Here’s What Our Competitor Said Over the Air on Our 7th Birthday

WMAL ANNOUNCEMENT
Thursday, December 10, 1931
9:15 P.M.

Today, the tenth day of December, marks the seventh birthday anniversary of Radio Station WOL. Today, the entire staff of Station WOL is celebrating the anniversary of that occasion seven years ago that saw WOL’s humble beginning.

On behalf of the Ownership, the Management, and the Staff of Station WMAL, we are happy to voice our sincere congratulations to the Staff of Station WOL on the Enviable success for which they have conscientiously strived; the reputation which they have earned and enjoy; and the high esteem in which they are held by their fellow broadcasters and by their many thousands of friends and listeners in the City of Washington. Again, we congratulate you—WOL!!

It’s Nice to Know What They Think, ’eh?

WOL
AMERICAN BROADCASTING CO.
Hotel Annapolis

Washington, D. C.
...and millions of Ears are listening to your program

A DECADE ago it seemed impossible. Today a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100% modulation, it can be tuned in clearly and distinctly—imparting all the sparkle and brilliance that makes your program forceful and convincing to an enormous audience of your logical prospects. Successful advertisers are high in their praise of the effectiveness of this radio station. Learn more about WLW in facts, figures and illustrations in our free, 48-page brochure.
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(Station Rate Directory, page 47)

Volume 4  BROADCAST ADVERTISING  Number 10

Published monthly by G. W. Stamm at 440 S. Dearborn St., Chicago, Illinois. Subscription price, $2.00 a year. Single copies 20 cents. Entered as second class matter, February 19, 1930, at the Post Office at Chicago, Illinois, under the Act of March 8, 1919.
THE USE OF **KVOO**

by the nation's leading advertisers has been a great factor in its steady development as one of the Southwest's leading stations.

We trust that the results obtained will merit its continued usage in 1932.

**KVOO**

"Oklahoma's Leading Station"

Wishes You

A Prosperous 1932

1140 Kilocycles

5000 Watts

National Cleared Channel

January, 1932
WMAQ Wishes You

A PROSPEROUS NEW YEAR

and can help you

MAKE IT PROSPEROUS

With Its

Primary Listening Audience of 6,596,435 persons—
Nationally cleared channel—concentrated coverage of
America’s Second Richest Market—Unexcelled talent
—well-rounded programs.

REMEMBER

WMAQ STANDS THE TEST

BECAUSE

The WMAQ AUDIENCE IS A BUYING AUDIENCE

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 West Madison Street, Chicago, Illinois
Radio’s Advertising Problems Must Be Solved Jointly by Broadcasters and Agencies

Another Year of Progress in Station-Agency Relations

Is Discussed by John Benson*

President, THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

I HAD the pleasure of talking to your annual convention in Cleveland last November. At that time we discussed the then status of agency relations to the broadcast medium and some of the things which needed to be done. A year has elapsed and I would like to devote my brief talk here today to what has happened since then to clarify and improve our dealings with one another.

Specifically, I would like to talk about three things: (1) your own association and how to make it even more helpful and influential to yourselves and ourselves and the broadcasting business; (2) the advertising agency, as your commercial ally, how it operates in your behalf and should be recognized as your agent; and (3) ways and means of building up on an effective and economical representation for individual stations, in contact with ourselves.

A strong and influential NAB is a big advantage to us advertising agents; it gives us somebody to deal with who can speak for the radio industry as a whole, and pledge its performance. It is so much easier for the responsible heads of your organization and ours to confer or negotiate about any common interest, than for our people to deal with your people as single units. We can make no real progress without it. We don’t care how powerful you become; we feel confident of fair treatment based on merit.

Now for a word about ourselves. In a nutshell, the agency’s job is to make advertising pay. It is not to sell space or time for the media owner. It is not to gain undue advantage for the advertiser at the expense of advertising or for the publishers who provide a channel for it. Our dual position would be untenable on that basis. As experienced workmen we can serve both masters in the most substantial way it is possible to serve either. In making advertising productive we protect the investment of our clients; at the same time we serve the media owner by making his product, white space and circulation or time and coverage, of commercial value. We make a market for his product. That is the most effective selling we can do. Taking advantage of that market is his own job. In that respect he sells us.

We have a large responsibility in three respects: In the first place, we must get results for our clients, by a sound analysis of their needs, by skillful appeal to the consumer, by an effective choice of media, and by coordinating sales and advertising effort. In the second place, as a professional body we must develop advertising itself, improve its technique, protect public confidence in it and extend our knowledge of markets and media. I fear we have made more progress in the first respect than in the second. There is still much to be done in making advertising copy more reliable and serviceable to the reader. And that much will be done, I feel sure, not all at once, but one step at a time.

The third obligation we have is to the publisher in giving to his medium a full appreciation of its merit and to him a fair chance to present it. That involves on our part courteous and open-minded reception, an unbiased attitude and as much knowledge of media values as can be obtained.

The A. A. A. is operating in all three directions, for the good of advertising as a whole. It has three main objects; to define and

(Continued on page 42)
A Few Tangible Sales Results from Radio

Are Described by Lewis Allen Weiss*
General Manager, DON LEE BROADCASTING SYSTEM

ONE of the evidences of the all pervading influence of radio was recently illustrated in my home. My small daughter, aged eight, upon being asked to say grace, bowed her head and started off by saying, "This food comes to you through the courtesy of God Almighty."

I do not believe that the sacrifice of either your time or mine could be compensated with a stilted and formal speech designed for style rather than content. I feel, rather, that I owe it to you and the industry which I represent to leave with you today a closer and more sympathetic understanding of advertising's youngest and most dramatic medium—radio.

No criticism is intended when I remind you that advertising agencies played no important part in the development of radio until that medium had proven itself to the point where you were forced to recognize its potency for influence and its powers of resultfulness as an advertising medium. I realize that experimentation with your clients' budgets in new and unproved media is not your prerogative. But, now that this latest medium has demonstrated its right to a competitive and sometimes a superior place in your budgets, it behooves you to acquire a better understanding of the possibilities of radio's uses and abuses.

Radio has characteristics common to no other advertising medium with which I have ever had any contact or experience. It is the most sensitive and the most responsive contact that has ever been devised between seller and buyer. To have a better appreciation of its peculiar characteristics, let me give you an intimate picture of the odd bond that exists between the average radio listener and his or her favorite station.

The average citizen buys a radio set of good, bad or indifferent quality and immediately expects of it the utmost in radio reception. If statistics mean anything, not one man in thirty even knows how to tune in a station, let alone hook up a set properly. But the minute Mr. Average Citizen gets his dials going, a peculiar psychological change takes place and he immediately becomes imbued with the idea that he is an imperial and absolute monarch and that all broadcasting thereafter should be scheduled and arranged to suit his individual tastes, moods and convenience. This attitude is at once reflected in his phone calls and letters to the station to which he usually listens, whether he is complementing the station or condemning it. This strange phenomenon, however, is not an unmixed evil, because whenever a consumer gets that close to a medium, the possibilities of influence through that medium become readily apparent.

One of the first things to consider, in contemplating any advertising medium, is the kind, character, mood and condition of the consumer whom you desire to sell, whether you are exploiting a product or service or attempting to maintain a demand for one or the other. With this you will all promptly agree. Yet, stop and consider your consumer listening to your message over the radio—he is sitting in his living room, in the quiet of the evening. His wife and small child and probably some elderly member of his household are likewise in the room. Would you enter that room in that quiet and peaceful home, shouting at the top of your voice the merits of a five-cent cigar or what have you? Of course you wouldn't, but that is what many of you instruct the broadcaster to do. If I leave nothing else with you this afternoon but a better understanding of this one critical phase of broadcasting, I will feel that your time and mine have been well invested.

Radio, when used with an intelligent understanding of its peculiar characteristics, will do for you what any other advertising medium can do and do it more quickly and more economically than any other medium can. I say this after more than twenty years' experience in this business of advertising from the viewpoint of both buyer and seller. I used to think that radio could lend itself only to the luxury of good will (Continued on page 41)
Radio Presents

MR. FULLER MAN to
MRS. HOUSEWIFE

Our Broadcasts Sell the Man
Who Sells the Merchandise

Says W. F. Honer
Advertising Manager, THE FULLER BRUSH COMPANY

Good evening, you have heard of me before.

(Knock, knock)
It's the Fuller Man that's knocking at your door.

(Knock, knock)
With brushes that are large and small, for bath and kitchen, floor and wall, their famous bristles best of all. But tonight we'll have some music and some song, and some day when you see me come along, please tell me how you like the show, that's sent to you by radio to please you, from the friendly Fuller Man.

(Knock, knock)

This friendly, catchy signature song means that the Fuller Brush Man is on the air and on the job, making his weekly call on some ten million American families. Each Tuesday evening he visits homes from Florida to British Columbia, to entertain his listeners and to familiarize them with the service he brings.

And right there is the chief reason for the broadcasts. Not to sell the Fuller line, but to sell the Fuller Man. Radio is used to introduce the Fuller Brush Man to the housewife and to create a welcome acceptance for his calls and for the service he brings.

To understand the fundamentals back of the program, it is necessary to dwell briefly upon the growth and development of The Fuller Brush Company. Back in 1906, young Alfred Fuller (then 18 years old with a capital of $375) founded the business. He sold brushes in the morning and made them in the afternoon to take care of his orders. Soon his business flourished and gradually he established branch offices.

Mr. Fuller's personal selling experience gave him the knowledge that a household necessity demonstrated by a courteous, intelligent salesman would find a ready acceptance.

(Continued on page 31)

Brings the Fuller Man's Entertainers
Every Tuesday Evening

This 35-station hook-up reaches more than 30 million listeners and is one of the most elaborate networks on the air to-day.

The Fuller Brush Man of the Air makes thirty social calls for every business call made in person.

January, 1932
What About Prices on the Air?

To Quote or Not to Quote There's the Question

As I start to write a local station announcer has just finished doing the best job he could with a commercial announcement designed to sell people the idea of going to the nearest Wurlitzer store and investigating a radio receiving set. And I wonder how many people are going to go. Doubtless enough to justify the expense of the radio advertisement—but I also wonder how many more people would go if the announcement had really told them something.

Now, judged by all present day standards, the Wurlitzer announcement was a good piece of copy. Well written. Brief. Clear. Convincing—at least so far as the product’s merit was concerned. The announcer did a good job of reading. His emphasis was properly placed. His enunciation was good; pronunciation clean cut.

Only one thing was lacking; there wasn’t any life in the copy. The one effective sales argument—the one piece of news upon which every Wurlitzer radio sale hinged—price—was left out. The policy of the local station prohibited price quotation. And, in this particular case, the policy of the station prevented effective selling.

Wurlitzer, according to the announcement, had been fortunate enough to get several carloads of radio sets at an amazingly low price. Good sets. Had all the improvements that come from RCA and Hazlitt patent. Being so lucky in the purchase of these sets, they were passing that good fortune along to the public by offering these radios at—well, they couldn’t tell us how much, because the station would not permit them to quote prices—but at the “lowest price in the history of Wurlitzer.” “Just come down town and see them. Compare them with other sets costing twice as much, etc., etc., etc.”

As a matter of fact all this was true. Wurlitzer had made a shrewd buy; they were passing along the advantage of that fortunate purchase in a resale price that was close to the $40 mark—a price which in itself was news and 90 per cent of the sales argument. But who in the radio audience knew it?

Not a soul knew the one fact that carried a real sales punch. But everyone—station, client, advertising agency and public—knew the announcement “was too long.”

The station wanted to cut the copy. Both the sponsor and the agency knew that something was lacking in effectiveness. They knew that the copy was as short as it could be made, and yet wasn’t long enough to carry conviction. And all the while John Public damned radio because the “talk was too long”—because “there was too much advertising.”

Truth to tell, all four factors were right, and all four were wrong. The agency, in an effort to say something and yet tell nothing, used fifty words more than would have been necessary if the price could have been quoted. The client, not knowing any better way to say it but still with misgiving in his own heart, okayed the copy. The station reluctantly permitted the copy to go through without editing, knowing all the while that the listening audience wouldn’t like it. And the audience didn’t.

But while the public resents the length of announcements, the analysis will show that it is not mere
length of copy but dullness that is
the objectionable feature. Mr. Pub-
lic wants to be told. Length be
dammed.

If it’s nervy and interesting an
announcement can be ten minutes
long. Almost over NBC’s dead
body, John Davey, the tree expert,
has proved that point. I have writ-
ten “announcements” about both
products and companies that ran
four and five minutes—and have had
hundreds of letters come back from
listeners asking for mimeographed
copies of the talks. Many other
radio men have had similar experi-
ences.

Listeners express themselves by
the superficial comment that there
is “too much talking” or “too much
advertising.” What they are really
trying to say is: “Tell us something
interesting.” And in the case of
Wurlitzer, which is typical of hun-
dreds of other instances, the one
thing which contained all the news
element—price—was deleted because
of an inflexible station policy. In
these same cases, the quotation of
price would not only have made the
announcement interesting and nervy
and an infinitely more effective
advertisement, but would have clipped
fifty words from the length of the
copy.

Not long ago Montgomery
Ward and Company brought out
a new electric clock which
they could sell for $1.00. Now what
is there in the story of that electric
clock except the price? Electric
clocks aren’t new. Montgomery
Ward and Company has been selling
them for years. A price reduction
certainly isn’t news. Everyone has
been doing that since Hector was a
pup. But an electric clock for one
dollar—that’s news. At least it was
three or four months ago—the time
of this incident. Now, being on the
chain, we could not tell the news.
Rather, we had to beat around the
bush and be “clever” by saying that
here was an electric clock that would
cost no more than the price of the
original Ingersoll watch. A dozen
weak, ineffective, dull words instead
of two, strong, selling words.

Yes, the broadcasting sold clocks.
A lot of ’em. But how many sales
did we miss by being compelled to
use ten extra words? I believe that
not only would the price quotation
have sold many more clocks, but that
the non-buying listener would have
thanked us for both the news of the
advertisement and its consequent
brevity.

Cremo cigars must keep reiterat-
ing a quotation from Marshall that
is 10 words long just to get a chance
to speak the two words “five cents.”
A flour mill says that with their
product you can have three pancakes
for the price of a stick of gum—
rather than giving the selling news
that their package contains 30 pan-
cakes and costs a dime. A manufac-
turer of root beer extract must say
that with his extract you can have
a whole quart of root beer for the
price of your morning paper—a
postage stamp—or whatnot.

Such instances could be repeated
to the point of fatigue. And such
instances will some day make us
look back upon our present day
radio efforts in amazement that
broadcasting in spite of them could
have proved so effective.

Permitting price quotations will,
in certain given instances, do as
much as any single thing to shorten
announcements. Radio advertisers
today must sell “price unheard,”
which isn’t so far removed from
selling “sight unseen.” To do this
requires either the objectionable
hammer-blow type of announce-
ment, or a longer commercial. And
in these same instances, not only will
price quotations briefer the an-
nouncements, but make them more
interesting and nervy with the re-
sult that their length becomes unim-
portant.

Naturally, we all understand the
reasons why the chains will not permit price
quotations at any time, and why many
chain-affiliate stations prohibit price
quotations after six p.m. It is a
policy born of necessity that rises
out of the ignorance of the adver-
tiser regarding the natural limita-
tions of broadcast advertising. The
present day restrictions were put up
to protect the public from a deluge
of the “was $1.57, now selling at
79c” type of announcement. But
with more and more advertisers ap-
preciating the methods of employ-
ing radio, and with every 1932 ad-
vertising dollar being expected to
return 1934 value the inflexibility
of this six, seven and eight year old
policy is rapidly becoming obsolete.
Few radio men would think of ask-
_ing for the complete destruction of
the price prohibition wall. In like
measure, however, there are mighty
few of them who do not cry out
against the inflexibility of present
day rulings.

Indeed, it should not be difficult
to establish continuity rules which
would provide price quotations to
those who need it—in fact, must
have it—in the interest of sales.
Beside me is a copy of the December
19th issue of the Saturday Evening
Post. In this issue there are thirty-
one full-page advertisements. Eight
of those thirty-one do not quote
prices in their ads. Those eighteen
are, incidentally: Swift, Bon Ami,
Barrett Roofing, Fleischmann, Che-
terfield, National Canners’ Assoc.,
Maida, Mobilist, Texaco, General
Electric, Packard, Gillette, Delco,
Alemite, Smith Brothers, Ethyl, San
Francisco, and Sunlight.

Eleven of the remaining adver-
tisers mention price only incident-
ally. And by “incidentally” I mean
in type faces not larger than 12
point; and so placed as to be incon-
spicuous. These eleven are: Com-
monity Plate, Campbells, De Soto,
Philo, Whitman, Johnston’s, Kod-
ak, Toastmaster and Ford.

Only four of the thirty-one ad-
vertisers mention price prominently.
But these four advertisers must fea-
ture the price, since in that price
there is contained both the news and
the sales punch. One of them is a
page announcement of a new Ply-
mouth car—at $535.00. While it
has other news features such as
“floating power” and “free wheel-
ing” the price is the important news
and sales angle. One of the other
four “price” advertisers is in the
(Continued on page 40)
Gas Company Begins Tenth Year of Daily Broadcasts

Cheerful, Helpful Programs Win Many Friends for Chicago Utility Company

PROFESSIONALLY, Mrs. Anna Peterson is weighed down with the title of Director of the Home Service Department of The Peoples Gas, Light and Coke Company. But to thousands of women in and around Chicago she is the cheerful voice that tells them about new things to cook and new ways to cook them. And to these same thousands the gas company means much more than a bill that must be paid each month. It is Mrs. Peterson's company, and consequently it, too, shares in the friendliness that the listening housewives have for her.

Mrs. Peterson made her debut to her radio public in December, 1922, and the continued popularity of her broadcasts presents very tangible evidence of the success that has rewarded her enthusiastic and intelligent efforts. The first daily broadcasts were made from Station KYW, and shortly thereafter they were transferred to Station WENR, from which they have been broadcast since that time.

The primary purpose of these daily broadcasts has been to render a genuine and necessary service to the housewife, to assist her in the intelligent and economical operation and management of her home. No suggestion of commercialism has ever been permitted to permeate these programs, a policy that seems to have merited a treasure of good will that alone is a complete justification of the expenses incidental to the service.

At this point it might be well to outline the nature and scope of the activities of the home service department. Primarily the function of this organization is to act both as an information bureau and postgraduate course for the benefit of the housewife, whether she be bride or grandmother, giving authoritative instructions regarding food selection and preparation. The director of this department is assisted by her staff of professionally trained women, about twenty in number.

Daily lectures and demonstrations given in the company's auditoriums, and to special groups on appropriate food topics. Large quantities of recipe sheets are distributed free of charge in response to requests received. These features of the home service department are very closely affiliated with the broadcasting activities.

One of the many striking illustrations of the interest displayed by the women of Chicago in home service work, and the effectiveness of the radio in helping to secure such interest, was impressively shown when an announcement was broadcast that a morning lesson on the subject of "Cake Decorating" was to be staged in the Peoples Gas Building. Over 1,500 women responded and, as it was quite impossible to accommodate all who came in one class, it was necessary to request a large number to return later in the day, when the lesson was repeated for their benefit.

On another occasion, Mrs. Peterson gave her radio audience a talk on Thanksgiving Day menus. At the end of the talk she offered to send the menus to those that made requests. The result was that the company's telephone switchboard was swamped with calls. The same condition resulted from an announcement of a "Radio Tea" for which reservations were to be made in advance.

Such results soon dispel any idea that home service talks do not have a large following of women who are anxious to learn new ideas for making the home a healthier and happier place in which to live.

Incidentally, The Peoples Gas, Light and Coke Company of Chicago has the distinction of originating the idea of "home service," and of establishing the first home service department. The signal success and significance of this enterprise can be appreciated when it is realized that today almost every important gas company in the United States maintains a home service unit, many of them also extending their efforts through the use of the radio.

The results obtained from radio broadcasting may sometimes be difficult to measure in terms of dollars and cents, but this is also true of other forms of publicity. The fact that these talks have been on the air every week day for nearly ten years should leave little room for doubt as to the effectiveness of radio as a means of reaching the housewives of Chicago.
SHOWMANSHIP AND SALESMANSHIP SPELL SUCCESS FOR STRASSKA
Melodramas and “Lucky Elephant” Premiums Sell 10,000 Tubes of Toothpaste a Week

Says Ruth Betz
Radio Station WBBM, Chicago

No one in radio has applied the super-combination of showmanship and salesmanship with any greater degree of success than has the Rajput-Strasska-WBBM combine.

Facts and figures give undeniable proof of the showmanship of Rajput, the salesmanship of the Strasska Laboratories and the effectiveness of the medium. Receipt of 10,000 letters a week with each letter representing a 50c purchase is their amazing record, established in 11 weeks!

Evans E. Plummer, radio editor of the Chicago Herald and Examiner, comments on this record by printing, “Breath-taking suspense, Rajput showmanship and the lucky elephants do it.”

Never using any other advertising medium but radio, the sponsor engaged the services of Rajput, Hindu Secret Service operative, who had never been on the air in a commercial capacity before, for a Los Angeles series of broadcasts last August. After a seven weeks’ test, Strasska advertising executives decided to place their “find” on a station in the central part of the country.

On October 2nd, the series was launched over WBBM, Chicago. Broadcast time was 9:15 to 9:30 p.m., six times a week for the first four weeks. Twenty-two hundred letters came in the first week. From that start the number of letters increased over 50 per cent each week. After the fourth week the programs were cut to five times a week, but the mail continued to expand until the 10,000-letters-a-week mark was reached the seventh week.

The merchandising campaign was planned with the object in view of offering the radio public a novel feature which had continuous appeal for all ages and which had the power to promote sales.

Rajput is a high-caste Hindu, graduate of the Universities of Calcutta and of Oxford. From Oxford he was commissioned during the war and returned to India as an officer of the British Secret Service. It is on his many thrilling experiences in the service that he bases his unusual mystery serials.

The programs open with the weird harmony of Hindu musical instruments. The station announcer gives a brief commercial credit, a resume of the preceding stories, and concludes with an introduction of “Rajput, who has a gift offer for you.” Rajput then tells of his gift, a lucky elephant charm, and what the elephant means in India. He explains its association with good luck and how it is interpreted and regarded by the followers of Ganesh, the Hindu god of good luck. He adds that he has worn one of these charms, attributing to it his success throughout his career.

At the end of the dramatic narrative portion of the broadcast, the announcer tells the audience each listener may obtain one of these charms, carved by Ganesh worshipers and brought to America by Rajput, if he will send in the carton covering of a fifty-cent tube of Dr. Strasska’s toothpaste with a stamped self-addressed return envelope.

Along with their carton enclosures for the gift offer, many listeners asked for Rajput’s photograph. So, on the eighth week of broadcasting, announcements were made that if those wishing a photograph would send in a two-cent stamp in addition to their carton and stamped letter for the charm they would also receive his photograph.

The number of letters received for the first week of the picture offer leaped to 16,000 and maintained nearly that figure during the ensuing weeks of the series. This average has recently been raised tremendously, because during the last three days of his broadcasts Rajput, in excellently chosen words, ex-(Continued on page 40)

100 words

ARGENTINA has solved the commercial radio program problem. . . . It limits the advertising talk on such broadcasts to 100 words. . . . Which is a very good idea. . . . There may be a new type of expert soon—the man who can say the most in the fewest words.


January, 1932
THE SUMMER RADIO AUDIENCE

Is Nearly as Large as at Other Times, Philadelphia Survey Shows

There's no use broadcasting in the summer time. About half the people are out of town and those who do have to stay at home are outdoors all the time they aren't working or sleeping. And even they all leave town Saturday noon for a week-end in the country. We might as well postpone our broadcasting until fall. Nobody listens to the radio in the summer."

That seems to sum up the attitude of a good many advertisers. They go in for radio in a big way during the fall, winter and spring, and then quit entirely during the summer months. The broadcasting section of National Advertising Records shows that the advertising revenue of the National and Columbia chains was $200,000 less in June of this year than in May. July shows another $50,000 drop and August is $235,000 under July. With September the curve starts up again.

This falling off of network advertising during the summer—and there is no reason to believe that local and spot broadcasting hold up any better—is undoubtedly due to the opinion that "nobody listens to the radio in warm weather." But is that belief true? What are the summer habits of the radio audience?

Last June Herman S. Hettinger and Richard R. Mead, of the University of Pennsylvania, set out to discover the facts about the summer radio audience in Philadelphia and vicinity. The method was the same as that used by Mr. Hettinger in his previous surveys of the Philadelphia audience (January, 1929, and April, 1930), personal interviews with set owners, made by students of Wharton School of Finance and Commerce of the University of Pennsylvania who were trained in work of this type.

Some 3,100 families were interviewed, 2,300 in Philadelphia proper and the remaining 800 in the suburbs and independent communities in the Philadelphia retail trading area. The interviews were made between June 15 and July 6, late enough in the season for people to have made their vacation plans, yet early enough to find them still at home. It was specified that at least half of the interviews be made in the daytime and not more than 20 per cent over the week-end.

By distributing the families to be interviewed in accordance with the density of the population of each district, a representative sample was secured. A summary of all the interviews shows that 81 per cent of the families were in the high income group ($5,000 and over), 39.5 per cent in the medium group ($2,000 to $4,999) and 52.4 per cent in the low income group (under $2,000). Forty-two per cent of those interviewed were men; 58 per cent were women. Distribution by age groups shows 12.4 per cent under 21 years; 76.6 per cent between 21 and 50, and 11 per cent 51 and over.

When do people listen to radios in the summer? Analysis of the interviews showed practically no variation during the Monday to Friday period, with a slight falling off over the week-ends. The Sunday audience, which was the smallest, was never less than 90 per cent of the maximum audience for any week day. It was also found that 80.8 per cent of the total radio audience in the Philadelphia area listened in at some time every day. The following table gives the percentage of the total audience for each hour of the day:

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>.7%</td>
<td>.6%</td>
<td>.1%</td>
<td></td>
</tr>
<tr>
<td>7-8</td>
<td>4.4</td>
<td>3.3</td>
<td>1.2</td>
<td></td>
</tr>
<tr>
<td>8-9</td>
<td>9.4</td>
<td>8.0</td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>9-10</td>
<td>17.2</td>
<td>14.9</td>
<td>25.1</td>
<td></td>
</tr>
<tr>
<td>10-11</td>
<td>20.7</td>
<td>18.8</td>
<td>51.2</td>
<td></td>
</tr>
<tr>
<td>11-12</td>
<td>20.3</td>
<td>19.0</td>
<td>49.4</td>
<td></td>
</tr>
<tr>
<td>12-1</td>
<td>24.6</td>
<td>23.6</td>
<td>39.2</td>
<td></td>
</tr>
<tr>
<td>Sometime during the morning</td>
<td>39.1</td>
<td>35.5</td>
<td>64.5</td>
<td></td>
</tr>
<tr>
<td>Sometime during the afternoon</td>
<td>23.1</td>
<td>24.9</td>
<td>34.2</td>
<td></td>
</tr>
<tr>
<td>Sometime during the evening</td>
<td>46.8</td>
<td>47.7</td>
<td>53.9</td>
<td></td>
</tr>
<tr>
<td>5-6</td>
<td>31.3</td>
<td>32.6</td>
<td>32.5</td>
<td></td>
</tr>
</tbody>
</table>

Percentage of Total Group Listening at a Given Hour.

Other surveys of the Philadelphia audience have shown that it is the Philadelphia audience that changes the most during the summer, perhaps because the city is so close to the sea and to the mountains. This is confirmed by a study of the size of the audience during the different hours of the day. The percentage listening to the medium at 6 o'clock is 51.4, but by 7 o'clock it is down to 23.9. The Sunday audience is 78.6 at 6 and 53.4 at 7. The highest percentage of the total audience is 77.6 at 7 o'clock, and 67.4 at 8. The highest percentage of the total audience for any hour of the day is 67.4 at 8 o'clock. The lowest percentage of the total audience for any hour of the day is 24.9 at 5 o'clock. The highest percentage of the total audience for any hour of the day is 77.6 at 7 o'clock. The lowest percentage of the total audience for any hour of the day is 24.9 at 5 o'clock.
Women listen more in the daytime hours of Monday to Friday and on Saturday morning. Otherwise the audience is about equally divided. The high income group listens less in the daytime and on Sunday than the other income classes. People under thirty listen more in the afternoons than do the other age groups and those under twenty listen less on Saturday night and Sunday afternoon. The average radio seems to be in use for six hours daily from Monday to Friday, between six and seven hours on Saturday, and slightly over seven hours on Sunday, regardless of sex, age, income or occupation.

"Comparison of the summer curve with the winter hourly listener load as revealed in the writer's 1930 survey is difficult," says the report. "How many of the variations are specific winter phenomena, how many are the result of more accurate data, and how many are part of a general secular trend, is hard to tell. So little information exists at present that no authoritative answer can be made to the question until another winter survey has been completed. The variations occurring are a tendency toward a slightly greater morning load in the summer; a smaller afternoon audience than in winter; and except at six to seven, where marked increase has taken place, a closely corresponding summer to winter load in the evening. This is on the basis of Monday to Friday data. An explanation of the six to seven increase may be ventured in the fact that most people come home earlier in the summer, and that over the past year there has been a marked improvement in the programs at this hour, bringing with it increased interest."

Radio-listening is not a popular sport for week-end holidays. Only 4.2 per cent of those going away for week-ends listen in regularly; 30.1 per cent tune in occasionally, and 65.7 per cent not at all. These figures are somewhat higher for the high income class, 5.7 per cent of its week-enders listening regularly and 41.6 per cent occasionally.

Studying the effect of summer vacations on the listening habits, it was found that 31.9 per cent of the Philadelphia audience take vacations at some time during the summer. As might be expected there was considerable variation in the income groups. Of the high income class 66.7 per cent take vacations; 38.1 per cent of the medium income group and 21.1 per cent of the low income group. Younger people take more vacations than the average and 34.4 per cent of the men go away as compared with 30 per cent of the women. In length, the vacations average two weeks, as is shown by the following table:

Percentage of Those Going Away
Staying Various Lengths of Time

<table>
<thead>
<tr>
<th>Weeks</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>.4%</td>
<td>.5%</td>
<td>1.5%</td>
<td>1.9%</td>
</tr>
<tr>
<td>July</td>
<td>6.9</td>
<td>8.0</td>
<td>11.9</td>
<td>13.5</td>
</tr>
<tr>
<td>August</td>
<td>14.5</td>
<td>13.5</td>
<td>13.0</td>
<td>11.9</td>
</tr>
</tbody>
</table>

The highest number of listeners away at any time is 14.5 per cent, during the first week of August. As previous figures have shown that the average daily listener load (Monday to Friday) is approximately 93 per cent, it may be concluded that at no time did vacations reduce the listening audience to less than 80 per cent of its normal size. Of those away, 8 per cent listened to the radio regularly and 36.2 occasionally.

Study of the stations tuned in during the summer by listeners in the Philadelphia area shows that 93.5 per cent of the audience listen to at least two stations regularly; that 74.1 listen to three stations; 41 per cent to four, and 15.7 per cent to five or more. The report analyzes the listeners to each station, but identifies only WJZ and WCAU by call letters, labeling the others A, B, C, etc.

"The most interesting observation regarding program preferences in the summer," says the report, "is the relatively slight extent to which listener tastes vary as against other periods of the year." Increased interests in sport broadcasts and a preference for slightly lighter programs are the chief characteristics of the summer audience. The following table indicates the percentage of listeners interviewed, liking each type of program; not merely

(Continued on page 38)
Curiosity and Constant Change
Constitute Hecker’s Radio Plan

Surprise Series, Each Program with a Different Appeal, Holds Audience from Week to Week

By W. H. Thornburg
Advertising Manager, HECKER H-O COMPANY, INC.

A quarter of four o’clock on a crisp autumn morning early last September, slightly more than a dozen men sat in a quiet audition room of station WKBW, the outlet of the Columbia network in Buffalo, New York. One of these, the general manager of the Hecker H-O Company, Inc., cereal manufacturers, glanced around the conference table until his gaze fell upon a yellow bit of paper. He reached for the sheet, a monitor telegram from KFRC, in San Francisco.

“The H-O Surprise Program will be piped through to Buffalo at four a.m. for your private audition,” he read.

A studio attendant moved quietly to the loud speaker across the room and plugged in a switch. Suddenly there was a low hum, as of the sound of wire noise on a long-distance telephone call. Then a sharp crack came through the speaker and the hum ceased. The room was quiet. The sound of a man’s voice called “Hello, Buffalo!” It was from the control room, away out over thousands of miles of telephone wires, in San Francisco.

“Lines okay,” came the control room operator’s voice. It was two minutes of midnight on the Pacific Coast, and the studio clock at WKBW shower four hours later, on Eastern Daylight Saving schedule. A moment of suspense for these waiting listeners in Buffalo, then .

“The H-O Surprise Program!” The announcer’s voice rang sharp and clear in the audition room, and as the exclamation was finished the stirring roll of a drum opened the “pre-broadcast” of the first of a distinctly different series of radio programs.

At nine p.m. on Thursday evening following this long-distance audition (which, by the way, established a new distance record for private auditions) the “Americana” soloists, vocal and instrumental.

Each of the H-O Surprise Programs, broadcast at the same hour on successive Thursday nights, has an entirely different theme. Thus in order have followed the “Round-the-World” theme, featuring songs and dances of far-off lands; then the “Show of Shows,” presenting hit tunes from current motion picture successes, light operas, etcetera. This was followed by the H-O “Collegiana” program, with college songs of the foremost Pacific Coast universities, and an interesting five-minute talk on the football outlook by Coach Glen S. “Pop” Warner, famed gridiron mentor of Stanford.

The following week we offered the H-O “Flora Dora” Program, for the particular enjoyment of those whose memories harkened back to the airs of the Gay Nineties, and then on the following Thursday evening, a modern, fast-moving “Popular” program was broadcast by the makers of H-O Oats.

And so, throughout the H-O Surprise Program series, we endeavor to give a variety of type of radio entertainment. One evening’s broadcast may appeal particularly to one group of listeners. Another, a second group, and so on, through the broadcasts. Every program is entirely different from the one preceding it, and from the others in the series. Our reasoning, in determining upon this plan, resulted not from momentary snap judgment, but after a most careful research as to the listening preference of each of many types of radio listeners.

The press was used to announce the series program, the first in the H-O Surprise series, was again produced, this time not for a private rehearsal for the sponsors, but broadcast over the air, through stations of Columbia’s Don Lee chain on the Pacific Coast. This premier program offered, in its theme, the selections of modern American composers—Gershwin, Grofe, Bloom—rendered by the 25-piece H-O orchestra under the able direction of Meredith Willson, of KFRC, and by assisting

ANNOUNCING
A new and delightful radio program series will begin Thursday evening, September 12th. The Hecker H-O Company, Inc., makers of regular and new style H-O Cereals, will broadcast a series of exceptionally versatile radio programs every Thursday evening, 9:00 to 9:30 P.M., over the stations of the Columbia Pacific Coast network. Each program will be a distinct “surprise”... something new and different, in order to please your particular entertainment tastes, whatever they may be.

Listen to the first program in this unusual series next Thursday evening.

COLUMBIA BROADCASTING SYSTEM

STATION KHJ
LOS ANGELES
Every Thursday Evening at 9 P.M.

Hecker-H-O
"Surprise Program"

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I n any advertising campaign, it is most important to endeavor to appeal to all the possible prospects for your product. And so, in building a theme for the H-O radio programs, we wanted to appeal to as many of our listener-prospects as we reasonably could. But we found that, even though a great many listeners enjoyed a certain type of program, there were still thousands who preferred some other form of radio entertainment. And among these latter thousands are a great number who are potential buyers of our product. The answer, then, seemed most logically to be found in a series of programs, each one varied as to its general theme.

An element of curiosity pervades the H-O Surprise series, most valuable when it is found that more people do tune in when a brand new feature is forthcoming. We have proven to our own satisfaction that, by varying the “show” each time, we maintain an interest not often common to those programs, however well produced, that continue the same form of entertainment, program after program, throughout the series. In other words, the dangerous element of monotony is entirely avoided. Again, once a listener “tunes out” on one of a series of programs of the same theme, it’s almost a foregone conclusion that he’ll try to avoid further broadcasts in that series. There is far less danger of this likelihood in the case of varied programs.

The change in program theme each time also has a desirable reaction upon those taking part in the program, as well as the listening audience. Each week brings a complete change of scene, so to speak, and on each successive program the members of the cast play an entirely new role. This maintains enthusiasm of each individual taking part in the program and prevents any of the artists from “going stale” as the programs continue.

The H-O radio program is publicized each week by means of paid advertising in all major newspapers in Pacific Coast cities, an advertisement featuring the program entirely appearing on the radio page on the day of each broadcast. This is further augmented by newspaper publicity featuring the program, prepared by the network’s advertising staff and released to newspapers on the H-O schedule. Here again, the element of varied programs gives us an exceedingly good “break” with the radio editor—which makes news. Each week, as the programs progress, there is an entirely new and colorful story made possible because of the change of program theme.

We very definitely recognize the importance of interesting and adequate publicity on the radio pages of the newspapers. A reader listener looks to the pages of his daily paper not only for the day’s radio schedules but for the high lights among the many programs listed. And so, if we are fortunate enough to receive a good story from the hands of the radio editor we know that our listening audience will be that much more greatly increased.

After careful consideration we selected evening as preferable to daytime broadcast, for two reasons. First, it enables us to reach all the family, which is possible only during the evening hours, rather than take morning time to appeal only to the purchasing agent of the home. Husbands and kiddies particularly are found to enjoy a really tasty oatmeal for breakfast. Second, air waves have a greater “carry” during evening hours, which is especially important in considering the wide expanse of territory of the Pacific Coast section. We have

FOOD MEN ARE BIG USERS OF RADIO TIME, SURVEY SHOWS

T hat food manufacturers are among the most extensive users of broadcasting to advertise their wares is generally known. That food dealers—the retail and wholesale grocers, independent and chain stores—use even more time on the air is, however, rather surprising. Yet that is what The New Era in Food Distribution, business paper of the food trades, discovered when it set out to survey the field.

Questionnaires were sent to radio stations and 304 were returned, filled in by stations of all sizes in all parts of the country. From these reports the following summary was prepared:

**STATIONS AND HOURS USED**

<table>
<thead>
<tr>
<th>Type of Company</th>
<th>Number of Stations</th>
<th>Hours per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voluntary Chains</td>
<td>83</td>
<td>157.30</td>
</tr>
<tr>
<td>Chain Stores</td>
<td>81</td>
<td>153.45</td>
</tr>
<tr>
<td>Large Individual Stores</td>
<td>78</td>
<td>134.30</td>
</tr>
<tr>
<td>Wholesale Grocers</td>
<td>52</td>
<td>69.35</td>
</tr>
<tr>
<td>All Food Dealers</td>
<td>182</td>
<td>496.40</td>
</tr>
<tr>
<td>Food Manufacturers</td>
<td>125</td>
<td>480.03</td>
</tr>
</tbody>
</table>

*Summer of 1931.*

Since the 304 stations included in this report are just about half of the total number of stations in the country, it is probable that the figures in the above summary are also approximately half of the total food broadcasting being done.

The report, in the August issue of Food Distribution, continues:

"Voluntary chains, coming actively into the trade with aggressive ideas just at the time radio advertising was being developed, have grown up with it and actually exceed chains in the use of station hours. But the Great Atlantic and Pacific Tea Company was found to be the largest single user, with a record of 51 station hours per week. Some other chains are using radio, but chains other than A. & P. have not developed a heavy use of the air.

"A majority of stations reported an hour or less per day for food accounts, but many were running much higher, with some of the more popular stations reporting four or five hours per day for these accounts."

Ads like this appear weekly

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(Continued on page 36)
Radio Puts Over Liquidation Sale of Buffalo Store

Frequent Broadcasts Over Three Stations Hold Daily Sales Average at $14,000

Says Addison F. Busch
BUFFALO BROADCASTING CORPORATION

What the advertiser thinks

used during the day over WMAK, WGR and WKBW.

On the opening day of the sale clockers stationed at the door of the Clawson & Wilson Company tallied 38,000 customers! Yesterday, the 34th day of the sale, 33,000 customers visited the store.

The radio campaign moved more than half a million dollars' worth of merchandise from the shelves during the first 34 days of the sale. Average daily sales during the 34-day period were between $14,000 and $15,000. Final figures on the cost of the campaign over the three BBC outlets cannot, of course, be quoted. During the first month, however, radio advertising cost less than 3 per cent based on dollar volume of business.

John L. Lynch, president of the John L. Lynch Sales Company of Grand Rapids, Michigan, who was chosen to conduct the sale, made a list of the stock in the Clawson & Wilson building and discovered that much of it had been purchased to appeal to rural buyers. Accordingly the broadcasts were designed to appeal largely to the farm audience.

"During the sale we have consistently drawn customers from towns and villages within a hundred mile radius of Buffalo," Mr. Lynch says. "I feel that radio coverage for rural consumption is superior to any other medium we might have used."

The campaign has been planned to bring customers to the store for special bargain features each day. Three specials are selected and announced during announcement and program periods the day before they are placed on sale. In a number of instances a time limit of one hour is placed on these specials. As a result of the constant repetition of the three specials, crowds averaging between 300 and 400 people are waiting for the doors to open each morning.

A number of announcements and programs have been devoted to different departments in the store. The rug department, for instance, ran a one-day special which resulted in the sale of more than 300 small rugs during the first hour.

The radio campaign proved to be extremely flexible once the sale had gotten underway. If the weather turned cold during the night it was but the work of a moment for the Clawson & Wilson advertising department to call our studios and

(Continued on page 30)


CENSUS FOUND 12,078,345 RADIO HOMES
ESTIMATE RAISES COUNT TO 15,801,620

I n April, 1930, an army of census takers went into action, visiting homes, asking questions, counting noses, counting families, counting radio receivers. During the twenty months that have intervened other employees of the U. S. Department of Census have been at work totaling and tabulating the figures collected.

From time to time bulletins have been issued, reporting the number of families and set-owning families in each state. Last month this task was completed, figures for the entire country released.

There were in the United States, on April 1, 1930, 29,980,146 families. Of this number, 12,078,345, families, or 40.3 per cent of the total, possessed radio receivers. (Actually, there were more than that. Widespread rumors that the count was for the purpose of taxing sets led some owners to conceal the fact. Busy, hurried census takers sometimes neglected to ask about radios.)

The first three columns in the accompanying table give the number of families, number of set-owning families, and percentage of set-owners to the total, shown in the census.

These figures are extremely important, as they are the first official check of the many estimates of the radio population. But, unfortunately for the advertisers and agencies who must use these figures, radio has not stood still during the year and three-quarters after April 1, 1930. Millions of sets have been made and sold during that time, and to get the true picture of today’s radio distribution it is again necessary to resort to estimates.

Probably the best estimate is that made by the McGraw-Hill Company (column 4 of the adjacent table). These figures are arrived at by adding to the census figures the number of sets sold since then in each state to additional homes, not counting replacements and additional sets.

In the fifth column is shown the percentage of the country’s set-owners living in each state. It is interesting to note that six states contain more than 50 per cent of the total.

CENSUS FIGURES as of April 1, 1930

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Families</th>
<th>Set-Own Families % of Total Families in State</th>
<th>Set-Own Families % of Total Set-Own Families in U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>592,530</td>
<td>56,491</td>
<td>9.5%</td>
</tr>
<tr>
<td>Arizona</td>
<td>106,630</td>
<td>19,295</td>
<td>18.1%</td>
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<tr>
<td>Arkansas</td>
<td>439,408</td>
<td>40,248</td>
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<tr>
<td>California</td>
<td>1,618,533</td>
<td>839,846</td>
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<tr>
<td>Colorado</td>
<td>268,531</td>
<td>101,376</td>
<td>37.8%</td>
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<tr>
<td>Connecticut</td>
<td>389,596</td>
<td>213,821</td>
<td>54.9%</td>
</tr>
<tr>
<td>Delaware</td>
<td>59,295</td>
<td>27,183</td>
<td>45.8%</td>
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<td>Dist. of Columbia</td>
<td>126,014</td>
<td>67,880</td>
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<tr>
<td>Florida</td>
<td>377,823</td>
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<td>Georgia</td>
<td>654,009</td>
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<td>108,515</td>
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<td>Illinois</td>
<td>1,934,445</td>
<td>1,075,134</td>
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<td>Indiana</td>
<td>844,463</td>
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<tr>
<td>Iowa</td>
<td>636,905</td>
<td>309,327</td>
<td>48.6%</td>
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<td>Kansas</td>
<td>488,055</td>
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<td>38.8%</td>
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<td>610,288</td>
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<td>198,372</td>
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<td>386,087</td>
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<td>941,821</td>
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<td>137,010</td>
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<td>Nebraska</td>
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<td>25,720</td>
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<td>New Hampshire</td>
<td>119,660</td>
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<td>987,616</td>
<td>629,639</td>
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<td>New Mexico</td>
<td>98,820</td>
<td>11,404</td>
<td>11.5%</td>
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<td>New York</td>
<td>3,162,118</td>
<td>1,829,123</td>
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<tr>
<td>North Carolina</td>
<td>645,245</td>
<td>72,329</td>
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<td>North Dakota</td>
<td>145,382</td>
<td>59,352</td>
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<tr>
<td>Ohio</td>
<td>1,700,877</td>
<td>810,767</td>
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<td>Oklahoma</td>
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<td>121,973</td>
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<td>267,690</td>
<td>116,299</td>
<td>43.4%</td>
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<td>Pennsylvania</td>
<td>2,239,179</td>
<td>1,076,770</td>
<td>48.1%</td>
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<td>165,811</td>
<td>94,594</td>
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<td>South Dakota</td>
<td>366,265</td>
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<td>161,332</td>
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<td>Tennessee</td>
<td>601,578</td>
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<td>Texas</td>
<td>1,383,280</td>
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<td>Utah</td>
<td>116,254</td>
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<td>Vermont</td>
<td>89,439</td>
<td>39,913</td>
<td>44.6%</td>
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<tr>
<td>Virginia</td>
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<td>96,569</td>
<td>18.2%</td>
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<td>Washington</td>
<td>426,019</td>
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<tr>
<td>West Virginia</td>
<td>374,646</td>
<td>189,369</td>
<td>23.3%</td>
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<tr>
<td>Wisconsin</td>
<td>713,576</td>
<td>364,425</td>
<td>51.1%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>57,218</td>
<td>19,482</td>
<td>34.0%</td>
</tr>
</tbody>
</table>

United States... 29,980,146 12,078,345 40.3 15,801,620 100%

*The figures in this column are reprinted from "Electronics" by permission of the publishers, the McGraw-Hill Publishing Company, Inc. New York City.

January, 1932
Commission Warns Broadcasters to Eliminate Offensive Advertising

JUST before adjourning for the Christmas recess the Federal Radio Commission issued a statement pointing out the rights of the public to radio entertainment free of offensive advertising and urging the broadcasters to study the code of ethics adopted by the National Association of Broadcasters and to follow it. If they do not, the statement continues, "the matter should be treated with proper legislation."

What that legislation would be is not hard to imagine, nor that its effects would be neither beneficial nor pleasant. And that goes for every advertiser on the air and every advertising agency whose clients are using radio, as well as for the station operators.

It would be futile to deny that there is any objectionable advertising on the air. Radio is a new advertising medium and many of the legal and ethical questions which time has answered for the older media are still troubling the broadcasters. Then, too, the cost of operating even a small radio station is high, and when the balance sheet shows a continuous red total it is difficult to be overly particular about the source of one's income, especially as long as it is within the law.

That this is not peculiar to radio may be readily seen by glancing at almost any newspaper or magazine. Advertising that would have been curtly rejected a few years ago is now weekly accepted. This depression has made advertisers hard-boiled and publishers have been forced to knock under or see the copy go to their competitors. In spite of all this, radio is definitely changing for the better. Today there are many less objectionable programs on the air than there were a year ago; next year there will be fewer still. Public acceptance is the life blood of radio, and given time the industry will solve its problems in a satisfactory manner.

Unfortunately, however, time will not be given. Radio, young as it is, has given many indications of its vast powers to influence the public, and there are many who wish either to control it, or if that is not possible, to stifle it forever. Powerful interests, realizing the impossibility of controlling the actions of some 600 individual broadcasters, would like to have all broadcasting controlled by a single board which they might influence more readily. Owners of competing advertising media, failing to realize that radio is producing additional advertising and not taking it away from them, would short-sightedly like to see advertising abolished from the air.

These interests, as well as many well-meaning but misinformed critics, are constantly bringing pressure to bear on the Radio Commission and the legislative bodies, in hopes of having the American system supplanted by the European plan of tax-supported, governmental-controlled broadcasting. And wisely, they are directing their blows at our system's most annoying fault, those advertising programs that make every listener forget all of the good things his radio brings him in his disgust at a single advertiser's poor taste.

Elimination of these offensive programs, which, after all, are greatly in the minority, will effectively silence radio's opponents. In every other respect American radio is superior to any other in the world and it would be folly to see this magnificent structure torn down because of a few faulty bricks in its wall.

This work can be easily done, but it requires cooperation. Let every advertiser, every advertising agency and every broadcaster examine with care all advertising copy. Let each one cut out anything that seems offensive, and the job is done. After all, this is just good business sense, for you surely can't sell anything to an offended prospect.

And remember, if you don't do it, Congress certainly will. For, while the Commission's message is worded in soft language, there is no doubt about its meaning. The full statement follows:

In Europe, broadcasting in any particular country or nation is conducted either by the government or by some company chartered by the government. In our country, as you know, it is carried on by private enterprise. The European system is monopolistic; the American system competitive. The European system is supported by a tax; the American system is supported by advertising.

In general, the European system gives the audience what the system thinks the audience OUGHT to hear, while the American system gives the audience what the system thinks the audience WANTS to hear."

"Any average program broadcast to a million listeners will please only a fraction of the audience, whether it be broadcast by a European or an American station. After listening to European broadcasting, I am of the opinion that our people would not want the European system any more than they would want all the newspapers published by one company or by the government."  


comparison--

The Commission believes that the American system of broadcasting has produced the best form of radio entertainment that can be found in the world. This system is one which is based entirely upon the use of radio broadcasting stations for advertising purposes. It is a highly competitive system and is carried on by private enterprise.

There is but one other system—the European system. That system is governmental. Under that system, broadcasting is conducted either by the government or by some company chartered by the government. There is no practical medium between the two systems. It is either the American system or the European system.

The principal objection to programs under our system arises out of the kind of advertising that is allowed to be made a part of them.

The Commission recognizes that the industry is young, that many policies must grow out of experience, and that
ANOTHER LOOP
DEPARTMENT STORE
MAKES ITS BOW on WBBM

The Davis Company Launches
"Two-a-Day" Shoppers’ Service

On December 2nd, the Davis Store—one of Chicago’s largest and finest department stores—in-augurated over WBBM a daily (morning and afternoon) “Radio Shoppers’ Service,” adding one more distinguished name to WBBM’s already imposing list of local accounts.

To those advertising men who have found that local advertisers know their local media best, it will be interesting to know:

1. That WBBM’s leadership in the Chicago local field is of years’ standing.
2. That this leadership is not measured by a narrow margin, but by a predominance of local accounts that makes it indisputable.
3. That WBBM does not offer, and has never offered a so-called “local” rate at a special inducement to local advertisers.

FIRST IN CHICAGO

In Total Number of Local Clients.
In Total Number of Local Commercial Programs.
In Total Number of Local Commercial Hours.
In Total Dollars and Cents Revenue.
In Percentage of Renewals (Renewal Ratio).

The Air Theatre
WBBM Chicago

Western Key Station of the Columbia Broadcasting System

January, 1932
some stations today are making efforts to constantly raise the standards of broadcasting, but the problem cannot be solved by a few stations. There is not a single station that can escape responsibility. A heavy responsibility rests upon all chain companies. Today, approximately 550 persons, firms or companies hold licenses which give them the right to use the air to its maximum capacity for radio broadcasting purposes.

There are 123,000,000 people in the United States wholly dependent upon these few persons for their radio entertainment. Their rights in this new art cannot be denied. And if their share of this form of entertainment can be received only at the expense of advertising statements or claims which are false, deceptive or exaggerated, or at the expense of programs which contain matter which would be commonly regarded as offensive to persons of recognized types of mental, social and religious belief, then they are justified in demanding a change in the system.

The good will of the listener is the station's only asset, and therefore, this problem first should rest with the licensees of stations. The problem should not be taken out of their hands until they have had full opportunity to make the necessary corrections.

If they decline the opportunity, or seizing it, fail, the matter should be treated with proper legislation. As an aid and a guide in the matter, the Commission commends to the licensee of each radio broadcasting station for his most serious consideration the following code of ethics which has been adopted by the National Association of Broadcasters.

The Commission believes this code to be fair and just to the broadcaster and to the listener, and that it is an avenue by which the industry can regulate itself.

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**Code of Ethics**

Adopted by the National Association of Broadcasters.

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used for others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or service which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid-for material.

7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

8. Where charges of violation of any article of the Code of Ethics of the National Association of Broadcasters are filed in writing with the managing director, the board of directors shall investigate such charges and notify the station of its findings.

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**Real Folks Sketches Change Sponsor and Chain**

After more than three years as an NBC feature under the sponsorship of the Chesebrough Manufacturing Company, makers of Vaseline products, Milt Thompkins and his neighbors of the "Real Folks" sketches are going into a new series over a Columbia network, sponsored by the General Foods Corporation in the interests of Log Calv'n Syrup. Approximately 20 stations, from the Atlantic Coast to Texas, will carry the new series, which will be of the same general character as before, on Sunday evenings.

The following that these programs have built up since they went on the air in August, 1928, is attested by nearly a million letters from listeners. Following the announcement of the publication of one edition of the "Thompkins Corners Enterprise," newspaper of the imaginary community, more than 250,000 requests for copies were received.

Chesebrough, however, is not leaving the air. On New Year's Day, four days after the last NBC appearance of Real Folks, the Vaseline makers will inaugurate their new series, Friendship Town, also dealing with small town life, over an NBC hook-up of 48 stations.

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**NAB to Form Specialized Sections**

Engineering, Program and Commercial Sections will be formed by the National Association of Broadcasters during the coming year. The plan, which has been approved by the executive committee, is to make the chief engineer, program director and commercial manager of each member station a member of one of these sections, for the performance of work of peculiar interest to themselves.
Our Representation of Radio Stations is a REAL Service

To Radio Stations:

Our service provides capable, constructive personal representation of Radio Stations to Advertising Agencies and Advertisers.

Through our seven offices, we are effectively covering the important centers where advertising originates.

A recent check with twenty or more aggressive, successful stations showed that our service costs them less than their own selling expense.

To Advertising Agencies:

We supplement the agencies' own personnel and equipment by an organization whose members have had long specialized experience in all phases of "spot" broadcast advertising.

Our cooperation insures a worthwhile economy of time and money. Our service also includes the furnishing of factual information on station coverage and listener acceptance, plus immediate and reliable information as to open available time.

SCOTT HOWE BOWEN, INC.

CHRYSLER BUILDING, NEW YORK CITY

CHICAGO
Wrigley Bldg.

DETOIT
Fisher Bldg.

KANSAS CITY
1016 Baltimore Ave.

BOSTON
185 Devonshire St.

OMAHA
502 Barker Bldg.

SAN FRANCISCO
865 Mission St.

January, 1932
USING RADIO TO SELL ELECTRIC APPLIANCES

DURING the past nine months, Public Service Company of Colorado has been retailing by radio and the results provide some easily-digested food for thought.

The activity was launched primarily to test out an idea—that there were enough radio listeners interested in low-priced electrical equipment to justify the investment in a thirty-minute broadcast daily.

It required some experimenting to determine the correct time for such a broadcast as company officials had in mind—a modest program of phonograph music interspersed with sales talks. Various hours were tried over KFEL, a local station at Denver, operating on 500 watts. Eleven a.m. brought the best response. Between February and November (1931) Public Service Company has sold electric curling irons, electric waffle irons, electric coffee percolators, vacuum cleaners, electric toasters and electric space heaters via radio, in sufficient quantity to justify the investment and warrant continuance of the activity.

A heavy percentage of purchases were made in and about Denver by housewives who telephoned KFEL: "Have Public Service Company send me an electric iron (or toaster, waffle iron, percolator, etc.) on approval." Cards, bearing the name and address of the customer were made out and sent to Public Service Company’s headquarters. Deliveries followed promptly and the customer was billed, with installments divided over several months’ time, on her next light and gas statement.

The first broadcasting program (February) featured electric curling irons. Four hundred of these appliances found their way into customers’ hands (terms, nothing down and $1 per month until $4.95 was paid) in less than six weeks. A similar experience met the offer of $4.95 coffee percolators in March and part of April. Throughout the summer and fall, waffle irons (80 disposed of in three days), rebuilt vacuum cleaners, toasters and electric space heaters were sold.

After putting the idea—of merchandising by air—to a rather convincing test, several conclusions are indicated:

1. Eleven a.m. is apparently the best time to appeal to the housewife—the audience at which the program is directed.
2. Merchandise must have the "buy now" urge (limited quantity, priced attractively).
3. Featured equipment must enjoy a full measure of public acceptance if it is to have a reasonable prospect of success in a radio merchandising campaign.

4. Aerial advertising paves the way for salesmen to sell other equipment.

NBC Publishes Market Study

"FOR the national advertiser it is, in fact, more important to have reliable economic information regarding the general market area served by a station, than it is to have exhaustive studies on the varying contours of radio coverage on the outer fringes of that market."

With this idea for a basis, the National Broadcasting Company has prepared a large and elaborate study of "NBC Markets," which offers to national advertisers an economic study of the 100-mile area around each member station. In addition to a county outline map and such essential station information as wave length, power and operating hours, the volume gives the population, number of homes, receiving sets, residence telephones, passenger cars, income tax returns and other data of interest to the national advertiser.

Meat Account to Lesan


Single Ownership for Grand Rapids Stations

BY granting the application of WASH, Grand Rapids, Michigan, to assign its license to the Kunsy-Trendle Broadcasting Company, the Federal Radio Commission approved the single ownerships of this city’s two broadcasting stations, which divide time on 1270 kilocycles. In addition to WOOD, the other Grand Rapids station, Kunsy-Trendle also own WXYZ, Detroit.

WMCA

MAKE YOUR NEW YEAR’S RESOLUTION PAY DIVIDENDS!

RESOLVE—To buy intensive Metropolitan Coverage through WMCA . . . at “Thrift Prices.”

Counteract business depression by advertising in the world’s richest trade area. You can reach this tremendous buying public . . . 11,000,000 people . . . through New York City’s most popular independent radio station.

WMCA’s list of national advertisers speaks for itself! So does our rate card!

KNICKERBOCKER BROADCASTING COMPANY, INC., 1697 Broadway, New York City
A. T. Sears & Son, Inc., wish to express their sincere appreciation for the spirit of friendship and confidence and cooperation expressed by the radio station owners and managers at the Detroit convention.

It was a striking testimonial to the efficient and ethical service which has characterized this organization since its inception—

And a very logical explanation of the reason why an increasing number of advertising agencies unhesitatingly entrust their radio problems to us.

Our service is complete. Program ideas and preparations; talent; electrical transcriptions; station selection and placing. Your radio problems can be considerably simplified. May we tell you how?

A. T. SEARS & SON, Inc.
Radio Station Representatives
520 N. Michigan Ave. Chicago, Ill.
Offices in Principal Cities

January, 1932
NAB President Discusses Radio's Unique Characteristics at Twin Cities Meeting

There are two respects in which advertising by radio is vastly different than advertising by any printed medium, Harry Shaw, manager of radio station WMT, Waterloo, Ia., and president of the National Association of Broadcasters, told an audience of advertising men and women of Minneapolis and St. Paul recently. One peculiarity of radio is that the audience is different at different times of the day; the other is the friendliness of the human voice, which it is impossible to reproduce with paper and type.

"Practically all radio programs are listened to at home," Mr. Shaw stated, "but the character of the home audience varies greatly according to the time of day. In the morning is a family audience—father, mother and the children—people of every age and with every sort of taste and interest—all trying to listen at once....

"In the morning, the picture is entirely different. Then the men and the business women are away from home, and the children are at school. The morning radio listener is the housewife—the person who does ninety per cent of America's buying. ....

"Noon is the time when, in all the smaller cities and towns, on the farms, yes, and in parts even of the larger cities, families come together for dinner. In the afternoons you have still another type of radio audience. It is made up chiefly of women, but instead of women alone and busy in their homes, it consists of women in groups—two, three, a whole club of them. Along toward four o'clock when the children come home, and then for a couple of hours, you have a gradual change in the audience toward the complete reassembly of the whole family along toward halfpast five.

"All this seems obvious enough, but unless you realize it clearly, you can never hope to use radio intelligently for advertising. It is something which simply does not apply to any other form of advertising. The magazine or the newspaper is read by one person at a time, at whatever hour happens to be convenient. The billboard is seen at whatever time you happen to pass it. Direct mail advertising is opened whenever the postman delivers it. Radio alone among all the media for advertising has to take account of this time element, and in planning for the use of radio to carry your advertising message, the first thing you must do is to get a clear picture of the people who will listen to it at whatever hour of the day you may select."

Discussing the "essential friendliness of radio," Mr. Shaw continued: "A full-page newspaper advertisement of bargains may be tremendously useful, but it is not and cannot be particularly friendly. It gives specific and definite information, but it does not create any sense of personal relationship. And that, I think, suggests the fundamental difference between radio and newspaper or magazine advertising. The one is based on a pleasant and friendly relationship, the other on the statement of certain useful facts. Of course, some of the same facts can and should be set forth in radio advertising, but only as incidentals to the main task of creating and building up the sense of friendliness."

"Put it this way. If you went to a friend's house, and instead of the cheery welcome you expected, you were handed a printed card with "Delighted to see you" inscribed on it, how would you feel? Radio is the speaking voice of advertising, and it should be used as a voice, for the kind of thing the voice can do, and not as a clumsy way of imitating what is better done for the eye. That is why radio, properly used, will always supplement and not compete with the printed media for advertising. The advertising agency which simply takes its copy out of the newspaper and puts it on the air is doing a very stupid thing, just as it would be stupid, not to say impossible, to try and put a radio program into print."

Listerine on Chain

The Lambert Pharmacal Company, St. Louis, makers of Listerine antiseptic, exclusive radio station operator on the air over an NBC network with a daily except Sunday musical program featuring Russ Columbo and his orchestra. Last spring this company sponsored a series of talks by Bobby Jones, famous golfer.

Permission Granted for New Station in Pennsylvania

The Federal Radio Commission has granted the York Broadcasting Company permission to build a 1,000 watt station at York, Pa., to operate daytime only on the 1000 kilocycle channel.

Move to Unify Radio Control

Two proposals to combine the functions of the Federal Radio Commission and the Radio Division of the Department of Commerce have been presented in the current Congress. One bill, in the Senate, suggests transferring the radio inspection service of the Department of Commerce to the Commission. The other, in the House, asks that a Director of Radio be appointed under the Department of Commerce and that a Federal Board of Appeals be created, replacing the Commission.

Cincinnati Papers Increase Radio News

Names of artists appearing on radio programs are now included in the Cincinnati daily newspapers, which cut their program listings to the bone some months ago. Reason for the increased space is said to be the rapid growth of the Radio Dial, weekly paper of station news and programs, for which a circulation of 15,000 is claimed.

Broadcast Where Business is Good!

Business is always good in the rich tobacco belt of North Carolina—the primary coverage of WPTF. The people who work in these famous tobacco manufacturing centers have steady jobs and money to spend. WPTF is the logical station for reaching them because:

1—No other station within 80 miles—an area in which more than 1,500,000 people live.
2—WPTF is an Associated NBC station. Nearest other NBC outlet is Richmond, Va.
3—Constant listening audience built up by general excellency of WPTF programs.

Western Electric Equipment

Power 1,000 Watts—Frequency 640 Kc. Double Western Electric 78's and 33 1/3's.

H. K. CARPENTER, Manager
R. L. BRIDGER, Commercial Manager
WPTF—RALEIGH, N. C.

New York Office—Lincoln Bldg., 60 E. 42nd Street
Editors Choose Favorite Entertainers

The editors of the radio pages of the country's newspapers were given an opportunity to select their favorite radio entertainers in a poll conducted by Jack Foster, radio editor of the New York World-Telegram.

Foster sent out a questionnaire to his conferees throughout the country and received 132 answers. The winners in the various groupings follow:

Dance orchestra—Guy Lombardo's.
Symphony orchestra—Philadelphia Symphony.
Male singer of popular songs—Morton Downey.
Female singer of popular songs—Kate Smith.
Male singer of classical or semi-classical songs—James Melton.
Female singer of classical or semi-classical songs—Jessica Dragonette.
Feminine harmony team—Boswell sisters.
Male harmony team—Revelers.
Dialogue act—Amos and Andy.
Master of ceremonies—Ben Bernie.
Sports announcer—Ted Husing.
Studio announcer—Milton Cross.
Commentator—Lowell Thomas.
Organist—Jesse Crawford.
Instrumental soloist—Toscha Seidel, violinist.
All-dramatic program—Sherlock Holmes.
Musical program—Palmolive Hour.

Comedy act—Gloom Chasers, the Colonel and Budd.
Children's program—Lady Next Door. Advice to women in the home—Ida Bailey Allen.
Stage star most successful on radio—Eddie Cantor.

Seattle Coal Campaign

Five Seattle stations are carrying the advertising campaign for the North Coast Fuel Company's Dawson coal. Newspapers are also being used.

Special Broadcasts for Greeting Cards

Two special pre-Christmas broadcasts, on December 11 and 15, were sponsored by the Greeting Card Association, Inc., New York, over a coast-to-coast CBS network. Charles Hackett, operatic tenor, entertained the listeners.

To Address Constituents by Electrical Transcriptions

If other public officials follow the example of Senator Capper the makers of electrical transcriptions need not worry about the depression. For the Senator from Kansas, accustomed to talk to his constituency from his own station, WIBW, Topeka, has decided to continue these addresses by means of electrical transcriptions.

Leighton Gives Reasons for Increase in Daytime Commercial Programs

Three reasons for the rapid increase in the number of daytime periods used by broadcast advertisers are given in a letter from Winslow Leighton, commercial manager of station WGY, Schenectady, N. Y.

"First, because the increasingly large daytime audience is primarily an audience of women. Second, because women are the real buyers of America. Third, because—especially to women—radio advertising is an economical and effective method of appeal.

"Advertisers generally agree that women buy or influence the purchase of about 85 per cent of everything that goes into the home. Thus, when you win the approval of the American woman, you stimulate the sale, not only of products which she needs personally, but of practically everything else used inside and outside the home."

Koch No Longer with Broadcast Advertising

S. N. KOCH, formerly advertising manager of BROADCAST ADVERTISING, is no longer a member of that organization.

Radio for Clothes

Brooks CLOTHING of California has appointed the Los Angeles office of Botsford, Constantine & Gardner to direct an advertising campaign using radio and newspapers.
Commission Urges Congress to Change Radio Law

A NUMBER of amendments to the Radio Act of 1927 have been recommended to Congress by the Federal Radio Commission. Chief among them are proposals to limit broadcasting licenses to a one-year maximum instead of the three-year maximum period now prescribed, and an extremely stringent anti-lottery clause.

The proposed amendment of the licensing period reads: "No license granted for the operation of a radio station shall be for a longer term than one year, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term not to exceed one year, but action of the Commission with reference to the granting of such application shall be limited to and governed by the same considerations and practice which affect the granting of original applications."

The suggested lottery clause is as follows: "No person shall broadcast by means of any radio broadcast station for which a license is required by law of the United States, any information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any information concerning any ticket, certificate or instrument representing any chance, share or interest in or dependent upon the event of lottery, gift enterprise or similar scheme offering prizes dependent in whole or in part upon lot of chance, or any list of prizes or information concerning any list of prizes awarded by means of any such scheme, and any person so doing, upon conviction thereof, shall be fined not more than $1,000 or imprisoned not more than one year, or both."

Aimed directly at Dr. Brinkley and his Mexican station XER, over which he broadcasts by remote control from U.S. studios, is the following: "No person, firm, company, or corporation shall be permitted to transmit by wire any program originating in the United States intended to be retransmitted by radio broadcast stations in any foreign country without first obtaining permission from the Federal Radio Commission upon proper application therefor."

The Commission again asks for power to punish refractory stations by suspending them from the air for periods not to exceed 30 days.

Fire Does $10,000 Damage to WCLO, But Fails to Keep It Off Air

Radio station WCLO, Janesville, Wis., suffered a more than $10,000 loss a few weeks ago when a fire broke out in the main studio on Sunday afternoon when the station was off the air. Fire, smoke and the water from the automatic sprinkler system left much of the station's equipment, including the large pipe organ, a grand piano, three microphones and the studio drapes and wall hangings, either totally ruined or badly damaged. Through the efforts of the WCLO staff and the Janesville fire department, who worked through the afternoon and night, the station was able to go on the air at the usual time Monday morning.

New Program for Sylvania

THE Hygrade-Sylvania Corporation, Emporium, Pa., makers of radio tubes, have changed the nature of their broadcasts over the Columbia chain from a rural comedy act to a musical series. Each broadcast will contrast the popular tunes of the past with those of today.

Lewis Goes to WSYR

BERT LEWIS, formerly with station WOKO, Albany, is now production manager of WSYR, Syracuse.

Columbia Adds 90th Station

THE addition of radio station WMBD, Peoria, Ill., to the list of CBS affiliates starts that network into 1932 with a grand total of 90 outlets. WMBD operates on 1440 kilocycles with a power of 1,000 watts daytime and 500 watts at night.

Also added to the Columbia network during December were WODX, Mobile, Ala., and WSFA, Montgomery, Ala. Both stations use the 1410 kilocycle channel with 500 watts.

Spot Campaign for Hires

THE Charles E. Hires Company, makers of Hires root beer, are sponsoring a series of rural sketches over a number of stations by electrical transcription. To determine the type of program and the stations to use most profitably, an unusual test was conducted by the Mark O'Dea Company, New York, agency for Hires. Stations were invited to put on any kind of programs they wished, advertising Hires root beer extract and offering free samples. Payment for these trial broadcasts was made on a per inquiry basis. The tests resulted in the choice of a rural comedy type of program for the new campaign.

More Power for WWL

AN INCREASE in operating power from 5,000 to 10,000 watts has been granted to station WWL, New Orleans, by the Federal Radio Commission. The further application for increased time was denied. WWL divides time with KWWK, Shreveport, La., on the 850 kilocycle channel.

Will Extend Broadcasts

THE broadcast advertising of the Roxy Clothes Company, New York, which has been placed over WOR, Newark, will be placed on a national scale if present plans materialize, it was recently announced.
Classical Programs Are Preferred by Boston Advertising Men

CLASSICAL and symphony programs were tied for first place in preference of members of the Advertising Club of Boston, a recent survey shows. Questionnaires were sent out to 478 members, 227 of which answered the questions. These answers disclose the fact that 80 per cent of them are regular radio listeners; that 1.8 per cent do not own radios, and that the remainder listen occasionally.

Program preferences were tabulated as follows:

- Classical 19%
- Symphony 19%
- Jazz 17%
- Old fashioned 13%
- Plays 10%
- Skits 8%
- Talks 8%
- College Tunes 4%
- Monologues 2%

Considering the fact that these answers came from advertising men, it is interesting to learn that 50.2 per cent have purchased merchandise as the result of radio advertising; that 23.8 per cent have written to an advertiser; that 32.9 per cent turn off the advertising message (if they are fast enough), while 17.2 per cent tune out objectionable messages and 49.5 do not bother to turn off any advertising.

In summarizing the survey, Carleton McVarish, its compiler, says: "These advertising men substantiate the broadcasting stations' argument that if a program is good it will have listeners, since 65 per cent stated that they choose a particular program, while 60 per cent declared that they choose a program having popular talent, and 51 per cent follow their favorites around the dial to whatever station they happen to be attached.

"It is also interesting to note that the Boston advertising experts are neither over-religious, nor of a political turn of mind, as only 5 per cent are interested in religious or political talks. They naturally 'go big' for news, education, and sports. Forty-five per cent favored news broadcasts; 30 per cent, educational talks, and 15 per cent, sports. One member stated he would listen only to the President of the United States, and another listens exclusively to football scores. Twenty-five per cent would not listen to talks of any kind."

Federal Agency Gets Tastyeast

The Federal Advertising Agency, Inc., New York, has been placed in charge of the advertising of Tastyeast, Inc., Springfield, Mass. This company was formerly the Green Brothers Company.

Linit Sponsors "Bath Club"

"T H E BATH CLUB" programs, a new series sponsored by the Corn Products Refining Company, makers of Linit, over a CBS chain, will present a number of women prominent in society, the stage, arts and literature to the radio audience. These well-known ladies will be interviewed by Margaret Santry, authoress and newspaperwoman. An orchestra, quartette and soloist also appear in these programs, which are broadcast on Monday, Tuesday, Wednesday and Thursday evenings.

WICHITA LEADS IN RETAIL STORE SALES PER CAPITA

Home Town of K F H has money to spend and shows it by leading 25 other new Metropolitan Centers in retail store sales per person.

According to census figures Wichita leads Miami, Oklahoma City and Long Beach with $729 in retail sales per capita—Yes, and all of the other 22 cities newly arrived in the 100,000 class.

Write this progressive radio station for details on Wichita as a receptive, radio-conscious market. Sample, too, the modern merchandising service that makes K F H outstanding in helpfulness to its advertisers.

GREETINGS TO FRIENDS OF

WICHITA - KANSAS

STATION K F H

January, 1932

27
Frostilla Sponsors "Behind the Mike" Skits

In spite of the number of stories and articles constantly appearing in print to satisfy the public’s curiosity as to what goes on behind the scenes in the broadcasting studios, little material of this kind has been put on the air. This deficiency will be remedied in a new Monday-night CBS series of programs sponsored by the Harold F. Ritchie Company, Inc., distributors of Frostilla lotion. These programs will take listeners behind the microphone, into the atmosphere of announcers, artists, and the other members of a station staff.

Court Upholds Davis Amendment

Refusing to change the decision of the Federal Radio Commission in denying power increases to station WPTF, Raleigh, and KECA, Los Angeles, the Court of Appeals of the District of Columbia also affirmed the constitutionality of the Davis amendment to the Radio Act of 1927. "Congress has the power...to regulate all forms of interstate and foreign commerce," said the Court, and "radio is a species of such commerce. Regulation of it must necessarily have regard to the number, location, construction and operation of such stations, including the power employed by them in transmitting radio signals."

Wallace Stories on Crime Club Programs

Expanding their broadcasts to two half-hours weekly instead of only one, the Eno Crime Club is starting off the new year with a series dramatizing the best-known works of Edgar Wallace. The stories will go on the air in two installments, the first half on Tuesday and the concluding section on Wednesday, over the Columbia chain. The sponsor is the Harold F. Ritchie Company, Inc., distributors of Eno Fruit Salts.

Lucky Strike Keeps Winchell

After borrowing Walter Winchell, gossip columnist, from Gerardine to act as master of ceremonies on the newly remodeled Lucky Strike hours the American Tobacco Company has prevailed on the hair wave set manufacturers to release Winchell from the remainder of his contract. He will continue to fill the intermissions between dance groups on the Lucky Strike programs for the next year. Gerardine is said to have signed up Ed Sullivan, another columnist, to replace Winchell on its weekly CBS program.

Institute to Advertise

An advertising campaign for the National Institute of Parent Training, Los Angeles, is being prepared by J. W. Eccleston, Jr., advertising agency of that city. Radio, direct mail and newspapers are the media.

Chicago Broadcasters to Regulate Advertising

Move to bar all unfair, untrue and unethical advertising from the air in Chicago has been made. On December 2, the representatives of the city's major stations and of both chains got together with the manager of the Better Business Bureau of Chicago, who offered a tentative set of advertising practices to be followed by the stations. The broadcasters will meet again early in the year, when it is believed most of them will sign the agreement.

Commission Removes WMAK

Continuing its policy of deleting stations from over-quota zones, the Federal Radio Commission on December 18 denied the application of radio station WMAK, Buffalo, for a renewal of its license. The station was operated by the Buffalo Broadcasting Corporation on a frequency of 1040 kilocycles with a power of 1,000 watts. Reason for the decision was that Buffalo will receive adequate radio service without WMAK.

Lawmakers to Investigate Radio

An exhaustive investigation of broadcasting to be begun immediately after the resumption of Congress in 1932 is planned by Representative Davis, of Tullahoma, Tenn., chairman of the House Committee on Merchant Marine and Shipping. The questions of domination of broadcasting by the chain systems, of allocating certain definite rights to education, agriculture, etc., and especially of curbing advertising on the air, ought to be studied and settled, Mr. Davis believes. Regarding excessive advertising, Mr. Davis has expressed the opinion that the Radio Commission could regulate it under the present laws if it would, but that the Commission has "fallen down on its job."

Other radio matters to be considered by Congress include the Vestal copyright bill, reintroduced without the amendments proposed by the broadcasters last year, and the Fess bill, which would set aside fifteen per cent of all broadcasting facilities for the exclusive use of educational stations.

Coffee Changes Program, Time

After sponsoring The Gumps, dramatized comic strip, for 13 weeks over WGN, Chicago, each weekday evening, W. F. McLaughlin Company, Chicago, makers of Manor House Coffee, have switched to a morning program over the same station featuring a male harmony trio.

Dry Goods Firm on Air

The Smith-McCord-Townsend Dry Goods Company of Kansas City, Missouri, started their "On the Air" sale December 3, over twelve or fourteen radio stations in Kansas, Nebraska, Missouri, Oklahoma, Colorado and Texas. The program is unique in that it does not mention the Smith-McCord-Townsend name. All the publicity is given to individual local dealers. Details of the broadcast are handled by Leonard Painter, account executive of the Ferry-Hanly Advertising Company, agency for the sponsor.

This is the MISSUS.™

She is "purchasing agent" for a million people. She listens with a "shopping ear" to the one Cincinnati station that brings her the finest Columbia programs all during the leisure hours of the day. She is "at home" to YOU and your SELLING MESSAGE...via...

The only Columbia Basic Station in the rich Ohio Valley
The MAJOR ADVERTISING BATTLES of 1932 WILL BE FOUGHT on the AIR

THERE are strong indications that advertising agencies will win or lose accounts in 1932 on the basis of their ability to handle radio advertising effectively. There is also every reason to believe that the success or failure of many sales plans will hinge upon the proper and economical use of radio advertising.

In both instances—whether the agency shoulders the responsibility, or whether it is the advertising manager—reliable and vital radio information may prove the deciding factor.

For this reason we urge advertising agencies and advertisers to use the wealth of information we maintain on radio stations all over the country—the markets they serve, and the communities that go to make up these markets.

This information is kept in up-to-the-minute form and given a special value through continuing personal contacts maintained with stations, plus interpretive analyses of the markets covered.

Are you ready?

To the advertising agency equipped with complete radio facilities, Kiernan-Lauder Associates offers a supplementary service on station analysis and time buying which simplifies the handling of spot broadcasting and electrical transcriptions.

To the advertising agency without a radio department, Kiernan-Lauder Associates provides a means of offering their clients service in spot broadcasting and electrical transcriptions without the need of adding to personnel to handle it. In addition, this organization will act as program advisors, and will handle, if desired, the complete preparation and production of electrical transcription programs.

We invite your inquiries.

KIERNAN-LAUNDER ASSOCIATES, INC.
RADIO STATION REPRESENTATIVES
CHANIN BUILDING NEW YORK, N. Y.
Telephone AShland 4-6877
WIBO
WILL SELL YOUR
MERCHANDISE
TO A
MILLION
CHICAGO
FAMILIES
There is no idle talk in
that strong headline.
It is backed with a com-
plete service of skilled
people who go into ac-
tion and actually help
make sales.

A
MERCHANDISING
SERVICE
Experienced merchand-
isers are at the com-
mand of agencies and
advertisers. This staff
comprises nationally
recognized experts in
the ACTUAL SELLING
of many products, as
well as persons now en-
gaged in producing
successful national
radio programs and
merchandising them to
insure more dollars in
the cash register.

Ask us how we deliver
the Chicago Market.

WIBO
"At the top of the Dial"
CHICAGO
Chicago's leading independent
station

RADIO PUTS OVER
LIQUIDATION SALE
(Continued from page 16)
offer specials which had a particular
cold weather appeal.
In every instance specials an-
ounced over the air were called for
by customers. Two hundred dozen
ladies' hose were sold in less than
an hour, 24 fur coats during a sin-
gle day. And there were numerous
other instances of immediate re-
sponse.
Each day at the close of business
the stock was concentrated until at
the end of the 34th day of the sale,
three floors of the five-story build-
ing had been closed to the public
and the balance of the stock had
been arranged in departments on
the first and second floors.
As the merchandise was sold store
fixtures and office equipment and
furniture were placed on sale. Mr.
Lynch is authority for the statement
that radio sold these fixtures as rap-
Idly as it disposed of the regular
stock.

New Year Program for
Oldsmobile
TO ANNOUNCE its new model on the
first day of the new year, Oldsmobile
has arranged for a special program over
an NBC hook-up of 55 stations to be
broadcast for a full hour on the after-
noon of New Year's day. Headline
talent will be heard from New York,
Chicago and Los Angeles.

Soap Series on CBS
THE Andrew Jergens Company, New
York, makers of Woodbury Facial
Soap, are sponsoring a new series of
weekly programs over a CBS network
beginning January 1. Dance music, a
Spanish guitar solo, a vocal solo and a
two-minute beauty talk by Janet Parker,
author of "Index to Loveliness," make up
the programs.

Stetson Sponsors Charity
Broadcast
THE broadcast of the Army-Navy
football game for charity, carried by
some 150 stations of both networks, was
sponsored by the John B. Stetson
Company, of Philadelphia, hat makers. The
amount paid by the Stetson Company for
this privilege was also turned over to
the unemployment relief fund.

Restaurant Chain on Air
"CHILDS Melody Meals," sponsored
by well-known restaurant chain, is a
new series of semi-weekly broadcasts
over WOR, Newark.

Wxyz
1000 WATTS 1240 KC.
The Challenge
Of -1932-
This year the world must BUY, BUILD,
AND SPEND.
The end of 1931 was the end of "We
Can Get Along Without, etc."
The old car—the old dress suit—the old
front porch—all must be replaced in
1932, for we all have reached the divid-
ing line between Sensible Thrift and
False Economy.
Business, great and small, comes out of
its melting furnace unalloyed of dress
and importunities. The wheelings and
vainness are left in ashes.
The rate is left for the strong, the con-
fident, the steadfast—and the reward of
success will be the result of a wisely
chosen, unwavering plan for securing a
proportionate part of the millions and
millions of dollars to be spent in 1932.
The great, rich, fifty mile area, served by
Detroit promises much to business, great
or small, which seeks these "Quick DOL-
larS" by Radio.
Station WXYZ is first in popularity in
this responsive market.
Station WXYZ has won respect and con-
fidence in Detroit and Michigan by main-
taining the highest standards of Radio
Broadcasting as a member of the Colum-
bia Broadcasting System.

The Kunsky-Trendle
Broadcasting Corporation
Executive Offices, 300 Madison
Theatre Bldg.
Detroit, Mich.
The Same Management and
Dominant Coverage
IN GRAND RAPIDS—
STATION W O O D—
500 Watts 1270 KC.

Watch
for the
MAGAZINE
REPORTER
Recorded and Produced
by
M ARSH
Recording Laboratories
— Chicago—
RADIO PRESENTS
THE FULLER MAN
(Continued from page 7)
ance in the home. That is the basic reason why the Fuller Brush Company has been successful and is the foundation upon which the entire Fuller organization is built and upon which all advertising is centered.

In other words, the Fuller radio program is aimed at something more than attempting to sell a product. It sells the Fuller Brush Man to the housewife, and not only to her but to the entire family. That's the reason why the Fuller Brush Man is the master of ceremonies on the program. He introduces the musical selections, vocalists and makes the commercial announcements. It is intended that he sound enthusiastic, genial. Many have remarked how he takes the entire family into his confidence and that he is always courteous, always helpful, always sincere. Everything possible has been done to make him a fitting spokesman for the 5,000 other Fuller Brush men.

Those who build the programs aim to maintain a quiet, wholesome friendliness. There is a minimum of direct selling talk which might be distasteful to the listener who looks for entertainment.

The program reverts to neither extreme, but is arranged to appeal to the average family. It has love songs, especially old favorites and a few bright selections from current or old-time musical shows. There and there is arranged an orchestral novelty as a dash of spice, and thus the program is blended into a unit prepared to hold the listener's attention clear through.

Like other forms of advertising, radio can go only part way. We must back it with forceful sales demonstrations, liberal propaganda and many follow-ups. Each Fuller man in the United States has an advance card which he leaves with the housewife announcing his call within the next few days. On the back of this card is an attractive announcement suggesting that the customer listen in to the Fuller program. It gives the time, and the radio stations.

Each Fuller Man also has a portfolio which contains illustrations of sets of brushes and two pages in color showing the radio artists and the elaborate NBC hook-up of 35 stations. This gives us an outstanding tie-in and enables every Fuller Man to cash in either directly or indirectly on the Fuller radio advertising.

Scott's Emulsion Sponsors "Sea Devil"

COUNT FELIX VON LUCKNER
"The Sea Devil," is now regaling the radio audience with his thrilling adventures each Sunday evening over a CBS hook-up in the interests of Scott's Emulsion. The new series is sponsored by Harold F. Ritchie & Co., Inc., New York, American distributors of the well-known tonic, and replaces their "Romances of the Sea," which are now broadcast on Tuesday only.

Shortenings on Chain

THE Pacific Coast and Rocky Mountain networks of the NBC are carrying a series of programs advertising Snow Drift and Wesson Oil, products of the Southern Cotton Oil Company, New Orleans.

Early Programs for Tractors

A T 6:45 a.m. three mornings a week WLS, Chicago, presents the Caterpillar Crew, sponsored by the Caterpillar Tractor Company, of Peoria, Ill. The agency is N. W. Ayer & Son, Inc., Chicago.

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

Pittsburgh's Dependable Station

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

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

Large staff of Favorite Artists.

Full program service, including very latest equipment to handle any electrical transcription.

Metropolitan Pittsburgh area intensively covered by WCAE has population of 3,618,629.

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

January, 1932

31
Pan Mail Breaks All Records

Both NBC and CBS have reported record-breaking mail receipts recently. The week ending November 21st, NBC received 382,000 letters, more mail than it got during its entire first year of existence. Of this total, approximately 201,000 letters came to the New York office, 65,000 to Chicago, and 15,000 to San Francisco.

Columbia's mail for a single day recently totaled more than 44,500 letters and telegrams at WABC, New York, not counting the mail received at CBS offices in Chicago, Philadelphia and Los Angeles. Unofficial explanations for these gigantic mail bags are that people are spending more time at home these days and so have more time to listen and to write, that the numerous contests on the air are swelling the mails, and that the great improvement in program offerings is causing more people to express their appreciation.

Swift Gives Actors a Rest

Because it is time for Pat Barnes' annual winter vacation, about 20 radio actors are out of jobs for three weeks. They won't suffer from lack of employment however, as they do not have to depend on their salaries for a living. They get none. They are all products of Pat's versatility, being the 20 characters he plays during his NBC skit for Swift & Company, Chicago packers, each week day morning. The Swift program will return to the air on January 4.

Wrigley's Juvenile Adds Stations

"The Lone Wolf Tribe" programs for children, sponsored by the William Wrigley Company, Chicago gum manufacturers, are now being broadcast over the basic CBS network, after a trial period in the middle-west. The agency in charge of this series is J. Walter Thompson Company, Chicago.

Commission Revises Radio Regulations

Electrical transcriptions may be announced in any manner desired as long as the language is clear, and station breaks will be required only twice an hour, instead of four times as at present, after February 1, 1932, when the revised regulations for broadcasting stations issued by the Federal Radio Commission go into effect.

Regarding electrical transmissions and phonograph records, the new rules state: "A mechanical reproduction shall be announced as such just before it is broadcast, except when its use is merely incidental, as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

"(a) 'This is a mechanical reproduction.'

"(b) 'This is a player-piano record.'"

The new regulation on station breaks reads as follows:

"Each license of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible."

Taylor Joins WJSV

C. D. Taylor, formerly commercial manager of WBT, Charlotte, N. C., is now occupying the same position at WJSV, Mt. Vernon Hills, Va., a suburb of Washington, D. C.

Store Puts Santa on Air

The problem of direct radio hook-up with Santa Claus has at last been solved in a daily fifteen-minute commercial broadcast, "Billie the Brownie," put on by Schuster's, a Milwaukee department store group, over WTMJ, Milwaukee. Each day, as Santa drew nearer and nearer, Milwaukee youngsters got more and more excited . . . to the tune of 700, 800 and 900 letters each day.

Schuster's Santa Parade, promoted practically exclusively through radio, jammed the streets, and so great was the unanticipated interest in Fairy Queen, the doll, mentioned nowhere else but in the broadcasts, that Schuster's had to have several thousand "Fairy Queen" dolls made up specially. Following Santa's arrival in Milwaukee, he was heard daily until Christmas on the Schuster afternoon program.

Advertise New Gasoline

A weekly radio program over WLS, Chicago, and a newspaper campaign in that city are being used to advertise Sinclair Regular, a new anti-knock gasoline produced by the Sinclair Refining Company. The Federal Advertising Agency of New York is in charge of this advertising, which will run for three months. The program is the WBNR Minstrels, a sustaining feature of great local popularity for the past three years.

Lawyers on Air

The Minnesota Bar Association is sponsoring a series of talks on legal subjects over KSTP, St. Paul. The talks are educational, explaining the various phases of the legal profession in non-technical language.

WGBS Now WINS

Radio station WGBS, New York, which was recently purchased by William Randolph Hearst, has been renamed WINS, the initials of Mr. Hearst's International News Service.

Merchandising Your Broadcasting

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

A hundred or ten thousand letters commenting favorably on your broadcast will go out to the dealers, grocers, druggists, or retail outlets for your product. Newspaper publicity will be prepared, and ideas will be forthcoming as to unique ways to tie up broadcasting with unit sales. Sampling, telephone canvassing, house-to-house surveys, dealer helps, window and counter cards will be arranged for, at either no extra cost or at a very minimum charge for services which require outside assistance. And—

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

Patronize a Quality Station with a Quantity Audience

The WGAR Broadcasting Co., Inc.

G. A. Richards
President
N. B. C. Blue Network
Studios and Offices: Hotel Statler, Cleveland

John F. Patt
V. Pres. & Gen. Mgr.
**Broadcast Advertising**
**Demands Perfect Construction**

Radio Counselors:

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

Electrical Transcriptions:

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

Time Placement Agents:

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

**Record-O-Cast, Inc.**

410 No. Michigan Ave.
Whitehall 4722

Chicago Illinois

January, 1932
Chicago Station Offers Three New Sound Effects

FEWER problems of radio production can be heard these days than the production of sound effects, yet when the correct procedure is once discovered, it often turns out to be extremely simple. For example, a recent continuity in the Brockett Farm's "Bob and Betty" series of children's programs over WGN called for an angry giant to crush a row of houses in his rage. Scheme after scheme failed to produce the proper sound of destruction. At length one of the workers paused for a smoke. Standing in front of the microphone, he pulled the celophane wrapper from a package of cigarettes and, deep in thought, slowly crumpled it in his hand. The sound issuing from the speaker was exactly the effect desired.

The characters in the Lavoris program, "Easy Aces," also broadcast over WGN, use a specially arranged table for their skit, a table with a hole in the center that allows the microphone to be brought up in the more baffling facing upward and slightly above the level of the table top. The four people in the sketch speak downward into the microphone, shuffle cards, strike matches, and carry out all the actions usually carried on around a bridge table, in the natural manner. This table is the invention of Goodman Ace, author of the sketch, dramatic critic and columnist for the Kansas City Journal-
Post.

An ordinary oil can, the kind that comes from the nearest filling station, is the source of the rattle of "Leaping Lena," the collegiate car of the Harold Teen programs. The can is mounted on a wooden box and the paddles are arranged in a manner that causes them to strike the oil can whenever a crank is turned. The result is a very realistic rattle.

Miller Agency Appoints

HARRY M. MILLER, INC., Columbus, Ohio, advertising agency, has placed Miss Mary Toole at the head of its radio department.

RMA Opposes Special Sales Tax

FORCES of the Radio Manufacturers Association and other industry branches are organizing to oppose the special and discriminatory sales tax of five per cent on radios, phonographs and accessories proposed to Congress. Although not opposed to a small general sales tax, the RMA is preparing to fight the special sales tax in Congress. The National Association of Broadcasters already has gone on record against the special sales tax and the support of the Radio Wholesalers Association, the National Federation of Radio Associations, and other industrial organizations is assured.

WBT Publishes News Sheet

"NEWS, Views and Reviews from WBT, Charlotte, N. C.," is the name of a station news sheet that made its initial appearance on December 24. It carries the news of the station and of the Dixie Network, for which WBT is key station, as well as station schedules for the coming week. The title was selected from suggestions made by listeners.

Children's Program for Dog Food

A NEW children's program over WLS, Chicago, sponsored by the Battle Creek Dog Food Company, features "Happy Jack" and his Dog Club. Each Saturday morning "Happy Jack" broadcasts a true dog story and conducts a meeting of the Dog Club, which was formed to help children to know and understand more about dogs.

KFJl Changes Frequency and Location

PERMISSION to change its frequency from 1,370 kilocycles to 1,210 kilocycles, and to move transmitter from Astoria, Ore., to Klamath Falls, Ore., has been given to station KFJl by the Federal Radio Commission.

Wallace Silversmiths Sign Off Until Spring

ON December 20 the Wallace Silversmiths program over the CBS network signed off until February 28, when this company will inaugurate their spring series over the same chain. Judging from the announcement asking listeners to write for the souvenir polishing cloths as the supply had been exhausted, the programs were evidently successful in creating a good deal of listener interest.

Full Time for KRH

ADIO station KFJ, Wichita, Kansa., which has been dividing time with WQO, Kansas City, Mo., on the 1300 kilocycle channel, has been granted full time on this frequency, with 1,000 watts power. In making this change, the Federal Radio Commission reversed the recommendation of Examiner Hyde.

Loan Company Starts Third Year on Air

THE household Finance Company has renewed its contract with NBC for another year, its third on the air, and has added several stations to its line-up.

Old Mining and New on KFOR

THE glamour of the old gold rush days is combined with news of the Federal mining activities in the programs sponsored by the Finance Development Corporation of Lincoln, over station KFOR, Lincoln, Neb. A string trio is also featured on these broadcasts, heard twice weekly.

Increases Broadcast Schedule

WEDNESDAY and Saturday broadcasts have been added to the Monday periods by the Pompeian Make-Up programs over a CBS chain, sponsored by the Pompeian Company, Elmira, N. Y. There will be no change in the type of program, made up of musical numbers and short beauty talks.
Radio demands ideas—-and something more. Imagination must perceive the potentiality of the idea in proper relation to the product. From imagination flows the energy to transform the latent idea into action. The idea, the imagination and the ability and facilities to capitalize both with sound production, merchandising and publicity are necessary to your broadcast advertising. This alert organization, built to fill a logical position in your advertising plan, is particularly fitted to supply them. An interview will prove our point. We invite your inquiry.

RIBLET AND MURPHEY

RADIO ADVERTISING

333 NORTH MICHIGAN AVENUE, CHICAGO

January, 1932
found that from Station KFPY, the Spokane outlet of our network, that our program "carry" at night reaches as far as eastern Idaho and similar distance is obtained in various directions out of our Seattle, Portland, San Francisco and Los Angeles stations. If we were to use daylight time, the possibilities would be far less of our reaching the trading areas more remote from the individual broadcast stations.

Radio is carrying the full advertising load of the Hecker H-O activities on the Pacific Coast this year, and sales of the company to date have shown that broadcasting, properly directed, can hold its own as a major advertising medium, providing the accompanying sales and merchandising efforts are reasonably normal.

Georgia School of the Air

In cooperation with several of Georgia's leading colleges, radio station WMAZ is putting on a series of auditions for high school pupils, known as the "Georgia School of the Air." With the aim of discovering talented boys and girls and giving them further training, the station is giving auditions in voice, recitation, declamation and music. To the winners, the participating colleges are offering scholarships. The station is also staging a similar contest for grammar school children, with a free trip to Washington, D. C. for the winner.

Outdoor Talks for Brewing Company

The class BREWING COMPANY, Chicago, is sponsoring a series of talks on hunting and fishing by Bob Becker, outdoor life editor of the Chicago Tribune, over WGN, the Tribune station.

Pearce-Knowles Gets Lubricant Account

PEARCE-KNOWLES, Seattle advertising agency, has been named to direct the advertising campaign for Hi-Flex, a liquid graphite motor lubricant, distributed by Hi-Flex Pacific Inc. with offices in Smith Tower, Seattle. Radio is now being used in Washington and Oregon and will soon include California. As distribution is widened, advertising will be extended into a national campaign.

Goodyear Names B. B. D. & O.

THE Goodyear Tire & Rubber Company, Akron, Ohio, has placed Batt, Baker, Durstine & Osborn, Inc., New York, in charge of its broadcast advertising. All other advertising of this company is handled by Erwin, Wasey & Co., New York.

Bradley Joins Agency

THE Leichter Company, Los Angeles, advertising agency, has appointed Truman Bradley director of advertising. Mr. Bradley was formerly with the Columbia System in New York.

Bean Places Three Accounts on Air

THE McClintock-Trunkey Company, wholesale grocers; the Riley Candy Company and the Hawkeye Fuel Company, all of Spokane, have recently begun broadcast campaigns. All three advertisers have appointed Gilbert R. Bean, Spokane radio advertising agent, to handle their broadcasting.

Radio Does Good Job for Coal

Says Advertising Manager

In an address before the Seattle Advertising Club, Joseph R. Busk, advertising and sales promotion manager of the Delaware, Lackawanna & Western Coal Company, said that radio is doing a fine job for his company and that it will continue to form a prominent part of their advertising activity. The D. L. & W. company sponsors the "Blue Coal Hour" each Sunday over an Eastern network of Columbia stations.

Joins Seattle Radio Agency

MR. BOYD McCloud, formerly of the Arthur E. House Advertising Agency, Seattle, is now a member of the staff of Weller Radio Publicity Service, also Seattle.

Sunday Broadcasts for Buick

A series of Sunday evening half-hour broadcasts over an NBC network began last month under the sponsorship of the Buick Motor Company, Detroit. The programs are musical, featuring an orchestra, a male quartette and a soprano. Campbell-Ewald Company, Detroit, is the agency.

Moss Has Own Agency

FARAON C. MOSS, formerly regional sales manager of station KGÉR, Long Beach, Calif., and more recently affiliated with E. D. Blake in the Blake-Moss Publicity Bureau, is now operating his own advertising agency in the Insurance Exchange Building, Long Beach. This agency is at present preparing copy for radio and newspaper campaign for the Zona Laboratories of that city, makers of Zona Foot Products.

Joins Radio Agency

THE Joseph D. Roberts Company, Seattle radio advertising agency, has added Miss Elizabeth O'Reilly, recently of station KOIL, to its staff.
Doolittle & Falknor

Announce

a new feature for

Radio Stations • Program Sponsors

Advertising Agencies

MODERN equipment, plus experienced recorders, are the secrets of the success of this new service presented by Doolittle & Falknor. It is with pleasure that we announce a checking service for broadcast programs that are absolutely guaranteed to your satisfaction.

Program Checking with Electrical Recordings

Doolittle & Falknor laboratories have engineered a method whereby recordings of broadcast programs are reproduced EXACTLY as received on the receiving set. Just as clear, with high tonal value and a vast range of depth.

Program checking is now regarded as the “insurance policy” of programs. An assurance that your expenditures and investments of broadcast advertising are worthy. It is the only medium whereby you can actually check your program positively. It will show you all breaks, highlights and flaws. It will give you the chance to rectify any mistakes immediately. Program checking has proven its ability to pay for itself over and over again.

The price for such a service is practically nil. It costs but a few dollars per program. Regardless of length, your recordings will be absolutely complete. Write or wire now for further details and let us make a test check of your program for your files.

Doolittle & Falknor, Inc.

Electrical Engineers

1306 W. 74th St. CHICAGO, ILL.

Wire or Write Immediately for Details!

Please send me (without obligation) further details on

Program checking

Electrical transcription

Turntables

Electrical Transcription Turn Tables

The newest and most economical turntables you can buy. Just the thing for representatives and advertising agencies. Popular with many radio stations.

A sensation in performance, upkeep and PRICE. Built to be the best and priced for everyone. Built to meet the exacting requirements of radio stations that broadcast phonograph records and electrical transcriptions. It is ruggedly built, fool-proof, sturdy and vibrationless!

Specifications

The latest type pick-up heads used, give excellent response between 80 and 5,500 cycles. The motor suspended on springs in a 5/8-h.p. single phase, 60 cycle, 1,200 or 1,800 R.P.M. Speed reducer, Friction clutch (castings faced with felt). Turntables covered with green felt, work independently of each other. The finish consists of black and grey lacquer. Both tables are available at a speed of 33 1/3, or one at 33 1/3 and one at 78, or both at 78 R.P.M.

January, 1932
THE SUMMERTIME RADIO AUDIENCE
(Continued from page 13)

those preferring one type to all others.

PHILADELPHIA SUMMER PROGRAM PREFERENCES
Type of Program. | Per Cent.
--- | ---
Music | 96.4
Comedy | 74.8
Dramatic | 66.0
Sport | 63.3
News, etc | 58.2
Children's | 45.2
Religious | 41.2
Special Features | 32.2
Educational | 23.0
Women's Features | 16.0

Breaking down this preference table into classes, one finds that men prefer sport and news broadcasts, while women form most of the audience for women's and children's programs. News, market reports and special features are listened to by more members of the highest income group than of other classes, while the lowest income group furnishes the largest percentage of listeners to children's programs. Religious, special and educational programs are neglected by the youngsters under 20 and get the largest percentage of listeners in the group over 50.

Copies of this and the other Philadelphia surveys can be obtained by writing to the Universal Broadcasting Company, Philadelphia.

Goodwin Joins KTBR
SIDNEY GOODWIN, formerly of NBC's San Francisco staff, has joined station KTBR, Portland, Ore., as production manager.

Stations Question High Power Ruling
IN AN appeal to the District Court of Appeals of the District of Columbia, five stations have asked the court to invalidate the ruling of the Federal Radio Commission that only four stations in each zone be permitted to use $50,000 watts power. The appealing stations are WGN, Chicago; WHAM, Rochester, N. Y.; WJZ, New York; WMAQ, Chicago, and KGO, Oakland, Calif. The latter three are operated by the NBC. All of these stations applied for maximum power and were denied it by the Commission. Their contention is that there is no technical reason that all stations on cleared channels should not be allowed to use 50,000 watts and that the present ruling is contrary to public interest.

Radio Series for Shampoo
THE F. W. Fitch Company, Des Moines, la, will inaugurate a radio series over a CRS hook-up on January 15, advertising Fitch's Shampoo. Jack Brooks will be heard as "The Fitch Professor" in these programs which will be broadcast on Friday mornings.

New Campaign for Caskets
RADIO and direct mail will be used in a campaign to be launched shortly for the Crane & Breed Casket Company, Cincinnati, by the Archer Advertising Company, Inc., also Cincinnati.

WCAE Owned by Newspaper
RADIO station WCAE, Pittsburgh, has been sold by Gimbels to the Pittsburgh Sun-Telegraph, Hearst newspaper, which assumed charge of the station operations on December 15.

Willys-Overland Renews
THE Willys-Overland Company, Toledo, Ohio, has renewed its contract with NBC for another 13 weeks and has added 13 stations to its schedule, making a total of 37 outlets for these programs.

Broadcasting in Norway
BROADCASTING companies in Norway have three main sources of income: The sales tax of 10 per cent on the retail value of all radio apparatus sold; the annual license fee of 20 crowns collected from owners of receiving apparatus; and the sale of time for advertising purposes. The sales tax is the chief source of income and the revenue from this, after deducting expenses of collection, is divided among the broadcasting companies according to the number of holders of receiving licenses in the territory of each.

The license fee, which is collected by the Post and Telegraph Department, is divided, one-fifth going to the government and the balance to the broadcasting companies in the same proportions as the sales tax.—Reported by the Electrical Equipment Division, U. S. Chamber of Commerce.

California Campaign for Liberty Gas
RADIO, newspapers and poster advertising are the media used in the new campaign for Liberty gasoline, which is sold by independent service stations in southern California. The Emblems Petroleum Corporation, Liberty producers, have placed Scholtz Advertising Service, Los Angeles, in charge of the campaign.

Start Hotel Campaign
A REGIONAL newspaper and radio campaign for the Newhouse Hotel, of Salt Lake City, has been launched by the Ad-Craftsmen, Salt Lake City advertising agency.

Rankin Gets Hosiery Account
THE Allen A. Hosiery Company of Kemah, Wis., has appointed the William H. Rankin Company, Chicago advertising agency, to direct its advertising account. Radio and newspapers will be used nationally in a campaign to begin shortly after the first of the year.

WFBL Daylight Programs - a real buy because

"At the Hub of the Empire State" Station WFBL is a necessary part of every program effective in covering the state of New York. Eight years of leadership in service to the 1,364,000 radio listeners of this prosperous area has developed their responsiveness and their confidence in WFBL.

MAXIMUM POWER until sunset. While the evening power of WFBL is limited to 1000 watts, the daytime power has been increased to 2500 watts, through the installation of the finest modern equipment—100 per cent modulation, crystal control.

REASONABLE RATES are another reason why this rich market offers an exceptional daytime broadcast opportunity. In spite of the increase in power the daylight rates of this station are still 50% lower.

MINIMUM COMPETITION is assured as WFBL enjoys the distinction of being the only full-time network station within a radius of 75 miles. Write for further information.

ONONDAGA RADIO BROADCASTING CORP. Onondaga Hotel, Syracuse N. Y.
M. I. Voss
& Associates

Now Present

Controlled Sales Representation!

A New Deal in Station Representation

A plan on controlled sales representation that you’ve been praying for... We know you need your own solicitors in Chicago...

Well, we’re ready.

Appointment at your office on request!

Wire or Write for Details Now.

M. I. VOSS
& Associates

75 Wacker Drive       Chicago, Illinois

"You pay for Representation... Now you can get your money's worth!"

January, 1932
WHAT ABOUT PRICE QUOTATIONS?
(Continued from page 9)

The same class. It is the International Harvester Company’s announcement of a new 6-cylinder truck at $795.00. The third advertisement is a four-color spread telling that Lowney’s chocolates are now 70 cents a pound. The fourth advertiser in this class is the J. B. Williams Company, advertising a “Men’s Christmas Package” which contains five toilet articles, all for $1.00.

In all these four instances (and there are only four out of this Post's page advertisers) price is the important thing. To attempt to advertise any one of these four by present day radio methods would be attempting the virtually impossible. You can’t effectively sell a price item without quoting the price.

Advertisers today must get the maximum benefit from their expenditures. To broadcast something like: “Ladies and gentlemen, you will be interested in knowing that Lowney’s Chocolates are now 70 cents a pound”—is selling. But to go on the air and say: “Go to your nearest Lowney dealer and learn how you may win a trip around the world”—is not selling, in the accepted sense of advertising.

$57.50 for the new A B C washer—is a sales point, whereas “The new A B C washer is selling at the lowest price in all A B C history” —is not good selling, because 999 people out of 1,000 don’t give a damn about A B C’s “history.” They are not interested in “history,” but they are very much interested in learning that they can get an A B C washer for $57.50.

This is not to say that present day restrictions are making radio advertising a failure. Radio is selling merchandise, and a lot of it. But while radio advertisers are getting $1.10 from each of their present advertising dollars, are they getting the $1.40 they might if there was flexibility in today’s rulings?

Where price is news, where it is essential to the success of the advertisement, then the chain or the station that refuses permission to quote is standing in its own light.

Vapex Sponsors Mills Brothers

The Mills Brothers, four colored boys who simulate with their voices the brass harmonies of the hottest jazz bands, are to be heard twice weekly in a new series of programs over a CBS hook-up, sponsored by E. Fougere & Company, New York, in the interests of Vapex, an inhalant designed to cure colds.

Three Star Program for Sheaffer

THE W. A. Sheaffer Pen Company, of Fort Madison, la., makers of “Lifetime” fountain pens and pencils, are sponsoring a series of half-hour broadcasts each Sunday over a CBS network. Ted Weems and his band, Ruth Lyon, concert sopranos, and Phil Baker with his accordion, comprise the talent of these programs.

Coldax on Air

Radio will be used to advertise “Coldax,” a cough medicine made by the Smith Brothers Laboratories, Louisville, Ky.

SHOWMANSHP AND SALESMAINSHP

(Continued from page 11)
presse the hope that if those who wished his return would write in sufficient numbers, the sponsor would continue the series. As this account is being written at the time the requests are coming in, it is impossible to give the final figures of the response to this plea.

A large measure of this phenomenal pull of letters and promotion of sales is probably, paradoxically, due to these days of depression! The psychology applied is technologically known as the escape-compromise complex. It is the desire of people to escape these trying times, to have some unexpected good luck come their way, to be transported to unusual places, and to be excitingly involved in dramatic situations in a setting of exotic glamour. India furnishes just such a setting and Rajput is a shrewd enough psychologist to realize this human craving and to present his stories accordingly.

Columbia Promotions

The board of directors of the Columbia Broadcasting System has elected Edward Klauber, formerly vice-president and assistant to the president, as first vice-president, and Lawrence P. Lowman, formerly assistant secretary and supervisor of operations, as vice-president in charge of operations.

Joins King & Wiley

L. M. ROBERTSON has joined King, L. & Wiley and Company, Cleveland, Ohio, advertising agency, as head of their radio department. He was formerly with station WJAY, Cleveland.

BIG FACTS IN SMALL TYPE

1. Worcester is the second largest city in Massachusetts; third largest in New England. Its industries are diversified: the wage level high; savings deposits and tax index high.

2. The Worcester trading area has a population in excess of three-quarters of a million. It contains all kinds of cities and towns! All kinds of human needs, appetites and activities! All kinds of people! All the characteristics of a broad national market.

3. As an important part of the broad New England market, it buys its share of the $3,000,000,000 worth of merchandise sold by New England retailers.

4. The index of general business activity in New England and in the Worcester territory has been running consistently higher than indexes for the country as a whole—throughout the current year!

5. Worcester is 59.9% radio equipped, (U. S. Census Bureau). It has, therefore, a large concentrated audience. 73.4% of this audience listen regularly, every day, to the programs of Station WORC. It is an audience with a high average of wealth and buying discrimination—the kind of market with which to test your radio campaign.

6. WORC is the station preferred by local and regional advertisers—three to one, 60% of business is on renewed contracts. Advertisers who know local conditions pick WORC almost invariably.

7. WORC programs comprise the best of all types of network programs.

Columbia Broadcasting System and Yankee Network, sixteen hours daily. Having no affiliation with any newspaper or other commercial enterprise, WORC programs promote the interests of its advertisers, exclusively. Announcements with price quotations are permitted only during two brief periods of the day, morning and afternoon. All programs and continuities conform to the highest standards.

8. The WORC territory has never been covered consistently or well by outside stations. Advertisers since the Columbia network are not getting coverage in the Worcester area, unless WORC is used.

9. And so, in Central New England, it’s WORC—Local advertisers say so!—The Audience says so.

WORC IN WORCESTER

Broadcast Advertising
TANGIBLE RESULTS
FROM RADIO
(Continued from page 6)
building. The following experiences would indicate the contrary to be true.
Folger's coffee has been sold in this market for ninety years. Their position in the market a year ago rated about seventeenth or eighteenth among the coffees sold here. They came on our system about a year ago, with a small appropriation, but with a good broadcasting and merchandising idea. They depended upon radio alone to put that idea over. They did not change their can or their label or their price or their credit policy. Within ninety days they opened two thousand new accounts in Southern California alone and today are challenging the coffee occupying second place in the Pacific Coast market, in both tonnage, money value and number of cans of coffee.
The Los Angeles Soap Company at an approximate cost of $150 a day is eliciting, over station KHJ alone, an average of 1,000 letters a day, each letter containing two box ends from White King soap packages, representing an 84c purchase in each instance.
The Signal Oil Company reports an average of 1,000 new calls a week at their service stations resulting from a broadcast of very modest cost.
Strasska Toothpaste owes its nation-wide distribution and sale to radio alone and frankly admits it.
The California Fruit Growers' Exchange, largest distributors of fruit in the world and careful analysts of their huge advertising expenditures, report the lowest "cost per inquiry" in their entire advertising experience, from radio.
I could go on for the balance of the afternoon reciting equally eloquent illustrations of radio's ability to produce tangible sales results, but I believe that the typical experiences outlined here have afforded adequate evidence of my subject.

Higgins Goes to WBAL
HAROLD C. HIGGINS, formerly commercial manager of the Westinghouse radio stations WBZ-WBZA in Boston, is now associated with WBAL, Baltimore, in the same capacity.

January, 1932

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

WLS

The Prairie Farmer Station
50,000 Watts - 870 Kilocycles
1230 W. Washington Blvd., Chicago, Ill.

BURLINGTON D. BUTLER, President  GLEN SNYDER, Commercial Manager
In the Trade Area of SHREVEPORT Louisiana KTBS is the only station broadcasting chain programs. The outstanding preference for this station makes KTBS your logical start of the world's tallest hotel. 2,500 ROOMS $3.00 UP

WORLD'S TALLEST HOTEL
46 Stories High

2,500 ROOMS $3.00 UP

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

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

MORRISON HOTEL
Clark and Madison Streets Chicago

Leonard Hicks, Managing Director

MUST COOPERATE TO SOLVE PROBLEMS OF RADIO, SAYS BENSON

(Continued from page 5)

promote sound value in circulation and copy appeal; to maintain good faith and fair play in all of our relations; to improve advertising technique and lessen its costs. It operates a research department for the study of circulation values in all media fields, including coverage, duplication and buying power of listeners and readers. It seeks to make it easier for publishers and agencies to do business with each other, on a basis of mutual confidence and help.

Specifically, how does this affect the radio broadcasting medium?

We maintain a radio committee, just as we have committees representing every major medium of advertising, which acts as a connecting link between the broadcasting stations and our members, studying the needs of either and mediating between them. Our radio committee has been in current contact with your commercial committee, discussing with them questions like coverage, what it is and how to define it; dual rates and differentials, and the harm they do; agency recognition and conditions for it; talent charges, time brokers, station representation, etc.

These are all questions of timely and vital interest to us both, which are being clarified and settled by joint consideration. It is of great value to you and to ourselves to have this kind of contact between responsible committees of either body. We could not get far without it. You are ably represented and we have somewhere to go with our own problems in the radio field.

WHAT progress has been made during the past year? Let us deal with each question separately.

No agreement has as yet been arrived at about coverage of stations nor any joint plan set up to measure it. There has been more or less discussion about one method and another, but none have seemed adequate. Some stations have been doing the job themselves; the networks have done several jobs. These are all helpful, but not conclusive.

Perhaps no conclusive survey can
be made in so intangible a field. We advertising agents have been watching the development of the Crossley checking system, hoping that it might furnish the plan and the machinery for determining coverage, on a joint basis of support from advertisers, agencies and radio interests. That would mean considerable money in the aggregate, but with a light burden on each contributing unit. We are weighing this possibility and may have something to present in the near future.

The dual rate is an evil the NAB can not officially deal with; it is an individual question between each station and its clientele. We have to work direct. We hope the stations will appreciate the inequity of two rates for the same thing, especially with a wide difference, and the handicap they impose upon the national advertiser's use of radio, in competition with the local. The rate differential in newspapers has been so grave a source of trouble during the past two or three years that radio stations might well take a leaf out of newspaper experience and early avoid its unfortunate results. Millions of advertising dollars have drifted out of the press because of the rate differential and the confusion which it makes.

In the recognition of advertising agencies some progress has been made. A sub-committee has been appointed by your people to define the basis of recognition and to set up machinery for naming agents entitled to receive commissions. Your committee has invited our cooperation, which we have been giving in the form of data as to what other publishing bodies do. We have suggested that the radio field improve upon what has been done in other fields, that they grant agency commission only to those individuals and firms which sustain an agency relationship to clients and are equipped to do an agency job. This is the only restriction we offer in a broad policy of recognizing all applicants who can qualify.

What we mean is that only professional service should be supported by an agency commission, and that involves three things; intimate acquaintance with the client's entire advertising and selling problem, a wide knowledge of advertising media and technique, and a
disinterested position as far as media are concerned. These are the qualifications which mark the advertising agent. He does not produce material or sell time. We have no desire at all to see the field limited; everybody should be free to qualify for recognition who can.

Talent questions have not been acute in the spot broadcasting field. Recordings have been largely used for national advertising and steady progress has been made both in the making of records and in the use of them by station and advertiser.

The question of station representation is strictly speaking no concern of ours, although we are deeply interested. In the first place, its expense is an element in rates, and secondly, it furnishes us our contact with stations. That contact is all important. We need uniform and reliable information about all the factors which enter into station value and we want that information direct or through channels organized by the stations themselves. It does not seem sound to have time brokers representing competing stations as loosely as they do. That is not fair to the station.

It seems to me the recent move to build up joint representation for a group of stations which do not compete, such as Advertisers' Radio Service, Inc., is in the right direction. That is sure to prove economical and to do a straightforward selling job.

Your officers recently suggested to us that an Open Time bureau be established in New York, with perhaps a companion office in Chicago, where all needful data about stations, their programs and time units open, could be collected and made available to advertising agents. This certainly would be a great convenience to us, give us a reliable and adequate picture of available time, and it should be very helpful to all stations, which would no longer have to rely on time brokers to relay this information.

Weekly reports on standard blanks could be made to the bureau, with telegraphic corrections from day to day. Each station could be represented by a large chart showing every program by hours and what time was open, with other needed data. Agents might then see for themselves at any time the whole field of station schedules in the office, and project their broadcasts accordingly. A staff could answer inquiries by letter or wire. The whole undertaking would not be expensive, perhaps $25,000 a year, at least to start with, and it would save the stations a much larger sum.

The A. A. A. will be glad to assist the stations in building a bureau of this kind, and might sponsor it. Financial support should come from the stations, as it would be essentially a representation cost. Spread among a sufficient number, the burden would be light. I understand that a single half-hour broadcasting charge for all stations would aggregate $31,000. Of course, the A. A. A. could not afford to have any hand in a project of this sort unless a substantial number of stations engaged to support it over a period of time.

Radio, in my opinion, is going to grow. Its technique will be greatly improved and its scope widely expanded, as synchronization and other means open up new wave bands and admit more advertising. But radio growth should be in cooperation with other media and not in opposition to them. This is a point of view perhaps more urgently needed by newspapers than by ourselves. They should welcome radio as a cooperative factor. An immense amount of newspaper lineage has been created and stimulated by radio, especially in the case of large broadcasters like American Tobacco and Palmolive, whose newspaper campaigns have

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**If You're Looking for RESULTS**

**KJBS** answers your problem. Station surveys and coverage statistics are very nice, almost a necessity. We all have them.

**BUT** . . . all the surveys in the world won't pay your advertising bills. Letters of appreciation are also O.K. . . . until you try to use them for money.

**DON'T** try to fool yourself. Your advertising must pay for itself to be justified. RESULTS, and RESULTS only will do that.

**KJBS** advertising gets action . . . brings RESULTS. KJBS can increase YOUR sales in the San Francisco Metropolitan Region. Spot your programs on KJBS for actual results.

**KJBS**

In the heart of Northern California's 2,500,000 population

1380 Bush Street San Francisco, Calif.
SPOT YOUR CAMPAIGNS WITH Radio Outline Maps

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

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

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

**PRICES**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>$2.00</td>
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<td>50</td>
<td>3.00</td>
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<td>100</td>
<td>$5.00</td>
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<tr>
<td>200</td>
<td>9.00</td>
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</tbody>
</table>

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

Broadcast Advertising

440 South Dearborn Street . . . Chicago, Illinois

January, 1932
have to do. Medium, bound to medium should plan its television must bear the other period reassuring.

but there conclusive; homes, in currently there System, in other. supporting backing allowed cases could be cited, I believe, where radio broadcasting has doubled the returns from newspapers and magazines. The best results appear to come from a cooperative use of media, the printed word backed by the ear appeal, the one supporting and reinforcing the other.

I have been very much interested in a recent study made by Dr. Elder of the M. I. T., for the Columbia System, which seems to indicate to a remarkable degree the indirect selling influence of radio. Apparently there is a marked increase in radio advertised brands in radio homes, compared with non-radio homes and brands not advertised by radio. The study is not definitely conclusive; such studies never are; but there is enough evidence to be reassuring.

Radio advertising has become a young giant. It has grown as no other medium ever grew in a short period of time. It has captured the popular imagination. But we must bear in mind that the novelty will wear off, even the novelty of television in its turn, and the medium should plan its future with that expectation in mind. It is bound to become a workaday medium, like all the others, and will have to hold its own on that basis.

I don't mean that it will not exceed all others in entertaining value, and always do so, but its freshness of appeal will depend upon what is said and heard on the air. You can not afford to become stereotyped in your programs. The creative resources of music and drama must be searched for new things and old things adapted to modern taste; the whole world of musical thought and feeling must be drafted for suitable offerings. And commercial credits must be held within bounds; they can be bold and above board, but not obtrusive or out of key. They should be handled with the skill of a showman, made a part of the show.

Many of your stations feel that advertisers and their agents have been too aggressive in this respect; have introduced too much commercial flavor into radio entertainment. Perhaps we have. We are so accustomed to selling goods through the printed word that we are prone to forget that the ear appeal is quite a different medium and not to be handled in an obtrusive way.

Radio is new to us. We are rapidly learning its technique—the way to please and entertain as a good will maker. Agencies are developing in their own staffs radio sense, technicians, studios and departments, to perfect their use of entertainment in commerce without undue commercial flavor.

You should feel the effect of this soon, as soon, in fact, as we emerge from the present period of fierce competition and the lowered standards which result from it. Radio can not help but suffer with all other media from the relentless battle for business now going on. Better days are coming and more restrained business methods.

These are joint problems for both agents and stations to deal with. Between us we must make and keep radio an intriguing medium, always fresh and always new. The advertising agent, I feel sure, is going to contribute his full share towards attractive programs and at the same time so relate them to the client's commercial need as to garner for him a full return from radio broadcasting. The more closely we work together for the good of the medium and for the profit of advertisers, the safer it will be. The fewer intermediaries between us, the better.

Cream of Wheat Adds Stations

WITH the addition of several Pacific Coast outlets to its regular chain, the Cream of Wheat Company is making the semi-weekly talks on child training by Angelo Patri available to parents from coast to coast.

Plummer Leaves Herald & Examiner

AFTER five years as radio editor of the Chicago Herald & Examiner, Evans C. Plummer has resigned to go into the field of commercial radio. He is succeeded by his former assistant, Ulmer G. Turner. Mr. Plummer has been associated with radio since its earliest days, serving for several years as editor of the Radio Digest. He is a member of the board of directors of the Newspaper Radio Editors' Association.

MORE CHAIN PROGRAMS
than any other station in Texas

Your listener interest is assured when you use

KTRH
The Rice Hotel Station
"Houston's Welcome to the World"

May we put you on the mailing list for our weekly schedule? It speaks for itself
ILLINOIS

Chicago

**WAAF**

100 Watts
cBS

Live Stock Exchange bidg., Chicago, III. Owned and operated by the Chicago Daily Journal.

**Contract Regulations.**

*General.*

Sponsored Programs.

**(Daily or Sunday.)**

*(After 6:00 P. M.)*

1 Hour. $300.00 108.00 90.00 75.00 60.00 45.00 30.00 $15.00. $120.00 72.00 60.00 45.00 30.00 $15.00.

1 Hour. 2.00 1.50 1.00 0.50 0.25 0.10

No commissions charged after 6:00 P. M.

100 Watts
cBS

1230 Khz.

“Chicago on Parade” Hour:

One announcement daily except Sunday.

One announcement daily except 5/16 and 5/23.

Chicago, III. Kelly Smith, Commercial Manager. Owned and operated by the WBBM Broadcasting Corp.

**Contract Regulations.**

*General.*

Sponsored Programs.

Class “A.”

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

1 Hour.... 24.00 21.00 18.00 15.00 12.00 9.00

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

Per month (1 per month, 1 each hour).....$100.00

Electrical Transcriptions.

40% and 78 r.p.m. turntables.

1. Programs may be used for talk and for institutional, agricultural, beauty or household informational purposes.

2. The above rates apply also to electrical transcriptions.

**DISTRICT OF COLUMBIA**

Washington

**WOL**

100 Watts

1,810 Khz.

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

**Contract Regulations.**

*General.*

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

**District of Columbia**

Washington

**WOL**

100 Watts

1,810 Khz.

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

2. Rates do not include talent, travel-
KANSAS

Wichita

K F H

1,000 Watts. CBS

1,000 Ks.

121-B Herbert St.; Wichita, Kans. J. Leslie Fox, Manager. Owned and operated by Radio Station KFH Company (Wichita "Eagle," Hotel Lasser).

Contract Regulations.

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

Sponsored Programs.

(After 6:00 P. M. weekdays, and after 12 noon Sundays.)

1,000 Watts.

1,000 Watts.

KANSAS

Shreveport

K T B S

1,000 Watts.

1,460 Kc.


Contract Regulations.

General.

Sponsored Programs.

(200 Words per minute.)

Electrical Transcriptions.

34½ and 78 rpm. turntables.

LOUISIANA

New Orleans

W D S U

1,000 Watts. CBS

1,000 Watts.

1,500 Ks.


Contract Regulations.

General, except Par. 3: no agency commission on talent charges. 2% discount for cash in advance.

Sponsored Programs.

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

Electrical Transcriptions.

34½ and 78 rpm. turntables.

MASSACHUSETTS

Boston

W B Z— W B Z A

15,000 Watts. W B C

900 Kcs.


Contract Regulations.

General.

Sponsored Programs.

(450 Words per minute.)

Electrical Transcriptions.

34½ and 78 rpm. turntables.

MICHIGAN

Detroit

W X Y Z

1,000 Watts. CBS

1,890 Kcs.

350-314 Madison Theatre Bldg., Detroit, Mich. Owned and operated by Kunsky-Trends Broadcasting Corporation. William Kunsky, President; and Treasurer; Geo. W. Trendle, Vice-President and General Manager; Tom M. Harry, Secretary and Assistant Manager; H. Allen Campbell, Sales Manager.

Contract Regulations.

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

Sponsored Programs.

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

Special Feature Periods.

Electrical Transcriptions.

34½ and 78 rpm. turntables.

W N A C and W A A B

See Yankee Network

Worcester

W O R C

100 Watts. CBS-YH

100 Watts.

1,600 Ks.


Contract Regulations.

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

Sponsored Programs.

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

Electrical Transcriptions.

34½ and 78 rpm. turntables.

W T A G

560 Watts. NBC

500 Kcs.


Contract Regulations.

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

Sponsored Programs.

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

Electrical Transcriptions.

34½ and 78 rpm. turntables.

**January, 1932**
The above rates are based on one or more announcements and may be repeated every week. Rates are subject to change without notice.

Special Feature Periods.

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

Missouri City

KMB

1,000 Watts.

CBS

$50.00.

5th Floor, Pliswick Hotel, Kansas City, Mo.

Arttine R. Church, Vice-President and General Manager.

Owned and operated by the Midland Broadcasting Co.

Advertising rates subject to change without notice.

Contract Regulations.

*General, except Par: 3/4 commission allowed on talent charges.

Special Feature Periods.

(Daily except Sundays.)

Night Weatherman's Specials (6:00 to 6:30 A. M.); Early Rivers Club (6:30 to 9:00 A. M.); Fashion Review (9:00 to 12:00 P. M. and 12:30 to 1:30 P. M.); Farm Hour (12:30 to 1:00 P. M.); Tea Time Concert (3:30 to 4:15 P. M.); I. M. (4:15 to 5:30 P. M.);

Electrical Transcriptions. 33 1/3 and 78 r.p.m. turntables for both vertical and lateral cut records.

St. Louis

KW

1,000 Watts.

NBC

1,340 Kc.

Hotel Chase, St. Louis, Mo.

Thomas Patrias

Convey, President; C. G. O. lovebee, General Manager.

Owned and operated by Thomas Patrias, Inc.

Contract Regulations.

*General, except Par: 3/4 commission allowed on talent charges.

Special Programs.

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

Missouri City

KMB

1,000 Watts.

CBS

$50.00.

5th Floor, Pliswick Hotel, Kansas City, Mo.

Arttine R. Church, Vice-President and General Manager.

Owned and operated by the Midland Broadcasting Co.

Advertising rates subject to change without notice.

Contract Regulations.

*General, except Par: 3/4 commission allowed on talent charges.

Special Feature Periods.

(Daily except Sundays.)

Night Weatherman's Specials (6:00 to 6:30 A. M.); Early Rivers Club (6:30 to 9:00 A. M.); Fashion Review (9:00 to 12:00 P. M. and 12:30 to 1:30 P. M.); Farm Hour (12:30 to 1:00 P. M.); Tea Time Concert (3:30 to 4:15 P. M.); I. M. (4:15 to 5:30 P. M.);

Electrical Transcriptions. 33 1/3 and 78 r.p.m. turntables for both vertical and lateral cut records.

St. Louis

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1,000 Watts.

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1,340 Kc.

Hotel Chase, St. Louis, Mo.

Thomas Patrias

Convey, President; C. G. O. lovebee, General Manager.

Owned and operated by Thomas Patrias, Inc.

Contract Regulations.

*General, except Par: 3/4 commission allowed on talent charges.

Special Programs.

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

Missouri City

KMB

1,000 Watts.

CBS

$50.00.

5th Floor, Pliswick Hotel, Kansas City, Mo.

Arttine R. Church, Vice-President and General Manager.

Owned and operated by the Midland Broadcasting Co.

Advertising rates subject to change without notice.

Contract Regulations.

*General, except Par: 3/4 commission allowed on talent charges.

Special Feature Periods.

(Daily except Sundays.)

Night Weatherman's Specials (6:00 to 6:30 A. M.); Early Rivers Club (6:30 to 9:00 A. M.); Fashion Review (9:00 to 12:00 P. M. and 12:30 to 1:30 P. M.); Farm Hour (12:30 to 1:00 P. M.); Tea Time Concert (3:30 to 4:15 P. M.); I. M. (4:15 to 5:30 P. M.);

Electrical Transcriptions. 33 1/3 and 78 r.p.m. turntables for both vertical and lateral cut records.

St. Louis

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1,000 Watts.

NBC

1,340 Kc.

Hotel Chase, St. Louis, Mo.

Thomas Patrias

Convey, President; C. G. O. lovebee, General Manager.

Owned and operated by Thomas Patrias, Inc.

Contract Regulations.

*General, except Par: 3/4 commission allowed on talent charges.

Special Programs.
NEBRASKA

Omaha

KOIL

1,000 Watts  NBC

The "Hilltop Studios," Council Bluffs, lowa, and
"The Broadcast Center," University Studios, Omaha.

New. Don Bessey, Director; George Boerger, Commercial Manager. Owned and operated by the Mutual Oil Co.

Contract Regulations.

*General, except Par. 3: no commission allowed on talent charges. No commissions allowed on talent contract is made on or before

Sponsored Programs.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Commission</th>
<th>Time</th>
<th>Commission</th>
<th>Time</th>
<th>Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 P. M. to 4:00 P. M.</td>
<td>$10.00</td>
<td>4:00 P. M. to 6:00 P. M.</td>
<td>$10.00</td>
<td>6:00 P. M. to 8:00 P. M.</td>
<td>$10.00</td>
</tr>
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</table>

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

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<thead>
<tr>
<th>Time</th>
<th>Commission</th>
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</thead>
<tbody>
<tr>
<td>6:00 P. M. to 9:00 P. M.</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

Raleigh

WPTF

1,000 Watts  NBC

324 Fayetteville St., Raleigh, N. C. H. C. K. Carpen

Program Regulations.

*General, except Par. 3: no commission allowed on talent charges. No commissions allowed on talent contract is made on or before

Sponsored Programs.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Commission</th>
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</thead>
<tbody>
<tr>
<td>6:00 P. M. to 2:00 A. M.</td>
<td>$12.00</td>
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</table>

NORTH CAROLINA

Asheville

WWNC

1,000 Watts  CBS

815 Flatiron Bldg., Asheville, N. C. G. O. Sheffield, Directo

Contract Regulations.

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

Sponsored Programs.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 P. M. to 12:00 P. M.</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

Charlotte

WB T

5,000 Watts  CBS

Wildor Birk, Charlotte, N. C. Earle J. Ginn, Manag

Contract Regulations.

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

Sponsored Programs.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Commission</th>
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</thead>
<tbody>
<tr>
<td>6:00 P. M. to 2:00 A. M.</td>
<td>$12.00</td>
</tr>
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</table>

Bismarck

KF YR

2,500 Days—1,000 Nights  NBC

120 Broadway, Bismarck, N. B. P. J. Meyer, Manc.

Contract Regulations.

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

Sponsored Programs.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Commission</th>
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</thead>
<tbody>
<tr>
<td>6:00 P. M. to 12:00 Midnight</td>
<td>$12.00</td>
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</tbody>
</table>

NORTH DAKOTA.

January, 1932
Advertisements.

Sponsored Programs.

Programs.

Charts.

Day "costs" include time, facilities, service of staff announcers, and blanket fees charged for copyrighted music.

2. Rates do not include talent, traveling expenses, tolls and mechanical expenses for remote control, or other extras.

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

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

5. Periodic broadcasts must be contracted for in advance and broadcast at least once a week to earn period discount.

Ohio

Cincinnati

WKRC

1,000 Watts.

CBS

550 Ke.

Hotel Alms, Cliftonville, Ohio. E. R. Mitterndorf, General Manager. Owned and operated by WKRC, Inc.

Contract Regulations.

*General.

Sponsored Programs.

Special Feature Periods.

Announcement.

(100 words or less)

Between 6:00 a.m. and 7:00 p.m., 75.50 Ke.

Between 7:00 p.m. and 11:00 p.m., 82.50 Ke.

Sponsoring of miscellaneous services for The Cincinnati Times and other newspapers, daily except Sundays.

Evenings.

50 words-per-week...

$15.00

Daytime.

50 words-per-week...

$9.00

Electrical Transcriptions.

33% and 78 p.m. turntables.

Fargo

WDAY

1,000 Watts.

NBC

940 Ke.

Address: Fargo, N. D. Charles G. Burke, Commercial Manager; Powell Craig, Jr., President; John Clark, General Manager. Owned and operated by The Country Radio Corp.

Contract Regulations.

*General.

Sponsored Programs.

Special Feature Periods.

Announcement.

(6:00 a.m. to 12:00 p.m.)

$1.00

$0.95

$0.90

$0.85

(12:00 Noon to 6:00 p.m.)

$1.00

$0.95

$0.90

$0.85

(6:00 p.m. to 12:00 Midn.)

$1.00

$0.95

$0.90

$0.85

(12:00 Midn. to 6:00 a.m.)

$1.00

$0.95

$0.90

$0.85

(7:00 a.m. to 7:00 p.m.)

$1.00

$0.95

$0.90

$0.85

(7:00 p.m. to 12:00 p.m.)

$1.00

$0.95

$0.90

$0.85

(12:00 p.m. to 12:00 a.m.)

$1.00

$0.95

$0.90

$0.85

$7.50 per announcement.

Or any combination of the above.

6. Accommodation.

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

Broadcast Advertising
**OKLAHOMA**

**Tulsa**

**KVOO NBC**

1,000 Watts

N.W. Wright Blvd., Tulsa, Okla., Leonard Byars, Commercial Manager; H. A. Hatchen, General Manager. Owned and operated by the Northwestana Sales Corp.

**Contract Regulations.**

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

**Sponsored Programs.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
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<tbody>
<tr>
<td>6:00 A.M.</td>
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Announcements.

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<td>30 Sec.</td>
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**SPECIAL TRANSMISSIONS.**

100 words...

Special Transmission schedules are accepted to 100 words. Copy submitted in excess of this limit will be broadcast but will be charged at higher rate.

**Special Feature Periods.**

33 1/3 and 78 r.p.m. turntables.

**SHODE ISLAND**

**Providence**

**WEAN**

See Yankee Network

**TENNESSEE**

**Memphis**

**WNBR 1,430 K**

Hotel DeVoy, Memphis, Tenn. Malory Chamberlin, General Manager; Frances H. Guarnieri, Program Director. Owned and operated by the Memphis Broadcasting Co.

**Contract Regulations.**

*General, except Par. 3: commission allowed on talent charges only if payment in full is made on or before the 10th of the month following broadcast.*

**Sponsored Programs.**

<table>
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<tr>
<td>15 Hours</td>
<td>1 T.</td>
</tr>
<tr>
<td>20 Hours</td>
<td>30 Sec.</td>
</tr>
</tbody>
</table>

Announcements.

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 A.M.</td>
<td>6:00 P.M.</td>
</tr>
<tr>
<td>1 T.</td>
<td>13 T.</td>
</tr>
<tr>
<td>30 Sec.</td>
<td>32 T.</td>
</tr>
<tr>
<td>1 Hour</td>
<td>22 T.</td>
</tr>
<tr>
<td>2 Hours</td>
<td>15 T.</td>
</tr>
<tr>
<td>3 Hours</td>
<td>10 T.</td>
</tr>
<tr>
<td>5 Hours</td>
<td>5 T.</td>
</tr>
<tr>
<td>10 Hours</td>
<td>2 T.</td>
</tr>
<tr>
<td>15 Hours</td>
<td>1 T.</td>
</tr>
<tr>
<td>20 Hours</td>
<td>30 Sec.</td>
</tr>
<tr>
<td>30 Minutes</td>
<td>32 T.</td>
</tr>
<tr>
<td>1 Hour</td>
<td>22 T.</td>
</tr>
<tr>
<td>2 Hours</td>
<td>15 T.</td>
</tr>
<tr>
<td>3 Hours</td>
<td>10 T.</td>
</tr>
<tr>
<td>5 Hours</td>
<td>5 T.</td>
</tr>
<tr>
<td>10 Hours</td>
<td>2 T.</td>
</tr>
<tr>
<td>15 Hours</td>
<td>1 T.</td>
</tr>
<tr>
<td>20 Hours</td>
<td>30 Sec.</td>
</tr>
</tbody>
</table>

**WASHINGTON**

**Spokane**

**KFPY**

1,000 Watts

Symons Blvd., Spokane, Wash. Arthur L. Bright, Manager; T. W. Symons, Jr., President. Owned and operated by The Symons Broadcasting Co.

**Contract Regulations.**

*General.*

**Spurred Programs.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 P.M.</td>
<td>10:00 P.M.</td>
</tr>
<tr>
<td>1 T.</td>
<td>13 T.</td>
</tr>
<tr>
<td>20 T.</td>
<td>51 T.</td>
</tr>
<tr>
<td>1 Hour</td>
<td>19 T.</td>
</tr>
<tr>
<td>3 Hours</td>
<td>3 T.</td>
</tr>
<tr>
<td>5 Hours</td>
<td>60 T.</td>
</tr>
</tbody>
</table>

**Electrical Transcriptions.**

33 1/3 and 78 r.p.m. turntables.

**WEST VIRGINIA**

**WVV A**

5,000 Watts

Wheeling

Hawley Bully, Wheeling, W. Va. Jack Shaw, Commercial Manager; Gene W. Smith, Director. Owned and operated by West Virginia Broadcasting Corp.

**Contract Regulations.**

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

**Sponsored Programs.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 P.M.</td>
<td>12:00 Midnight</td>
</tr>
<tr>
<td>1 T.</td>
<td>13 T.</td>
</tr>
<tr>
<td>30 Sec.</td>
<td>32 T.</td>
</tr>
<tr>
<td>1 Hour</td>
<td>22 T.</td>
</tr>
<tr>
<td>2 Hours</td>
<td>15 T.</td>
</tr>
<tr>
<td>3 Hours</td>
<td>10 T.</td>
</tr>
<tr>
<td>5 Hours</td>
<td>5 T.</td>
</tr>
<tr>
<td>10 Hours</td>
<td>2 T.</td>
</tr>
<tr>
<td>15 Hours</td>
<td>1 T.</td>
</tr>
<tr>
<td>20 Hours</td>
<td>30 Sec.</td>
</tr>
<tr>
<td>30 Minutes</td>
<td>32 T.</td>
</tr>
<tr>
<td>1 Hour</td>
<td>22 T.</td>
</tr>
<tr>
<td>2 Hours</td>
<td>15 T.</td>
</tr>
<tr>
<td>3 Hours</td>
<td>10 T.</td>
</tr>
<tr>
<td>5 Hours</td>
<td>5 T.</td>
</tr>
<tr>
<td>10 Hours</td>
<td>2 T.</td>
</tr>
<tr>
<td>15 Hours</td>
<td>1 T.</td>
</tr>
<tr>
<td>20 Hours</td>
<td>30 Sec.</td>
</tr>
</tbody>
</table>

Announcements.

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M.</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>1 Min.</td>
<td>10:00 P.M.</td>
</tr>
<tr>
<td>3 Min.</td>
<td>12:00 A.M.</td>
</tr>
<tr>
<td>5 Min.</td>
<td>1:00 A.M.</td>
</tr>
<tr>
<td>10 Min.</td>
<td>2:00 A.M.</td>
</tr>
<tr>
<td>15 Min.</td>
<td>3:00 A.M.</td>
</tr>
</tbody>
</table>

**Special Feature Periods.**

Rates and information on request.

**Electrical Transcriptions.**

33 1/3 and 78 r.p.m. turntables.

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**January, 1932**
New Accounts on the Air

The Principal New Accounts of Radio Stations with the Exception of Chain and Strictly Local Programs

(Where no address is given, the advertiser is located in the same city as the radio station)

ARIZONA
KTAR—Phoenix
Continental Oil Corp., Phoenix, City, Oklahoma. (Petroleum Products)

DISTRICT OF COLUMBIA
WJZ—Washington
Smith Brothers, Poughkeepsie, N. Y. (Cough Drops)
J. W. Dorman, Louisville, Ky. (Medicine)

FLORIDA
WIOD—Miami
General Motors Corp., Detroit (Motor Cars)
Gruen Watch Makers’ Guild, Cincinnati. (Color Droppers)

WDAY—Minneapolis
O’Hara Motor Co., Lansing, Mich. (Oldsmobile)
Walker Properties Association, Austin, Texas (Chile)

WQAM—Miami
Olds Motor Co., Lansing, Mich. (Oldsmobile)
Walter Productions Association, Austin, Texas (Chile)

BETTER
government, a full-time
staff orchestra, better

programs, a full-time
staff orchestra, better

these make

WDAY

the best station to buy
time on in North Dako-
t, northern South Dakota, western Minne-
sota and eastern Montana.

WDAY, Inc.
An NBC Associate
Fargo, N. D. 1000 Watts

IOWA
WMT—Waterloo
Central Laboratories, Des Moines. (Sculp.

MARYLAND
WCAO—Baltimore
Hava-Tampa Co., Tampa, Fla. (Cigars)
(Government Printing Office. (Brewery)
(Geo. Bloome & Son (Candy Manufacturers)

MASSACHUSETTS
Bostonian Mfg. Co., Boston (Men’s Shirts)
Gardner Reed & Rattan Co., Gardner, Mass. (Bouffle Chairs)
Brown Bros., Gardner (Dine Set)
S. K. Pierce & Co., Gardner (Chairs and Tables)
Wilton Co., Inc. Athol, Mass. (Protxlal Produts)
Simpson Spring Co., South Easton, Mass. (Simpson Birming Beverages)

WTAG—Worcester
Smith Brothers, Poughkeepsie, N. Y. (Cough Drops)

MICHIGAN
WJR—Detroit
United Shirt Co., 16 Stores. (Postne, Detroit, Cleveland) (Haberdashery)
International ready-to-Order Co., Etta, Y. (Oil Heaters)

WXYZ—Detroit
Gold Seal Associates, Inc. New York (Merchants’ Association)
Bullock Motor Co., Flint, Mich. (Local dealer)
National Dairy Products Corp., New York
The Otwell Co. (Heaters for Motor Cars)

MISSOURI
KFQ—St. Joseph
Hodes-Zinc Co., Fremont, Ohio. (Auto Supplies)
Moore Brothers, Joliet, Ill. (Stoves)
Indianota Botanica Gardens, Hammond, Ind. (Almamite)
Bollinger Casing Co., Kansas City, Mo. (Chemical Co., Meat & Vegetables)
Globe-America, Corp., Kokomo, Ind. (Mechanical Poultry Supplies)
W. S. Hill Mfg. Co., Des Moines, Iowa. (Superine)
Budweaser Co., Detroit (Marmora Reducing Tablets)

NEW YORK
WOR—Albany
Gold Seal Associates, Inc., New York (Merchants’ Association)
Rumford Chemical Works, Rumford, R. I. (Baking Powder)
Budweaser Co., Detroit (Marmora Reducing Tablets)
Berry Bros., Detroit (Paint)
O’Hara Motor Co., Lansing, Mich. (Oldsmobile)
Chain Products Co., Cleveland (Auto Chain)

NEBRASKA
WOW—Omaha
Amity Leather Products Co., West Bend, Wis. (Leather Goods)
Steck & Kansas Co., New York (Pentusin Cough Syrup)

WODA—Albany
Gold Seal Associates, Inc., New York (Merchants’ Association)
Rumford Chemical Works, Rumford, R. I. (Baking Powder)
Budweaser Co., Detroit (Marmora Reducing Tablets)
Berry Bros., Detroit (Paint)
O’Hara Motor Co., Lansing, Mich. (Oldsmobile)
Chain Products Co., Cleveland (Auto Chain)

WDAY—Fargo
Kiddish Fish & Co., Minneapolis
General Mills, Inc. Minneapolis (Biscuits)
Acme White Lead & Color Works, Detroit (Paint)
Russell-Baker Milling Co., Minneapolis (Flour)
Florsil’s Telegraph Delivery Association, Detroit
Robert Cook & Co., Chicago (Temple, Aire Winter Fronts)

WDAY—Bismarck
Oscar H. Will & Co. (Seed, Shrubs, etc.)
Mandan Canners & Pro. Co., Mandan, N. D.
Leibig Bruegetting Co., Fargo, N. D. (Bruegettes Fuel)
Caterpillar Tractor Co., Peoria, Ill.
Acme White Lead & Color Works, Detroit (Paint)
Russell-Baker Milling Co., Minneapolis (Flour)
Florsil’s Telegraph Delivery Association, Detroit
Robert Cook & Co., Chicago (Temple, Aire Winter Fronts)

WDAY—Fargo
Kiddish Fish & Co., Minneapolis
General Mills, Inc. Minneapolis (Biscuits)
Acme White Lead & Color Works, Detroit (Paint)
Eloy Mfg. Co., Lincoln, Nebr. (Garden Tools)
Fargo Foundry Co. (Oil Burners)
Empire Orchard Laboritories, Chicago (Cosmetics)
Oliver Farm Equipment Sales Co., Chicago (Tractors)
Montgomery Ward Co. (Fur Dept., Chicago (Furs)
Curtise Candy Co., Chicago
Leibig Bruegetting Co. (Bruegettes Fuel)

OHIO
WTAM—Cleveland
Riehman Bros. Co. (Men’s Suits)
American Airways (Air Transportation)
Bullock Motor Co., Flint, Mich. (Local dealer)

WCAH—Columbus
Pure Oil Co., Chicago (Local dealer)
Sears, Roebuck & Co., Chicago (Local branch)

WSMD—Toledo
Quaker Oats Co., Chicago (Cereal)
Glycerin Products Co., New York (Radiator Glycerine)
M. R. Cutty Co., Flint, Mich. (Cold Remedy)

Broadcast Advertising
January, 1932

MARYLAND

Pharmaceutical Co., Baltimore, Md. (Ben Cough Strips).

GOESNER, Co., Findlay, Ohio (Cold Remedies).

OKLAHOMA

KFJ-Oklahoma City

Sani-Clor, San Francisco (Cleansers).

The Wessell Co., Chicago (Env-o-blank Envelopes).

De Leon & Rogers Import Co., San Francisco (Cosmetics and Silver).


Oakeye Insulating Co., Springfield, Ohio (Insulators and Brooders).

OREGON

KBTR—Portland

Sears, Roebuck & Co., Chicago (Local branch).


RCA-Victor Co., Camden, N. J. (Local dealer).

Peter Pan Co., San Francisco (Cosmetics).

Southern Pacific Ry.

PENNSYLVANIA

WCAU—Philadelphia

AMPEX Co., West Bend, Wis. (Leather Goods).

Chain Products Co., Cleveland (Hodell Tire Chains).

Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine).


Diplomat Products Co., New York (Vil)

Footwear Industries, Inc., Orange, Conn.

Smith Brothers, Poughkeepsie, N. Y.

SOUTH CAROLINA

WCSC—Charleston

Jarman Shoe Co., Nashville, Tenn. (Local dealer).

TENNESSEE

WNNO—Chattanooga

Wilson & Co., Chicago (Bakerite).


RCA-Victor Co., Camden, N. J. (Local dealer).

Jarman Shoe Co., Nashville, Tenn. (Local dealer).

TEXAS

KTRC—Dallas

Borden Co. (Butter).

Dural (Cosmetics).

KPRC—Houston

Borden Co. (Butter).

Duncan Coffee Co.

Brown Paint & Varnish Works.

Amity Leather Products Co., West Bend, Wis.

Nils (Leather Goods).

Rumford Chemical Works, Rumford, R. I. (Baking Powder).

Kellogg Co., Los Angeles (Cocoa Powder) Dallas, Tex.

The Mennen Co., Newark, N. J. (Shaving Preparations).

McNab's Home Products, Dallas, Tex.

KABC—San Antonio

Graphite Oil Co.

Wright Co., Cincinnati, Ohio.

WACO—Waco

Waco Packing Co.

De Leon & Rogers Import Co., San Francisco (Cosmetics).

Aladdin Cosmetic Co., Dallas.

Armen Laboratories, Inc., Clinton, Iowa (Nasal Oil).

The Mennen Co., Newark, N. J. (Shaving Preparations).

Chevrolet Motor Co.

Todco Mutual Life Insurance Association.

Cen-Tex Farm Products Co.

UTAH

KSL—Salt Lake

Mantle Lamp Co. of America, Chicaco (Lamps).

Maytag Co., Newton, Iowa (Washing Machines).

United Drug Co., Boston.


The Mennen Co., Newark, N. J. (Shaving Preparations).

Florists Telegraph Delivery Association, Detroit.

VIRGINIA

WVAR—Richmond

Continental Oil Co., Ponca City, Okla. (Petroleum Products).

$26,819,156

The National Advertising Records show that $26,819,156 was spent in Radiocasting in 1930 (a year of depression) this is a stupendous sum.

This was an increase over 1929 of 44% plus.

$25

For $25 you can have the Radio Section of National Advertising Records come to you month by month giving you a complete checkup on the time, frequency, expenditure and in fact an accurate picture of what is happening in Radiocasting on all the chains and networks.

A complete Radiocasting analysis from 1927 to and including 1930 is part of this section.

A complete group analysis of the different types of Radio Advertisers is furnished in this section each month.

All of This For Just

$25

Consult Our Nearest Office

National Register Publishing Company

Sale Selling Agents

553 Broadway, New York

140 S. Dearborn Street, Chicago

7 Water Street, Boston

925 Rue Bidg, San Francisco
Strike Narrowly Averted as Chicago Broadcasters Clash with Musicians' Union

A STRIKE of musicians employed in Chicago radio stations, called for midnight of New Year's eve, was narrowly averted when broadcasters and musicians reached a satisfactory compromise and signed a new contract. The terms of this contract, which will run until Feb. 1, 1933, were agreed on after an all-night session of the executive boards.

A joint statement, issued by William S. Hedges, WMAQ, spokesman for the broadcasters, and James C. Petriello, president of the Chicago Federation of Musicians, follows:

"The strike in the broadcasting stations is off. The settlement between the Chicago Broadcasters' association and the Chicago Federation of Musicians was made upon the basis of six days per week with the same number of hours per week being consumed in six days as were formerly used in seven days. No change is made in the wages. The minimum number of men in group A stations will be increased from ten to fifteen. Everybody is happy that a strike has been averted."

Negotiations for a new contract were opened by Petriello, who presented to the broadcasters a contract embodying five major changes:

1. An increase in the size of studio orchestras from ten to fifteen men.
2. A six-day week at a seven-day wage, with substitute musicians engaged by the station for the extra day.
3. Union musicians to have charge of the control booths, replacing the technical men now handling the controls.
4. Electrical transcriptions and phonograph records may be used on sustaining programs only. All commercial programs using any music must employ live musicians.
5. Overtime rates increased 100 percent, from four to six hours.

The broadcasters answered that they were willing to renew last year's contract without change, pointing out that this was generous on their part, as wages generally have come down and as the wage scale for radio musicians in Chicago is the highest in the country.

Further discussions narrowed down the demands of the musicians, but they would not retreat the full distance and a deadlock was reached over the issue of a six-day week at a seven-day wage. In the compromise, neither side had to back down. The men will work only six days a week for their full salaries, but they will work as many hours in the six days as they formerly did in seven.