

## 50,000 Participate In Radio Balloting

WOR Proves Listener Poll By Power Line Practical

RADIO VOTING is an accomplished fact, reported WOR, Newark, following a Sunday night test, April 22, in which listeners in Essex county, N. J., took part. Dr. Nevil Monroe Hopkins, inventor and lecturer on electrical engineering at New York University, heading a group of members of the American Institute of Electrical Engineers, watched various types of meters in a sub-power station controlling the area, while a WOR announcer requested listeners to turn on electric lights. These recorded the additional load.

Audience of 250,000

The final test was unique in that the listeners were asked to turn off their radio receivers for three seconds and then to turn them on again. This was the real test and definitely proved the practicability of voting by radio. The scientists estimated the power factor of each receiver at 65 watts, an estimate that other observers thought was rather conservative. But at that figure, the computation showed that 50,000 receivers complied. With an average of four persons to a receiver, nearly half of the 500,000 population heard the tests.

In the method that will be used in the future, the receivers will not have to be snapped off, but the technical effect will be much the same. A button on a small reactive apparatus will be pressed instead. The only thing that remains to be done, said one of the scientists, is to install reaction factor meters for the measuring purposes.

### Newspapers Ask Questions

IN THE VOTING, questions compounded by four Newark newspapers, got affirmative votes, some by great margins. The closest of them all was one asked by the *Sunday Call*: "Should state parks be established along New Jersey's coast line for the benefit of its residents?" The vote was 24,000 yeas to 22,000 nays. Forty-eight thousand persons tune in distant stations and 12,000 do not, according to a query put to listeners by the *Newark Evening News* radio editor, Hubert R. Ede. It brought 10,000 more responses from listeners than any other question. The increase was accounted for by the additional number of listeners responding to the request for the assistance of listeners.

One of the surprises of the voting was the almost unanimous opinion of listeners that "preparedness is the best means to avert war," in response to a question by the *Star Eagle*. A similar response, was given to the question put by the *Newark Ledger*: "Do you favor jury reform in New Jersey?"

KTRH, Houston, was saluted over CBS April 19 with a program including a speech by Jesse Jones, owner of the *Houston Chronicle*, and chairman of the Reconstruction Finance Corp., who recently purchased the station.

## FIRST LADY IN RADIO SPORTS

Skeptics Routed by Success of Woman as Broadcaster of Athletic Events for Brewery

By VICK KNIGHT  
Director of Radio Production,  
Campbell-Sanford Advertising  
Co., Cleveland



Mr. Knight

WHEN the brewers of Sunrise Beer chose Marge Wilson's delineation of sports events as their contribution to Cleveland airfare over WIIK, there were more than the usual number of skeptics with their inhibitions.

For after all—what could a woman know about things athletic? There were two strikes on Marge Wilson when she stepped up to bat. But she caught hold of the very first pitch and planted the pill in the bleachers for a radio home-run!

No, Miss Wilson is not strictly a broadcasting anomaly. She really knows her sports. The only daughter of a football coach and a most enthusiastic follower of all that is athletic, Marge has a splendid background. Not yet old enough to vote, she nevertheless can converse readily and fluently on the accomplishments of Christy Mathewson, Cy Young, Jim Thorpe, Honus Wagner, or any other old-timer whose name pops into a symposium. This ability comes from her avidity for research work. She is an inveterate reader, a keen observer.

### 400 Dealers Added

FREQUENTLY a visitor at ring-side, matt, field, turf and court, Miss Wilson invariably "gets a big hand" from the fans. They like her breezy style, her love for the underdog, her keen wit and word-picture analysis.

Fan mail? Mostly from men! About 20 per cent comes from women with the bulk from masculine admirers. Many confess in their letters that they were skeptical at first but since have been "sold."

Merchandising? No "hooks" have been employed because of prohibitive beer-code regulations, but the institutional value of the show has enabled the sponsor to increase his business tremendously. Sunrise today has by far the lion's share of Cleveland's draught beer business and a goodly portion of the "bottle" trade. Almost 400 dealers have been added since the radio campaign began, and most of them can be traced directly to the broadcasts.

Ever alert to capitalize on publicity, Miss Wilson encounters little difficulty in keeping her name before the public. Once criticized by a radio editor for an attitude she had taken, she delivered a rebuttal that was a classic. The radio scribe said, "If her sponsors want to remain popular they should remind her that she's barely on the first rung of the radio ladder and another trick or two like that will put her back on her feet."

To which Miss Wilson replied via the air-waves, "Okay, Mr. So-and-So, why'n't you come up on the

first rung of the ladder and see me sometime?" The fans liked it!

Previous to entering radio, Miss Wilson dabbled in things dramatic. She played ingenue lead roles for a barnstorming stock company and once won a movie contest which took her to Hollywood for a lengthy visit.

Her brief but dynamic radio career has been truly sensational in Cleveland. Her shows have that happy combination of entertainment plus the proved ability to merchandise. Window displays, dealer tie-in cards and "stunts" have been used extensively.

Compelling copy has been no mean part of Marge Wilson's success. For instance, she "teases" the listener into lending his undivided attention to the commercial blurb by announcing that the receipts will be presented as soon as the announcer has finished.

Copy treatment is very light, the "sugar-coated pill" formula being employed extensively. Not infrequently the announcement is purely burlesque. Miss Wilson pretends



MISS WILSON

to allow her announcer "just 30 seconds for the message of the sponsor." If he runs over, she interrupts by saying "Time's up!"

### Economical Advertising

JULIUS JONAS, director of advertising for Sunrise, says the commercial announcements on Marge Wilson's programs are the finest in radio. Mr. Jonas is highly pleased with the show and its unquestionable results. He should be. His two 5-minute programs at 7:30 and 11 every evening except Sunday cost him less per week than a single-insertion quarter-page display advertisement in Cleveland's least-expensive daily newspaper.

Just another story of the economy of radio successes.

### Baldwin Buys WGH

CONTROLLING interest in WGH, Newport News, Va., has been purchased by James W. Baldwin, executive officer of the Code Authority for the broadcasting industry and former secretary of the Radio Commission. Associated with him in the station's operation are L. M. Newcomb, Virginia banker, and Edward E. Bishop, of Newport News, station manager.

## Directors of NAB Will Meet May 14

To Repeat Membership Drive Select Convention City

A MEETING of the NAB board of directors in Washington has been called for May 14 by President Alfred J. McCosker. The board is expected to select the time and place for the 1934 convention. Most active for the convention are Cincinnati, Hot Springs, Ark., and Memphis.

The board also will consider matters incident to the NRA code particularly results of a meeting of the Broadcasting Code Authority which begins in Washington May 2. Further plans for a continuation of the membership drive, which has been highly successful since the last convention, will be worked out, according to Philip G. Loucks, NAB managing director. NAB membership already has passed the 300 mark for the first time in history, he pointed out, and at present totals 340. The last drive was started April 9 with the objective of having 400 members by May 1.

Stations which have joined the NAB since the last convention in October, 1933, include:

KGGH, WFBC, KTAR, KRSC, WAAL, KTHS, WGBF, WEXR, WWHG, WWSJ, WDEL, WAVF, WKRC, WIDH, WHAM, WTAR, WJBT, WFAS, WSVB, WFAA, WJLD, WBIG, WDRO, WDAE, WDAG, WNRA, WHOL, WJBG, WLEB, WNNC, WKOK, WJW, WCAZ, WHEC, KPHS, KXA, KOH, KWKH, KVEA, KTLT, KQW, KTAT, KONO, KPDN, KRGY, KOOS, KGHF, KFXR, KRGG, KXLI, KGEI, KEJI, KEJB, KFH, KFOF, KXRO, KIEM, KIT, KMO, KMA, KRE, KVL.

### True Story Returns

ONE OF THE FIRST sponsored programs ever carried on CBS returns to a network of 35 of its stations May 4 when MacFadden Publications, New York (*True Story Magazine*) brings its "True Story Court of Human Relations" back for a new weekly series of 45-minute programs, Fridays, 8:30-9:15 p. m., EDST, with repeat for western stations at 11:30 p. m., EDST. The program was carried on an NBC-WEAF network Sunday nights until April 29 when it was switched to CBS to take the period formerly occupied by "The March of Time." Erwin Wasey & Co., New York, handles account, and Bill Sweets, former radio announcer, writes and directs the series.

### Rebroadcasting WLW

AN ARRANGEMENT with WLW, whereby WIBX, Utica, N. Y., picks up and rebroadcasts selected sustaining and sponsored programs of the Cincinnati station, has been made between the two stations. WIBX, now managed by Loren Watson, former manager of WGSL, Atlanta, is understood to have signed three of WLW's sponsored clients for the rebroadcasts, one being Pure Oil Co. It charges full rates for the WLW sponsored program rebroadcasts. WIBX has also joined CBS for limited commercial program service.

## Fitting Radio to Any Furniture Store

Station Has Eight Accounts But No Single Program Policy; Varying Features Emphasize Different Trade Practices

By FRED C. BOCK

National Sales Manager  
WADC, Akron, O.

EIGHT furniture stores are listed among the active advertisers who use the facilities of WADC, and during the last seven years this station has never been without at least two furniture advertisers. It would seem that from this experience a certain universal type of campaign might have evolved which could be used by any furniture store, but, instead, it has been concluded that no two programs can be the same.

No two people are alike and since furniture stores are operated with, by and for people, under variable local conditions, no two furniture stores are exactly alike. However, just as there may be someone in New Jersey who partially resembles someone in Iowa, there may be furniture stores which in some ways are similar to Akron stores, so we will use the case method of showing the varied procedures used to meet particular problems.

### Reputation Established

ONE of our most recent experiences has been with the Weigandt Furniture Co., of Barberton, a suburb of Akron. The store is reasonably large, but has served only the immediate community. It seldom advertised very extensively and seldom had a sale. The name is one which bears respect among Barberton residents and the store is of long standing success. Most residents within 15 or 20 miles were familiar with the store, whether they dealt there or not.

When the management decided to use radio to advertise a sale, we realized that, for the present at least, there were enough people familiar with the store so that institutional copy could be spared. There were plenty of people to whom the Weigandt store was acceptable and who would be anxious to buy Weigandt merchandise at sale prices. Therefore, we decided to leave the institutional development to a later campaign and recommended several announcements each day, concentrated upon features of the sale. The first two customers in the store spent over a thousand dollars and both gave credit to radio for the sales. The sales force was too busy to keep an accurate check of radio customers, but there were so many voluntary indications that the store is adapting radio as a regular medium.

### Good Will Advertising

THE CASE of the Akron Furniture Co. is entirely different. This is a credit store, using much newspaper space. Three programs each week feature a singer who has a distinct and individual style. This campaign might be considered as good will advertising, to an extent. The chief function of the copy is continually to keep the listener reminded of the ease with which he

WHILE there appears to be no stereotyped pattern for radio programs adaptable to furniture store advertising, any more than there is a single standard for any other business, there is ample variety in broadcasting entertainment and in commercial credits to do the job for any sort of reputable establishment, this case history at WADC shows. The writer of this article is in a position to know as the station of which he writes has not been without at least two furniture accounts within the last seven years and now has eight such accounts.

can buy, if he uses the convenient credit plan of this store.

Institutional copy, impressing the listener with the age of the store, the quality of merchandise, and the large selection of merchandise, is also used. Newspaper ads carry the price copy and thus the two media are supplementary to each other. Direct results are not expected, although a slogan contest showed that thousands follow the program.

### Out-of-City Competition

ANOTHER striking case is that of the S. C. Bissler and Son Furniture Store, in Kent, twelve miles from Akron. This store has used radio for about four years. An old understanding between papers and Akron merchants, kept Kent merchants out of Akron papers, but Bissler's used radio and now 75 per cent of their business comes from Akron and surrounding towns. The store has many selling points. The owners have been in business many years. They handle the better grades of furniture. Their operating expenses are low. It is a pleasant ride to the store from Akron. They have an excellent reputation for fair dealing and, unless absolutely impossible, one of the owners acts as the salesman and personally advises the customer in his selections.

This store calls for another type of program. For the most part it has been a quarter hour of good popular music, one evening a week. The opening and closing announcements are brief, formal recitals of the location of the store and its policies. The middle announcement is more unusual. It is a two and a half-minute announcement by the regular announcer, who drops his formality and, in his own conversational manner, describes his weekly visit to the store. He tells of his short ride, and perhaps some incident of the trip. He tells what he said to Mr. Bissler and what Mr. Bissler said to him and, of course, he gives a good story about the furniture and his viewpoint of the advantages of dealing at the Bissler store. Radio has greatly enlarged the market of this store.

The Marvel Furniture Co. represents another case. With due respect to our client, this is an old fashioned borax store, modernized with a new front, a new name, a

Main Street location, fine store furnishings and radio advertising. With the exception of a small tie-in newspaper ad, calling attention to the program, radio has been the only medium of advertising used by this store since its founding, nearly two years ago.

Marvel has a half-hour program every Wednesday night—a variety program featuring the 16-piece Marveliers dance orchestra, with vocalists, instrumental soloists, and comedians as special attractions. Short skits dramatizing incidents of home life, frequently carry the advertising message, showing how easy it is to have finer and more enjoyable homes by patronizing the Marvel store. This more elaborate program was designed to be impressive and to solidly establish the store as one of the city's most up-to-the-minute dealers in popular priced furniture, with a modernly dignified credit plan. Three minute talks, three evenings each week, carry the direct advertising. The fact that radio is the only medium of advertising which this store has used is ample testimony of its effectiveness.

### For Working Classes

AMONG our newer productions is a campaign for the Lucky Furniture Co., a borax store with a good reputation. This happens to be a subsidiary of a store which joined our ranks many years ago. It is the type of store which seeks great volume and is very aggressive in special promotions. This, of course, has required another type of program—a program which appeals to working classes and is expertly merchandised.

A girl of attractive personality is featured on the program. She is supported by an instrumental trio. Valuable prizes make it worthwhile to learn more about the store. Special merchandise at special prices is offered during every program.

### Petry Stations Meet

STATIONS represented by Edward Petry & Co., now numbering 34, will meet in Chicago May 7, 8 and 9 to discuss summer and fall business. Mr. Petry will preside. Also attending from his organization will be Henry I. Christal, New York, and Joseph R. Spadea, Detroit.

## Group Broadcasters, Inc. Reveals Member Stations Which Take Liquor Ads

THE ENLARGED list of member stations of Group Broadcasters, Inc., to which several additions have been made in the last two weeks, has been made available to BROADCASTING with indications as to which of the stations will accept liquor advertising. The terms on which they will accept this type of business are not absolutely uniform, largely owing to the diversity of state laws which local managers must interpret, but in the majority of cases no more serious restriction is imposed than that such broadcasts be scheduled for not earlier than 9 p. m.

Following is the list of GBI stations, those accepting liquor business being indicated by an asterisk:

WADC, Akron; WBAL, Baltimore; WLBZ, Bangor; \*WNAC, Boston; \*WICC, Bridgeport; \*WGR-WKBW, Buffalo; KWCR, Cedar Rapids; \*KYW, Chicago; WSAI-WLV, Cincinnati; \*WHK, Cleveland; \*WAU, Columbus; \*CKLW, Detroit; KSO, Des Moines; \*WOWO, Fort Wayne; WDRS, Hartford; KMC, Kansas City; WFEA, Manchester; \*WISN, Milwaukee; \*WOR, Newark; WOV, Omaha; \*WIP, Philadelphia; \*WCAE, Pittsburgh; \*WEAN, Providence; WHEC, Rochester; \*WFBL, Syracuse; \*WMAS, Springfield, Mass.; KWK, St. Louis; \*WSPD, Toledo; \*WIBX, Utica; \*WORC, Worcester; \*WOL, Washington; \*WMT, Waterloo; \*WVVA, Wheeling; \*WKBN, Youngstown.

It is reliably reported that negotiations are under way for GBI to operate under an ERPI license with vertical recording equipment of the Western Electric Co.

## Sponsor Takes Baseball Games on Yankee Net

YANKEE Network baseball broadcasts are sponsored this season for the first time, with the Penn Tobacco Co., Wilkes-Barre, Pa., signing up to advertise Kentucky Club pipe tobacco, new to the New England section. WNAC has broadcast home games of Braves and Red Sox for the last eight seasons, with the Yankee Network carrying them after its formation. The Penn Tobacco contract, placed through Ruthrauff & Ryan, New York, calls for WNAC, Boston; WEAN, Providence; WORC, Worcester; WMAS, Springfield; WDRS, Hartford; WICC, Bridgeport-New Haven; WFEA, Manchester; WLBZ, Bangor, and WNBH, New Bedford. All weekday home games of Braves and Red Sox are broadcast.

Fred Hoey is retained as announcer for his ninth season. The sponsorship in the interests of pipe tobacco is a "natural," since Hoey is identified in the minds of listeners with pipe smoking through his frequent references to his hobby over the air in the past. During a "Fred Hoey Day" at Braves Field in 1931, a pipe from the Red Sox players was included in a long list of presents given him.