Per Ct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical</td>
<td>31.4 36.1</td>
</tr>
<tr>
<td>Semi-classical</td>
<td>39.9 39.0</td>
</tr>
<tr>
<td>Dance</td>
<td>27.7 15.7</td>
</tr>
<tr>
<td>Sacred</td>
<td>27.7 42.7</td>
</tr>
<tr>
<td>Old-fashioned</td>
<td>8.3</td>
</tr>
</tbody>
</table>

Broadcast Advertising
Thus with regard to programs there is reason to believe that, at least as far as the major forms of entertainment are concerned, the preferences of metropolitan audiences tend to be generally similar. Much more information is necessary, however, before anything final can be ventured on this point.

Though limited space forbids detailed analysis, decided differences between small town and metropolitan program preferences again are to be noted.

So much for a comparison of the two cities. What, you may ask, is the significance of these results? From the research angle there are several important conclusions which may be drawn from the foregoing data. Probably metropolitan audiences do have the same general characteristics throughout the country. Probably detailed research should be carried out on the basis of the size of the community. This was indicated at least roughly in the first Starch survey of the National Broadcasting Company in 1929.

More important, however, is the indication of the value of intensive localized studies made by comparable methods, as a means of collecting nationwide information regarding the habits and reactions of radio audiences. Thus far, at least in the writer's opinion, the national studies which have been made in this field have been spread too thinly over too wide a territory. If a correlation exists between communities of varying size, or between other still-to-be-discovered factors, then a series of intensive localized studies can be carried on to secure a nationwide applicability. This is at least an interesting thought to ponder over.

Finally, studies of this type indicate the tremendous value of employing comparable methods of research in the broadcasting industry. Broadcasting research is a big job, bigger than any one organization. More and more the industry is being faced with the necessity of selling radio broadcasting as against other media, rather than one station or network as against another. This is true with regard to magazines versus newspapers, and between all media as well as with respect to broadcast advertising. In this contest for the advertising dollar, the industry has been called on to furnish a great deal of basic information. This information must of necessity come from a variety of sources, since no one agency can furnish it all. Therefore it is essential that as much of the data collected as is possible, be gathered in such a manner as to be comparable.

It is recognized that no one method of radio research can secure all the information regarding broadcast advertising and radio audiences that is desired. One method is helpful in one case, another elsewhere. It therefore should be of tremendous value to the industry if those conducting research in this field were to get together in conference, in order to evaluate the various methods now in use, to find out the specific field of service of each, to set standards and determine objectives of research in the field of broadcast advertising, and to work out methods of cooperation in the making of individual studies. This is a matter of importance to both the networks and the individual stations, for though the networks have pioneered in this field, the need of intensive localized studies will force the larger stations more and more into the same field.

Undoubtedly, the diversity of effort thus far evidenced in the industry has been extremely helpful. A certain diversity will always be necessary, since the method of research must be adapted to the objective at hand. However, with radio emerging into the scientific stage, it is especially timely that all parties engaged in broadcast advertising research should match notes and plan for mutual assistance.

KWK Offers Discount to Advertisers Using Transcriptions

A DISCOUNT of ten per cent on time for electrical transcriptions and a surcharge of five per cent on all rates to cover the ASCAP copyright fee are included in the new rate card issued by KWK, St. Louis, effective December 1.

The card states: "Electrical transcriptions acceptable at all available hours. Regular program rates apply, less 10 per cent for transcriptions made exclusively for broadcast purposes. "To all rates 5 per cent must be added to cover the music license fee of ASCAP except on programs exempted by ASCAP."

Tarzan Pulls 93,000 Box Tops

A TOTAL of more than 93,000 package ends, sent by listeners to the Foulds Milling Company, in response to an offer of statuettes of characters in the series, is the record set up by the radio version of "Tarzan of the Apes," broadcast for eight weeks over two stations, WBBM, Chicago, and CKOK, Detroit. The sponsor, from whom this was a radio debut, has already placed "Tarzan" on five more stations, and the Grocery Store Products Company, Inc., of which Foulds Milling Company is a division, is planning to use the same feature in the East to advertise another of its products, "Toddy." The "Tarzan" programs are electrically transcribed in the Hollywood studios of World Broadcasting System.

December, 1932
DOES radio sell goods?"

To answer this question Professor Robert F. Elder of Massachusetts Institute of Technology, devised a simple method.

"If," said he, "it is possible to isolate two groups of people, each large enough for statistical validity, one exposed to radio advertising, the other not; with no other significant points of difference between the two groups; then the effectiveness of radio advertising is easily measured by comparing the purchases, by brands, of people in the two groups."

"If this hypothesis is sound, the number of users of any brand of merchandise per hundred homes with radios minus the number of its users per hundred homes without radios equals the specific effect of radio advertising on the number of users of that brand. In brief, the difference in the percentage of users for any given brand in radio homes compared to non-radio homes represents the influence of radio advertising on that specific brand."

Questionnaires were mailed to 10,000 telephone homes in each of ten cities, asking what brands of tooth paste, toilet soap, flour, shortening, scouring powder, shaving soap, collars, cigarettes and cigars are used in each home, what magazines are read (to conceal the fact that it was a radio survey), if there is a radio, and if so how many hours a day it is in use.

The results of that survey, published by the Columbia Broadcasting System under the title "Does Radio Sell Goods?" (and reviewed in the October, 1931, issue of Broadcast Advertising), were, first, that radio-advertised products were used in 29.3 more radio homes than in homes without radios. In other words, for every 100 packages of radio advertised products purchased by people without radios, 129 were bought by set-owners. In still other words, advertising by radio was actually selling goods.

A YEAR has gone by; Professor Elder has made a second survey of the same ten cities by the same method; Columbia has again published the results under another questioning title: "Has Radio Sold Goods in 1932?"; and again the answer is an emphatic "Yes!"

Primary result is that all radio-advertised brands (of the nine categories of products listed on the questionnaire), show an aggregate increase in use of 35.1 per cent in radio homes compared to non-radio homes. The results by categories are:

<table>
<thead>
<tr>
<th>Category</th>
<th>Radio-Advertised Increase</th>
<th>Non-Radio-Advertised Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>19.7</td>
<td>40.6</td>
</tr>
<tr>
<td>Toilet soaps</td>
<td>8.3</td>
<td>12.9</td>
</tr>
<tr>
<td>Toothpastes</td>
<td>45.1</td>
<td>16.5</td>
</tr>
<tr>
<td>Scouring powders</td>
<td>18.4</td>
<td>16.1</td>
</tr>
<tr>
<td>Flour</td>
<td>14.8</td>
<td>34.7</td>
</tr>
<tr>
<td>Shortenings</td>
<td>24.9</td>
<td>21.5</td>
</tr>
<tr>
<td>Shaving Creams</td>
<td>78.4</td>
<td>10.6</td>
</tr>
<tr>
<td>Collars</td>
<td>64.0</td>
<td>16.7</td>
</tr>
<tr>
<td>Cigars</td>
<td>56.9</td>
<td>22.0</td>
</tr>
</tbody>
</table>

Results are also presented by individual brands, with the caution that they are not a comparison of product against product, as the gains and losses are percentage and not numerical changes. Especially interesting are the data on flours, as two of the brands listed were on the air in some of the cities surveyed and not on the air in the other cities, a definite proof that the gains in sales were actually due to the broadcast advertising of the product.

"Has Radio Sold Goods?"

Second CBS Study Shows Listeners Consume 35% More Radio - Advertised Goods Than Do Non - Listeners

CONCLUSIONS--

FROM his studies, Professor Elder draws the following conservative conclusions:

1. Radio-advertised brands are used to a greater extent in homes with radio sets than in other homes.
2. The greatest gains in use of radio-advertised brands occur in the homes using their sets for longer periods of time.
3. Brands not advertised by radio are used to a smaller extent in homes with radio sets than in other homes.
4. Radio advertising has a definite, measurable value in influencing people to buy merchandise.

JOINS Byers Recording Laboratory

CHAUNCEY OTIS RAWALT has joined the sales promotion department of Byers Recording Laboratory, Inc., New York. Rawalt was previously connected with James F. Newcomb & Co., Inc., New York advertising agency.
GOODS IN 1932?

The Author’s Explanation of the Purpose of the Study, the Methods Used, and the Results Obtained

By Robert F. Elder*
Assistant Professor of Marketing, Massachusetts Institute of Technology

THE study of the effect of advertising on consumer demand is a fascinating one, leading deep into uncharted forests of psychology. We know that people are influenced by suggestion and by reiteration, but we do not know exactly how or why. If we knew more about the mechanics of the prospect’s mind we should do a better job in advertising. Unfortunately, we have never known very much about advertising. It is sad that we should have to admit that about one of the major forces of modern business.

What follows is the story of one attempt to learn something about what one method of advertising has done to consumer demand. It must be kept in mind that there is nothing in the facts to be cited which justifies any comparison of radio advertising with any other kind of advertising. Radio has come in recently to add a superstructure to the monument already built by years of newspaper, magazine, and other advertising. This story involves a measurement of the superstructure; not a comparison of its size with the rest of the building.

Some two and a half years ago two of my senior students came to me and said that they wanted to write their graduation thesis on the subject of radio advertising. After a period of discussion we decided that they should try to find out what, if anything, the people who were sponsoring broadcasts got for their money. It was easy to work out the hypothesis that if we could find a group of people who owned radio sets and another group who did not, and if those people were all of the same economic status, that the value of Amos ’n’ Andy, for instance, would be the difference between the proportion of users of Pepsodent toothpaste in homes with radios and its proportion of users in homes without radios. To insure economic uniformity of our sample, we took a random list of telephone homes and asked them, by mail, what brands of several commonly used products they were accustomed to buy; also whether they had a radio, and if so, how long they used it each day.

The results surprised me. Considering the smallness of our sample, I had doubted if any measurable effect would be observed. Yet in practically every case where we had more than fragmentary data, the radio-advertised brands showed a distinctly greater degree of use in homes with radios. We checked our mail investigation against a house-to-house canvass, and again the story was the same. Then we broke down our replies into four groups, as follows:

Group 1—People without sets, or not using them.
Group 2—People who listened less than 2 hours daily.
Group 3—People who listened from 2 to 5 hours daily.
Group 4—People who listened over 5 hours daily.

Here we found an interesting confirmation of the fact that we were measuring a specific effect of radio advertising.

In the spring of 1931 an opportunity was afforded to continue this study on a much broader scale, through the support of the Columbia Broadcasting System. Ten cities, well scattered over the country, were used, and 10,000 questionnaires were mailed to each city. From the somewhat over 14,000 replies received came the same story.

In each case the radio-advertised brands of a product were used in a larger proportion of the radio homes than of the homes without radios. In the case of Gold Medal flour, a consistent and effective user of radio, the degree of use in radio homes was 22% greater. With Lucky Strikes it was 14.6% greater; with Palmolive soap, 10.8%; and with Robert Burns cigars, 25%.

Conversely, those brands which were not advertised by radio were used in a smaller percentage of radio homes than of homes without radio sets. Thinking in terms of actual numbers of users, rather than of percentages, it was possible of balance the books almost exactly to show that the new customers gained by radio broadcasts had been diverted from other brands not using this medium. It is of interest to note that in most cases radio made heavier inroads on the popularity of local brands or brands not heavily advertised than it made at the expense of strongly nationally advertised articles.

The use of a number of cities in this survey made possible another interesting, even if not surprising, conclusion. Certain products were

*From a paper read before the Boston Conference on Retail Distribution.

December, 1932
NINE years ago, when WOR was a little less than two years old, Louis Bamberger, head of the great Newark, N. J., department store that still bears his name, took into his institutional family a new press representative who had sufficient faith in the future of radio broadcasting to forego the prestige of editing a motion picture magazine, The Exhibitors' Trade Review. Three years later he made this same press representative the managing director of the station.

Alfred J. McCosker still guides the destinies of WOR, and the tenets of journalism, learned as copy boy, reporter and editor, constitute the motivating force that makes the wheels go 'round. They started humming the first week.

Night and day he sat at his desk searching out material by telephone, telegraph, wireless and cable. Hotels sent him advance schedules of functions. He kept a future events book just as he had done in the city room. The offices of the heads of state and municipal governments soon came to know him. Day in and day out the march of cabinet officers, governors, royalty, statesmen, high clergymen of all faiths, financiers, editors, jurists, scientists, authors and a host of other representative personages before WOR's microphones became a veritable parade.

If a rescue were made at sea, McCosker wirelessed his congratulations and brought the principles before the microphone. If a great public enterprise or engineering work loomed on the horizon, it was certain that WOR was on the spot. McCosker took his "mikes" in the air on airplanes and dirigibles, in fact, was the first one to do so.

Alertness marks his interest in humanity. No radio listener in the East will ever forget his activity the night the ill-fated dirigible Shenandoah was torn from her mooring mast by a terrific January storm and how that activity helped the struggling crew to locate themselves in pitch darkness by getting listeners to telephone the craft's whereabouts and relaying the information over WOR to the crew.

Then there was his placing of the station's entire staff and facilities at the disposal of Colonel Lindbergh, of broadcasting the food formula for the missing child and the Lindbergh appeal, not only in English, but in the six most common foreign languages.

Because he is a father himself he is particularly watchful of what goes on the air. Urbane and polished though he is, he has never permitted himself to become sophisticated for the reason that what might appear to be a perfectly innocuous word to a sophisticate sometimes creates consternation in a home that takes its religion seriously.

McCosker is a stickler for authenticity in all broadcasts and believes that anything put on the air that is not dogmatically correct consigns a station to oblivion quicker than anything else. The staff of the station he recruited from the metropolitan dailies and magazines, and it functions much the same as those of the newspapers.

He is a born New Yorker, educated in the city's schools and in St. Francis Xavier College. He has one child, a daughter.

Broadcast Advertising
Between Sessions. The photographer did his stuff while the convention took time out for lunch.

Broadcasters Strengthen Ranks to Resist Outside Domination

"Millions for Defense, But Not One Cent for Tribute"
Is Spirit of Tenth Annual NAB Convention

COMPLETELY refuting the pessimistic predictions that the broadcasters were licked and that they would not be willing to sacrifice individual interests for the common good, the close of the tenth annual convention of the National Association of Broadcasters, held in St. Louis, November 14 to 16, found the industry united in a determined stand for independent broadcasting and ready to fight to the last penny any attempts to dictate from without.

And they showed that these were no idle boasts by their handling of the most pressing of their worries, the copyright situation. At the time of the convention, The American Society of Composers, Authors and Publishers was standing pat on its demands for three, four and five per cent respectively of the broadcasters' gross incomes during the next three years for the permission to broadcast copyright music. NAB'S answer to ASCAP was a resolution, unanimously adopted, giving Oswald F. Schuette full power to deal with the situation as he feels best.

Mr. Schuette, who gained national prominence when he led the independent manufacturers of radio receiving sets in their successful fight against the so-called radio trust, has been the broadcasters' spokesman in dealing with the music copyright holders since early last summer, when he was appointed to handle the situation for the NAB and also for 132 stations who are not members of that organization. It is believed that these and other non-member broadcasters will join with the NAB in upholding Mr. Schuette in his future dealings with ASCAP and will stand back of any move he may make.

He will first attempt to make a new contract with the Society, based on the income derived from the broadcasting of copyright music, as the broadcasters expressly stated their willingness to pay the composers and publishers for all music actually used. If, however, the ASCAP is not willing to negotiate on an equitable basis, Mr. Schuette is then authorized to start court proceedings to have the American Society dissolved as an illegal combination in restraint of trade.

While confident that a fair agreement with the Society will be reached, the broadcasters prepared for failure in this approach by authorizing their Board of Directors to consider the problem of forming an independent organization to deal with composers and publishers outside the Society to supply music to broadcasters on a non-profit basis.
basing the dues on income rather than power, which will allow the less prosperous broadcasters to become active without straining their pocketbooks.

**Approve Standard Radio Advertising Contract**

A STANDARD advertising contract for use by stations and agencies was recommended by the commercial committee and approved by the convention. The result of several conferences between this committee and the radio committee of the American Association of Advertising Agencies and of much work by Roy Harlow of the Yankee Network and F. R. Gamble of the Four A’s, this contract represents a compromise on both sides. Both organizations, however, have recommended its use to their members and have also made it available to agencies and stations outside their ranks.

While it is patterned largely on the standard newspaper contract, the new form covers a number of important points unique to radio, some of which are summarized below:

If, for any reason outside of its control, the station is unable to broadcast a program at the specified time, the station shall notify the agency as far in advance as possible to arrange for a postponement or, if a satisfactory time cannot be found, a cancellation of the broadcast, without affecting the rate. The station will also broadcast a courtesy announcement explaining to listeners the reason for the postponement or cancellation.

In the case of interruptions of a minute or more during the entertainment part of a program, the station shall give credit at the pro rata rate. If the interruptions occur during the commercial announcement, credit shall be given in the same proportion to the total time charge that the omitted portion of the announcement bears to the total announcement time of the program. If the interruption takes up 50 per cent or more of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

The station has the right to cancel any program to substitute a sustaining program of outstanding public importance, but must notify the agency as far in advance as possible. If notification is made less than two weeks before the broadcast the station must reimburse the agency for any non-cancelable costs for live talent or newspaper advertising in connection with it.

Contracts for time include the use of the technical staff and of a regular staff announcer.

If program material is not received seven days before the date of the broadcast, the station shall notify the agency. If it is not received in time for the broadcast, in the case of transcriptions the station shall repeat the previous program unless it is a series in which case the station...
of programs remain in the hands of the broadcasters, as they are responsible to the public and to the Federal Radio Commission.

Reporting for the legislative committee, Henry Bellows of WCCO, Minneapolis, pointed out that there are a number of bills affecting broadcasting introduced during the last Congress that are still very much alive. Constant watch must be kept, he said, against proposals to restrict advertising by radio or to allocate frequencies to special interests. If but one channel is assigned to any special interest, he declared, the entire structure of independent broadcasting will be broken down. License fees for the regulation of broadcasting must be opposed, as all government regulation should be supported by the state, and not by the parties regulated.

An interpretation of Section 18 of the Radio Act is needed. This section deprives a broadcaster of any powers of censorship over political talks. Yet the supreme court of Nebraska has found a station liable for libel in a political speech.

The rulings of the Post Office regarding the forwarding of mail in bulk need changing to make the handling of mail to sponsors received at the station less difficult. And while a general revision of the copyright law is neither probable nor necessary, the broadcasting industry does need an amendment to protect it against a monopoly of performing rights.

As a precautionary measure, Mr. Bellows suggested that the legislative committee of the NAB be enlarged to include one member in each state, preferably in or near the state capital, to see that no state legislation is slipped over without the broadcasters' knowledge.

Annual Awards for Best Broadcasts Suggested

PRIZES for the best broadcasts of the year, recognizing program merit in a tangible way, were urged by O. H. Caldwell, editor of Electronics and Radio Retailing, as a means of influencing broadcasters, advertisers, agency men and listeners to all cooperate in improving the quality of radio programs.

Already, he said, there is an annual award given to the announcer using the best diction. Why shouldn't there be one for the best program?

Here is an opportunity for the Radio Manufacturers Association or some other group to exert a powerful beneficial influence on radio programs, at relatively small expense, by putting up substantial prizes to be awarded by a disinterested committee of distinguished laymen, not connected with radio, but representing a variety of informed good taste. Such a plan of awards for the best programs of the year would act to improve the quality of broadcasting, and would have a good influence on broadcasters, advertisers, advertising men, and the listening public.

Some fifty million dollars a year are now being spent on broadcast advertising. The only standards to
Retiring President Harry Shaw, WMT, Waterloo, Ia., reviewed the progress of the NAB during the last year and called upon the members for unified and organized action in the future. Under Mr. Shaw’s guidance the Association had its most successful year, largely because he gave to its causes so much of his time, often at the expense of neglecting the interests of his own station.

Lafount Warns Against Over-Commercialization

CHIEF speaker of the opening session, Harold A. Lafount, acting chairman of the Federal Radio Commission, praised the broadcasters as pioneers whose efforts have made American broadcasting the best in the world. He then pointed out that even so it is far from perfect and warned his listeners against the danger of over-commercializing.

“The first duty of the broadcaster,” he stated, “is to ascertain of whom his unseen audience consists. Having determined this he should then find out what kind of service they require. Some licensees do this by means of questionnaires sent out to all persons whose names appear in the census rolls, voting lists or telephone books. Others check through retail agencies selling receiving sets. There are many ways of determining this.

“The radio station should have its hand on the public pulse and know its needs and desires as it would those of a bosom friend. Once having learned them, its duty is clear.

“I shall say no more about service. By now you broadcasters know right from wrong. The Commission has no power of censorship and it cannot, therefore, either approve or disapprove any program in advance of rendition and hearing thereon. You cannot shift the responsibility placed upon you by the Congress to the Commission by asking, ‘Is this a lottery?’, ‘Is that fortune telling?’, ‘Is the other something else?’

“A good motto for the broadcaster to employ is ‘When in doubt, don’t.’ If the advertising tendered you is of a questionable character, don’t take it, even though the profits seem tempting. You owe that much to the public and there are plenty of safe accounts. I am glad to say that most of you broadcasters do know your duty and do it.”

Schuette Gets Full Power to Deal with ASCAP

DISCUSSING his dealings with the American Society of Composers, Authors and Publishers, Oswald F. Schuette reported that his suggestion that broadcasting fees be

Oswald F. Schuette, trust buster extraordinary, was chosen by the broadcasters to get back the papers from the mighty ASCAP and to make a new arrangement, less injurious to radio.

guide the continuity writers are the lower limits set by the tolerance of listeners and broadcasting stations as to how much advertising “the public will stand for.” But a fund making possible awards of distinction and large cash prizes to the producers of the year’s best programs considered from the public interest, would have incalculable influence in raising the standards of all programs.

Mr. Caldwell, who spoke during the meeting of the Engineering Section, then described the ways in which industry and science have adopted and developed the vacuum tube of radio for their own uses.

Dr. C. M. Jansky, Jr., consulting radio engineer of Washington, D. C., also addressed this session, which was conducted by Joe Chambers, WLW, Cincinnati, in the absence of John V. L. Hogan, chairman of this section.

Retiring Officers of the National Association of Broadcasters

Harry Shaw, WMT President
John Storey, WTAG First Vice-President
Paul Morency, WTIC 2nd Vice-President
M. A. Howlett, WHK Treasurer
NATIONAL ASSOCIATION OF BROADCASTERS

OFFICERS

Alfred J. McCosker, WOR
President

Leo Fitzpatrick, WJR
First Vice-President

John Shepard, III, WNAC
Second Vice-President

Arthur B. Church, KMBC
Treasurer

BOARD OF DIRECTORS

No photographs were available of the other Directors, I. Z. Buckwalter, WGAL, and Gardner Cowles, WIAS.

H. A. Bellows, WCCO

W. S. Hedges, WMAQ

H. K. Carpenter, WPTF

Walter Damm, WTMJ

Donald Flemm, WMCA

George McClelland, WEAF

Lambdin Key, WSB

J. T. Lyons, WCAO

E. B. Craney, KGIR

L. B. Tyson, KHJ

J. T. Ward, WLAC

Quin Ryan, WGN

W. W. Gedge, WMBC

December, 1932
received by E. C. Mills, general manager of the Society, but turned down flatly by ASCAP’s Board of Directors. Mr. Schuette also outlined plans for the formation of a radio program foundation, which would create and obtain a constant supply of music for broadcasting, making the station men independent of any group of copyright owners.

I. D. Levy, of WCAU, Philadelphia, told of his experience in dealing with ASCAP several years ago and impressed on his listeners the necessity for prompt, unified action. If ASCAP’s present demands are complied with, he said, they will surely be increased the next time, so to give in now would merely be to postpone the inevitable struggle. Mr. Levy concluded a stirring appeal for concerted action with the suggestion that plenary power to deal with the situation be given to Mr. Schuette, which was unanimously approved.

Credit, Conference and Code Are Reported

W. S. Hedges, WMAQ, Chicago, reported on his inquiries into the feasibility of setting up a credit bureau for broadcasters similar to that of the ANPA, for recognition of advertisers and verifying agencies. Such a bureau can easily be established in cooperation with the National Association of Credit Men, he said, if enough broadcasters are interested and willing to support it. The matter was referred to the Board of Directors.

Louis G. Caldwell told the convention about the progress of the International Radiotelegraph Conference at Madrid, Spain, which he attended as a representative of the NAB. It is almost certain, he reported, that additional channels will be made available for broadcast purposes, but whether these will be immediately adjacent to the present broadcast band or not has not yet been determined.

A telegraphic code for use in correspondence between stations and agencies and representatives was submitted by George Roesler, KFAB, Lincoln, Neb., as a means of saving the industry many thousands of dollars annually in telegraph bills.

Newly elected officers, in addition to President McCosker, are: First Vice-President—Leo Fitzpatrick, general manager, WJR, Detroit; Second Vice-President—John Shepard, III, president, Yankee Network; Treasurer—Arthur Church, general manager, KMBC, Kansas City.

Vacancies in the Board of Directors were filled principally from districts not previously represented, as a start towards a goal of having the 15 members represent one cleared channel, one regional channel, and one local channel from each of the five radio zones. The Board for the coming year consists of: Henry Bellows, WCCO, Minneapolis; I. Z. Buckley, WAGL, Lancaster, Pa.; H. K. Carpenter, WPTF, Raleigh, N. C.; Gardner Cowles, KSO, Des Moines, Ia.; E. B. Craney, KGIR, Butte, Mont.; Walter J. Dann, WTMJ, Milwaukee; Donald Flann, WMCA, New York City; Wright Gedge, WMBC, Detroit; William S. Hedges, WMAQ, Chicago; Lambdin Kay, WSB, Atlanta, Ga.; J. Thomas Lyons, WCAO, Baltimore; George F. McClelland, WEAF, New York City; Quin Ryan, WGN, Chicago; Leo Tyson, KHJ, Los Angeles; J. T. Ward, WLAB, Nashville, Tenn.

The annual NAB golf tournament was held on Sunday, with Gerald King, KFWB, Los Angeles, wrestling the championship honors from John Shepard III, of the Yankee Network, last year’s victor.

A trapshoot—Gerald King, KFWB,投标ing tournament, held on Pat Convey’s estate, was won by L. L. Jaquier, of WFIW, Hopkinsville, Kentucky.

Entertainment for the smoker and banquet of the convention was provided by the St. Louis radio stations, under the direction of Thomas Patrick Convey, KWK, St. Louis, chairman of the entertainment committee.

CONVENTION ROLL CALL

A ttendance records for all previous conventions of the National Association of Broadcasters were broken at St. Louis. Three hundred and two individuals were present at the annual banquet, according to the report of Edwin Spence, WPG, chairman of the convention committee. Among those present were:


Radio Coverage in a territory served by no other fifty kilowatt station.

The "50" nearest to WCCO is at Chicago, 365 miles southeast. Southward, the nearest "50" is at St. Louis, 475 miles away.

To the west, no "50" till you reach Salt Lake City, 950 miles distant.

To the north, no high-power stations.

Of the seventeen fifty-kilowatt stations now in operation, only three are so located as not to share their audiences with other stations of the same class less than two hundred miles away.


W. J. Dammi, WTMJ, Milwaukee; Nelson R. Darragh, KMOX, St. Louis; Don Davis, WHB, Kansas City, Mo.; W. B. Davis, ERP, New York City; Gene Dyer, WGES, Chicago.


Mr. and Mrs. E. A. Fellers, Mantle Lamp Co., Chicago; John E. Fetzer, WKOZ, Kalamaax, Mich.; Leo Fitzpatrick, WJR, Detroit; Donald Flann, WMCA, New York City; M. F. Foeller, A. T. & T., St. Louis; T. J. Fontelieu, WSMB, New Orleans; Ernest B. Foote, World Broadcasting System, New York City; A. S. Foster, WWL, New Orleans; R. D. Foster, KGBX, Springfield, Mo.; J. Leslie Fox, WSM, Nashville; S. S. Fox, KDY, Salt Lake City; James L. Free, Free & Steininger, Inc., Chicago.

E. H. Gannons, WCCO, Minneapolis; T. W. Gavin, WESC, Dubuque; W. Wright Gedge, WMBC, Detroit; Bond Geddes, Radio Manufacturers Ass'n, Chicago; John J. Gillin, WOW, Omaha; E. B. Grin K. S., Amarillo, Tex.; Earl J. Glade, KDSL, Dallas, Texas; W. J. Gleason, KJH, Los Angeles; E. J. Gluck, WBT, Charlotte, N. C.; Henry E. Goldenburg, WHB, Kansas City, Mo.; Edw. L. Gove, WHK, Cleveland; Al Gayle Gmbb, WKY, Oklahoma City; John W. Guider, Washington, D. C., representing KFAC-KFUD, Los Angeles; J. C. Gurney, WNAX, Yankton, S. D.


WAIU, Columbus; M. A. Howlett, WHK, Cleveland; Stanley Hubbard, KSTP, St. Paul; W. E. Hutchinson, WAFF, Chicago.


R. W. Nickels, KFRU, Columbus, Mo.; Stanley F. Northcot, WBCM, Bay City.
Announcing!

The First Annual

MID-WESTERN EXPOSITION FOR RADIO ADVERTISED MERCHANDISE

Convention Hall Kansas City, Missouri

MARCH 27 TO APRIL 1, 1933

The Mid-Western Exposition for Radio Advertised Merchandise offers to users of broadcast advertising an extraordinary opportunity for effective personal contact advertising in the Nation's most prosperous trade territory.

Tremendous attendance is assured through the policy of the exposition management to present daily performances by outstanding national radio artists and the cream of local radio station talent.

In connection with these daily shows an exceptional opportunity for unusual and profitable merchandising is offered to advertisers who will transport their own regular program to Kansas City for the week of the exposition. A thirty-piece orchestra has been engaged to furnish all music at no extra cost to exhibitors.

Convention Hall, where the exposition is to be held, is located only three short blocks from the heart of the main business district of Kansas City. It is the building which housed the 1928 Republican National Convention, which will give you an idea of the size of the structure. It is comfortably heated, adequately lighted and is equipped with a modern Western Electric public address system. It is convenient to all street car and bus transportation.

All Kansas City radio stations have agreed to cooperate with the exposition, insuring widespread publicity throughout the trade territory.

Kansas City retail merchants have agreed to cooperate with the exposition to the extent of featuring radio advertised merchandise in store and window displays and in newspaper advertising during the week of the show.

The expense of maintaining an exhibit in the Mid-Western Exposition is moderate. Prices for space range from $60 to $400 including booths set up ready for the display.

Contract forms and more complete information will be forwarded upon request.

Tom Burkett, Managing Director
Address
Convention Hall Kansas City, Mo.

December, 1932
THE complete divestiture of the General Electric Company and the Westinghouse Electric & Manufacturing Company from the Radio Corporation of America was directed when the Government's suit against RCA was ended by a consent decree of injunction granted by the United States Court District at Wilming-

ton, Del., on November 21, which also enjoined the defendants from attempting to restrain trade by means of patent licenses or similar devices in violation of the Sherman anti-trust law.

The decree orders the defendants to do four things: General Electric and Westinghouse must dispose of all of their holdings in Radio common stock immediately and the remainder within three years, meanwhile not exercising the voting rights of their stock. They may not acquire stock in Radio Corporation in the future, nor be represented on its board of directors. They cannot enforce the exclusive provisions of their patent cross-licensing agreements. They must, within two and a half years, modify their foreign contracts to meet with Government's approval or be prepared to defend these contracts in the courts.

Oswald F. Schuetze, leader of the Radio Protective Association against the RCA forces, said: "The dissolution of the 'radio trust' is the greatest victory ever won in the Court of Public Opinion, just as it is the largest combination that has ever been dissolved by the United States."

Stations Appoint MacNaughton C. A. MAC NAUGHTON, radio station representative with offices at 59 E. Madison St., Chicago (erroneously reported as 59 E. Washington St. in last month's issue), has been appointed Chicago representative for stations KFOX, Long Beach, Calif., and KMB, Monroe, La.
Mother Survey—"It's broccoli, darling!"
Little Boy Time Buyer—"I say it's spinach—and I say to hell with it!"
—with apologies to Peter Arno.

WBBM deserves a place in the hall of fame as the only radio station in Chicago never to place first in a popularity survey (except those we had made ourselves, which we always won—don't be silly).

So somehow we'll just have to struggle along playing second fiddle and be content with doing all the business. It's tough and something should be done about it.

We sometimes feel there might be a slight ray of hope in the fact that we consistently carry more local and spot timeage than all other major stations in Chicago combined. And then, too, we have contract renewals of over 70% and occasionally we try to console ourselves by reasoning that more satisfied advertisers might possibly mean a larger and more responsive audience—and that ought to count for something.

But then about this time, in walks some eastern time buyer—whips out a sheaf of papers—and says, "I see you didn't win the Crossley survey—how come you can't clear time for Phillip's Petroleum". Really, it's disheartening.

Still on the one hand surveys may be mighty fine things, yes sir. They provide employment for civil engineers, and uncivil radio experts who call people up at all hours of the day and night to ask if their radio is turned on—and if so to whom and why—as if anybody cares.

Then, on the other hand, surveys may be a lot of spinach. So what the HELL?

The Air Theatre

WBBM Chicago

Western Key Station of the Columbia Broadcasting System

December, 1932
IS RADIO EXPENSIVE?  
(Continued from page 3)

sons are, the fact remains that throughout the nation there are literally tens of thousands of potential radio advertisers, ranging all the way from the local creamery or feed store to the International Harvester Company or the United States Steel Corporation, who, in part or in whole, are staying off the air because they believe radio is too expensive.

And the saddest part of it all is that this belief is absolutely fallacious. Radio is not expensive when compared with other means of exploitation.

Did you ever stop to figure out just what the price of a single page of newspaper advertising will buy on a radio station? Let's do that sort of thing right now—and see if it isn't healthy exercise. Since this is written in Chicago, we'll start at home and compare one or two of the local newspapers with one or two of the local stations.

Assume that you are in the furniture business and want, naturally, to increase your retail sales. Well, there is the Chicago Daily News with 404,000 circulation, 96 per cent of which is city and suburban. The Saturday night Rotogravure section is acknowledged to be a splendid advertising medium for furniture. O. K.; a page in that section costs $1,575. Art work and engraving will cost at least $225 for that page, if it is to be attractive and to return its utmost in results. Total cost: $1,800.

Now the News station, WMAQ, has an exceptionally popular feature (with the housewives) early in the morning. Well selected phonograph records—nothing more. And you can get the hour of eight to nine in the morning—every day in the week—(on the single time rate) for $90! An hour a day, right across the calendar, for the price of one-half page in the roto section of Saturday night's paper! I'll leave it up to you which would produce the most results: a single page ad in a single issue of a paper or six individual hours streaking across the week in solid succession?

Or assume that you run a chain of drug stores and need the maximum amount of publicity—constantly. In this business you realize the necessity for using all good mediums, not merely a single newspaper. Let's further assume that you want to build up your prescription business, to cater to the physicians of Chicago. You consider radio, looking for a show that will not only appeal to both mother and father, but also permit the inclusion of short talks by prominent doctors. Here's what you can get:

WMAQ—13 half-hours, evening time.
WBBM—13 half-hours, morning time.
WGN—13 half-hours, Sunday mornings.
For this station time you will be billed $5,818.75. Now here is your talent charge:
WMAQ—$200 per show (evening).
WBBM—$50 per show (morning).
WGN—$50 per show (Sunday).
Add $100 per week for a speaker and you have a talent charge of $5,200; a grand total radio cost of $11,018.75.

Now what could you buy in the local newspapers for $11,018.75? Well, that amount of money would pay for two full-page ads in color in the Chicago Sunday Tribune—and leave you $18.75 for art work and engraving costs! That's a fact. Look it up in the Standard Rate and Data Service. Those pages cost $5,500 per!

But suppose you don't buy such expensive space. Suppose you go into black and white and take minimum position. That $11,000—counting nothing for art work or engraving or typography—will give you only four black and white pages. That means, instead of 13 half-hours each over three of the best stations in Chicago, with perfectly presentable shows which might easily become a feature with the medical fraternity and with mothers throughout your trading area, you would be getting one single page ad in the American, News, Herald-Examiner and Tribune. Just one page in each paper.

Is radio advertising expensive?

WHAT is the situation in Grand Rapids, Michigan, a thoroughly typical American town? Let's look into it. If you are a retail merchant in Grand Rapids it is going to cost you $492.50 per page to advertise in the Press. Add $107.50 to that for art work and engraving, and your cost is $600 per page ad—one insertion, on one day. That same $600, spent on WOOD will give you two one-minute announcements every week-day for a month—one half-hour program of phonograph records every Sunday morning for a month—and two 15-minute shows twice a week for a month.

Going further into the local comparisons, let's put our index finger on Wheeling, West Virginia.

In point of actuality, it doesn't make a darn bit of difference where you put your finger, much the same wide discrepancy in costs—in the favor of radio advertising—will be found to exist. All you have to do is to have both rate books, know what you want to spend in radio, then with the big book discover for yourself what an amazingly small amount of space in the local newspapers you can get for that price.

... But to get back to Wheeling.

Suppose you had a darn good crime and mystery drama, calling for a man and woman team, that you could put on WWVA every weekend—a mystery thriller that would

THE BEST BUY!

and that's saying something for WDAY!

WDAY is the BEST buy in the northwest because it offers more listeners per dollar.

Try WDAY for your test!

WDAY INC.
FARGO, N.D.
An NBC Associate
get folks balanced on the edges of their chairs with their spine-hairs sticking out like porcupine quills.

That skit (paying the two actors a good salary for Wheeling and supporting them with adequate music and sound effects) would cost $4,-240, for a two-months' trial shot. Fifty-three times—right across the calendar for two months. Then, to be sure you built your audience to its maximum, suppose you also bought a one-minute tie-in announcement every morning. That would cost $318. Total radio expenditure for a two-months' test campaign, $4,558. A lot of money, seemingly, for Wheeling.

But how does it compare with newspaper space? If you are going to cover Wheeling via the press, you must use both the Intelligencer and the News. One is a morning, the other an evening paper—and you can't get away from it. And do you know what you would get in those two papers for $4,558? Ten pages. Five pages in each. Ten half-pages in each. That's all you get. And if you want any art-work or engraving—well, that's just too bad. . . . And can you imagine those 10 half-pages pulling the newspaper readers to the edge of their chairs in excitement, making them talk about the ad to their friends, encouraging neighbors to read it and adjusting their personal schedules so that they can be sure to read that ad wherever it appears? Not in this lifetime.

But so much for the local situations. Almost parallel comparisons may be drawn wherever radio stations are found. How about class advertising on a sectional scale?

WLS, the Prairie Farmer station, is one of the recognized agricultural stations of the country. While it has a large urban audience, most of its town and city followers are agriculturally minded. Its great farm audience is wider, actually, than the Mississippi River Valley. Now let us imagine that you had a whale of a good farm feature which you wanted to put on that station—every time. Your product is suitable only for farm consumption, hence you use WLS alone, since, let us suppose, you haven't enough money for the farm networks, or lack distribution to justify the net-work spread. The program you have costs $500 a week for talent alone. Twenty-five thousand dollars a year. The station time, on top of that, is $175.78 per—or $52,734 for the 300 times. Total radio expenditure: $77,734.

If you placed that money in space you'd be surprised what you'd get. Let's take the best merchandising medium in the farm field: The Country Gentleman. With that money you could get a page (black and white) every month in The Country Gentleman and have enough left over to buy four pages in Successful Farming. Sixteen pages is all you would get. And the duplication of circulation between those two mediums is such that your ratio of investment would be very much higher. Furthermore, if you split that $77,734 up into local state papers, including the Farmer's Wife and one or two sectional papers, you would still be getting a darn sight less to merchandise, nothing in the way of consistent, hammer-hammer-hammer effort and a sur-

---

**Good Neighbors**

**Bid You WCAE Welcome at**

Pittsburgh's Favorite Radio Station

Affiliated with Pittsburgh Sun-Telegraph

---

**LOCAL PROGRAM SPONSORS**

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

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**NATIONAL PROGRAM SPONSORS**

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

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Primary Coverage Population, 3,618,629.
Population within 10 Miles of Transmitter, 1,240,235.
Fifty-five percent of families own radio sets.
1 Kw.—1220 Kcs.—100% Modulation.
Field Intensity Tests WITHIN CITY show WCAE strongest signal.

December, 1932
prisingly small number of page-ads. Try it out with your own pencil and see.

Or, take the Southwest Broadcasting System, which includes eight Texas stations and does a splendid job with the Texas folks, both rural and urban. Suppose you take 26 full-hour shows over that system to put on old-time music, hymns, and tear-jerking poetry—something the farmers just eat up. The station time, plus $500 a week for talent, for that 26-week stretch wouldn’t be enough to give you a page-ad in Farm and Ranch alone—unless you kept your art-work and engraving costs down to an average of $55 a page.

The Yankee Network, covering the whole of New England through nine outlets, will give you a half-hour evening show with a 40-piece symphony orchestra for $40 less than a single sepia page-ad would cost in the Boston Herald’s Sunday Roto.

WOR, transmitting out of Newark, N. J., and capable of reaching more receiving sets in that 100-mile circle than the total circulation of Good Housekeeping and Liberty combined, will give you a full hour’s evening entertainment—and spend $2,000 on the talent to do it—for less than the price of two columns in Liberty alone, or less than the cost of a single 200-line ad in Good Housekeeping alone. And if you think that you can put on a good show for less than a $2,000 talent charge you are just adding evidence to the side of radio worth.

So far as advertising appropriations are concerned this is 1933. And now, more than ever before, advertising dollars have got to do a job. Nineteen thirty-three dollars must do 1935-grade duty. If you are in the advertising agency field and don’t believe that, you should start looking for some new accounts, since you probably will lose the ones you now have. But if you do believe it—if you are straining every fibre to get the maximum return out of the appropriations available—then put radio on a dollar-and-cents basis with every other known medium. It will stand the gaff. Radio is not only an amazingly effective medium when properly used, but almost invariably it is far cheaper.

No—radio is not expensive.

Oil Company Sponsors Election Returns

CAPITALIZING on the universal interest in the presidential election, the Webb Oil Company of Minneapolis sponsored the broadcasting of returns over KSTP, in the Twin Cities. Working independently of newspapers and other vote-gathering agencies, KSTP set up its own election bureau of more than 100 members, who collected returns from the state’s 3,716 precincts by telephone, telegraph and messenger, counted and classified votes, and transformed them into totals which were put on the air without loss of time.

Lennen & Mitchell Get Pebeco Account


ELDER RADIO SURVEY

(Continued from page 9) advertised in some cities and not in others. Their proportion of use in radio homes was greater only in those cities where their programs were heard. Squibb’s toothpaste, for instance, showed a 23.6% greater proportion of users in radio homes than in non-radio homes in the two cities where local programs were used to advertise it; in the other eight cities its use in radio homes was 4.3% less than in non-radio homes.

In June, 1932, the ten-city survey was repeated. This has made possible some very interesting tentative conclusions as to significance of the time element in advertising. The value of continuity of effort appears to be well demonstrated by the fact that Gold Medal flour shows a 33.3% greater degree of use in radio homes this year, as compared with 22.0% last year. Barbasol’s proportion of users in radio homes this year was 127.3% greater than its proportion of users in homes without radio; last year the figure was 83%.

Probably the most significant demonstration of the effectiveness of radio in changing consumer demand is seen in the study of the four leading cigarette brands. Cigarettes offer a good measure of advertising effectiveness. There are only four brands of importance, and each has a large enough share of the market to afford a good degree of statistical accuracy. All sell at the same standard price

GREATER COVERAGE

FOR YOUR SPOT BROADCAST DURING DAYLIGHT HOURS

Station WFBL is operated at 2500 watts days, 1000 watts nights. That means to the advertiser, increased signal strength over a larger area at a time when program competition is at a minimum.

SPOT YOUR CAMPAIGN IN THE HUB OF THE EMPIRE STATE SYRACUSE, NEW YORK
through the same outlets. They are bought frequently, and so constitute a sensitive index of consumer reaction to advertising appeals.

In 1931, Lucky Strikes, on the air since the fall of 1928, showed a 14.6% greater proportion of users in radio homes. Old Gold, a sporadic user of small amounts of time, showed 7.3% greater use in radio homes, less important in terms of actual users because of this brand's smaller share of the cigarette market. Camel, with its old orchestra program, showed a 3.8% gain in users in radio homes where it was on the air. Chesterfield, which had never been on the air, was less popular by 5.9% in radio homes than in the homes without radios.

Shortly after the 1931 survey, Camel sponsored the Morton Downey-Tony Wons-Jaques Renard program. It proved highly popular, and after a year of broadcasting the proportion of Camel users was 27.3% greater in radio homes than in non-radio homes. Later Chesterfield put on a series of programs featuring popular stars, and after six months of this Chesterfield's proportion of users in radio homes was 35.8% greater than in homes without radios. This vigorous competition cut down the dominance of Lucky Strikes in the radio market, reducing its increment of users in radio homes to 7.1%. Old Gold, having used no time on the air for over a year, had apparently lost the effect of its previous broadcasts, and recorded in 1932 a smaller proportion of users in radio homes than in non-radio homes.

The results of these studies yield much food for thought. They indicate that radio is an effective advertising medium; but that, I think, would have demonstrated itself in other ways in the course of time. Their greatest significance, it seems to me, is that we have a way to determine quantitatively the extent to which consumer demand is influenced by one particular advertising medium.

Radio in the past few years has offered a unique opportunity for the development of the technique used in these investigations. I am quite sure that if we could work out suitable methods of measurement and properly isolate the various elements, we should find other advertising media accomplishing comparable results. This, I think, is one of the biggest jobs we have to do; to find out what makes people buy as they do; to know, not to guess, how a dollar spent here compares in productively with a dollar spent there. We have a long way to go before we shall be as efficient in our advertising as we are in most of our other business activities. This sketchy summary of our studies on radio is presented as one very small step along the path.

Court Sustains Commission in Shuler Case

IT IS not a restraint of free speech to refuse a renewal of license to one who has used his station "to obstruct the administration of justice, offend the religious susceptibilities of thousands, inspire political distrust and civic discord, or offend youth and innocence by the free use of words suggestive of sexual immorality," says a decision handed down on Nov. 28, by the Court of Appeals of the District of Columbia, upholding the action of the Federal Radio Commission in canceling the license of KGEF, Los Angeles, operated by the Rev. Bob Shuler.

Beech-Nut's lowest cost per inquiry is through

The complete tabulation shows WNAC leading all stations. The startling DIFFERENCES in cost percentages emphasize the importance of WNAC in any national spot campaign. It proves AGAIN that WNAC is the KEY to the Metropolitan Boston market.

YANKEE NETWORK
"From which New England hears its radio"
THE Standard Oil Companies of New Jersey, Pennsylvania and Louisiana and the Colonial Beacon Oil Company are jointly sponsoring the "Five Star Theatre," a new series of radio shows broadcast five nights weekly. Each night a different kind of entertainment is given, and each broadcast is over a different Eastern network, NBC on Monday, Wednesday and Friday, and CBS on Tuesday and Thursday.

Monday's entertainers are Grouchco and Chico Marx, two of the famous four Marx brothers. On Tuesday operatic and concert soloists are featured. Wednesday brings distinguished authors presenting dramatizations of their short stories; Thursday's shows are tabloid operettas, and Friday nights bring a serial Charlie Chan drama.

Advertising for the sponsoring companies is directed by McCann-Erickson, New York City.

CBS

THE Smith Brothers, Bough & Keepseise, N. Y., will known cough drop makers, recently launched "Trade and Mark" in a musical and comedy series over 25 Columbia stations each Wednesday, with the same talent as is used on this sponsor's NBC Sunday shows. The agency is Homman, Tarcher and Sheldon, New York City.

The Tide Water Oil Sales Corp., New York City, is presenting Paul Specht's orchestra as a feature of the new series of Tydol Jubilees, broadcast three evenings a week over a CBS hookup. The Three X Sisters are also featured. Len- nen & Mitchell, Inc., New York City, is the agency.

A half-hour program of dance music is broadcast each week night over a chain of five mid-western CBS stations, sponsored by the Phillips Petroleum Company, Bartlesville, Okla., to advertise Phillips 66 gas and oil. Lambert & Feasley, Inc., New York City, handles the account. Beginning Monday, January 2, the Chesterfield series over Columbia will

HEINZ

Supplies the only

Confidential semi-weekly
radio information service.

405 Insurance Bldg.
Washington, D. C.
Station News

INFORMATION has been received from Howard W. Davis, commercial manager of Southeast Broadcasting Company, Fort Worth, Texas, relative to the efforts being made by this organization to assist in the welfare work in Oklahoma and Texas by the inauguration of a daily feature on each of its stations known as "Just Around the Corner." This is an entertainment program on which the listeners are invited to write in, giving the name of some family "just around the corner" that is in want.

Mail is requested from three angles—those who are in need, those who know some family in need, and those who wish to give money, clothing, or food. Arrangements have been made with the largest laundries in the respective cities whereby the laundry delivery trucks collect and deliver the clothing, food, etc., to the addresses of those in need. There is no commercial connection whatever.

Any stations desiring further information about the program are requested to write Mr. Davis in this regard.

NOTHING is lacking to make the twice-weekly broadcasts of WSM's Radio Kitchen a big success. The lady in charge of the program, Mary Lyles Wilson, has baked cakes and pies for presidents and governors and has received an order for a special Christmas cake to be presented to President-elect Franklin D. Roosevelt. The programs are broadcast from a kitchen studio planned by architects of the General Electric Kitchen Institute. And when the inaugural broadcast went on the air November 9, the feature already had 14 sponsors.

CONTROLLING interest in station WHEC, in Rochester, N. Y., has been purchased by Frank E. Garnett, publisher of the Garnett group of newspapers, from Lawrence G. Hickson.

COLUMBIA'S second television station, W2XAX, began operation on November 15, on a frequency of 44 megacycles.

A NEW $22,000 Wurlitzer pipe organ built especially for broadcasting and recording, is now being installed in the studios of WBBM, Chicago, and should be ready for use about the middle of December.

FROM WGBR, Cleveland, comes the first copy of Scoop, a monthly sales promotion bulletin sent to advertising executives. With short news items about personnel and programs, Scoop is designed to keep its readers reminded of and informed about WGBR.

THE Biow Broadcasting Company, owned by Milton H. Biow, president of the Biow Advertising Agency in New York City, has purchased radio station WAAM, Newark, N. J., from Ira B. Nelson, who will stay with the station as manager.

December, 1932

JUST as we go to press word comes that WIBO, Chicago, guaranteed continuance of its license to use its 560 kilocycle frequency by the Federal Court of Appeals at Washington, Monday, Dec. 5, in a decision reversing the action of the Federal Radio Commission which had granted an application of the operators of station WJCS of Gary, Indiana, to be assigned this same wavelength.

The action of the Federal Radio Commission in transferring the WIBO wavelength from Chicago to Gary, was denounced by the Federal Court as "an arbitrary and capricious assertion of power."

CELEBRATING its third anniversary on November 10, station WRBL, of Columbus, Ga., paid tribute to nine firms who were on the air during the station's first week of broadcasting back in 1929, and who are still sponsoring programs over WRBL.

IN response to repeated requests from hundreds of fans, WLW, Cincinnati, has extended its broadcasting schedule until 2 a.m., except Saturday, when it's 2:30, and Sunday, when it's 1:30.

Advises Stations of Joachim Contract

HENRY N. CREGER of Los Angeles, distributor of Rajput programs, has written to stations and recording studios advising them of an agreement between his company and Maurice H. H. Joachim, who broadcasts under the names "Rajput," "Mahraj," etc. This agreement prohibits Joachim from using or infringing on any material used in the transmissions he made for Creger, from using the words "Hindu secret service agent" or terms of like import for five years; from telling stories in which he appears as a secret service agent, and from giving away in connection with any broadcast, elephants or other lucky charms. Joachim is also ordered by the agreement to show a copy of it to any proposed employer, before signing a contract for broadcasting.

NBC Appointments

FRANK BLACK, conductor and composer, has been appointed general music program director of NBC, effective immediately. Mr. Black is probably best known for his vocal arrangements of orchestral compositions and is said to be largely responsible for the return to popularity of the male quartette.

Donald S. Shaw, partner in the advertising agency of Cleveland & Shaw, Inc., and more recently with the agency of Williams & Saylor, Inc., New York, has joined the NBC sales staff. Rosemary Weber, formerly of the Four A's, is now a member of NBC's sales promotion department.

Harold Kemp has resigned as manager of Warner Brothers Artists Bureau to join the NBC Artists Service, in charge of booking new talent for the air, the stage and the screen.

HERE'S WHERE PEOPLE ARE BUYING THINGS...

THE SOUTH

WHERE SEPTEMBER DEPARTMENT STORE SALES INCREASED 22.5%

Every day bright, cheerful news is coming from all sections of the South:

• September wholesale trade up 16.6%.

• Construction awards for August, September, October greater than for similar period in 1931.

• More people at work. More money being spent, more goods being consumed in this area to which WSM is dedicated.

ALERT MERCHANDISERS MAY PENETRATE THIS MARKET, INFLUENTIALLY, DIRECTLY, EFFECTIVELY THROUGH WSM

For available time, talent, market information, write or wire WSM

Nashville, Tennessee

Owned and Operated by NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, Inc.

The New Giant of the South

50,000 Watts
Plans Exposition for Radio Advertised Merchandise

Plans for a "Mid-Western Exposition for Radio Advertised Merchandise" to be held in the Convention Hall in Kansas City, March 27 to April 1, 1933, have been announced by Tom Burkett, managing director of the exposition.

The primary purpose of the show, says Mr. Burkett, is to provide a meeting place for broadcast advertisers, their radio stars, and the listening and buying public, which will increase program circulation. Advertisers will also have an opportunity to display their merchandise and so strengthen the association between program and product.

Continuous performances by the best known national and local artists will ensure a large attendance at the exposition, Mr. Burkett's announcement continues. Kansas City newspapers and radio stations have promised their cooperation in promoting the affair; department and other stores will display radio-advertised merchandise in their windows during that week and will feature these goods in their advertising; railroads and bus lines have agreed to offer special excursion rates for the event.

Mr. Burkett has a wide background in general merchandising and sales work, including several years as office manager of the Kansas City staff of the Ferry-Hanley Advertising Company, and an intensive knowledge of radio gained as director of merchandising for KMBC, Kansas City.

Station Personnel Changes

THOMAS B. ROBINSON, formerly of the NBC sales promotion department, has joined station WKJC, Lancaster, Pa.

Harry Steele, radio editor of the Chicago Evening Post and broadcaster of that paper’s daily “News Service” over station WLS, Chicago, has been signed to do the broadcasts exclusively for that station since his paper was taken over by the Chicago Daily News.

Phil Bronson, KSTP, St. Paul, football announcer, has been made production manager of that station. Another KSTP appointment is that of Henry C. Woemper, first flutist of the Minneapolis Symphony Orchestra, as musical director.

Myron C. Reck, formerly of the Cincinnati staff of Ralph Corbett, has joined WSPD, Toledo, as director of Merchandising and Statistical Surveys to assist the station’s advertisers.

James Jennison has been promoted to the post of station supervisor of station WEAN, Providence, R. I., succeeding Fred Long, now with CBS.

R. L. Ferguson, for the past several years commercial manager of WLW, Cincinnati, has just been made head of the WLW Artists’ Bureau.

Billy Mills, who has been musical supervisor and producer for Publix and National theatres, has joined the staff of WBBM, Chicago.

Safeway Stores on Air

“SONGS of Safeway Square” is a new radio program broadcast twice weekly over KFI, Los Angeles, sponsored by Safeway Stores, Inc. The general motif is that of an old-time public square, with song leader, home-town boys and the village band. A distinctive note is an invitation to listeners beside their home radios to join in the songs, old and new, sung on the program. H. C. Bernstein Advertising Agency, Los Angeles, which plans and produces the broadcasts, announces that the theme song, a stirring fox-trot, was specially written for the series by Albert Von Tilzer, well-known song writer.

Mattson Now Radio Editor

E. MATSON, for ten years Chicago publicity man for Westinghouse Electric and Manufacturing Company, whose active interest in radio dates back to 1921 when Westinghouse started station KYW as the first radio station west of Pittsburgh, has joined the staff of Cherry Circle, magazine of the Chicago Athletic Association, as radio editor.

Universal Moves

UNIVERSAL RADIO PRODUCTIONS, Chicago, whose service of recording radio programs “off the air” on metal discs is now augmented by a complete radio program and merchandising service to advertisers and agencies, announce their removal to new offices in the Tower building, 6 North Michigan, effective December 1.

Broadcast Advertising
New Reference Service Digests Leading Advertising Publications

The opening issues of the Distribution Digest and the Distribution Index, bulletins of what is called the Modern Marketing Reference Service, have recently been mailed to a distinguished list of first subscribers, advertisers, agency associations and publishers. Appearing early in the month following date of issue, they briefly digest and index the articles, news items and editorials of permanent value to executives interested in distribution subjects from the previous month’s issues of the following eighteen marketing and advertising trade papers: Advertising Age, Advertising & Selling, Advertising Arts, Broadcast Advertising (the only publication dealing with radio to be included in this service), Class and Industrial Marketing, Display World, Domestic Commerce, Dry Goods Economist, Editor and Publisher, Merchandise Manager, Printed Salesmanship, Printers’ Ink, Printers’ Ink Monthly, Postage & The Mailbag, Retail Dealer, Sales Management, Tide and Western Advertising.

Crank Opens Own Agency

C HET CRANK, for the last three years vice-president in charge of the Los Angeles office of Bottsford, Constantine & Gardner, established his own agency November 1, with headquarters at Los Angeles in the Union Insurance Building. He will open branches at San Francisco, Portland and Seattle.

Crank is at present in the midst of an extensive campaign for Gilmore’s new Red Lion Gasoline. A feature of this is the Gilmore Circus, staged once a week over a Coast hook-up and now in its fifth year of popularity.

Arnold Begins Listener Survey

A TWELVE-WEEK survey of the winter radio audience, during which time approximately 30,000 telephone contacts will be made in 15 cities, was started on November 28 by the Arnold Research Service of New York City. The study, says the announcement, will measure the actual listeners to given programs at given hours, at the time of listening, and it will also measure the impression of the advertising message and product name. The result of the survey will be made available to any advertiser, agency or broadcasting company without charge.

In discussing plans for this survey, Miss Arnold said: "It has long been our belief that the most accurate way to find out what people are doing is to check up on them while they are doing it. In pursuance of this idea, we developed what we term the 'coincidental method of radio audience measurement,' which involves contacting people during the time the programs we are interested in are on the air. In literally tens of thousands of instances, by use of the telephone, projected ourselves into the home and determined what radio program was being heard at that minute. "We have carried out many such surveys during the last two years for individual clients interested in particular programs, but we do not believe that such information has ever before been available to all advertisers for given periods of broadcasting time."

What Kind of Commercials Are Best? Sponsors Ask Listeners

R ADIO listeners who think they can write better commercial announcements than those heard at present now have a chance to try it. Last month Lavoris let listeners write their commercial and read the best ones on the air. Last month Lavoris let listeners write their commercial and read the best ones on the air. This winter they are extending this idea to the G. E. Circle programs, including the commercials. "They are criticized as being too dry, too long, offensive and uninteresting to the public. "Now, no country in the world offers radio programs as entertaining as those presented to the American public. Millions of dollars are spent in the preparation of programs, and the cost is borne by the sponsors. "If broadcasting is to continue at its present level, this advertising must be a part of the program. "We are presenting the best programs we can obtain on the G. E. Circle, and we are asking the public to suggest the commercials so that they may be interesting to them and helpful to the sponsor."

In the list of Food Advertisers in our November issue, Cream of Wheat’s "Jolly Bill and Jane" promotion was shown as being broadcast from 8:45 to 9 a.m. EST. It should have read: "7:45 to 8 a.m. EST. Rebroadcast for Central stations 8:45 to 9 a.m., EST."

Will Use Radio

A MILLION-DOLLAR campaign to promote the sale of coffee in the United States will soon be launched by the National Coffee Council of Brazil, under the direction of N. W. Ayer & Son.

THE Famous Mineral Water Company, of Cleveland, has placed the advertising of its mineral crystals with Ralph W. Sharp, Inc., also Cleveland. Radiocasts and newspaper ads will be used.

THE Rochester branch of Stewart, Hanford & Frohman, Inc., is now directing the advertising of Enma Jettick shoes, product of Dunn & McCarthy Company, Athens, N. Y., sponsors of the well-known Enma Jettick Melodies broadcasts. This same agency will also place the advertising of the Rochester Packing Company and Albany Packing Company on the air in four states in a 26-week campaign featuring the "Qualified Dealer" plan.

RADIO, magazine and direct-mail will be used in a new campaign for the foods of Sprague, Warner & Company, Chicago wholesale grocers, which markets under the brand names of Richelieu, Ferndell and Batavia. Erwin, Wasey & Company, Chicago, will direct the advertising.

THE Wm. S. Merrell Company of Cincinnati, Ohio, pharmaceutical manufacturers, makers of South Paste and Tooth Powder, has appointed The Geyer Company to direct its consumer advertising.

Chicago Advertising Council Holds Radio Session

THE December 1 meeting of the Advertising Council of the Chicago Association of Commerce was held under the auspices of its radio department, whose chairman, Morgan L. Eastman of NBC, presided. The chief speaker was C. L. Menzer, NBC, program manager, whose talk will be printed in our January issue. Pat Barnes followed Mr. Menzer’s talk with a gripping scene from one of his broadcasts that ably illustrated the fine product of effective radio production. A group of announcers from Chicago stations were guests of the Council.

Broadcast Advertising
THE NEW WJSV

will serve the Columbia network in the national capital area » » »

- Beginning October 20, WJSV will be on the air with everything changed but the call letters.

NEW PROGRAMS

WJSV will carry the full program schedule of the Columbia Basic Network—ranked FIRST in popularity by every impartial survey. Radio’s headliners—Kate Smith, the Mills Brothers, the Street Singer, Stoopnagle and Budd, Guy Lombardo, Morton Downey, and the rest of Columbia’s ace features—will be heard regularly over WJSV—switching from our good neighbor, WMAL, on October 20.

NEW TRANSMITTER—NEW LOCATION—NEW COVERAGE

WJSV’s former transmitter was located on a dry Virginia hilltop 14 miles from the White House. Much of its stronger signal was wasted on the nearby countryside. But WJSV’s new transmitter is only 4½ miles from the White House—and its miles of copper ground system are buried under the tide-swept bank of the Potomac. From this ideal sounding-board location (selected by Columbia engineers), WJSV’s 10,000 watts will broadcast by far the strongest average signal to the 150,000 receiving sets in its estimated intense service area.

NEW MANAGEMENT

Leased last June by the Old Dominion Broadcasting Company, subsidiary of the Columbia Broadcasting System, WJSV will be operated in conjunction with the established Washington Office of the Columbia Broadcasting System.

BUT NO INCREASE IN RATES—NOW

The rates of the old WJSV will remain practically the same for the new. Western Electric Turntables—33⅓ and 78 R.P.M.—are standard equipment.
Radio's Most Powerful Voice!

WSM
NASHVILLE, TENNESSEE

50,000 WATTS
NATIONAL CLEARED CHANNEL
650 KILOCYCLES

To the advertiser WSM guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener WSM continues the same friendly, high-class program which has made it "The Favorite Station of the South."

WSM
50,000 Watts 650 Kilocycles N. B. C. Network

Owned and Operated by
The National Life and Accident Insurance Company INC.