

NOV 15

Broadcast Advertising

An Independent Magazine Devoted to Advertising by Radio. Published at 440 S. Dearborn Street, Chicago. Subscription, \$2.00 a Year Single Copies, 20c



ANNOUNCEMENT!

The full story of the Convention of the National Association of Broadcasters will appear in the December Number of BROADCAST ADVERTISING.

Every advertising man should have a copy of this issue for his permanent files, as it will include the opinions of the leading authorities on every angle of advertising by radio.

November, 1930

SERVICE

With a background of years of experience, the **BUREAU OF BROADCASTING** is in an excellent as well as an enviable position of offering a service second to none in this comparatively new field of broadcast advertising.

THE BUREAU OF BROADCASTING is in constant communication with all stations in the United States and foreign countries, thereby making it possible to supply advertisers and agencies with the most recent information relative to the ever changing rates, station time, discontinued stations, affidavits of performance and the thousand and one details necessary for the efficient and proper handling of broadcasting accounts.

When you need expert advice on all matters of broadcast advertising, consult the recognized "NATIONAL BROADCAST AUTHORITY."

Inquiries promptly answered.

Consultation costs you nothing.

Full agency commission allowed.

WRITE OR PHONE

We Supply

CONTINUITY

DISCS 33 $\frac{1}{2}$ R. P. M.
78 R. P. M.

TRANSCRIPTION MACHINES

To be Used by Stations or Agency Auditions

BUREAU OF BROADCASTING

"THE NATIONAL BROADCAST AUTHORITY"

Dean Hodgdon, General Manager

510 N. Dearborn Street, Chicago, Ill.

11 W. 42nd Street, New York, N. Y.

Sup. 7323

Penn. 2375

“-Amos n' Andy double-check
the intensive coverage of--

KSTP”

10,000 WATTS



Messrs. Correll and Gosden are shown in the studios of KSTP giving the check and double-check to some of the many thousands of petitions from Twin Cities and Northwest listeners demanding that Amos n' Andy continue to entertain them from this station.

And it pays the advertiser to check and double-check the intensive coverage given by KSTP. Your advertising dollar buys more listeners—over 70% of the Twin Cities and adjacent Northwest audience is yours when KSTP broadcasts your merchandising message. The heaviest continuous schedule of the biggest features, both national and local, hold this largest audience for you, as is evidenced by the Amos n' Andy listeners poll. Detailed information and a radio advertising plan will be furnished without obligation.

•
STUDIOS
Hotel Radisson
Minneapolis
—
St. Paul Hotel
St. Paul
•

Executive Offices:
St. Paul Hotel, St. Paul, Minnesota

NORTHWEST'S
LEADING RADIO STATION

ATTEND THE

ANNUAL CONVENTION
OF THE
NATIONAL ASSOCIATION
OF
BROADCASTERS

MONDAY, TUESDAY AND WEDNESDAY,

NOVEMBER 17, 18 AND 19

HOTEL STATLER
CLEVELAND

Prominent speakers will discuss every phase of the industry, particularly the problems of commercial broadcasting.

Broadcast Advertisers, Advertising Men, and Non-Member Stations are cordially invited to attend the open sessions.

The complete program of the convention will be found on page 6 of this magazine.

NATIONAL ASSOCIATION OF BROADCASTERS
11 WEST 42ND ST.
NEW YORK, N. Y.



WORLD BROADCASTING SYSTEM, INC.

FULLER BUILDING 57TH ST. AT MADISON AVE.
NEW YORK



Making Radio a First Class Advertising Medium*

THE WORLD BROADCASTING SYSTEM, INC., and its affiliated company, Sound Studios of New York, Inc., offer a complete organization for broadcasting by electrical transcription. This system makes radio a dependable national advertising medium of the greatest flexibility.

This combined organization creates the program appropriate to a specific advertising message, using the best metropolitan talent; it reproduces this program by the most up-to-date method that science has devised (that of the Western Electric Company); it arranges for time with local broadcasting stations; it takes care of all details of distribution; and finally, through a nation-wide representation, it offers a verified record of the broadcast.

The staff of Sound Studios of New York, Inc., points with pride to its creation of some of the most successful and well known programs. Among these are: Palmolive Hour, Seiberling Singers, Wonder Bakers, Johnson & Johnson, Pro-phy-lactic, Edison Hour, Champion Sparkers and Chase & Sanborn.

A full agency commission of 15% is given. The message can be completely checked in advance, after the manner of correcting a proof. The performance can be verified after the manner of authenticating a circulation. The creation of the program by perfected means insures the most modern and attractive presentation of the message with the utmost skill in showmanship.

NOTE TO STATION MANAGERS

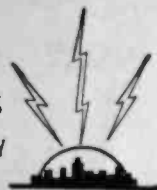
World Broadcasting System, Inc., has just completed a variety of the most up-to-date and effective sustaining programs. We will be glad to send you, on request, a folder listing the programs now available, with a description of each.

**Now being used in a great National program—Chevrolet Chronicles.*

Address all inquiries to World Broadcasting System, Inc., Fuller Building, New York City.

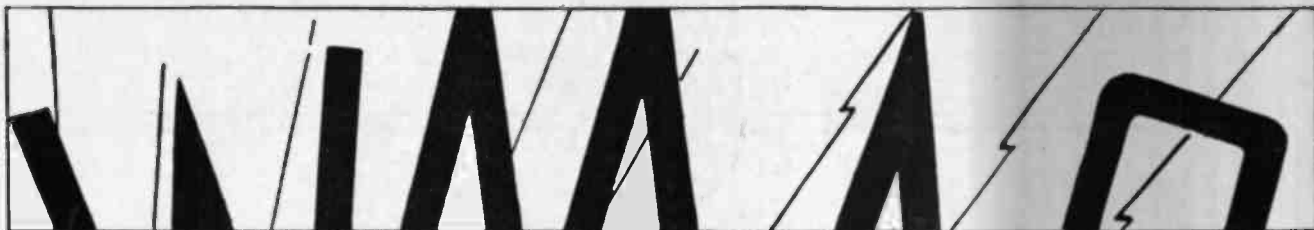
SOUND STUDIOS

Western Electric Licensee. Affiliated



OF NEW YORK INC.

with World Broadcasting System, Inc.



• • PRESTIGE • •



WMAQ, through its years of fidelity to an ideal of service, its quality programs, its respect and concern for the great radio audience, has created a listening habit in the Chicago and midwest radio market. Like The Chicago Daily News—the newspaper that gave it life—WMAQ adheres rigidly to certain carefully studied policies, which have proved their worth in the interests of advertiser and public alike.

ADVERTISERS ORIGINATING PROGRAMS AT WMAQ

National:

Carson, Pirie Scott & Co.
Bunte Candy Company
Chewaukla Spring Water Co.
Chevrolet Motor Co.
Thos. J. Webb Coffee Company
Elgin National Watch Company
Freeman Shoe Company
E. Z. Mills
E. Fongera Co.
The Kosto Company
Hammond Clock Company

Premier Malt Sales Company
Gabriel Snubber Company
Pepsodent Company (Amos 'n' Andy)
National Rug Mills, Inc.
Stokely Brothers & Co.
B. F. Goodrich Rubber Company
Hydrox Ice Cream Co.
Williams Mfg. Co.
Procter & Gamble
My Bookhouse

Local:

Chicago Board of Trade
Boston Store
Nahigian Brothers
Wieboldt's
Hinckley & Schmitt

The Davis Company
Vaughan's Seed Store
Hartman's
Chas. A. Stevens & Bros.
Burley & Co.

If your schedule calls for the use of broadcast time in Chicago WMAQ offers you the advantage of a strategically located cleared channel—an audience whose listening habit is WMAQ broadcast—and the satisfaction of knowing your message is in the best of company. Address

WMAQ, Inc.

The Chicago Daily News Broadcasting Station

400 WEST MADISON STREET

CHICAGO, ILLINOIS

Broadcast Advertising

440 South Dearborn Street, Chicago, Ill.

Subscription, \$2.00 a year. Single copies, 20c. Issued monthly on the 15th. G. W. Stamm, Publisher and General Manager; R. B. Robertson, Editor; E. J. Van, Circulation manager. Eastern Representative: C. A. Larson, 254 W. 31st St., New York City. Pacific Coast Representative: R. M. McDonald, 703 Market St., San Francisco, California

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Volume 3

NOVEMBER, 1930

Number 8

RADIO HEADLINERS TO SPEAK AT N. A. B. CONVENTION

Leaders in Every Field of Radio Will Address Broadcasters at Cleveland

WHEN the members of the National Association of Broadcasters meet at the Statler Hotel in Cleveland on the 17th of this month for their annual convention they will be entering a three-day college course in the fine art of broadcasting. The program committee has seen to it that every phase of this industry—legal, artistic, commercial or economic—is included, and whenever a subject is open to controversy both sides of the question will be heard from.

Every broadcasting station, whether or not it is a member of the N. A. B., is urged to send a representative to this convention. They will find it literally a liberal education in every angle of radio.

Advertising men, both from agencies and from the advertising departments of other concerns, will be welcome at all open sessions. A large number have already made arrangements to attend the convention, particularly the Tuesday meetings, when the addresses and discussions will deal exclusively with the various phases of advertising over the radio.

The list of speakers reads like a roster of Who's Who in Radio. The opening address will be made by Major-General Charles McK. Salt-

man, chairman of the Federal Radio Commission. The commission will also be represented at other times during the convention by its general counsel, Col. Thad. H. Brown, and by Dr. C. B. Jolliffe, chief engineer.

Congressman Fred Lehlbach, author of the Lehlbach radio bill, will explain the part played by Congress in the making of radio law. Engineers from each of the coast-to-coast networks will talk on recent developments in that field. Louis G. Caldwell, former general counsel of the commission, and E. C. Mills, president of the Radio Music Company, will discuss the copyright situation.

The advertising session will hear such speakers as John Benson, president, A. A. A. A.; A. A. Cormier, commercial manager, WOR; H. K. Carpenter, chairman, commercial committee. In addition to the addresses ample time has been set aside for free-for-all discussions of such topics as recordings, special representatives, commissions on talent, relations of radio with newspapers, etc.

The get-together banquet of all members will be held Tuesday evening, November 18, at 6:45 P. M. Entertainment will be furnished through the courtesy of the Cleve-

land radio stations. At the conclusion of the dinner, reports of the committees will be read and discussed. This is set for the night gathering to allow as much time for discussion of these reports as the members wish to take.

The various committees will meet at luncheons during the three days. Bulletin boards will carry the times and places of these meetings.

Additional information may be obtained from any member of the convention committee. The members are: Edwin M. Spence, WPG; Atlantic City, chairman; J. J. Storey, WTAG, Worcester; Edward Bill, WLS, Chicago; Paul Morency, WTIC, Hartford; and C. T. Lucy, WRVA, Richmond.

R. M. A. Board to Meet in Cleveland

PRESIDENT METCALF of the Radio Manufacturers' Association has issued a call for a meeting of its Board of Directors at Cleveland, Ohio, on Tuesday, November 18th, at the Hotel Cleveland. This coincides with the annual meeting of the National Association of Broadcasters and there will be joint committee consideration by the manufacturers and broadcasters of many affairs in which there is mutual interest—one of these being the pending Copyright Bill in Congress on which joint committees of the R. M. A. and N. A. B. have been working.

NATIONAL ASSOCIATION OF BROADCASTERS

DAILY CONVENTION CALENDAR

Sunday, November 16, 1930

Evening—7:00 P. M.

- Meeting of Board of Directors.
- Meeting of Copyright Committee.

Monday, November 17, 1930

Morning—9:30 A. M.

Opening of First General Session.

1. Call to order.
2. Invocation.
3. Address of welcome by The Mayor of Cleveland.
4. Response and address by—
President, William S. Hedges.
5. Address—"Radio Regulation."
Maj.-Gen. C. McK. Saltzman, Chairman
Federal Radio Commission.
6. Address by Col. Thad H. Brown, General Counsel, ✓
Federal Radio Commission.
"Legal Aspects of the Broadcaster's
Problem."
7. Address by Hon. Fred Lehlbach, Congressman, N. Y.
"Congress and the Broadcast Laws."
8. Appointment Nominating Committee.
9. Adjournment for lunch.

Afternoon—2:00 P. M.

1. Call to order.
 2. "Engineering Problems of Broadcasters"
By Dr. C. B. Jolliffe, Chief Engineer,
Federal Radio Commission.
 3. "Engineering Accomplishments in Broadcasting."
By Edwin K. Cohan, Technical Adviser,
Columbia Broadcasting System.
 4. "Synchronization."
By C. W. Horn, General Engineer,
National Broadcasting Company.
- Round Table Discussion of Engineering.

4:00 P. M.

Committee meetings as designated by committee
chairman; reports to be ready Tuesday afternoon.

Committee meetings continue as long as desired.

Evening

Open house, Cleveland Radio Stations.
Committee Meetings.

Tuesday, November 18, 1930

Morning—9:30 A. M.

1. Call to order.
2. Address—"The Advertising Agencies and Broad-
casting."
John Benson, President, American Asso-
ciation of Advertising Agencies.
3. "What the Radio Station Wants from the Agency"
A. A. Cormier, Commercial Manager,
Radio Station WOR.
4. Address—"Psychology of Radio Advertising."
Dr. John B. Watson, Vice-President,
J. Walter Thompson Co.*
5. Report of Commercial Committee, N. A. B.
H. K. Carpenter, WPTF, Chairman.
6. Discussion of—
"Double Commissions."
"Commissions on Talent."
"Bulk Sales."
"Relation of Newspapers to Broadcasting."
7. Adjournment for lunch.

Afternoon—2:00 P. M.

1. Call to order.
2. "The Time Broker's Place in Radio."
- ✓3. Discussion, "Recordings."
4. "The Business Side of Station Management."
5. Unfinished Business.
6. Adjournment.

Evening—6:45 P. M.

Banquet—Entertainment Courtesy of Cleveland Radio
Stations—WTAM, WHK, WJAT, WGAR.
Report of committees at conclusion of entertainment.
Round table discussion of reports.

Wednesday, November 19, 1930

Morning—9:30 A. M.

1. Call to order.
2. Report of Nominating Committee.
3. Election of Officers.
4. Installation of Officers.
5. Address—"Copyright" by Louis G. Caldwell, former
General Counsel of the Federal Radio Commission.
6. Executive Session.
Address—"Copyright," by E. C. Mills, President,
Radio Music Company.
Discussion.
7. Adjournment.

* There is a possibility that Dr. Watson may not return from the
psychological meeting in Berlin, Germany, in time to attend. If so, a
substitute will be provided.

SELLING CARS *by* RADIO

PLYMOUTH Proves that Broadcasting Can Produce Sales; Then Starts New Series to Build Good Will

THE third week in October brought to a close the first unit of one of the most successful merchandising campaigns ever put on the air, or into any other medium, for that matter. During three months of an off year—a year when most automobile manufacturers were finding sales few and far between—the Plymouth Motor Corporation brought over 3,500,000 individuals into the salesrooms of its dealers to have the Plymouth explained and demonstrated; started the whole country talking Plymouth, and boosted its sales from tenth to third place among all automobiles. And this unit of the entire campaign was staged at a cost of less than eight cents an inquiry!

The basis of this campaign was a contest. Not just another common or garden contest, but one with prizes to awaken the most apathetic listener. A grand prize of \$1,000 a year for life, five around-the-world cruises, five cash prizes of \$1,000 each, 25 Plymouth cars, and 975 other cash awards from \$500 down—these were prizes worth trying for. And nearly four million people did try—at least to the extent of visiting their Plymouth dealers, having the car demonstrated, and getting entry blanks.

The means of telling the public about this unusual contest was radio. Every day for three months more than 200 stations in this country and Canada broadcast the details of the contest in a two-minute announcement. No attempt at entertainment was made; the programs were straight sales announcements, merchandising the contest.

"Gratifying as the immediate

sales are, they do not represent the entire results of the contest by any means," said F. R. Steel, radio executive of Critchfield & Company, Chicago advertising agency in charge of the campaign.

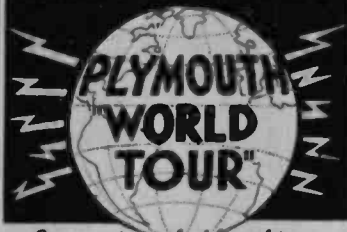
"During slack times dealers are apt to become discouraged and to feel that there must be something wrong with the merchandise they handle. Not only are Plymouth dealers not discouraged, but they are sold on Plymouth more strongly than ever and on the manufacturer of these cars, who had the courage to advertise in an off year and turn a slump into a boom.

"Likewise, this campaign has greatly increased the general knowledge of this car by the public. Every contestant, with his family and friends, has talked over the Plymouth and sought to discover its best points. Naturally, this will cause Plymouth sales for years to come.

"And broadcasting itself has benefited almost as much by this advertising as has its sponsor," Mr. Steel added. "The often heard statement that radio was all right for building good will but that it couldn't be used as a straight merchandising medium, has been definitely killed, once and for all."

AS WAS stated above, the contest ended the third week of October. But that did not mean that Plymouth was off the air. The very next week brought a new Plymouth campaign, a World Tour by radio, which is a totally different kind of broadcast advertising. Where the first broadcasts were two-minute sales talks, this new series is made up of half-hour programs of entertainment and educa-

Don't Miss It!



*Sensational Novelty!
In Radio Broadcast!*

A broadcasting tour of Europe sending back unique and brilliant programs! You will hear the Lord Mayor of London, the President of Austria, King Carol of Roumania; Big Ben striking the hour, Westminster Choir; laughing crowds in gay cosmopolitan cafes; music from Vienna, Paris, Rome: all as real and intimate as the games, concerts and ceremonies you've been hearing from American cities! Each will be different; don't miss a one. Hear it—

Monday Night, Oct. 27
Station WPC—7:30 P.M.

Get free Tour Booklet from us

**DEALER'S NAME
AND ADDRESS**

EUROPE brought to AMERICA

A newspaper announcement.

tion, with only a brief sponsor's announcement.

For several months Critchfield & Company have had a Chrysler expedition touring Europe, stopping

(Continued on page 40)

PHILCO Finds GOOD MUSIC

By Lester S. Rounds

ERWIN, WASEY & COMPANY, INC.

GOOD music on the air has been greatly under-rated as a sales-maker. It can, and does, attract a group of listeners-in, comparing favorably in size with groups listening regularly to programs of lighter music; it can, and does, result in sales larger in volume than could be obtained from a program of what is known as "popular" appeal—provided, of course, it is applied to the proper product.

Radio programs cannot be supplied on a "ready-made" basis; that is, a musical program cannot be thrown together and the trade name of just any product tagged on without considerable waste in the process. The result of any such patchwork is bound to be a poor fit. As in preparing copy for printed media, the product must be carefully measured and the radio program built to fit. The price of the product, the class of buyer to be reached, and all the other considerations that enter into the construction of printed advertising must be applied as well to the radio program.

For obvious reasons, symphonic music probably would not be the best type of program to advertise a low-priced candy, an inexpensive food product, or a standard brand of toothpaste. There are, however, products which can use a symphonic program to better advantage than any other type of broadcast. Comparatively few manufacturers are at the present time sponsoring programs of this nature, but those who are have been well repaid for their efforts.

Foremost among advertisers utilizing the better type of music in its broadcasts is the Philadelphia Storage Battery Company, manufacturer of Philco radios, now sponsoring symphonic programs almost exclusively, with extremely happy results.

STOKOWSKI CREATES NEW for Philco concerts by



Since our Radio Concert last year I have had visitors to America and Europe write to desire a method of broadcasting the greatest music without distortion of tone values. For example, strings, I heard were usually broadcast by one of the greatest orchestras of the world, led by a master conductor, in which the clarinet was producing in the concert hall about 50 degrees of tone, and the reader about 70. You see the reader does not hear what he hears in the concert hall. The music was as intended as to be intelligible to the public. Through the courtesy of Mr. Apiceworth, President of National Broadcasting Company, and in cooperation with Mr. Harman, chief engineer, a new form of equipment has been designed, which I hope will be a definite step towards solving this difficult problem of distortion. This progressive step is the first of several necessary to make broadcasting of an orchestra what it essentially will be — not only equal, but musically more complete than concert hall performance of music. Of course this means expensive distortion in reception, which is still very great in most receiving sets. But I hope through this new equipment, that we shall be able eventually to control with precision, the very complex relations of tone of the modern orchestra to reproduction.

OCTOBER 12TH NOVEMBER 16TH
CHRISTMAS DAY EASTER SUNDAY
From 5 to 6 P. M. Eastern Standard Time

FOR 16 years Leopold Stokowski has led The Philadelphia Orchestra, wielding its 110 artists with the fire of his amazing genius (using their temperaments into one mighty musical instrument, creating a symphonic art of such perfection and universal appeal that both Europe and America have for years recognized this as the finest orchestra of all time.

To hear him play Wagner, Scriabin, Tschaiikowsky, Beethoven, Bach, on this many-voiced human instrument, is to find new inspiration in the well-remembered works of the masters. Every seat for every concert in Philadelphia, New York, Chicago, wherever he conducts, is reserved months in advance by the fortunate few who can get inside the concert hall.

But again the entire American public can revel in the great concerts planned and played by Stokowski with The Philadelphia Orchestra. Again Philco sponsors four radio concerts by this master, just as Philco presented this finest musical radio entertainment last season.

And it is significant that Stokowski will be heard only under the auspices of Philco. Until last year, the directors of The Philadelphia Orchestra hesitated to risk its reputation by broadcasting any concerts, being unwilling that radio listeners should get an inaccurate impression of its homogeneous tone. But last year, radio reception took a vast leap forward. Philco, with its balanced organ to produce true, clear, undistorted tone, led this progress. It was felt that the most subtle tone colors of the great symphony could be faithfully reproduced by Philco, and Stokowski "went on the air" for the first time.

In his final concert last December, Stokowski announced that he would attempt to improve the technique of broadcasting by working in the radio laboratory. Now read his announcement at the left regarding a new method of control by which each instrumental group, or any combination of orchestral colors, can be transmitted to you with such fidelity of tone as to constitute a great step forward in the art. And he promises more fascinating programs than ever, to be announced in the daily press.

RECORD-BREAKING COAST-TO-COAST HOOKUP
The Most Widespread Musical Radio Event America has ever had
SUNDAY, OCTOBER 12TH SUNDAY, NOVEMBER 16TH CHRISTMAS DAY EASTER SUNDAY
From 5 to 6 P. M. Eastern Standard Time
WATCH THE RADIO PAGE OF YOUR LOCAL NEWSPAPER FOR FURTHER ANNOUNCEMENT

The Stokowski concerts were given first place in Philco's double page spread in the

Since its entry into the field as a manufacturer of radio receivers three years ago, Philco has been a consistent radio advertiser, extensive newspaper and magazine appropriations being supplemented by aggressive radio broadcasting. Because of manufacturing and operating efficiencies and volume sales the Philco receiver is priced very low, quality considered. Consequently, it is highly desirable to

implant in the mind of the public an impression of quality—an impression which is adequately created by the use of symphonic radio programs. The listener who hears a program of unquestionable excellence, both in rendition and in program choice, unconsciously associates the quality of the program with the product sponsoring it.

The success of this advertising policy may be judged from the fact

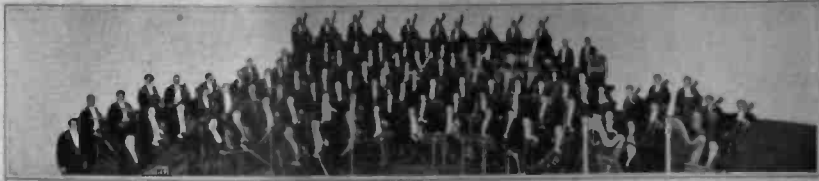
Broadcast Advertising

Makes

GOOD SALES

BROADCASTING METHOD

Philadelphia orchestra



ENJOY FULLY THESE SUPERB CONCERTS ON A PHILCO SCREEN GRID-PLUS RADIO

The Super Set

Philco 9-tube Screen Grid-Plus, with the remarkable features of Automatic Volume Control and Philco Tune-Control, is so sensitive and powerful a receiver that its super performance is more than the average listener needs. However, the remarkable results it has given, the way it holds programs at a constant level of tone without fading because of Automatic Volume Control and the gorgeous, true, undistorted tone produced by its balanced units, have created a demand entirely beyond expectations.

As a result, Screen Grid-Plus is being produced in such quantities that it is available at prices which bring it within the reach of the average family. For it must be clearly understood that radios now being offered at far higher prices cannot attempt to match this performance.

What Price Radio Prices?

Radios of great power which do not have Automatic Volume Control cannot be classed with Screen Grid-Plus. The Super Set. Of what use is power if it brings faraway stations that fade? You can't enjoy such reception. Only with Automatic Volume Control can you hold programs, near and far, at steady level; no fading; no dialing any more, and this is of special value in hold-



PHILCO BABY GRAND

An exquisite 9-tube Grand of American-made metal, rugged, free volume and electrical sound. Service on Graham appears every week. In 9-tube SCREEN GRID-PLUS \$114.00. In 7-tube SCREEN GRID-PLUS \$87.50. Two complete sets of speakers (optional) and 1000 Ohm 5000 Ohm 15000 Ohm 25000 Ohm 50000 Ohm 75000 Ohm 100000 Ohm 150000 Ohm 200000 Ohm 250000 Ohm 300000 Ohm 350000 Ohm 400000 Ohm 450000 Ohm 500000 Ohm 550000 Ohm 600000 Ohm 650000 Ohm 700000 Ohm 750000 Ohm 800000 Ohm 850000 Ohm 900000 Ohm 950000 Ohm 1000000 Ohm 1050000 Ohm 1100000 Ohm 1150000 Ohm 1200000 Ohm 1250000 Ohm 1300000 Ohm 1350000 Ohm 1400000 Ohm 1450000 Ohm 1500000 Ohm 1550000 Ohm 1600000 Ohm 1650000 Ohm 1700000 Ohm 1750000 Ohm 1800000 Ohm 1850000 Ohm 1900000 Ohm 1950000 Ohm 2000000 Ohm 2050000 Ohm 2100000 Ohm 2150000 Ohm 2200000 Ohm 2250000 Ohm 2300000 Ohm 2350000 Ohm 2400000 Ohm 2450000 Ohm 2500000 Ohm 2550000 Ohm 2600000 Ohm 2650000 Ohm 2700000 Ohm 2750000 Ohm 2800000 Ohm 2850000 Ohm 2900000 Ohm 2950000 Ohm 3000000 Ohm 3050000 Ohm 3100000 Ohm 3150000 Ohm 3200000 Ohm 3250000 Ohm 3300000 Ohm 3350000 Ohm 3400000 Ohm 3450000 Ohm 3500000 Ohm 3550000 Ohm 3600000 Ohm 3650000 Ohm 3700000 Ohm 3750000 Ohm 3800000 Ohm 3850000 Ohm 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THE SPONSOR'S PLACE *in* BROADCASTING

*As Seen By Harry C. Butcher**

Director, Washington Office, COLUMBIA BROADCASTING SYSTEM



Harry Butcher

THE WORK of the Washington office, as you may easily imagine, is quite different from that of our sales department, which, of course, is in New York. In Washington we are concerned with allocations of wave lengths and kilocycles, with Federal policies and administration, and with all kinds of problems that confront the broadcasting industry. It seems to me that the view of radio advertising held by a man engaged in Washington radio problems might be different from the view held by the strictly advertising man.

The Federal law regulating radio broadcasting clearly recognized advertising as the basis of public broadcasting service. Acting under the provisions of this organic law, the Federal Radio Commission holds no prejudice against proper and enlightening advertising by ra-

dio, because it knows that only by means of the revenue obtained from advertising can the broadcaster furnish competent and interesting public service. Only by means of advertising can the broadcasting art live and continue to grow.

About 25 per cent of the sixteen hours a day in which the Columbia Broadcasting System furnishes programs to its coast-to-coast network is devoted to sponsored programs. The revenue thus obtained defrays the cost of the broadcasting in the remaining 75 per cent of the time. In other words, four hours of sponsored programs make possible twelve additional hours of high-class sustaining programs and the entire sixteen hours of daily service.

Thus the advertiser, by sponsoring programs, makes a definite and invaluable contribution to "public interest, convenience or necessity," which is the measuring stick the law directs the Radio Commission to use in granting or renewing licenses to broadcasting stations. We believe that this system serves the public interest better than any alternative system, such as the taxation of receiving sets to provide revenue to a single governmental, monopolistic broadcasting organization.

Out of the American system of private initiative and competition in broadcasting flows a diversity of entertainment and service to the listener. Competition in broadcasting, particularly between the two large network companies, adds zest and quality to programs and furnishes the advertiser a choice not only of networks but of the cities and areas that he wishes to cover. It may be of interest to add that, in so far as my personal contact with members of the Radio Commission has revealed, there is little or no criticism of advertising "plugs" in the sponsored programs

heard on the large networks, but there is definite objection to indiscriminate and rampant sales talks from individual stations—mostly those from the smaller stations, which have to rely largely upon phonograph records.

There is nothing new in the use of advertising revenue to support public service. We see it in our newspapers, our magazines. The listening public recognizes that the program sponsor, particularly if he sponsors a good program, is in fact a public benefactor. The results obtained by companies sponsoring programs show very clearly that the listener feels friendly and to some extent obligated to the sponsor. This feeling is reflected not only in the sales of the sponsors but in their business negotiations. This feeling is the "Open Sesame" to new prospects, and it assures a continuance of good will to older patrons.

Not long ago a representative of the Graybar Electric Company, which sponsors on the Columbia network a dramatization of Briggs' famous cartoon characters, "Mr. and Mrs.," was down in Tennessee. He telephoned the railway station for a Pullman reservation. He repeated his name for the ticket agent and told the agent that he was connected with the Graybar company. The agent replied, "Then do you want tickets for Mr. and Mrs.?" Truly radio, if properly used, casts roses in the business path of the sponsor.

AN ADVERTISER is known by the company he keeps. The sponsor who has a program on a network is in excellent company. He is in company with the biggest names of the world, such as President Hoover, King George, the Prince of Wales, Colonel Lindbergh and Will Rogers.

Broadcast Advertising

*Excerpts from an address before the New England Association of Advertising Clubs, October 20, 1930.

At times the sponsor is in company with high comedy. Not long ago an ambassador in our studios in Washington, on receiving the pre-arranged signal that it was his turn to speak, stepped up to the microphone and said, so all the country could hear, "Is it my turn now?"

The sponsor also finds himself in close touch with outstanding news events. These events include World Series ball games, football games, boxing matches, landing of trans-Atlantic fliers, landing of endurance planes, national marble shooting contest, the funeral of a past president of the United States, congressional spelling bee, Penn relay carnival, Kentucky derby, Byrd arrival, golf tournaments, tennis matches, polo matches, the international yacht races, baby parade, and many other things of public interest.

The sponsor is in company with world-renowned figures who speak from Columbia's London studios across the Atlantic to our American listeners. Not long ago the poet laureate of Great Britain, John Masefield, broadcast not only an interesting talk about his profession, but distinguished himself by being the first to sneeze across the Atlantic.

Nothing proves better the respect that the public holds for broadcasting than the steady sale of radio sets. According to an estimate of the Department of Commerce, in a report made public last week, the total number of radio sets sold in the United States up to July 1, 1930, was 13,478,600. This is 1,678,000 more sets than were sold up to January, 1930, when the number was reported as 11,800,000. This in turn is 2,300,000 more than were reported sold up to January, 1929.

In the 18 months between January, 1929, and July 1, 1930, the average rate of sale of sets was about 222,000 a month. According to the Department of Commerce, practically half of all American homes now have receiving sets.

We of the radio world are awaiting with interest the report of the Census Bureau showing the exact number and distribution of radio sets as determined last spring by census enumerators taking the census of 1930. The young giant of broadcasting is still rapidly outgrowing his statistical clothes, and

before the census tailors get done fitting him he will be much too big for his statistical suit. It will be interesting and valuable, both to advertisers and to the broadcasters, to learn more exactly the distribution of radio sets throughout the United States.

Questions are asked of radio which no medium, however well established, should try to answer. Imagine it! Radio cannot tell how many people are listening to any one broadcast at a given hour. It can not tell exactly how many people constitute its tremendous audience. Such questions would seem to arise from those timid souls who have not the courage nor even the "follow-ship" to follow the lead of more enterprising concerns who have waded in and got results, regardless of unanswerable conundrums. Mr. L. Ames Brown, president of Lord & Thomas and Logan, and chairman of the A. A. A. A. Committee on Broadcasting, has put this situation this way:

"Broadcasting is no longer a shrinking violet. Grave discussions take place about rates and rate increases. Elaborate analyses are made of circulation. Claims are made and then debunked and the residue divided into fractions, and

yet there remains a tremendous responsive audience ready to enhance brand values, to pile on priceless good will for the manufacturer and his distributor. The bears may have it their way in other markets, but on the Broadcasting Bourse the atmosphere is distinctly bullish. The advertiser who has a coast-to-coast hook-up on one of the big chains at a good time has a valuable franchise, and he knows it."

RADIO has had no time to hang its head in shame over any statistical slackness. It has been too busy with the fascinating problem of adjusting a new technique to the one issue in advertising with which everybody and every statistic is concerned—Results! And it must be forgiven if it has found it more fun to strut through the history of contemporary advertising with a trick bundle of result stories in each hand rather than to worry too much about the inevitable rough edge of its figures or some of the impossible demands made of it because it is—or was—an unestablished medium.

Surely, any advertising mind, alert to see the dynamic possibilities of advertising by radio, will find a significant picture in such facts as

(Continued on page 22)

Gruen Tries Out Television

TELEVISION took another step along the road to commercial development in Chicago this month when W9XAO, Chicago's pioneer television broadcasting station, co-operating in experiments with the Gruen Watch Makers Guild of Cincinnati, made the first successful optical broadcast of time direct from a pocket watch. Clear reception on the broadcast was reported as far as 50 miles away, where those "looking in" were able to see the details of the watches as well as to tell the time.

The broadcast was without sound synchronization since experimenters were anxious to obtain data on the purely optical broadcasts, which are to be continued nightly, with efforts directed toward televising an ultra-small wrist watch which measures less than three-quarters of an inch in length and only a little more than



How television should look

a quarter of an inch in width. This has been accomplished in the W9XAO laboratories, but attempts to send the image over the air have resulted in too great distortion.

REGIONAL CHAINS

Offer a Distinct Service to Broadcast Advertisers

THE RADIO historian, in reviewing the year 1930, must necessarily record the development of the regional radio chain as one of its outstanding events. For, while the first of these groups of stations in the same area, linked together by wire into a network, was begun as early as January, 1927 (and that's away back in the history of broadcasting), it was not until this year that the idea became really popular. The reasons for this delay in development are not easy to understand; we are too close to the scene to have a proper perspective; but it is probable that the rise of these smaller networks could not take place until many advertisers who had been hypnotized by the glamour of hearing their names broadcast to the entire country began to realize that they were paying for a circulation that far exceeded their own sales territory and to look around for a less wasteful medium.

At any rate, the regional chains are now firmly ensconced in the advertising make-up of radio. The reason is not hard to see. The individual local stations furnish retail merchants with radio outlets suited to their needs. National advertisers are well served by the coast-to-coast networks. Manufacturers whose products have an uneven distribution—entirely rural, for example—or who wish outlets in a large number of cities not having chain stations, have found the use of recorded broadcasts a happy solution to their problem. But for the smaller manufacturer whose product is distributed only in one state or group of states, the most logical form of broadcasting is the regional radio chain.

An outstanding advantage of the regional chain, that of being close to its listeners, is cited by J. M. Gilliam, general manager of the Southwest Broadcasting Company,

a chain of seven Texas stations organized in April of this year. Four of these stations—KTAT, Fort Worth; KTSA, San Antonio; KGKO, Wichita Falls, and WACO, Waco—are owned outright by the company. The others—KTRH, Houston; WRR, Dallas, and KGRS, Amarillo—are independently owned.

"My contention," writes Mr. Gilliam, "is and has been for years that 90 per cent of a radio station is its programs. . . . As to our chain here in Texas, we know how to build and present programs that are pleasing and acceptable to our listeners; therefore we have an advantage over the NBC and Columbia chains in that it is hard for them to build programs with a general appeal—programs that will please the conservative New Englander, the Southerner and the progressive Westerner."

Of the first regional chain, the Northwest Triangle, Paul R. Heitmeyer, manager of KGW, writes as follows: "The three stations involved—KHQ, Spokane; KOMO, Seattle, and KGW, Portland—were acting in anticipation of a later need by advertisers whose merchandising area was only of regional proportions and who were needful of an advertising medium of smaller di-

critic - -

A DAILY radio review column, written by a New Jersey housewife, is a new feature of the New York Daily News. Each day she listens in to the various stations and records her reactions to their offerings. If her likes and dislikes are typical of the feminine audience, advertisers should pick up more than a few tips from her daily jottings.

mension than national advertisers. That the logic of those who foresaw this condition in broadcast advertising was consistent has been proved very definitely over the past three years.

"In addition to advertisers whose merchandising area is constrained only to the Pacific Northwest, the Northwest Triangle offers opportunities for radio promotion to national advertisers who are interested in placing their messages to people of the Northwest only. In the past, several important national firms have desired to cover the states of Oregon, Washington and Montana and have advantageously used the service of the Northwest Triangle in reaching this territory."

Outlining the organization of this group, Mr. Heitmeyer points out that each station is individually owned and that the Triangle is "simply a gentleman's agreement that the three stations will join in providing broadcasting service for advertisers who wish simultaneous coverage in their particular area. Any of the three stations involved has the privilege and is competent to produce programs for the entire Northwest Triangle."

He also adds that there is no thought of competition with the nation-wide networks, as "it seems illogical to us that, with the excellent service they offer, national advertisers should break up their coverage into localized areas when their sales message is of a nation-wide import and can be released simultaneously through such networks."

A SIMILAR picture from the other side of the country is presented by the commercial manager of the Yankee Network, in the following statement:

"The Yankee Network was established in February, 1930, with the
(Continued on page 26)

Broadcast Advertising

What Radio Brings to Direct Mail Advertising

By E. P. H. James*
Sales Promotion Manager, NBC

In Two Parts

Part II

MANY of our clients find that they can combine in one process both a dealer and a listener tie-up. Sometimes these plans are discovered by accident. One of our clients, for instance, included as part of his tie-up a weekly mailing of advance programs for publicity purposes. The people in charge of mailing these programs were surprised to find many of their dealers requesting these radio programs in quantities of 100 or more, and upon inquiry, they found that the dealers were using these to mail out to some of their good customers and prospects. The advertiser immediately got behind this idea and distributed many thousands of these programs each week to his dealers for redistribution to customers. Needless to say, every one of these radio program sheets carried a sales message.

Other clients have provided their dealers with facsimile theater tickets, which they mail to their customers and prospects. These tickets carry the name of the radio program instead of a stage show, and also give the time and the list of stations over which it may be heard. One amusing feature of these tickets is the way in which the seats are identified. Instead of the usual row and number, the ticket carries the legend "front row—best seat in the house—in your own home." Three million, one hundred and eighty-six thousand of these "house tickets" were sent out by one NBC client alone. Another of our clients distributed 2,098,179 similar tickets.

There is a never-ending flow of leaflets, postcards, envelope stuffers and facsimile letters passing through the hands of dealers all over the country and reaching millions of radio listeners everywhere. There

seems to be some human appeal in a radio program which makes it possible to interest even the most blase prospect. In order to arouse curiosity it is a good idea to print something on the outside of the envelope such as a few "electric" flashes and a radio microphone. Such a device greatly increases the likelihood that the contents of the envelope will be read with more than passing interest.

Other instances of the use of direct mail as a preliminary or "initial" supplementary medium for radio campaigns may be found in what we call "advance invitations to special groups." Stockholders, officials in a certain industry, associated manufacturers, factory employes and others, are typical of the "special groups" I have in mind. These invitations are sent out in advance of the program, and call special attention to certain features which may be of particular interest to the individual addressed.

When a program is dedicated by the advertiser to a particular industry which is an important outlet for his products, or when a prominent speaker distinguished in a special line of activity is scheduled to speak on a program, you will readily see the value of a mail tie-in which will call that program to the attention of those who should be especially interested in hearing it. An investment banking house, which has featured guest speakers on its programs, has sent out special notices of this kind, in quantities ranging up to 60,000, to such special groups as public utilities officials, Bar Association members, women's clubs, railroad officials and real estate boards. To date, they have used a total of 250,400 leaflets for this purpose. They have distributed 3,000,000 copies of talks made in their programs and have also sent out 150,000 radio program leaflets as



E. P. H. James

enclosures in mail confirmations to their customers.

There are also several examples of follow-up mailings to stockholders. One NBC client has sent these to 19,000 stockholders—another to over 88,000 stockholders. This last example included a special questionnaire asking their opinion of the program. Incidentally, this questionnaire was also sent to 32,340 dealers.

Another client with many thousands of employees sent a circular letter to every employee, signed by the president, and enclosing ten postcards which had to be mailed out on a certain date to ten friends of the employee concerned. In this way, the first program of the series was announced by mail to some millions of potential listeners.

The instances I have just quoted show that direct mail is used not only to secure the interest and support of dealers, but is also widely used to acquaint potential listeners, among special groups and among the general public, with the programs of broadcast advertisers.

SO MUCH then for the value of direct mail as an interest-arouser

(Continued on page 32)

*An address delivered before the Direct Mail Advertising Association at Milwaukee.

Rhode Island Bank Finds

MODESTY Is the Best POLICY

Historical Broadcasts Barely Mention Bank
but They Boost Its Deposits

By Mildred S. Sullivan

AFTER advertising by radio for a period of nearly four years, the Providence Institution for Savings, Providence, R. I., is convinced that excellent results can be obtained by a consistent use of that modern medium of publicity. The "Old Stone Bank," as it is universally called, has found that broadcast advertising linked with newspaper copy is a mighty profitable and powerful combination. In these four years their talks on historical subjects have grown until they have now become an institution. At present their program is the second oldest standing program to be broadcast in the State, which shows that interest has been maintained.

John W. Haley, treasurer of Haley & Sykes Company, advertising printers in charge of the bank's advertising, states:

"Account after account has been opened in direct response to the radio broadcasting. Many persons opening accounts tell the bank clerks and authorities that they came because they heard our broadcasts and liked them.

"To my thinking, it is the most concrete example of indirect advertising that I know of. Indirect ad-



John W. Haley

vertising is usually more powerful than direct, and these talks have proved after four years that they still hold interest and are attracting more listeners each week. To begin with, all radio programs either entertain or educate. The 'Old Stone Bank' program does both.

"The broadcasts consist of stories about the history of Rhode Island, given by the 'Rhode Island Historian.' Talks last ten minutes and

are given every Monday evening at 7:40, a time when people have finished the evening meal and are at liberty to read their newspapers and listen to their radios.

"Monday afternoon and evening newspapers always carry an announcement of the broadcast, telling briefly of the subject to be discussed and including a picture of some episode of the story. This newspaper tie-up we find important, for it reminds busy folks of the talks."

The program is announced as that of the "Rhode Island Historian," and only at the close of the talk does the Historian *very casually* mention, "By the way, this broadcast is sent to you by the Providence Institution for Saving, commonly called the 'Old Stone Bank,' where interest is paid from day of deposit to day of withdrawal."

This is the *only* mention of the bank's name, and is the only message issued in the interest of the bank. To this modesty Mr. Haley attributes the great success of the programs. He states, "It does not pay to preach saving or to tell people they should go to the 'Old Stone Bank' or any other bank and open a savings account. In these pro-

grams we never say anything like that, the bank name being only very casually mentioned as though it were quite unimportant.

"The most any advertising can do is to put the name before people in such a way that good-will can be created. And that's all we've tried to do. It doesn't pay to tell how wonderful your product or service is. Get over the business name in an unnoticeable way. That's what counts. If we mentioned the name of the bank before the talk and proceeded to give the usual radio message, I believe this advertising feature could never have been made such a success. People would have thought of it as just another advertising broadcast, either turning to another station or partly ignoring the interesting talks."

Talks include such subjects as "Roger Williams and Other Famous Rhode Islanders," "Indian Athletics," "The Old Pidge Tavern," and "The Great Swamp Fight." Every talk is made timely by tying-up with some news event. On election night, for instance, Mr. Haley describes an election night in days gone by, recalling torchlight parades and pressing some interesting phase of the politics of those days. At this writing, Bristol (R. I.) is celebrating its 250th anniversary and the talks for the period are recalling interesting phases of Bristol's history. A national marine disaster brought forth a talk on the burning of the Lexington. By thus featuring a news tie-up it makes the often dry and meaningless historical facts very interesting.

At the close of the talk, people are told that if they ask for it, they will be sent free of charge a booklet containing the talk just given. Booklets are available the following morning at either the main bank office or at either of its two branches. By having the booklets ready for prompt distribution, interest in the subject is maintained. Thousands and thousands of requests have been received for these printed booklets, which contain about 25 pages and are pocket size. An average of over 50 new requests a week are received and in the four years they have been broadcasting, thousands of requests have been received. When once a name is received, asking for the booklets, that



"A Doleful, Great, Naked, Dirty Beast..."

Such was the comment of Captain Benjamin Church as he viewed the body of the great Wampanoag chieftain as it lay in the mud of the Mount Hope Swamp. Church, the greatest Indian fighter of his day, was the man who threw the final line of English and Indian guards about King Philip's last encampment, making a net from which the latter could not escape.

Hear the Stories of "The Rhode Island Historian of The Old Stone Bank" Every Monday Evening, Station WJAR, at 7:20 P. M.

The Providence Institution for Savings "THE OLD STONE BANK"

Interest Allowed From Day of Deposit to Day of Withdrawal

Newspaper copy is used to advertise the programs.

name stays on the list to receive all others for the balance of the year thereafter. The booklet carries the name of the bank with a list of its branch offices.

This means that each week, booklets containing the talk given over the radio are mailed to at least 5,000 people who cared enough about them to write and ask for them.

Sometime ago a test was conducted to show whether this list was "dead" or "alive." Taking the first thousand names to be found on the list, they wrote to each of these people, asking if they still wanted the booklets. A card to be filled in was enclosed but, besides filling out the card, the recipient had to put it into an envelope and put a two-cent stamp on the envelope. The bank management decided that such a test as would put the individual to some little inconvenience would give a good idea of the number who still really wanted the booklets.

Out of the 1,000 letters sent out, 700 people requested that the booklets still be sent to them! Mr. Haley cites this unusually large "come-back" as one proof that the broadcasts are of lasting interest and not just a passing fad. The response showed also that, even though the talks had been given for nearly two years, a very large percentage of those first writing were still very much interested in them.

ONE of the most interesting phases of the campaign are the letters received in response to the talks. The good-will created can readily be seen by the things people write. One person asks for "a talk about the Old Hoyle Tavern, torn down to make room for a bank building. It is the place where my mother and father were married in the year 1843." Another person recalls one of the names mentioned as similar to her great-great-grandfather's name. Dozens have some personal phase which the talk brings back to their minds. Several persons have remembered their and their parents' first deposit at the bank. It is from these letters that the bank management can tell just what people think of the broadcasts—just what effect they have upon them as individuals.

The programs also are the basis for considerable word-of-mouth advertising by people commenting upon and talking about the historical events mentioned. Many of these are known to have caused much debating and to have aroused a great amount of interest.

"Outside of the immediate value of the broadcasts shown by the large number of new accounts opened at the bank, this good-will," states Mr. Haley, "is of very great future value. When my advertis-

(Continued on page 35)

Wanta Buy Some Time?

W. L. Earnshaw

General Manager, ARROWHEAD SPRINGS BEVERAGE CO., LTD., Los Angeles

Gives Some Advice to Sellers—and Buyers of Time on the Air

WHEN we were first approached on the idea of going on the air with the Arrowhead Quality Line of Beverages, we listened very carefully to the various radio salesmen and the stories they told of the marvelous results obtained by their stations. We were impressed but not convinced that radio would do one-half of the things claimed for it.

There was a reason for this lack of conviction on our part. In nine out of ten cases, the radio salesman was entirely to blame. He flitted into our hitherto happy life like a burst of sweet music wafted on a summer evening breeze. He entertained and thrilled us by his wide experience and his positive knowledge of music, patter, song writers, feature artists such as the Cecils and Andys, Sallys and Amoses, opera—grand, medium, and mediocre. He had but that morning breakfasted with Fairbanks, dashed out for a bite of lunch with Janet Gaynor, and was dated up for the evening to dance at the Roosevelt with Clara Bow. We listened, thrilled, speechless, spell-bound, as we cast a questioning eye on his red necktie and high peaked coat lapels.

"The beverage business? Why, there's nothing to it. It's simple. We will just put you on at 9:30 and when Jimmie Jones gets through with his opener, which is a regular stingaree, we will follow up with a piano solo by Susy Binks. Right there we have a break and throw a couple of red hot mamma numbers by Minnie Larue that will knock 'em off their seats, and then we will close with the entire ensam [That word left us cold.] of the studio—Jimmie Jones at his best, Susy at the piano and Minnie raggin' it all the way through. The

sax predominates. And I want to tell you about that sax we've got—"

"But, just a minute," we interrupted meekly. "Where does the advertising come in?"

"Why, it's all advertising! That program would sell anything."

"What, for instance?"

"Why, your Arrowhead Champagne water."

"What's that? We don't make any such beverage as that."

"Well, what do you make?"

"Various things," we replied apologetically, "such as Arrowhead Pale Dry Ginger Ale and several other ginger ales under different brands, and a half dozen fruit beverages under the Arrowhead brand."

"Well, that's immaterial. It doesn't matter much what you make; this program will sell it. I knew that you'd want this. I've got the contract all ready for you to sign. Four hundred and fifty dollars for 15 minutes and all you've got to sign for is 26 weeks in order to get this very special rate what was given to me by the owner of the station himself just this morning for you."

And that was our introduction to

coughless - -

"BE sure our announcer has a good clear voice," demanded the Smith Brothers of station WLW, Cincinnati, as they booked a program to advertise their cough drops. Always ready to please, the WLW program manager assigned the cough drop company the same announcer who presents football scores for Old Gold. He's a tenor who never coughs.

radio. Not one radio salesman in ten who called on us had the slightest conception of what we sold, where we sold it, who we sold it to, or in fact any of the A B C's involved in the average problem of marketing any product. They were usually near-actors, musicians, writers—anything, in fact, but salesmen. Usually just chaps who were taking a whirl at the radio racket.

Well, most of them are back with the vacuum cleaner in its accustomed groove over the right shoulder, and a new crop of salesmen has arrived. These boys cannot sing. They probably could not tell a note from a flyspeck. They have never worked in pictures; they wear garters, smoke, and occasionally, in a loose moment, have been known to take a strange woman to lunch. They do not know actors and don't care if they ever meet one. They are interested only in selling radio advertising and getting at the facts and figures of the sales and advertising problem involved in the advertiser's business to the end that radio delivers for the advertiser's dollar something more lasting than the echoes of a "red hot mamma" song.

It has been our pleasure to work with several radio stations on the Pacific Coast and in other parts of the country that have recognized the part which radio must play in order to take its rightful place as an institution of American advertising. These stations have had faith enough in their own proposition to try to sell radio advertising on its merits and to make no claims which could not be substantiated by actual facts.

Many, many weeks have passed since we first heard a deep voice from out the ether say, "Arrow-

(Continued on page 37)

TUNE YOUR PROGRAM TO YOUR MARKET

Iowa Program on Iowa Stations Increases Iowa Sales 50%

DES MOINES, IOWA, is one of the most coffee-ridden cities in the United States. Whenever a coffee manufacturer has a new advertising scheme or merchandising campaign to test out, he sends his crews into Des Moines for an intensive drive of anywhere from one to four weeks.

As a result, there are generally at least three or four of these high-powered campaigns going on in Des Moines almost all the time.

This is the situation confronted by Tone Bros., Des Moines' coffee roasters, in their "home" market. However, as a result of a most unusual radio-advertising-merchandising plan developed by Tone's last spring, they have not only fought off the threatened inroads of these aggressive competitors but have made substantial, and in some instances amazing, increases in sales on their leading product, Tone's Old Golden Coffee.

This coffee has been on the market for 57 years and has always enjoyed a favorite position in Iowa and the Midwest because of the choiceness of its ingredients and its exceptionally fine blending. So, in developing their merchandising plans for this spring, Tone's had a splendid background of public good will on which to work.

The unique radio idea which has proven so successful for them was the result of another purely local situation in Iowa. For a number of years the *Des Moines Register*, with a circulation of more than 200,000 throughout the state, has featured a humorous column known as "Over the Coffee." This column has come to exercise such an influence that it even figured prominently in helping to defeat a candidate for United States Senator at the last primary election in Iowa.

November, 1930

Who is
Indianola's
Most Charming
Hostess?

Tune in on
H. S. M. in Person

**"OVER THE
COFFEE"**

Friday Morning
8 to 8:30 A. M.

Station WHO

Sponsored by
The Midwest's Most Popular Coffee

**TONE'S
Old Golden**



Teaser copy used in small town papers.

Due to this wide spread public interest, Tone Bros. conceived the idea of employing Harlan Miller, author of this column, to conduct a similar "radio" column for them over the Central Broadcasting Company's stations, WHO and WOC. After much careful planning the plan was put into operation in March, 1930.

For three weeks in succession, grocers throughout the area reached

by these two stations were bombarded with a special mail campaign to let them know that Tone's Old Golden Coffee was going on the air, and whetting their interest in what the plans for the radio program might be. Then, four days before the broadcasts opened, a final announcement was sent to the entire trade announcing the hook-up between Tones Bros. and the author of "Over the Coffee" for a weekly radio column similar to his newspaper column.

Within six weeks after the first broadcast went on the air the orders for Tone's Old Golden Coffee had increased 50 per cent over the same six weeks of the previous year. Large posters were sent out to all dealers tying up the radio program with the newspaper column and with Tone's Old Golden. Photographs of the columnist and of a can of Tone's Old Golden Coffee were featured on the posters, as well as in newspaper and farm paper advertising throughout the territory.

The programs went on the air from 8 to 8:30 each Friday morning, reaching the housewives at a time when they were making up their grocery lists for the week-end, and appealing to them in a friendly and intimate personal way. Each broadcast was built in a chatting, rambling manner, consisting of Mr. Miller's comments on topics of the day, with comments on Tone's Old Golden Coffee woven in as a part of his talk, interspersed with five phonograph records during the half hour.

Not only was the response from dealers throughout the territory exceptionally gratifying, but the programs also produced a substantial, personal mail to the stations. This mail was followed up by Tone Bros. with cards, and of course dealers in

(Continued on page 36)

Airing Our Views

A CASUAL reader, glancing through a recent issue of *Editor & Publisher*, might suppose that the newspapers had declared war on radio. Such headlines as "N. A. E. A. Hits Radio Program Publicity" and "New England Publishers Ask Ban on Publicity in Radio Programs" do not indicate complete harmony between the broadcasters and publishers.

The reports do not entirely live up to those belligerent heads. The Newspaper Advertising Executives Association was generally agreed that radio columns are helping build up a competitor "which is actually diverting advertising revenue from the newspapers," but it "declined to take any formal action on the matter, holding that decision on what should be printed in the news columns ought to come from the editorial offices, rather than from advertising executives." The New England Daily Newspaper Publishers' Association adopted a resolution recommending a uniform method of listing radio programs "and that the listing entirely eliminate all mention of the advertiser and his product."

However, it is clear that these gentlemen of the press see in radio a dangerous competitor. Their logic runs like this. Newspaper advertising linage for the first nine months of this year fell off 10 per cent, while radio has gained 43 per cent in advertising revenue. Therefore, radio must be stealing some of the business that should be going into newsprint.

The truth is, however, that the newspaper business is an old, established industry, and like all such has suffered a setback due to the general business depression. Radio, on the contrary, is just getting its growth and, while it has grown somewhat to be sure, who knows how much more it would have increased in a good year?

This same thought is expressed in a bulletin on "What Advertisers Are Spending for Broadcasting," issued by the American Newspaper Publishers' Association. Comparing figures for the first six months

of 1930, the report states that "broadcasting shows a great falling off in 1930 in automotive advertising. The larger part of the loss for the same period in newspaper linage was under the automotive classification. Broadcasting figures also show gains under the classification of cigars, cigarettes and tobacco. These are the same classifications that show gains in national newspaper advertising."

William S. Hedges, president of WMAQ, Chicago, and radio editor of the *Chicago Daily News*, quoted from that report to the Inland Daily Press Association and added: "I do not believe it is true that the broadcaster is competing for the advertiser's dollar. I believe it correct to say that he is responsible for the advertiser increasing his appropriation beyond the dollar."

LIKE all editors, we receive a great deal of publicity on this, that and the other thing. Some of it contains valuable information, some goes straight into the wastebasket, and—far too infrequently—we get something like this, which we pass on verbatim:

Radio is, as the saying goes, making strange bedfellows.

Not, however, that we wish to bring up anything that had best be left unsaid, but we believe our eagle eye has ferreted out radio's greatest paradox or anomaly or—who started this thing, anyway.

In any event, if you will lend your ear of a Thursday evening to the Columbia Broadcasting System, no less, you will be entertained by a dramatic program which the Hamilton Watch Company of Lancaster, Pa., has a notion will sell more Hamilton watches.

If you are interested enough to check the list of stations over which this program is carried you will notice one, WKRC, at Cincinnati. And, if you are in the know, radioly speaking, a chuckle of amusement will pass your lips. For WKRC is the Gruen Watch Makers' Guild station, and the Gruen Watch Makers' Guild, as you may have suspected, also makes watches and also has some notions about selling more of them. However, each and every Thursday night at 8:45 p. m., eastern standard time, radio listeners throughout the countryside of Cincinnati hear a Gruen announcer ex-

tol the virtues of the Hamilton watch, and thirty minutes later they hear the same man, working without the aid of mirrors or a falsetto voice, sign off the program with a paean of Hamilton praise.

"How come?" asks you. Don't ask us," says we. "We're not Calvin Coolidge." Ask Mr. Hamilton (by the way, is there a Mr. Hamilton?) or Mr. Gruen.

Not the least amusing part of the story, which was surprisingly omitted, is that the J. Walter Thompson Company, source of the news, is the agency directing, not the Hamilton, but the Gruen account.

* * *

JAMES CLARK, of WKY, who recently made an inspection tour of Chicago and points east, dropped in at our office at that time to talk things over and tell us what a good job radio is doing in Oklahoma City. "The merchants down there are sold on broadcasting, and they know how to use it, too," he said, and by way of illustration he told this incident.

It seems that one day last summer O. O. McIntyre closed his column, which is syndicated to the local paper, with a remark to the effect that nothing makes a man look cooler on a hot day than a blue and white polkadot tie. Clark read the item and immediately called on the leading department store. Inside of an hour every clerk in the store was wearing a blue and white tie; a window display of them had been installed; and the columnist's words were on the air. That was Friday. By Saturday night every man in town had a tie of this variety—and the store had none. Over night, broadcasting had emptied the shelves and filled the cash register.

* * *

ONE of the most interesting and attractive mailing pieces we have seen recently comes from the Columbia Broadcasting System. Printed in black and two shades of blue, it graphically drives home to its reader the story of CBS's extraordinary growth and points out the advisability of going on the air now.

Incidentally, it is also interesting—to us, at least—to see one of the

BROADCAST PERSONALITIES



Leonard F. Erikson, CBS, Chicago



John Clark, WLW, Cincinnati



Ralph R. Brunton, KJBS, San Francisco



Leon Levy, WCAU, Philadelphia



Thomas F. Smart, KJR, Seattle



R. V. O. Swartwout, WCAO, Baltimore



Jack Barnet, KGW, Portland, Ore.



George W. Trendle, WXYZ, Detroit



C. Merwin Dobyms, KGER, Long Beach

major networks practicing what it preaches to its clients: that while radio is often effective alone, its results are usually increased by the proper use of other advertising media.

McClure Takes Over Radio News Bureau

THE Radio News Bureau, a service for daily newspapers concerning the various aspects of radio issued by Martin Codel from Washington, D. C., has been acquired by the McClure Newspaper Syndicate. The service will continue under Mr. Codel's direction.

New McAleer Series

A NEW series sponsored by the McAleer Manufacturing Company, Detroit, maker of polish and cleaner for automobiles, is on the air over 26 stations, featuring "Scrappy" Lambert and "Artie" Dunn as "Mac and Al." The programs are recorded by the World Broadcasting System under the supervision of Campbell-Ewack, Detroit, agency in charge of the McAleer advertising.

Government Abandons Program Survey

THE plan to study the programs of all broadcasting stations in the United States and to thereby evaluate their service to the listening audience, announced last summer by the Radio Division of the Department of Commerce, has been given up. A test study made of one of the Washington stations showed that the job was entirely too big to be properly done by the district supervisors unless they discontinued all of their regular duties of checking the technical operations of the broadcasters.

Specialties on Air

BROADCASTING and newspaper space make up the fall advertising program of the Thompson Specialties, Inc., Springfield, Mass. William B. Remington, Inc., has been appointed to handle the account.

Armco Band on WLW

A FALL series of weekly concerts by the Armco Band of the American Rolling Mills Company, Middleton, Ohio, is under way at station WLW, Cincinnati. Members of the band are all employees of the mills, who do their practicing at night.

KWK Buys KMOX 5,000 Watt Transmitter

ACQUISITION by KWK, St. Louis, of the 5,000 watt transmitter of KMOX, also St. Louis, was announced by Thomas Patrick Convey, president of the Greater St. Louis Broadcasting Company, owner and operator of KWK. The transmitter has been replaced at KMOX by a new one with 50,000 watts output, with which power it is now authorized to broadcast.

Lutheran Laymen Sponsor Program

A COMPARATIVELY new broadcasting venture is the Lutheran Hour, which goes on the air over the Columbia network every Thursday night. It is the aim of the Lutheran Hour to provide music of the highest order, together with a brief 10-minute address by Dr. Walter A. Maier of Concordia Theological Seminary, St. Louis.

These programs are sponsored by the Lutheran Laymen's League, and are under the direction of George S. Johnston, Jr., radio director of Lyddon, Hanford & Kimball Advertising Agency, Buffalo, N. Y.

WBEN Joins NBC Network

BEGINNING November 15, radio station WBEN, operated by the Buffalo Evening News, will be associated with the National Broadcasting Company. This station operates on a frequency of 900 kilocycles with 1,000 watts power.

A. & P. Takes Morning Periods

IN ADDITION to its regular Monday evening program by the A & P Gypsies over the NBC network, the Great Atlantic and Pacific Tea Company is now sponsoring a series of daily morning talks on "Our Daily Food," facts and news about food gathered from such sources as the United States Department of Agriculture, Bureau of Home Economics, Department of Commerce, Public Health Service, etc., over the same chain.

Agency Opens St. Louis Office

OPENING of a St. Louis office, the eighth which it maintains in the United States and Canada, has been announced from the Chicago offices of J. Walter Thompson Company, International advertising agency.

The St. Louis office, located in the Arcade Building, will be in charge of Seymour Soule, now with the Chicago office. Other members of the staff will be John T. Urice and John L. Van Zant of the Chicago staff and George Allen of the Cincinnati office.

Cookies on Air

THE Robert A. Johnston Company of Milwaukee is sponsoring a series of programs over WTMJ, Milwaukee, to advertise its line of cookies.

Hal Lansing Joins WHBY

HAL LANSING, formerly of the staff of WLS, Chicago, has been appointed commercial director of station WHBY, West De Pere, Wisconsin. This station recently dedicated its new transmitter, which is of 100 watts output capacity with 100 per cent modulation.

Chains to Aid Unemployed

OFFICIALS of both coast-to-coast networks have offered their services to President Hoover's Emergency Committee for Employment and plans are now being worked out by the committee to take advantage of these services.

4 A's Hold Group Meetings

THE American Association of Advertising Agencies is undertaking an organized program of Media, Accounting, and Radio group meetings during the coming year.

To make the benefits of group discussion and action available to as many members as possible, each of the A. A. A. district councils, New York, New England, Philadelphia, Western and Southern, have organized groups in each of the three fields. The first meetings were held during the latter part of October and early in November.

Subjects for discussion are selected on the basis of greatest current importance. Meetings will be held as often as important questions need attention. John Benson, president, or F. R. Gamble, executive secretary, will be present at all meetings to present material.

Statement of the Ownership, Management, Circulation, Etc., Required by the Act of Congress of August 24, 1912.

of "Broadcast Advertising," published monthly at Chicago, Ill., for October 1, 1930.

State of Illinois, County of Cook, ss.— Before me, a notary public in and for the state and county aforesaid, personally appeared G. W. Stamm, who, having been duly sworn according to law, deposes and says that he is the publisher of "Broadcast Advertising" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:

Publisher—G. W. Stamm, Chicago, Ill.
Editor—R. B. Robertson, Chicago, Ill.
Managing Editor—None
Business Manager—G. W. Stamm, Chicago, Ill.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)—G. W. Stamm, Chicago, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: L. E. McIlvain, Chicago, Ill.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

G. W. STAMM,
Business Manager.

Sworn to and subscribed before me this 25th day of September, 1930.
(Seal). LILLIAN CONRAD.
(My commission expires May 17, 1932.)

Broadcast Advertising

NEWS

FROM HOLLYWOOD

FIVE new series of outstanding programs are now available on Continental electrical transcriptions. They include—

A second series by the BOSWELL SISTERS. This trio of southern crooners proved so popular with their first recordings that we present with considerable enthusiasm this new series of up to the minute songs.

A second series by GILLUM AND ATTERBURY. These "Two Daffydils" have clowned their way into the friendship of millions of radio listeners everywhere. This new series is louder and funnier than ever—enough said!

THE CONTINENTAL TRIO—California's latest contribution to the real art of interpreting current popular tunes. These three boys double on piano, violin and guitar in the most interesting arrangements we have yet heard—and their singing simply stops all comparison.

CLIFF AND LOLLY—The nuttiest of radio nuts. They pack an incredible amount of entertainment into each program. You don't know what "goofy" means until you've heard these boys—and we know you will like it.

A continuity feature specially prepared for daily presentation. MARGE AND DELYSIA—Two good old troupers each weighing over two hundred and fifty pounds are fired from the small-time vaudeville circuits and decide they want to go to Hollywood and break into movies "in the worst way." That is just the way they do it. You will laugh at them and love them—

Wire, phone or write us for information on these new features. Of course, these programs are sold on an exclusive basis to each community. Prompt action will secure them for you.



Radio Follies Brings Listeners First Sponsored Broadcast from Holland

WHEN Hendrik Willem Van Loon, noted author, speaks from his home in Amsterdam at 3 A. M., Holland time, to address American listeners to the Radio Follies, sponsored by a number of retail jewelers throughout the country, on November 14, it will be the first sponsored speech from that country and the second trans-Atlantic sponsored broadcast. The first came from France about a year ago, when Maurice Chevalier spoke on the Paramount-Publix hour.

That this unusual feature should occur as part of the Radio Follies is not surprising. From its inception, this series has been anything but ordinary. Even its basic idea is different. Most chain programs are sponsored by a single organization; a few sustaining programs have been sold to local sponsors by individual stations, with a tag credit line at the end of the chain program; but the Radio Follies is the first program specifically designed for sponsorship by a different dealer in the same commodity in each town where the program has an outlet.

These broadcasts are presented to sell jewelry. The continuities are concerned with jewelry in some form or other; the theme song, which is offered free to any listener who writes for it, is "The Gem of My Heart"; no firm or association is mentioned in the program itself, but the station break is so arranged that the local announcer can tell his audience any message that the local sponsor wishes.

Each broadcast is built like a revue, with a number of scenes, one of which is always a real production number from a current Broadway show. Guy Lombardo and his band furnish the music, and Norman Brokenshire is master of ceremonies.

Newspaper copy and direct-mail advertising has been prepared for the retailers

to use in conjunction with the radio schedule. The newspaper advertising in each case invites the public to attend the Radio Follies. It carries the name of the retailer in that particular locality and also the name of the station of the network over which the inhabitants of that section may hear the program.

The direct-mail material is of a similar nature. The pamphlet prepared for each retailer to send out is an invitation to attend the Radio Follies and, further carrying out the show idea, has attached to it a standard-sized theater ticket good for an A-1 seat to the show. Here again each retailer uses his own name as sponsor of the show over his local station. In addition to newspaper and direct-mail material, window displays have been prepared in the form of theatrical photographs of the various stars who will appear in the Follies.

The programs are originated and developed by the Biow Company, Inc., New York advertising agency, whose president, Milton H. Biow, personally directs the entire production of each broadcast.

KGER Publishes Brochure

KGER, in Long Beach, Calif., has issued a new sales brochure in the form of a file folder which may be filed away for future reference. It contains photographs of the station, studio and staff groups, together with various illustrative information. The double page center spread depicts the coverage of the new 1,000 watt RCA-Victor screen grid transmitter through the medium of a geographical layout.

Gets Cosmetic Account

HOWLAND, Oliphant & McIntyre, Inc., has been appointed to direct the advertising of June Days cosmetics and perfumes. Broadcasting, magazines, newspapers, and business papers will be used.

SPONSOR'S PLACE IN BROADCASTING

(Continued from page 11)

having a one-time sponsored broadcast over the Columbia network actually draw 150,000 inquiries from radio listeners. This broadcast was the Tydol-Veedol program celebrating Rear Admiral Byrd's homecoming, offering a booklet that was mailed to one out of every 200 homes in the United States as a result of a single hour on the air! It is interesting to note, also, that three-quarters of the inquiries were addressed directly to the client and not to the stations that broadcast the program.

There are few examples in the history of advertising to match this distribution of the story of a commodity, tied in with one of the great news events of the decade.

The Tydol-Veedol case is but one index of radio response. It represents a one-time broadcast, a front-page personality, a nation-wide audience and the perfect use of an unquestionable testimonial. In no other way could this story have been carried into so many homes without prohibitive expense. The cost of obtaining these inquiries by radio was seven cents each!

The radio history of the MacFadden publication, True Detective Mysteries, is as interesting as the Tydol-Veedol broadcast. The object of the program, of course, was to increase the 190,000 circulation of the book. Dramatization of True Detective thrillers, plus a thorough merchandising of the program to

We asked 8,000 Omahans to name their favorite station —

and 81% chose

K-O-I-L

"The Voice of MonaMotor Oil"

Folks in this prosperous mid-western market have money to spend . . . and spend it!

Business is good. Folks eat well, dress well and enjoy the better things of life.

The overwhelming majority prefer K-O-I-L programs over all others. Advertisers desirous of getting maximum returns from their advertising dollar cannot afford to overlook K-O-I-L in covering this rich market.

Studios in Council Bluffs, Ia., and Omaha, Nebr. Full time wave length. Average daily schedule of 16 hours.

Address inquiries to

RADIO STATION K-O-I-L

Commercial Dept.

Council Bluffs, Ia.



A Study of Responsiveness in Pittsburgh

The map above at right shows the responsiveness of W C A E's intensive coverage in the Pittsburgh industrial district. Key numbers in map show letters received. More than 160,000 letters were received between January 14th and April 10th, 1930. Results are actual compilation from 87,279 of these letters from the immediate district. In this list mail was received from thirty-two states, District of Columbia, Canada and Hawaii. The map insert shows Allegheny County (Pittsburgh) coverage.

Here is a new conception of station utility and advertising service. Not only has the intensive coverage of this important market been analyzed but a special study has been made of the actual responsiveness of this great audience.

Through the careful analysis of 160,000 real listeners, W C A E, Pittsburgh, now offers the facts on its extensive and intensive influence in the Pittsburgh district.

This data, together with other factors such as W C A E's modern studio and transmission apparatus and the notable prestige which this station enjoys in the Pittsburgh area, have been concisely compiled in a convenient reference booklet.

Advertisers and advertising agencies interested in unusually thorough as well as economical coverage of a prosperous market of close to a population of four million, will find in this booklet, not unsupported statements, but a serious analysis of what can be obtained in the Pittsburgh field—"The District that Listens to W C A E."

Send for this booklet now, whether for immediate use or for reference. Address

WCAE - Gimbel's
in Pittsburgh
 100% MODULATION

Power: 1,000 Watts

Frequency: 1220 Kc.

Equipped with double turn-tables for both 78 r. p. m. and 33½ r. p. m. (Western Electric)

the public during the first few broadcasts, soon made this feature one of the most exciting on the air. And in six months the circulation of True Detective Mysteries reached 690,000, a gain of half a million copies.

Similarly, the True Story hour, broadcast every Friday evening over the Columbia network, with "Mary and Bob" dramatizing heart-rending confessions from the pages of the magazine, is now in the front rank of popular leaders.

Resultful broadcast advertising, however, is hardly restricted to the appeal of news-events or such "naturals" as selling entertainment by means of entertainment.

The Graybar Electric Company, after 52 weekly broadcasts of the inimitable bickering of "Joe and Vi," has found, by an independent survey, that its share of the radio audience is 1 out of 5.5 listeners, a tremendous following. Its investigation established that 90 per cent of its audience gives favorable consideration to Graybar products.

Stories of definite sales based on Graybar radio advertising are not lacking. One dealer reports that on a Wednesday morning following the program, 14 telephone inquiries about a new Graybar washer were received, and four of these resulted in immediate sales. To quote from a Graybar announcement to its dealers of the new radio schedule for the coming year: "Because of the multiplicity of our lines, we can scarcely expect our newspaper and magazine advertising to dominate in

any particular field. Broadcast advertising, however, differs from all other media in that its effectiveness spreads out to every product sold by the advertiser. When it creates a field of friendliness and even obligation on the part of a listener, that good will may express itself in the purchase of a radio set, a washer, a car of hardware, or a coil of BX."

Mr. Vincent Claussen, advertising manager of Devoe & Reynolds, said recently that "all forms of advertising media have been used by Devoe & Reynolds, including newspapers, magazines, bulletin boards, poster advertising, direct-by-mail, but we never before used an advertising medium that has been met with such a great reception by our dealers. They have literally gone wild over it. I do not know of a single advertising medium that has the merchandising value of broadcast advertising. . . ."

And another quotation from a statement by Mr. S. J. Phillips of the Phillips - Jones Corporation, whose brilliant Van Heusen program has recently begun a new season on a greatly increased hook-up over the Columbia network: "Broadcasting has played a large part in our campaign to introduce Van Todd, a new style collar, and Collarite Shirts, a newly patented article. . . . While there is no definite means of checking results, there has been a consumer demand which has sent our sales volume well ahead of last year."

These quotations from success

stories could be read until we all grew weary. They include almost every type of product and every merchandising objective, for radio is an extraordinarily flexible medium. Its unique entertainment values and the very ease with which it can be heard are its passport everywhere.

More important, however, than the sense-channel through which an advertising message reaches the mind is the impression it makes once it gets there. Radio transcends the psychological difference between eye and ear advertising. It does the prime job of advertising better probably than any other medium today. It can—and does—repeat the name of a product time after time to millions of prospects under the most favorable circumstances. Radio, almost overnight, can—and does—make a trade-name a household word. It establishes familiarity and good will with amazing rapidity, simply because it reaches an immense fraction of the buying public and does not fail of its promise to deliver entertainment, information and the excitement of a super front-page, at the turn of a dial!

Chamber of Commerce Appoints Bott Agency

THE Chamber of Commerce of Vicksburg, Miss., has appointed the Bott Advertising Agency of Little Rock, Ark., to handle its advertising. The advertising campaign is based on a three to five-year program. Newspaper, farm publications, radio, and direct mail will be used.

**W
I
B
W**

The
CAPPER
PUBLICATIONS
RADIO
STATION—

◆ TOPEKA ◆

Member
Columbia Chain
(580 Kilocycles)

Dominant

Kansas

Coverage

RADIO'S GREAT UNTRAVELLED HIGHWAY— AFTERNOON TIME

RADIO broadcasting, the powerful, compelling voice of advertising, presents another of its potentialities—AFTERNOON TIME.

The keen competition of advertisers in securing the supposedly best morning and evening time spots, the rapid development of radio, and the over-crowded condition of morning and evening time—all these have tended to hide the light of afternoon time under the proverbial bushel. Radio has a well defined circulation and competing advertisers are dividing this circulation into so many parts that the responsiveness of the whole radio audience tends to be reduced. It is like the law of diminishing returns.

Afternoon time, however, presents a relatively clear field. In exploiting the value of other time spots, afternoon time has been overlooked. It has been left for that advertiser keen enough to take advantage of the complete responsiveness of an afternoon audience. For there is every evidence, as indicated by results, that an interesting, entertaining, or instructive program can and does secure the valuable attention of a receptive audience.

Is the over-crowded condition of morning and evening time to remain? Or, are there some advertisers who are seeking to take advantage of radio time that is free of competitors' programs; time that can be purchased at half the cost of evening time; and a period where the advertiser need not spend the thousands upon thousands of dollars necessary to build an evening program outstanding enough to receive the full attention of an audience?

Scott Howe Bowen, Inc., is anxious to give you more information on the value of afternoon time. A letter or a call to any of our five offices will bring this information and the valuable advice made possible by our long and varied experience with radio, and with many of radio's most important advertisers.

**RADIO
STATION
REPRESENTATIVES**

SCOTT HOWE BOWEN, Inc.

CHRYSLER BUILDING

NEW YORK

Chicago

Philadelphia

Detroit

Boston

REGIONAL CHAINS

(Continued from page 12)

following stations: WNAC at Boston, WEAN at Providence, and WLBZ at Bangor. Later, during July, WNBH at New Bedford and WORC in Worcester were added.

"The Shepard Broadcasting Service, Inc., the operators of the Yankee Network, own and control Stations WNAC, Boston, and WEAN, Providence. The other three stations are owned individually and time is leased from these stations by the Shepard Broadcasting Service.

"The adoption of a New England network was a necessary step for New England radio advertising. Because of the wave-lengths of the various stations, certain parts of New England failed to receive coverage from New England stations. A large number of advertisers desired to use the New England field for their broadcasting and the establishment of the Yankee Network

solved this problem. Of course this network will never supplant either of the two national chains. It supplements their work and makes it possible for a concern which desires exclusive New England coverage to intensify its New England distribution and advertising.

"The establishment of the Yankee Network made it possible for an advertiser to get the only complete New England coverage obtainable at present at one cost for talent. Another advantage of this network is the fact that New England can be very readily used as a proving ground for certain radio advertisers. The newspaper tie-up is ideal because there is a newspaper for every class and type of prospective buyer in New England. This makes it possible for an agency or a client to make a most complete experiment in a certain territory in order to ascertain whether or not the national expenditure of advertising money would be desirable.

"Then again, in any regional network there must be a key station. This station necessarily must be the leader in the particular region where the network is formed. It offers the smaller stations who are hooked up to the key station an opportunity to get from that station certain sustaining and commercial programs which will increase the listening audience of the smaller stations, thereby maintaining interest locally in the local radio stations and placing before the audience covered by the small local stations the same opportunities for radio reception as are offered by the larger stations in

the localities served by the regional network.

"In a great many cases there are still weak receiving sets which can get nothing but local radio stations. The advertiser is as anxious for these listeners as he is for those who have the more powerful sets and who can reach out for their radio programs.

"From the advertiser's standpoint, the Yankee Network centralizes his activities and, instead of doing business with six or eight stations, he does business with one station. The same story holds good as far as the arrangements for talent. Everything is centralized. This is a great saving in time and money.

"Everything being considered, the regional network is a decided adjunct to radio broadcasting in general. It is a natural growth of radio, non-competitive and necessary."

WHILE the name "neighborhood networks" is sometimes applied to all regional chains, it is most appropriately used in connection with the Metropolitan Morning Group. This chain consists of three independent stations, WOV, WEVD and WKBQ, all of New York City, whose transmitters are located to cover the important residential districts of that city.

Another hook-up that perhaps should not be classed with strictly regional chains is the Radio Quality Group, consisting of WOR, Newark; WLW, Cincinnati, and WMAQ, Chicago. Situated as they are, these three stations cover a high percentage of the country's buying

KWCR

CEDAR RAPIDS, IOWA

A Popular Station in a Populous Area

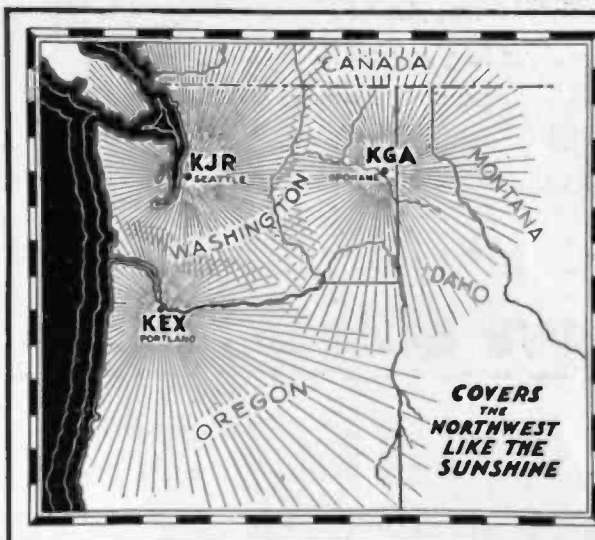
Over 20 National Advertisers

In one of the richest agricultural and industrial centers, K W C R will serve you profitably either for announcement, disc (33 1/2 or 78 R.P.M.) or sponsored programs. Evidence of pulling power without obligation on request.

CEDAR RAPIDS BROADCASTING CORP.

CEDAR RAPIDS, IOWA

Established over 8 years



NORTHWEST'S MOST POPULAR CHAIN

KJR-KEX-KGA

SEATTLE
970 KCS.

PORTLAND
1180 KCS.

SPOKANE
1470 KCS.

POWER

INTENSIVE COVERAGE

5000 WATTS

REPRESENTATIVES

M^CELHINEY & ASSOCIATES
SCOTT HOWE BOWEN, INC.

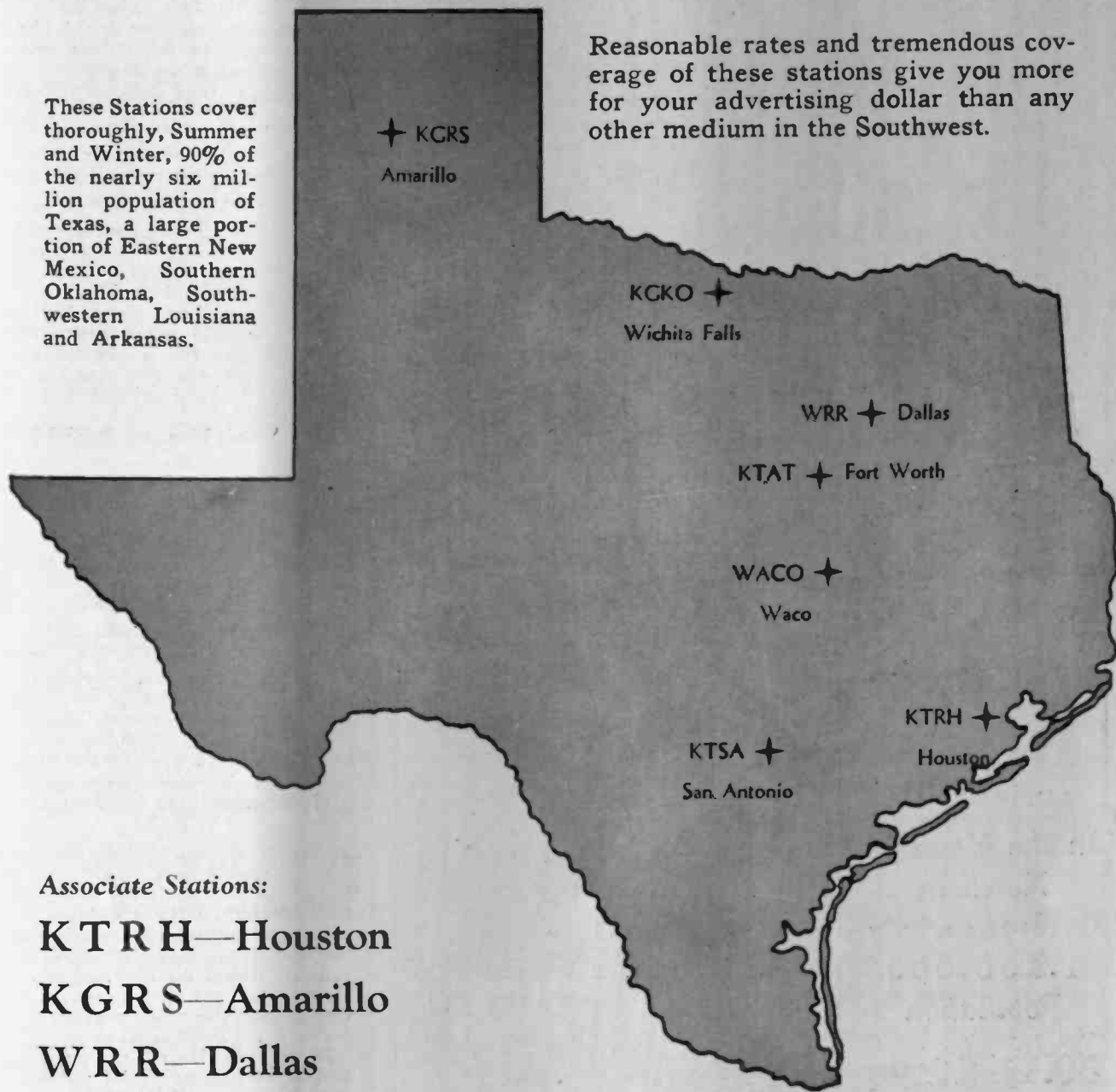
NORTHWEST BROADCASTING SYSTEM, INC.

GENERAL OFFICES, HOME SAVINGS BUILDING, SEATTLE.

Serving the Great Southwest

These Stations cover thoroughly, Summer and Winter, 90% of the nearly six million population of Texas, a large portion of Eastern New Mexico, Southern Oklahoma, Southwestern Louisiana and Arkansas.

Reasonable rates and tremendous coverage of these stations give you more for your advertising dollar than any other medium in the Southwest.



Associate Stations:

K T R H—Houston

K G R S—Amarillo

W R R—Dallas

For individual rates or chain hook-up on these stations address:

SOUTHWEST BROADCASTING COMPANY

AVIATION BUILDING

FORT WORTH, TEXAS

power and are used as a group mainly by national advertisers, or at least by those with rather complete distribution east of the Mississippi.

Other regional chains are:

The Don Lee Broadcasting System, established in December, 1928, and including stations KHJ, Los Angeles; KFRC, San Francisco; KMJ, Fresno; KWG, Stockton, and KFBK, Sacramento, all in California. (KOIN, Portland, Ore.; KFPY, Spokane; KOL, Seattle, and KVI, Tacoma, are members of the Columbia Don Lee Broadcasting system.) Stations KHJ and WFRC are owned by Mr. Lee; the others are individually owned.

The Northwest Broadcasting System, Inc., comprises stations KJR, Seattle, and KGA, Spokane, both owned by the corporation, and KEX, Portland, independently owned.

The most recently organized regional radio chain is the United Broadcasting Company, Ltd., which began operations early this month. Its nine stations reach from Belling-

ham, Wash., to San Diego, Cal., offering complete Pacific Coast coverage to advertisers. Detailed announcement of its organization will be found on page 34 of this issue.

Magazine Sponsors Talks

MERLE THORPE, editor of the *Nation's Business*, returned to the air on November 10, inaugurating over a National Broadcasting Company network a new series of programs entitled "How's Business"? His talks will be heard for fifteen minutes each Monday.

Mr. Thorpe will undertake to interpret current business events as seen in Washington. He will analyze and discuss the unusual and exciting things that occur in the business world and their possible effect upon the lives of the people.

Fairall Appointed by Feed Account

SARGENT & COMPANY, Des Moines, Iowa, has appointed Fairall & Company, of that city, to direct the advertising on its livestock and poultry feeds. Broadcasting, direct mail, farm papers and newspapers are to be used.

New York Bank Broadcasts

THE Central Savings Bank of New York is sponsoring a series of programs over WABC, New York. A harmony team and a dialect comedian are featured.

New Columbia Link at Hartford

STARTING on or about December 1, the Columbia Broadcasting System will have a direct outlet in Hartford through Station WDRC, operated by Franklin M. Doolittle and recently moved from New Haven to Hartford.

The new Hartford station will be on the Columbia basic network and afford listeners the same full 17-hour service which listeners in the New York territory receive from WABC. Station WDRC has 500 watts with a wave length of 1,330 kilocycles or 225.5 meters.

Farm Papers Sponsor Broadcast of Husking Bee

THE national corn-husking contest to be held November 14 at Norton, Kan., will be broadcast over an NBC network under the sponsorship of the Capper Farm Press and the Standard Farm Papers. So many special lines must be strung to carry this broadcast that its cost will be greater than that involved in putting the world series on the air.

Best Knit Hose on WBBM

A NEW program series over WBBM, Chicago, is sponsored by the Milwaukee Hosiery Company, advertising its Best Knit stockings. A contest program, with prizes for listeners, is used. Harold W. Mesburg, Inc., Milwaukee, is directing the account.

Estey Organ Broadcasts

A NEW Sunday afternoon feature at WGBS, New York, is an organ recital by William J. Kraft, noted organist, who broadcasts directly from the studios of the Estey Organ Company, sponsor of the broadcasts.

NBC Assumes Control of WTAM

RADIO station WTAM, Cleveland, for several years an associate station of the National Broadcasting Company, has been leased by that company, which has assumed full control of its operations. The organization of WTAM, which is one of the few stations with 50,000 watts power, will remain unchanged under the new regime.

This is the sixth station to fall under NBC control. The other five operated by this chain are: WEAJ and WJZ, New York; KGO, Oakland; KOA, Denver; and WRC, Washington.

The Columbia Broadcasting System owns, either outright or partially, stations WABC, New York; WBBM, Chicago; WBT, Charlotte, N. C.; KMOX, St. Louis; and WCCO, Minneapolis. In addition, Station WPG, owned by the municipality of Atlantic City, is leased and operated by Columbia.

New Campaign for Heater

RADIO and newspapers are the media chosen by Brinckerhoff, Inc., Chicago agency, to advertise the Lucky Lux, an electric water heater manufactured by the Lux-Visel Company.

KJBS

SAN FRANCISCO

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

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

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



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

1380 Bush Street

OR dway 4141

GREETINGS!

Radio Broadcasters at Cleveland



A Message to the Broadcasters in Convention

Several years' intimate contact with the broadcasting industry has given us an insight into your problems, many of which we sincerely hope will be satisfactorily settled by you in convention at Cleveland.

As station representatives we have been instrumental in placing many thousands of dollars in broadcast advertising over your stations. We have done this without disturbing the relationship between agencies and their clients, either financially or otherwise.

Primarily we are radio station representatives. However, at the same time we render a service to advertisers and agencies which can be carried on only through the maintenance of an organization with a highly specialized personnel.

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

*Electrical Transcriptions
by Columbia*



A. T. SEARS & SON, INC.

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

520 North Michigan Avenue, CHICAGO

Cleveland: C. A. THOMPSON, 850 Euclid Avenue

**National Battery Company
Broadcasts College Programs**
THE National Battery Company of Saint Paul is sponsoring a new series of broadcasts over a National Broadcasting Company network. The programs are called "College Memories" and feature a male quartet, singing each week the outstanding song of some university. The continuity of the program is built around the interesting places on the campus of that university.

9 YEARS AGO
W DAY

was the popular station in the northwest — in fact it was the only station in the northwest.

W DAY

still holds this enviable position.

W DAY

is the northwest's oldest, most popular radio station.

W DAY, INC.

1000 watts—100% modulation
 940 kilocycles 319 meters
 Fargo, N. D.

**GOOD MUSIC MAKES
 GOOD SALES**

(Continued from page 9)

certs. Several cases were reported where the purchaser specifically requested installation of the set "in time for the Stokowski concert." Philco sales are automatically recorded by a production check system which keeps production at a level consistent with demand through weekly jobber sales and inventory reports, so that a direct connection between the broadcasts and the sales increase was clearly established.

Early this year the character of the weekly Philco broadcasts was radically changed, and the present excellent symphony orchestra, organized with broadcasting requirements in mind, became the vehicle for Philco's air advertising. People listen to it regularly and, we feel sure, are persuaded to buy sets. A recent request for suggestions from the radio audience brought out not only that the program had a large body of listeners but also that they wanted the best music. Numbers were requested which had never before been heard on the radio and which would be familiar only to consistent concert-goers!

THERE are several reasons for the excellence of the symphonic program as a sales medium. Outlined briefly, they are:

1. It reaches an excellent class of prospects, in both the low and the high income classes. In view of the fact that the Philco receiver

ranges in price from \$49.50 to \$350, this factor is an important one.

That the high-income class is interested in symphonic music can scarcely be questioned. The experience of various symphonic orchestras in presenting municipal concerts proves that the middle and low income classes are equally interested. Both the Philadelphia Orchestra and the New York Philharmonic have enjoyed capacity audiences during their summer concert series and it has even been found necessary to plan the enlargement of the Robin Hood Dell Stadium in Philadelphia to accommodate larger audiences.

People of all classes are profoundly affected by good music—it is the art that requires the least study and preparation to understand and appreciate. As a result, Baby Grand Philcos at \$49.50 are sold just as well as the Deluxe Concert Grand models by the symphonic program. More sales in the high-income class are obtained than would be attracted by other types of programs and as a general rule these are better credit risks.

2. The music lover is a natural prospect for the radio manufacturer. Unless he lives in one of the large centers, his only opportunity for hearing good music capably interpreted is by means of the radio. Furthermore, he has learned to differentiate between cheap music and good music; usually this educated taste leads him to demand good reception as well, reception which ac-



MEXICO!

... A field for broadcast advertising where this type of publicity is still novel; and to a people to whom Radio furnishes the chief means of everyday diversion and information.

... The entire listening public, an audience of educated people of high purchasing power, is thoroughly covered by these 1930 stations:

XEW - XET - XES

5,000 watts RCA
 100% modulated

500 watts

500 watts
 100% modulated

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

Representatives: Western McElhiney and Associates

Eastern Scott Howe Bowen, Inc.

Mexico Wendell Cox
 RCA-Victor Agency, Tampico

curately conveys the tones and shadings of the orchestra he listens to without blurring or distortion. He is receptive to the suggestion that the music he enjoys would sound even better heard over a new, modern radio.

3. The symphonic audience is an attentive one. One dances or plays bridge to the music of a dance orchestra, but one gives complete attention to the symphony concert. Consequently, the advertiser can rest assured that every home tuned in to his program is listening intently to the broadcast his dollars are paying for. His commercial announcement will receive more attention than if it followed or preceded a jazz program, for people who will not give full attention to the entertainment itself will hardly go out of their way to memorize the commercial tag.

4. As was noted before, the program of good music lends a quality note to the product itself. An elaborate symphonic orchestra, presented without regard to cost in a program of the best type of music, would hardly be sponsored by a manufacturer who skimps in the quality of his product. Logical or not, this is the average reaction.

5. Finally, the program of good music stands out among the solid ranks of popular programs, each very much like the other, which fill the air. While there is doubtless a strong demand for popular light music, scores of programs cater to these demands, while only a few commercially sponsored symphonic orchestras supply good music. In a welter of radio advertising, in which most of the participants are clamoring for attention in the same key, it is easier to make an impression as one of a small group rather than as one of the many. And the impression sticks.

These reasons, and a fat order book—which in the final analysis determines the success of any advertising program—dictate Philco's utilization of good music as its radio vehicle.

Opens Radio Agency

ALLAN M. WILSON has opened an advertising agency in Los Angeles to specialize in the broadcast field. Mr. Wilson was formerly an executive of Earnshaw-Young, Inc., of that city. Hardesty Johnson has joined the new organization.



WLS Coverage

WLS—The Prairie Farmer Station, covers the rich Chicago trade territory with 3,870,382 radio receivers.

410,375 letters were received from listeners in 1929. 354,993—or 86%—were from states shown in the inner portion of the above map. 308,499—or 75%—were from the four states: Illinois, Indiana, Wisconsin and Michigan alone!

TREMENDOUS MAIL RESPONSE!

410,812 letters received by WLS the first nine months of 1930 already exceeds the total for the entire year of 1929 of 410,375 letters, which was among the largest responses reported by any radio stations.

This indicates the position WLS occupies as an increasingly powerful advertising force—with greater coverage, larger audience, and more responsive listeners. The mail response to WLS has increased more than 500% in the last five years.

This is the area WLS covers intensively—in which it can help you—to sell merchandise, build dealer acceptance, and develop the enthusiastic support of your sales force.

RADIO STATION WLS

"The Voice of Agriculture"

Agricultural Broadcasting Company

BURRIDGE D. BUTLER, President

1230 W. Washington Blvd.

Chicago, Illinois

Telephone HAYmarket 7500

WHAT RADIO BRINGS TO DIRECT MAIL

(Continued from page 13)

in advance of programs. Consider the ways in which direct mail is used as a follow-up medium. I might take, as the slogan for this part of my talk, the headline of the S. D. Warren advertisement—which appeared some months ago, and which most of you will remember—“Have you tried clipping coupons from radio programs?”

As I have said before, there are some cases where the announcements in a radio program convey a complete story about the product and do a complete job in arousing the desire to purchase. Because of certain other special advantages of broadcast advertising, however, many advertisers use it rather as a door-opener than as a medium for actually closing sales. Radio programs are received and welcomed in places where it is sometimes very difficult for other advertising to penetrate. It is frequently necessary to break down prejudice and to prepare the way for more detailed sales solicitation.

Announcing a greater **KYA**

San Francisco's
Newest and Most Modern
Radio Station

The first **Screen-Grid Transmitter** for Pacific Coast broadcasting — 1000 watt R-C-A. 1230 keys.—243.7 meters. Unlimited time.

Programs of outstanding interest.

Electrically transcribed advertising programs solicited.

Send for Rates
and Schedules

Pacific Broadcasting Corp.

Prospect 3456
988 Market St.

San Francisco, Cal.

With radio campaigns of this nature you will readily see that it is essential to have an effective follow-up in order to achieve maximum benefit from the awakened interest of the listener. Out of 118 NBC advertisers on the air during the period from January to May, 1930, no less than 81, or 69 per cent, made some specific offer to the radio audience, which was the equivalent of a coupon in a printed advertisement. Every one of these offers required a mail follow-up of some kind. That will give you some idea of the important part the mails play in providing a follow-up medium for radio programs.

Booklets represented the largest individual percentage of the various forms of mail inducements employed, and were used by 32 advertisers, or 27 per cent of the total. We frequently recommend the use of booklets, because they may be used to develop and emphasize certain selling points which are only briefly touched on in a radio program. They may also be used as a selective device for the purpose of segregating likely prospects from a general audience. By limiting the appeal of a booklet to a certain type, class, or age of listener, an advertiser may economize in the effort expended for follow-up promotion. A good example of this type of booklet is a Home Budget Book, of which one of our clients mails out well over 100,000 copies each year to interested radio listeners. This book has a special, limited appeal and the advertiser is primarily interested in just that home-owning, thrifty type of person who would be in the great majority among those writing in for such a thing as

K C R C

1370 KILOCYCLES

ENID - OKLAHOMA

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

THE GOLD SPOT OF THE SOUTH

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

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

Owned and Operated by

CHAMPLIN REFINING CO.

Assets more than ten million
H. A. Kyler, Managing Director of
Broadcasting

a home budget book.

Booklets are not by any means the only direct mail items used for follow-up purposes. I have already called your attention to certain combination dealer and listener tie-ups such as theater tickets, postcards, advance programs and so forth. Similar pieces of direct mail material reach listeners by means other than through dealers. Some advertisers build up a mailing list of all those who write in at any time in connection with their programs. In the past, the sponsors of a series of operas mailed librettos each week to those listeners who expressed interest in the programs. In other cases, a little magazine has been mailed regularly to those listeners who have written in.

A large number of other novelties such as radio logs, sheet music, rag dolls, cross-word puzzles, transfers, and other articles of similar nature are sent through the mail to listeners who write to the sponsors of popular commercial broadcasts. Some of these run into quantities of hundreds of thousands—others only a thousand or two. In five and a half years of broadcasting, for instance, one NBC advertiser has distributed 744,199 physical exercise charts and 797,840 health booklets, as a result of requests from the radio audience.

Another client has mailed out 398,000 copies of a little “news-paper” in response to requests from the radio audience. These are typical of many broadcast advertising programs using extensive direct mail follow-up; and besides these big advertisers, these and many smaller clients who are contributing their share to the flow of direct mail which owes its origin to radio programs.

Do you realize that the number of letters which cleared through the National Broadcasting Company's audience mail department during the first eight months of 1930, amounted to 1,248,737 pieces? Nearly three quarters of this staggering total consisted of mail for commercial sponsors, and this takes no account of the vast quantity of letters which are addressed to the advertisers direct instead of the radio stations. And don't forget that nearly all of these letters express a definite interest in the advertiser's program and in his product. A

Broadcast Advertising

New Studios-- Improved Facilities

SIMULTANEOUSLY with the announcement of a "sold out" condition during the evening hours, WBBM takes pleasure in announcing the opening of a new suite of modern studios in the Wrigley Building, on December first. These studios will embody every known improvement and the finest equipment of a type never before available. Together with new antenna towers of super-efficient design, they represent improved facilities that will give WBBM a fuller, richer voice for the message of its advertisers.

LIST OF OUTSTANDING ADVERTISERS

American Maize
Anchor Mills, Inc.
Anheuser-Busch
Auburn Automobile Corp.
Barnsdall Oil Co.
Bedford Shirt Co.
Buick Motor Co.
Boulton Pierce & Co.
E. Burnham, Inc.
Bourjois
Charis Corporation
Chevrolet Motor Co.
Chrysler Motors Corp.
Climalene Co.
Continental Clothing Co.
Consolidated Cigar
Graybar Electric Co.
General Mills, Inc.
Greyhound Management Co.
Grigsby-Grunow Co.
Goldenrod Ice Cream Co.
La Palina
P. Lorillard (Old Gold)

Los Angeles Chamber of Commerce
Lucien LeLong, Inc.
Martha Washington Candy Co.
Martin Senour Co.
Minneapolis-Honeywell Regulator Co.
Neet, Inc.
Noblitt-Sparks Industries, Inc.
Paramount-Publix
Philadelphia Storage Battery Co.
Phillips-Jones Co.
Phoenix Hosiery Co.
Premier Malt Co.
Prima Brewing Co.
Purity Bakeries Corp.
Quaker Oats Company
Ridgway Tea Co.
Royal Typewriter Co.
Schoenhofen Co. (Green River)
Otto Schmidt Products Co.
Street & Smith
Wallace Co.
Wm. Wrigley, Jr., Co.
Wyle Hat Co.

25,000
Watts

WBBM

389.4 Meters
Clear Channel

410 North Michigan Avenue, Chicago

great portion of these letters are from the kind of people who make excellent prospects. There is no question that the quality of listener mail has improved greatly during the past year or so. This is largely due to the fact that advertisers are encouraging a better type of response by making mail offers better calculated to arouse the interest of likely prospects for the purchase of their merchandise.

I have given you only a brief story, but I hope it has been sufficiently explicit to give you a clear idea of the extensive use which is being made of the mails by broadcast advertisers, both as a vehicle for advance publicity on their radio programs and as a very important follow-up medium. The National Broadcasting Company has for some years past actively worked with its clients in the preparation of all forms of tie-ups, and in doing so has made consistent and frequent recommendations of direct mail items as part of its clients' campaigns. Our work has built up an acceptance of the importance of proper tie-ups, and I venture to say that it is largely up to you to show what more direct mail may bring to radio—in order that radio may bring more to direct mail.

Glenn Dolberg Joins Advertising Agency

GLENN DOLBERG, formerly general manager at radio station KHJ, Los Angeles, has joined the Dan B. Miner Company, advertising agency of that city, as head of the department of broadcast advertising.

Isaacson Joins National Radio Advertising Staff

CHARLES D. ISAACSON, author of "Face to Face With Great Men," "Don't I Live Right?" "The Simple Story of Music," and who now has under preparation a novel entitled "The Music of David Minden," which will be published shortly, as well as "The New American Philosophy" and "Stories from the Hindu," has recently become a member of the staff of National Radio Advertising, Incorporated, where he is associated with Howard Way and Pat Barnes in the production of programs for So-A-Tone electrical transcriptions.

Isaacson was for eight years musical critic and feature writer for the *New York Globe*, for three years for the *New York Mail*, and four years for the *Telegram*. He entered radio before there were any such things as regular radio stations and was connected with Major J. Andrew White in the first large broadcast ever attempted. In the early days of Station WJZ, Isaacson put on every week for two years an entire evening's program. He also broadcast frequently at Bedloe's Island and put on the last program of WJZ before they transferred from Newark to New York. He was also director of Station WRNY at the time when it was known as the "Idea Station" because they had a novelty every night.

His advertising connections have been as one of the copy staff for George Batten, advertising manager for the Tokolon Company, and at one time he handled much of Hearst's advertising.

Eno's Rooster Broadcasts Early

A NEW 7:30 a. m. program over station AWABC, New York, is sponsored by Eno's, of fruit salt fame, which explains why time has been taken for the period when the eggs get hard boiled. It is to be called the Eno Rooster. "Smiling Billy Mason," its star, sweeps away the cobwebs of early morn every day except Sunday.

Pacific Coast Network Links Nine Stations

FORMATION of a new Pacific Coast chain of radio stations is announced by the United Broadcasting Company, with headquarters in Los Angeles. The first program over the new network is scheduled for November 5.

Intended to provide complete West Coast coverage for advertisers, the network will include nine stations: KFWB, Hollywood, 1,000 watts; KTM, Los Angeles, 1,000 watts days and 500 watts nights; KGB, San Diego, 250 watts; KTAB, San Francisco, 1,000 watts; KORE, Eugene, Ore., 100 watts; KMED, Medford, Ore., 50 watts; KXL, Portland, Ore., 100 watts; KVOS, Bellingham, Wash., 100 watts; and KXA, Seattle, 500 watts.

Frederick C. Dahlquist, general manager of the former American Broadcasting Company, and Maurice C. Cleary, former vice-president of the United Artists' Corp., and a group of Pacific Coast bankers and business men organized the new company.

Included in the directorate are: Louis Davis, Jr., chairman of the board, American Public Service Company; W. H. Vogelbeck, president, American Engineering and Management Corporation; Edward W. Heller, prominent San Francisco banker; Kenneth Humphries, former executive of the Boeing Airplane Company; George Comstock, official of the Electrical Products Corporation, Seattle; Herbert Ihrig, vice-president, Livingston Brothers, merchants, Seattle; and General A. W. Bjornstad, San Francisco capitalist.

Coffee Company Sponsors Dramas

A SERIES of weekly broadcasts, dramatized versions of the adventures of Sherlock Holmes, are sent over the NBC chain each Monday evening under the sponsorship of the G. Washington Coffee Refining Company, Morris Plains, N. J.

INTENSIVE
COVERAGE
IN THE
NATION'S
MOST
PROSPEROUS
AREA

KMBC
Midland Broadcast Central
"FIRST
IN THE HEART OF AMERICA"

Exclusive of Columbia Chain and local accounts, KMBC is now serving 43 national spot advertisers. An increase of six accounts over the preceding month.

"43 National Advertisers
Can't Be Wrong"

Only Kansas City Station equipped with Western Electric 33-1/3 and 78 R.P.M. Double Turntables

Midland Broadcasting Company
Pickwick Hotel - - - - Kansas City, Missouri

COMPLETE
PROGRAM
PRODUCTION
FACILITIES
Comprehensive
Merchandising
and Research
Service

BANK FINDS MODESTY BEST POLICY

(Continued from page 15)

ing sets people to recalling their own personal experiences and to discussing them in connection with the talks, far-reaching results are bound to be experienced. A great many children write in asking for the booklets, which shows that the broadcasts are winning the youngsters as well as the grown-ups. Many school teachers have written to tell us that the booklets are used in the classroom with good results.

"Personally, I believe even greater results from this advertising will be experienced ten years from now than at the present time, for the youngsters to-day will then be having a few dollars to put in the bank. When youngsters get a name into their minds in a favorable way, they almost never forget it, which is bound to bring far-reaching results."

So much interest in the historical talks has been aroused that many clubs and organizations have sought out this "Rhode Island Historian" to lecture at their meetings. In this

capacity Mr. Haley, to the radio audience the "Rhode Island Historian," has appeared before many gatherings, further developing good will and practical friendliness for the bank.

In the future the bank plans to show various displays of historical interest to which radio listeners, association members, newspaper readers—in fact, the general public—will be invited. A display of antique furniture, old dishes, historical relics and such will be featured along with messages as to their significance.

Considering expense of this advertising in proportion to its results, the budget is exceedingly well spent, the bank management feels. A very good increase in the number of accounts has been realized in response to it besides the even greater amount of genuine good-will which has been established.

In spite of the fact that station WJAR, the Outlet Company, Providence, over which the talks are given, broadcasts many national features, they maintain that this bank feature is one of the most

popular they have ever offered. Besides the hundreds of letters written in, practically all bank employes receive favorable comments upon the venture.

Another reason for the unusual success of these historical talks lies with the people of the East who think a great deal about family trees, ancestors and historical romances. Of these, Rhode Island has much of interest to offer and through its fascinating stories this bank has found increased prosperity.

Continental Offers New Serials

SEVERAL new serial electrically transcribed programs are announced as ready for release by the Continental Broadcasting Corporation of Hollywood. One concerns the adventures of a vaudeville sister act in attempting to break into the movies; another features Duke Atterbury and Kenneth Gillum; production is now under way for a Cliff and Lolly series. Several musical series have also been completed.

It is also announced that negotiations with the British Post Office, which controls radio in Great Britain, are under way to supply Continental programs for English broadcasting stations.

The Pacific Coast Blanketed by... UNITED BROADCASTING

United
Broadcasting
Company's
New Chain:

●
K. T. M. - K. F. W. B.
LOS ANGELES
K. G. B.
SAN DIEGO
K. T. A. B.
SAN FRANCISCO
K. O. R. E.
EUGENE, OREGON
K. X. L.
PORTLAND, OREGON
K. M. E. D.
MEDFORD, OREGON
K. X. A.
SEATTLE, WASH.
K. V. O. S.
BELLINGHAM, WASH.

IN THE PAST, national advertisers have found it necessary to supplement available Pacific Coast networks with spot broadcasting in important secondary points, as San Diego, Medford, Eugene, and Bellingham.

A new network, including both metropolitan stations and stations located in strategic secondary points, has been formed which completely covers the rich Pacific Coast market.

Headquarters and originating studios of the United system are located in Los Angeles, where the finest program talent on the coast is centered.

Special introductory rates, subject to change without notice:

From 6 P. M. to Midnight and 12 Noon Sunday to Midnight		
One Hour	Half Hour	Quarter Hour
\$800.00	\$450.00	\$250.00

All other hours daytime rates, ½ list

A booklet is now in preparation, giving complete details regarding the United network. A copy will be sent on request.

UNITED BROADCASTING COMPANY, LTD.

2614 WEST SEVENTH STREET • LOS ANGELES, CALIFORNIA

TUNE YOUR PROGRAM TO YOUR MARKET

(Continued from page 17)

the territory from which letters came were informed of the response being received.

As the season progressed various timely products in addition to the coffee were featured. In the summer, housewives were offered recipes for making iced coffee and special frozen dishes based on coffee flavorings. In the canning season Tone's Spices, which have outsold all other spices in Iowa for many years, were given prominence.

252,250

radio equipped homes
within 125 miles
of station

WWNC

based on 1930 census figures—taking the population of our area of consistent reception, dividing by five to a family, and taking 30% of those families as having radios. THIS STATION IS TOO VALUABLE TO THE NATIONAL ADVERTISER to be overlooked.

COMPLETE W. E. SOUND REPRODUCTION EQUIPMENT

COLUMBIA Broadcasting System's first station in North Carolina, covering an area that cannot be reached by any other member of the system.



Citizen Broadcasting Co., Inc.

815 Flatiron Building

ASHEVILLE, N. C.

"IN THE LAND OF THE SKY"

Mr. Miller took off a month this fall to make an air tour through Mexico and Central and South America. This tour was widely exploited and, of course, on his return he cashed in in a big way for his sponsors by telling of his trip through the coffee countries of the South.

Beginning October 1st, the "Over the Coffee" radio column was cut from one-half hour to fifteen minutes. Instead of five records, only one introductory record is being used on this new type of program. The plan is also changed in that the opening and closing announcements are given as straight advertising announcements, with more selling talk on Tone's Old Golden Coffee than it was possible to introduce in Mr. Miller's personal remarks. This leaves approximately ten minutes of steady talking for the radio columnist. Thus far the new fifteen-minute plan has proven very satisfactory, and in some respects it seems to be even better than the half hour which was formerly employed.

Tone Bros., their dealers, and especially their consumers, are delighted with this unique radio campaign thus far. It is expected that the returns will continue to grow larger as time goes on and the program further intrenches itself with the public.

The chief features of note in connection with this plan, according to Fairall & Company, Advertising Agency, which directs the Tone account, are:

1. The great enthusiasm which retail dealers manifest toward radio advertising.

2. The ability of radio to reach enormous numbers of people at very low cost.

3. The love of housewives for intimate, personal gossip. (This has been the chief feature of Mr. Miller's talks.)

4. The possibilities of radio for advertising an old, staple product in a new, dramatic and unusual way, reviving public interest and increasing sales in the face of terrific competition.

Mr. Jay Tone, in commenting on the "Over the Coffee" program, stated recently:

"In going into radio we did not abandon our other forms of adver-

tising, such as newspapers, farm papers, direct mail, window trims, etc. We did, however, alter our use of these forms of advertising so that they would work harmoniously with our radio advertising. We do not know, and probably will never try to see, whether radio, as a medium, will stand alone, but we do know from the work we have done thus far that it is a very powerful right arm of any sound campaign."

Network Advertising Shows 43% Increase Over 1929

WHILE newspapers have suffered a 10 per cent loss in advertising lineage as compared to last year, and magazines have gained only 2 per cent, network broadcasting (the only part of the industry for which figures are obtainable) has gained 43 per cent over 1929, says Julius H. Barnes, chairman of the National Business Survey Conference, in a national check-up on business conditions for the first nine months of 1930.

"Advertising expenditures for magazine advertising in October, 1930, showed a seasonal increase, amounting to 16 per cent more than September, 1930, but a decline of approximately 10 per cent as against October, 1929. For the ten months these expenditures were 2 per cent higher than for the corresponding period of last year.

"Newspaper lineage in September showed a seasonal increase over August of 19 per cent, but a decline compared with September, 1929, of 16 per cent. The decline in newspaper lineage for the first nine months of 1930 was 10.6 per cent compared with the same period of last year. The decline in September, 1930, compared with September, 1929, was slightly less (about 2 per cent) than the decline in August, 1930, compared with August, 1929.

"Expenditures for advertising by radio broadcast over the networks of the two large systems in September, 1930, were 8 per cent higher than in August and 32 per cent higher than in September, 1929. For the first nine months of 1930, these expenditures were 43 per cent higher than the same period of last year. These figures do not include local broadcasting and do not include the cost of program talent."

Clock Company Sponsors Football Broadcasts

EACH Saturday afternoon during the 1930 football season the Hammond Clock Company of Chicago sponsors a broadcast of some midwestern game over station WMAQ. In addition, this company invites each listener to pick a mythical all-western eleven from the players he has heard described by Hal Totten during these broadcasts or has seen or read of. To those whose choices most nearly match those of the judges, prizes of clocks will be awarded.

Broadcast Advertising

WANTA BUY SOME RADIO?

(Continued from page 16)

head now on the air!" For many weeks and months has this voice been followed by a program which is as individual as the beverages advertised. "Arrowhead tempo" is something more than an empty phrase. It meant hard work. It meant special arrangements, patience, and above all, a complete understanding by the entire studio ensemble of what we were trying to put over. It meant a realization that the program was but the stage setting, the atmosphere, the vehicle to carry an advertising message and that each word, every movement, had to be synchronized so that the object of the program could be attained. It meant a realization on the part of the individual artist that he was but one player on the team, not the whole team.

The results of this team work, this realization on the part of the stations of the advertiser's problem, is an ever increasing audience for Arrowhead programs—a greater consumption of Arrowhead beverages.

As advertisers become more air-minded, in our opinion, the danger to radio advertising becomes greater. The station which is successful must exercise great care in allowing an advertiser to use its facilities on a short term contract. It must be particularly careful of the type of advertising which it accepts. Personally, I favor shooting all philosophers, politicians, lecturers, long-winded advertisers and wise cracking announcers who even approach within hailing distance of a microphone. The quality road for a radio station is a long road, but it wins in the end, and the station that has a backbone will attract the advertiser who believes in radio advertising. It will show the new user of this great medium, by actual results, that it does pay—and pay big.

Canfield Oil Company Resumes Fall Broadcasting

THE Canfield Oil Company, Cleveland, Ohio, producers of Wm. Penn Motor Oil and three kinds of gasoline, are again on the air every Monday night at 8 o'clock over the National Broadcasting Company station WTAM, featuring the Canfielders with Bud Yocum. The account is being handled by The Seaver Brinkman Company, Cleveland, Ohio.

KDKA Celebrates Tenth Anniversary of Broadcasting

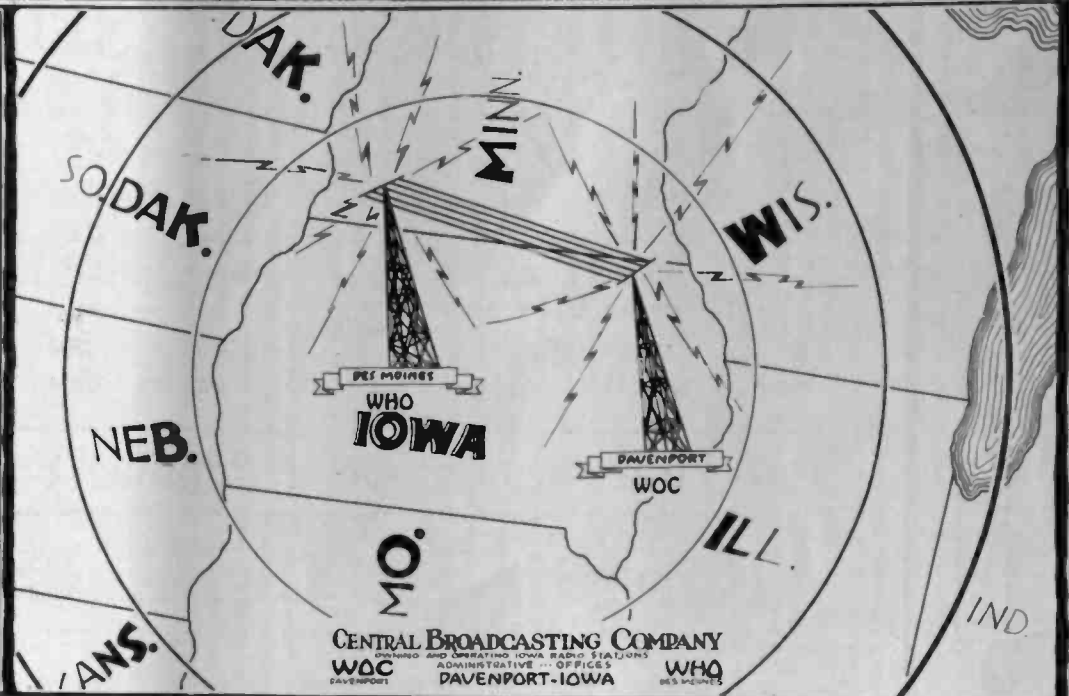
NEWS of Warren G. Harding's election, broadcast from KDKA, Pittsburgh, on November 2, 1920, was the first broadcast of the first broadcasting station in the United States. In honor of its tenth anniversary, the Westinghouse Salute for November 4 was dedicated to the radio industry.

At Pittsburgh, the Chamber of Commerce staged a special dinner on November 3, which was broadcast over KDKA. A special feature was the formal opening of the new 400,000 watt transmitter at Saxonburg, which will be operated on an experimental basis. In its honor, the county commissioners have changed the name of the adjacent highway from Saxonburg Road to KDKA Boulevard.

Irish Stations to Test Broadcast Advertising

RADIO stations 6CK at Cork and 2RN, Dublin, will devote one hour a day to sponsored broadcasts, according to information recently received. This is an important innovation, as the home government of the Irish Free State, which controls all broadcasting, has hitherto followed the example of Great Britain in banning all advertising from the air. The commercial broadcasts will run during November and December, under the direction of Universal Radio Publicity, Ltd., which has been given governmental permission to test broadcast advertising.

TWO 5000 WATT STATIONS: NATIONAL CLEARED CHANNEL



THE VALLEY AREA
WITH A POPULATION OF 13,630,541!!!!

G. E. Asks License to Relay Commercial Programs to Foreign Countries

MODIFICATION of the present experimental relay broadcasting licenses to allow the rebroadcasting of sponsored programs to foreign countries has been requested of the Federal Radio Commission by the General Electric Company. The two G. E. short-wave stations at Schenectady, N. Y., W2XAD and W2XAF, are now seeding out rebroadcasts of the programs of WGY for reception abroad, and it is stated that large listening audiences have been built up, especially in South and Central America.

Reasons for the transfer from experimental to commercial basis are given in a letter from W. J. Purcell, operating engineer of WGY, which accompanied the application. The letter expresses the feeling that while it is proper for the manufacturing companies to stand the expense of developing equipment for short-wave broadcasting, "the state of the art has progressed to the point where reception in foreign countries is almost 100 per cent reliable and the time has arrived when the high cost of operation and programs for such transmissions might well be shared by commercial interests desiring to use them for advertising purposes. It is not at the present time our intention that these stations should make money. The application, therefore, has been made for a modification of the present licenses, as it is considered that the sale of commercial programs would also be experimental."

A similar application was filed previously by the Westinghouse Electric & Manufacturing Company, operating KDKA and its associated short-wave station W9XK. This station has been heard by 59 countries and its programs have been rebroadcast by foreign networks on 11 occasions, Walter C. Evans, Westinghouse superintendent of radio, told the commission.

Opposition to these applications has been made on the grounds that such licenses would violate the rules laid down at the International Radiotelegraph Convention of 1927 as well as the rulings of the Federal Radio Commission. It is also

held that, strictly speaking, the relaying of commercial programs would be point-to-point communication instead of broadcasting.

An interesting sidelight on the question comes from Frederick R. Huber, director of station WBAL, Baltimore, who spent the summer in South America.

"Radio broadcasting in South America is at a low ebb," Mr. Huber said in an interview. "In fact, there really isn't any comparison between the programs being broadcast by stations in the United States and those going on the air in South America for we are much further advanced in radio work than they are. Most of the programs in South America are records and outside of these electrical transcriptions and full length grand operas which are broadcast direct from the stage of the opera house, the listener down there hasn't much choice. Lovers of sports, news flashes, dramatic sketches, symphony music are just out of luck when it comes to listening in. There's surely a big opportunity ahead for anyone who would endeavor to make the people there radio conscious—something which they do not as yet seem to be."

New Socony Campaign

A NEW and extensive campaign, over the radio and in newspapers, is announced to begin this month for the Standard Oil Company of New York, under the direction of Batten, Barton, Durstine & Osborn.

W J A C

Johnstown - Penna.

The only station that consistently covers the Johnstown area—center of the iron, steel and coal industry—during daylight hours.

Owned and Operated by

Johnstown Automobile Co.

Write for Rate Card

K T L C

Station popularity makes possible RESULTS!

Here are the figures on the *average* mail, the majority of it *unsolicited*, that is daily received at KTLC:

Sunrise Club	159	pieces per day
Housewives' Program	5	pieces per day
Sports Program	9	pieces per day
Prize Programs	59	pieces per day
Miscellaneous	21	pieces per day
Total average	253	pieces per day

Put Your Account on a Popular Station

K now **T** exas **L** argest **C** ity

The Houston, Texas station

Where:

.....a reasonable rate on a first-class station can be secured
good time for night broadcasting is available
equipment and transmitter is of the latest type
money and time have not been spared in making an outstanding station

HOUSTON BROADCASTING CO., Inc.
Houston, Texas

Western Council of A. A. A. A. Discusses Radio

RADIO, newspapers, and the small agency were the topics discussed at the meeting of the Western Council of the American Association of Advertising Agencies at the Union League Club, Chicago, October 22, with the accent on radio.

A lengthy discussion of spot broadcasting, station special representatives and electrical recordings brought out the consensus that the use of recorded programs will rapidly increase. The question of the best way to check programs was also dealt with at some length, approval being expressed with the activities of the A. N. A. in checking some 70,000 programs this year. Network relations and rate differentials were also considered.

Chain Company Broadcasts Auto History

THE Weed Tire Chain program, sponsored by the American Chain Company, Inc., New York, made its debut over the Columbia network on Friday, November 7. Each week during the broadcast the story of the origin of some part or principle used in automobile construction will be told, these items being taken in chronological order through the years. The Weed Tire Chain advertising is handled by the Reincke-Ellis Company, Chicago.

Station Cooperates with Newspapers

ALTHOUGH in some quarters all seems not to be quiet between newspapers and radio, KGER has a unique set-up. In the early morning it broadcasts news flashes of the *Long Beach Morning Sun*, while in the afternoon it does the same for the *Los Angeles Evening Record*.

The cooperative arrangement between the two newspapers and the broadcast station seems to have worked out well. The *Sun* arrangement has been going on for two years, while the *Record* news has been a feature for three months.

WANTED—

2
HIGH
GRADE
MEN

Two experienced and high grade advertising salesmen to fill responsible positions who are capable of handling a large list of substantial accounts in Carolina territory. Only men with initiative and ability to produce results need apply. Excellent connections for right men.

WRITE

Station **WBIG**
Greensboro, N. Carolina

Your Daytime Radio Audience ?

HOW MANY women compose it? Where do they live? What are their ages? What stations and what programs do they hear? How do they like your programs? What are they doing while they listen? How do rural and city women differ in listening habits? In daily activities? In reaction to programs? What are the differences between one section of the country and another?

We are undertaking a national survey along these lines which will, for the first time, give definite information on these and many other questions. In order to carry out this research on a national scale . . . and to make it strictly unbiased in aim and presentation . . . we have put it on a cooperative basis. Important agencies, advertisers, and broadcasting companies are participating.

Detailed information and terms of subscription on request.

ARNOLD Research Service

45 West 45th Street, New York

A National Market Research Organization

... and a Special Service for Broadcasters!

Specific local studies, including an analysis of mail; coverage map; analysis of the audience (both day and evening), its listening habits, program preferences, etc. . . . all the information required by advertisers and agencies in buying your time. Write for further information.

HEAR

Axel Christensen
MASTER MIRTH MAKER AND
PIANIST ON TWO

WBBM (C. B. S.)
SUSTAINING

PROGRAMS
THURS. 12:47 AND FRI. 12:35 P. M.

AVAILABLE FOR
COMMERCIAL PROGRAMS OR
RECORDING.

ADDRESS

AXEL CHRISTENSEN,
717 KIMBALL BLDG., CHICAGO.

The CALIFORNIA BROADCASTER

is Radio's
Greatest
Newspaper

A HUNDRED thousand circulation, issued every Saturday—Hit 'em every day, seven days a week through our columns. Write for rates and sample copy.

The
California Broadcaster

1606 No. Highland Ave.
Hollywood, Calif.

Granite 3151

The Radio Department
of every
**ADVERTISING
AGENCY**

should subscribe to the
Heinl Radio Business Letter
Insurance Building
Washington, D. C.
SEND FOR SAMPLE COPIES

Synchronization Is Out of the Laboratory, Says Aylesworth

AN ANNOUNCEMENT that may change the entire set-up of the broadcasting industry was made recently by M. H. Aylesworth, president of the National Broadcasting Company, after his appearance before the Federal Radio Commission in a private session of more than an hour. Synchronization, he said, has been found entirely possible and is no longer only a theory.

This means that it is possible for an entire chain of stations to operate on a single wave length without distortion. C. W. Horn, NBC's general engineer, who has been in charge of the experiments, said he could not describe the process without going into technicalities, but that it was based on a number of "booster" stations, that would build up the power much the same as telephone repeaters build up the voice in long distance conversations.

Mr. Aylesworth's letter to General Saltzman follows:

"I am gratified to inform you that synchronization in the field of radio broadcasting is now out of the laboratory. Experiments and tests which we have been conducting have definitely demonstrated that from a technical standpoint at least, it is now possible to operate two or more stations on the same radio frequency without distortion.

"I am making my first preliminary report on synchronization to you as Chairman of the Federal Radio Commission as an expression of my sincere appreciation for the patience you have shown in the working out of a highly technical problem, and for the hearty cooperation which you have extended at all times. In addition, I believe that in the practical application of synchronization a definite responsibility must be assumed by the Federal Radio Commission in order that its development will be constructive and its ultimate good will accrue to the best interests of the entire country.

"Synchronization is a 'system' rather than any particular apparatus. This fact, together with the conditions under which the experimental work was conducted, makes it impossible for any particular group to assume control or to reap benefits of a selfish nature. If synchronization will ultimately contribute to the solution of some of the problems facing the country and the Radio Commission, as I believe it will, this fact alone justifies the expense and the efforts which have been put forth.

"I am particularly impressed with the importance of synchronization in connection with network broadcasting, but the difficulties in this connection must be

50% - -

ONE radio receiver for every two families in the United States is the present state of affairs, according to an estimate recently made public by the Electrical Equipment Division of the Department of Commerce. There are about 28,500,000 families in the country and about 13,478,000 sets in use.

These figures, which, incidentally, are as of July 1, 1930, are estimated from the trade figures as of January 1, 1929, and from sales figures obtained from the quarterly dealer surveys.

The United States also has about half of the sets in the world, the total number being set at 27,500,000.

carefully studied. It will be necessary to try out an experimental group of stations to learn more of the practical activities of synchronization. As the stations on present networks are all individually owned and serve important local interests, as well as national programs, they cannot and should not be operated in synchronism. In fact there are so many limitations in a technical field that synchronization should be allowed to grow gradually so that its primary purposes and value should not be dissipated by hasty or immature practice or application.

"Our synchronization tests have consumed months of tireless experimental work. They have been conducted by the National Broadcasting Company, with the aid of the Radio Corporation of America, the General Electric Company, the Westinghouse Electric & Manufacturing Company, and with the cooperation of the American Telephone & Telegraph Company. The experimental demonstrations consisted of transmission with high power involving station WEF in New York City, and transmitters in Schenectady and Pittsburgh.

"The guiding genius in all of this work has been Mr. C. W. Horn, general engineer of the National Broadcasting Company, and a pioneer in the field of radio engineering. I am sure you share with me the feeling that Mr. Horn and his able associates have made a far-reaching contribution to the art of radio. In his work Mr. Horn has received the full cooperation of the technical staff of the Federal Radio Commission, and I wish to extend my thanks for the helpful suggestions and assistance we have obtained from Dr. C. B. Jolliffe, your chief engineer, with his excellent technical background, as well as that of his associates.

"I desire to be conservative, but I firmly believe we have reached the stage where synchronization of radio stations is possible, and that from now on we will be able to concentrate on refinements and

improvements. When completed, I am confident the principles of synchronization can be satisfactorily applied to radio activities other than broadcasting, such as radio communications and television. For the moment, its aspects are largely technical, but I wish to assure you that the result of our work will be made available to the Radio Commission, and through your Commission to those interested.

"In closing, let me say that the radio interests making this contribution have been inspired solely by a sincere desire to further improve radio broadcasting, which has become such an important factor in the daily life of America."

SELLING CARS BY RADIO

(Continued from page 7)

at the capitals of the various countries to record for American listeners the typical sounds of each. The recording was done by two technical men from National Radio Advertising, who accompanied the party. For example, the Turkish broadcast allows set owners to listen in to a muezzin calling the faithful to prayer and to a portion of a Turkish opera. In London, the changing of the guard at Buckingham Palace is heard, and the Lord Mayor welcomes the American audience on its radio visit to England. Other notables also come before the microphone to speak to America: Wilhelm Miklas, president of Austria; Count Apponyi of Hungary; Senatore Marconi, father of radio; and King Carol of Roumania.

Eighty-five stations in as many cities are carrying this series, which, if the first programs may be taken as typical, are as unusual in the entertainment field of radio as the earlier series were from a merchandising point of view.

Nordberg Joins National Radio Advertising

MR. C. A. NORDBERG, manager of the Trade Periodical Co., has resigned his position to associate himself with National Radio Advertising, Inc., originators and developers of So-A-Tone electrical transcriptions, with offices at 410 North Michigan avenue, Chicago.

Mr. Nordberg was formerly publisher of *Petroleum Age* and vice-president of the B. P. N. Publishing Co.

Canned Foods on Air

ASERIES of five-minute recipes for housewives who find themselves hostesses to unexpected dinner guests are being broadcast over the CBS chain each Wednesday morning under the sponsorship of George A. Hormel & Company.

Broadcast Advertising