Speaking of Listener Interest:

Of course we're sorry the poor ladies were injured, but we can't resist the temptation to say, "We told you so". We've been telling you, and you and you, for the last seven years, that WOL reaches real potential buyers. Here's proof.

It took only five spot announcements over WOL to bring the crowd that did this. We don't advocate the smashing of store fronts to get business, but that's beside the point. The point is, that WOL does pull in crowds with money to buy.

Tell the right story over WOL and you'll reach people who are interested

Of course you believe us, but for additional proof we show clippings from the Washington News, Times and Post, Saturday, January 9th. Washington women have been educated to listen to WOL for the most important merchandise announcements.

Announcements over station WOL

THE AMERICAN BROADCASTING CO.

Hotel Annapolis Washington, D. C.
Dominant!

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

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

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

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

Volume 4  BROADCAST ADVERTISING  Number 11
Published monthly by O. W. Stamm at 610 S. Dearborn St., Chicago, Illinois. Subscription price, $1.00 a year. Single copies 25 cents.
Entered as second class matter, February 19, 1930, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.
CALL LETTER SIGNIFICANCE—

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

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

All smart advertisers insist upon a station with Quality Programs because Quality Programs mean Quality Listeners.

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

That is why

THE WMAQ AUDIENCE IS A BUYING AUDIENCE

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.
RADIO—A Place for the Negative Appeal

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

_A Discovery by Russell Byron Williams_

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

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

While we all know the essential and characteristic differences between radio and the printed medium—ear as against the eye, etc.—let me tell you a story which is paradoxical to the extent that the instance had nothing to do with radio, yet the man who made the story unwittingly gave a clear delineation of what radio was—and what printed copy was not.

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

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

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

How clearly and forcefully that chap admitted the limitations of printed advertising. Every reader of every printed piece of copy must read for himself, translate the copy writer's meaning for himself, get the message for himself.

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

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

A case in point: Wrigley's chief competitor is not Adams' Black-Jack, Yucatan, or Beechnut. It is the long-established social resistance to the chewing of gum. Since the days of the third grade we have all had it drilled into...
first--

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

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

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

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

The two charts reproduced on this page, indicating the daily listening habits of the two audiences, may thus be compared with the knowledge that the differences shown are due to differences in the audiences, and not to differences in the methods used. The only varying factor is that of time of year; the KDKA study was made in May, 1931, and the WBZ-WBZA study in September and October of that year. The New England curve was plotted on the basis of 19,480 program mentions in answer to the question, "What programs did you hear yesterday?" The KDKA curve was based on 21,550 program mentions. Neither study revealed any "best" radio day of the week.

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

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

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

Copies of "Facts About KDKA" and "Facts About WBZ-WBZA" can be obtained from any of the commercial offices of the Westinghouse radio stations.
HOW BIG IS A RADIO AUDIENCE?

or Why Statisticians Go Crazy

By Carl W. Harris

J. Walter Thompson Company, Chicago

The Stebbins Boys

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

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

Statisticians, mathematicians and persons who should know better from Maine to California have, since the founding Radio turned out to be several times a million dollar baby, worn out slide-rules, adding machines and tempers trying to put a finger on some definite measuring stick which would permit the affixing of an Audit Bureau of Circulation stamp on this will-o'-the-wisp the number of listeners to a given radio program—any program.

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

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

In the place of this radio offered them only unsubstantiated guesses. At first, of course, this hardly mattered. Radio was a new toy. It intrigued the imagination. To have music—almost any music—filter into the home at the touch of a button, thus giving Edward Bellamy the robes of Moses instead of Ana-

nias, was sufficient lure, it was felt, to drive everyone to the earphones. There were few stations, little competition.

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

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

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

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

Broadcast Advertising
Previous surveys had determined the peak listening hours and also approximately what percentage of the total number of sets might be reasonably expected to be tuned in at any given hour of the day or night. But the government census had dealt with families, not individuals. It failed to say just how many of the 122,775,046 persons in the country were represented in its 12,078,345 families. There still was no basis for comparing the radio audience to that nice, solid set of figures available under "circulation data" from publications.

It seemed, perhaps, that there never would be, and when everyone interested had practically settled back and decided that simply looking wise is a fine thing after all, the Stebbins Boys, rural character emissaries of Swift & Company via a basic National Broadcasting Company network, decided to print a newspaper. With little to do, the Bucksport Point Sun Globe Gazette and Weekly Clarion Bee (Consolidated) was born to give the news of the "doings" in the mythical Bucksport Point, Hancock County, Maine, site of the five-night-a-week skit in which Arthur Allen and Parker Fennelly as Esley and John Stebbins have their general store and live in a hotel and around the life of their home-spun humor, philosophy and dialogue revolutes.

Their work of organizing the paper was told briefly in the script and then, for three nights, the commercial announcements advised listeners that they could receive a copy of the paper by writing to Swift & Company.

The first announcement was made on Wednesday. Thursday saw a meager 2,000 odd requests trickling in. By Friday, this number had increased to 30,000. Saturday added another 35,000 and Monday brought a week-end deluge of 157,000, which clogged the mail department of the broadcast and ran up a near record for the Stock Yards branch of the Chicago postoffice. And still there was no end. A first run of 250,000 copies of the paper had been printed. By midweek, the presses were started on another 100,000 run and before tabulation ceased the total of requests had passed the quarter million mark and was running close to 350,000.

The statisticians, mathematicians and those who should know better heard of it. They resharpened pencils and looked again to their slide rules. Here was new grist for the mill. What to do with it?

Casting about, they came upon a comparable offer made in newspapers. A manufacturer had just previously offered large sums in prize money in a contest which was reported to have been advertised in five large display advertisements in every English daily in the United States. Total returns were said to have been close to 1,000,000.

Here was something real—something definite—good, old stable figures. So circulation figures were added and it was found that these dailies reached a total of 39,589,000 persons per issue. Thus the five advertisements gave a total circulation of 197,045,000, but this they discounted as duplication.

They remembered their high school algebra and said: "If a known circulation of 39,589,000 produces 1,000,000 inquiries, how much circulation is necessary to produce 350,000 inquiries?" They must have trembled as they multiplied 350,000 by 39 and found the answer to be 13,650,000, for this, according to the best brand of logic,

(Continued on page 34)
PROGRAM LISTINGS ARE BASIS OF JOHNSON RADIO CAMPAIGN

Wax Manufacturer Launches Daily Series Over 50 Stations

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

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

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

Opening with a theme song writ-

yes and no - -

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

Counter Display for Retailers

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

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

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

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

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

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

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

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

OVER COAST TO COAST NETWORKS

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<tr>
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<th>1927</th>
<th>1928</th>
<th>1929</th>
<th>1930</th>
<th>1931</th>
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<td>January</td>
<td>$270,949</td>
<td>$733,815</td>
<td>$1,258,174</td>
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<td>February</td>
<td>252,195</td>
<td>715,316</td>
<td>1,372,484</td>
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<td>March</td>
<td>316,188</td>
<td>841,727</td>
<td>1,610,252</td>
<td>2,295,190</td>
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<td>April</td>
<td>273,209</td>
<td>773,364</td>
<td>1,550,372</td>
<td>2,198,808</td>
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<td>July</td>
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<td>1,311,517</td>
<td>2,074,475</td>
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<td>August</td>
<td>195,143</td>
<td>676,200</td>
<td>1,330,079</td>
<td>1,959,782</td>
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<td>September</td>
<td>264,725</td>
<td>813,874</td>
<td>1,599,191</td>
<td>2,122,705</td>
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<td>October</td>
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<td>926,712</td>
<td>1,948,430</td>
<td>2,674,036</td>
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<td>November</td>
<td>491,711</td>
<td>999,080</td>
<td>1,908,287</td>
<td>2,576,721</td>
<td>3,504,817</td>
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<td>December</td>
<td>671,732</td>
<td>1,084,408</td>
<td>1,968,720</td>
<td>2,721,787</td>
<td>3,598,110</td>
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|        | $3,832,510 | $9,660,614 | $18,729,571 | $26,819,156 | $35,791,999 |

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

Source of Figures:
National Advertising Records
Pepsodent and Radio

An Interview with H. P. Roberts

Advertising Manager, Pepsodent Company

By Bernard D. Urist

Harlow P. Roberts

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

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

Pepsodent's radio story has been told and re-told, but it is still as fresh as the next football season. Radio was a theory with Pepsodent three years before they went on the air. The horizon was secretly scanned for a long time before the two blackfaces with a golden future were bought. And after they did bravely duck into the radio waves, Pepsodent had to convince network officials that a fifteen-minute period was not a dangerous experiment foredoomed to failure. All along the radio-way Pepsodent has made precedents; it doesn't worship the great god "Advertising Tradition."

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

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

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

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

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

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

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

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

(Continued on page 22)
Using Radio to Tell the Power and Light Story
Humorous, Informative Programs Sell Public on Electricity's Cheapness and Convenience

Says Gomer Cool
Radio Station KMBC, Kansas City

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

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

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

The name of the program is "Phenomenon—Electrifying History," a title given it by listeners in a small contest conducted after its third week on the air. Only one prize, and that a hundred dollars, was offered, but the contest drew nearly four thousand replies from its enthusiastic audience. It is a story of a modern electrical engineer, Jerry Powers, who is offered an opportunity to be projected back through history to the time of—say, Caesar, or Napoleon, or George Washington—taking with him the knowledge of electrical apparatus that is his. Jerry accepts and back he goes.

The story is obvious, and so is the sales angle. Contrast the years of the American Revolution with these, and you learn the main talking point of every power and light plant: Electricity is cheap. Washington could not have bought one minute of electric light with the half million dollars he received from Martha Custis, "while you, my humble listener, can enjoy one hundred hours of an electric clock at a cost of one small copper penny.

Weeks were spent sewing a dress by hand. An electric sewing machine could not be bought with all the money in New England, "while you, my humble listener, may enjoy four and a half hours of sewing on a machine run by electricity for only one penny." And the illustration that stamps it with an electrifying effect is the use of an electric clock, iron, washing machine—by the people of history.

The story, the comedy, the thrills, all are sales talks presented in a more effective yet more acceptable manner than any speech could do. Listeners will long remember the day Marc Antony presents Cleopatra with an electric washer, and this siren of history declares a Roman holiday and does the washing for the Senators of Italy's ancient capitol. Picture Paul Revere as the president of the first Western Union. Imagine broadcasting the battle of Concord—the shot that was "heard 'round the world." What would George Washington do had he had an airplane? Jerry gives him one. Could Diogenes have found an honest man with an electric light? This story answers the question.

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

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

(Continued on page 32)
The Importance of Stars in Your Radio Program

Is Discussed by Howard Angus

EVERYBODY, even the so-called expert, has more opinions about broadcasting than facts. It still is largely, “Every man to his own opinion.”

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

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

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

The reasoning of the advertiser was perfectly simple and direct. Was he on the air to advertise the Brown Derby? Yes! Was he spending money to advertise an orchestra, a soprano, a tenor, or a quartet? No!

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

stars—

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

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

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

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

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

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

(Continued on page 26)
Aiming Radio Advertising at a Specific Audience

Programs in German Boost Sales to German-American Listeners

By Harry P. Bridge, Jr.

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

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

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

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

“Consequently, we select artists with the greatest of care. Then we play them up. We insist on having entertainers who really have something different and worthwhile to offer—folks who are perhaps not so easy to obtain or so cheap that any other program sponsor would be apt to have them. This, coupled with the fact that we broadcast in German and feature popular German stars, has gone far toward insuring us a substantial audience from the beginning.”

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

“Not long ago,” he explains, “we broadcast a Sunday School chorus of eighty voices. It goes without saying that each of those singers had his friends listening in and that all were more than favorably impressed with the store that made the program possible. At another time, when we broadcast the choir from St. Peter’s church, an announcement appeared in the church bulletin for several weeks in advance. That is the best sort of publicity a program can have.”

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

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

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

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

(Continued on page 36)

February, 1932
MAKING RADIO PLAY THE RETAILER'S CASH REGISTER

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

Says Martin A. North*
Radio Merchandising Consultant

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

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

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

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

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

*Excerpts from an address before the annual meeting of the National Wholesale Grocers' Association of the United States, Congress Hotel, Chicago, January 26, 1932.

Salesmen of air advertising time emphasize the value of radio entertainment in building up good will among consumers. Accurate estimates of its direct selling power, they admit, are not always made because of lack of intelligent tie-in.

A national survey made some time ago by a merchandising firm in the east throws interesting light on the problem.

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

No doubt, the truth about radio as a builder of actual sales lies somewhere between these two extremes. Such facts as can be proven point to a few common-sense conclusions. Briefly, they are:

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

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

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

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

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

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

A concrete example will illustrate this most important point:

An enterprising department store in northern New York State was notified of a national broadcast cam-
TO 'PHONE OR NOT TO 'PHONE—
THAT IS THE SURVEY QUESTION

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

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

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

TELEPHONE INTERVIEWS CAN BE USED TO ADVANTAGE
1. Where the information to be obtained is fairly limited.
2. Where the cost is an important factor.
3. Where widespread and unclassified interviews are desirable.
4. Where classification by type of neighborhood alone is necessary.
5. In reaching selected names, such as: Individual magazine subscribers; known purchasers of certain products; automobile owners from lists; certain classes of business people where lists are available; certain types of stores.
6. Where a great many interviews must be made within a very limited length of time (as during the course of a given radio program), or when a widespread, quick check-up is desired.
7. Where definite facts alone are necessary.
8. Where housewives alone are to be interviewed.
9. Where business men must be reached either at the office or where men must be reached at home.
10. As a check on radio programs heard and preferred.

11. In preference to mail questionnaires because the number of returns and the cost per return are not very great, and the type of neighborhood, can all be controlled. The cost is rarely greater than mail and may be much less.

TELEPHONE INTERVIEWS SHOULD NOT BE USED
1. When the information to be obtained must be classified as to: Buying power Rental value Income Age Nationality Intelligence Etc.
2. When observation is an important factor.
3. When the questionnaire is lengthy or the information desired is extensive, there is little advantage in cost and results are definitely less accurate.
4. When an analysis of attitude is desirable.
5. When the comment and interpretation of the answers vitally affect the results.
6. When a discussion of new uses, criticisms, appeal, etc., is desirable.
7. When the interviewer's intelligence and training must evaluate and correct the answers and discard the palpably questionable or false.

February, 1932
Broadcasting Is Subject of Senatorial Investigation

Radio Commission Queries Stations on Time Devoted to Advertising

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

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

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

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

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

2. To what extent the facilities of a representative group of broadcasting stations are used for commercial advertising purposes.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Commission has already given considerable time to the study of reports of the broadcasting methods of European countries, which will be summarized in the report to the Senate, as will the information coll...
FROM
HOULTON, MAINE
To
BRIDGEPORT, CONNECTICUT—
WBZ-WBZA GIVES YOU AN AUDIENCE!

The daily average audience of WBZ-WBZA, in New England alone, is more than 421,000!—a vast audience truly representative of the fertile New England market. New England is a concentrated and wealthy market—concentrated because it contains seven per cent of our national population in two per cent of the country’s area; wealthy because the per capita wealth in New England is 19 per cent higher than the national per capita wealth.

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

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

BROADCAST ADVERTISING—A PRIMARY ADVERTISING FORCE
WESTINGHOUSE RADIO STATIONS

WBZ-WBZA
990 Kilocycles
Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
980 Kilocycles
Commercial Offices
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX
1020 Kilocycles
New York, N. Y., 50 E. 42nd St.
Chicago, Ill., 1012 Wrigley Bldg.

February, 1932
lected about the various methods of using radio in education.

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

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

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

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

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

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

WDRC

full time!

Basic Station of the Columbia Broadcasting System Associated Station Yankee Network

SELL Greater HARTFORD

New England's Rich Test Market

Over One Million People

Live Within a 30-Mile Radius of WDRC

BROADCASTING

16-Hour Daily Schedule

WRITE FOR BOOKLET
1931

RADIO RESULTS PROVE SPOT BROADCASTING THE MOST EFFECTIVE SELLING PLAN FOR

1932

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

SCOTT HOWE BOWEN, Inc.

CHRYSLER BUILDING       NEW YORK CITY

Chicago  Detroit  Kansas City  Boston  Omaha  San Francisco

February, 1932
RADIO AND THE NEGATIVE APPEAL
(Continued from page 4)

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

"... Last night I read a very interesting article in the evening paper which said that if there had been typewriters back in the old days, Shakespeare, Burns, Longfellow, Lowell and other poets would have been able to write at least twice as many masterpieces.

That little article prompted me to talk about typewriters today. How many of you folks use a typewriter, or have one in the home for the school children to use? Ward's, you know, sell the most famous of all typewriters—the Underwood.

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

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

At another time, this same character in selling hunting coats read a piece of copy to the effect that: "Now frankly I don't know very much about hunting. But my husband, who just loves to hunt, says this hunting coat—etc., etc."

Here again, the presence of the "I don't know" (which would be suicide in the printed page) carried increased conviction and instilled confidence.

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

Maurice Wetzel Joins NBC

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

NAB-AFA Affiliation

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

It Takes a Rabbit to Produce Sound of Chickens

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

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

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

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

Sponsor Time Signals

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

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

WMCA

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

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

KNICKERBOCKER BROADCASTING COMPANY, INC., 1697 Broadway, New York City
We’re Sort of Proud of this record!

(and still expect to surpass it in 1932)

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

FOR THE YEAR A 48% INCREASE IN BUSINESS

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage Change</th>
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<tbody>
<tr>
<td>January</td>
<td>9% decrease</td>
</tr>
<tr>
<td>February</td>
<td>10% increase</td>
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<tr>
<td>March</td>
<td>21% &quot;</td>
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<td>April</td>
<td>31% &quot;</td>
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<td>May</td>
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<td>September</td>
<td>84% &quot;</td>
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<td>October</td>
<td>75% &quot;</td>
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<tr>
<td>November</td>
<td>63% &quot;</td>
</tr>
<tr>
<td>December</td>
<td>163% &quot;</td>
</tr>
</tbody>
</table>

Our clients are happy to help us ring up a record like this as proved by the fact that of all contracts in force at the present time 66.04% are renewals of previous contracts.

The Air Theatre

WBBM

CHICAGO

Western Key Station of The Columbia Broadcasting System

February, 1932
PEPSODENT AND RADIO
(Continued from page 10)

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

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

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

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

"Again, we heard 'plenty' on the whole question of breach of promise suits when Madame Queen sued Andy. The legal fraternity could not decide whether the publicity was favorable or otherwise. Other crises or climaxes in the stories brought their own waves of spontaneous public reaction—the only tangible voice, next to sales, telling whether or not you're getting your money's worth.

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

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

"The interviewer made some remark about radio's blow to the theater. "The theatrical world needn't fear radio competition," answered Roberts, "for among other purposes the show world can use radio for self-promotion. We were very much interested in the action taken by Detroit movie houses. At one time, about forty theaters in the automobile-town picked up Amos 'n' Andy as an added feature of their early evening performances."

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

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

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

---

Four Facts That Are Not Just Sales Talk

1. KFH is located in Wichita, Kansas. Wichita has the highest retail sales per capita of the 25 new Metropolitan cities.

2. KFH is the only station within 100 miles, and is the only station that can OFFER GUARANTEED COVERAGE in this rich territory. (See map.)

3. KFH leads in its territory with an audience preference of 71% (Price-Waterhouse Survey.) All other stations combined could offer only 29% coverage.

4. KFH pioneered Radio Merchandising and offers a complete service, in addition to broadcasts, that definitely increases sales—we can prove it.

Write for booklets

RADIO STATION
KFH
WICHITA KANSAS

---

Broadcast Advertising

22
**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

February, 1932
countries are losing a lot of business, including advertising revenue, especially in those regions where we also have producing units.

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

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

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

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

Candy, Coffee and Drug Programs Feature Sanella

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

Health Talks on Malted Milk Programs

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

Croghan Is Sales Manager at WNBF

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

WRDW Offers Night School

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

Just-Rite Sponsors Unusual Program

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

Polar Expedition to Stop "Fading"

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

DE WOLF HOPPER
Dean of American Comedians

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

A FEW OF HOPPER'S ASSOCIATES:
Joseph Jefferson
Marguerite Clark
Mrs. John Drew
Lillian Russell
Weber & Fields
Maurice Barrymore
Francis Wilson
Jeff de Angelis
etc., etc., etc.

Here is the feature for your radio show.

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

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

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

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

Write or wire:

EXCLUSIVE MANAGEMENT

HOWARD TOOLEY
SUITE 1207 — BUTLER BLDG.,
CHICAGO

February, 1932
THE IMPORTANCE OF STARS IN A PROGRAM
(Continued from page 12)

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

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

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

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

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

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

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

MORE ADVERTISERS

WDAY

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

Of course there's a good reason.

Better programs . . . .

better results!

WDAY, Inc.

An NBC Associate

Fargo, N. D. 1000 Watts

This Will Be a BIG YEAR

in

SHREVEPORT

Louisiana

S H R E V E P O R T ' S program for 1932 includes the opening of Barksdale Field, the world's largest airport; the completion of the new million dollar Red River bridge, the dedication of a new half million dollar Federal Building. Meanwhile the development of the great East Texas oil field continues.

And—Shreveport is the home of

K T B S

1,000 WATTS

100% Modulated

Studios in the Washington-Youree Hotel

Write or wire for booklet and rate card.

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

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

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

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

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

---

**Kellogg Puts Program on Chain**

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

---

**Appoints King & Wiley**

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

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**Gold Medal Starts Third Year**

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

*February, 1932*

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**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

---

**The Prairie Farmer Station**

50,000 Watts - 870 Kilocycles

1230 W. Washington Blvd., Chicago, Ill.

MURRAY D. BUTLER, President

GLENN SNYDER, Commercial Manager
MAKING RADIO PLAY
THE CASH REGISTER
(Continued from page 15)
tunity to justify his function as a distributor.
First, the wholesaler who is alive to the selling help he can obtain from the manufacturer’s radio cam-
paign thoroughly acquaints his own organization with the campaign de-
tails through a series of meetings. The wholesaler’s salesman then just as thoroughly sells his dealer on the value of a complete tie-in at the store with window displays, counter displays, and, if possible, an effective shelf display where the con-
sumer can see it easily.
If the dealer wishes to, he can wrap in each customer’s purchase or delivery order a leaflet tying in with the radio program and fea-
turing the fact that he has this item in stock.
Cooperative air advertising tie-ins between manufacturers and retailers are gaining in popularity among sales promotional experts. Per-
sonal appearances of popular radio stars in conjunction with selling events of branded goods are often excellent result getters.
Undoubtedly retailers have missed many chances in the use of radio advertising during its experi-
mental period. However, the ele-
ment of chance is gradually being eliminated by wide-awake mer-
chants who use air advertising. Sound sales promotion is taking place.
Promoters of broadcasting also
made their early mistakes. In the effort to sell air time, they often grossly exaggerated its value and cried down other media. Now broadcasting becomes a spoke in the wheel of a coordinated advertising campaign and ties itself in with newspaper, billboard, magazine dis-
play, trade paper and direct mail promotion. Radio is being recog-
nized as an additional selling me-
dium, offering advantages all its own, offering not rivalry but co-
operation in what merchants dem-
and in the two camps of “seen” and “heard” advertising. There is no doubt about the fact that, on this basis, broadcasting is gaining presti-
tige as a result of its performance in selling goods at low cost.
As Walter E. Smith has aptly said:
“The news has leaked out that certain businesses have ‘struck gold’ in Radio and the rush is on. Even hard-headed business executives are being carried away on a wave of enthusiasm and are saying to their sales and advertising depart-
ments, “Westward Ho! Get into any kind of an ox cart or covered wagon or go on foot if necessary—but get there and stake out our claim on the air.”
“Unfortunately for broadcast adver-
tising and for business, there has been too much of the ‘get there’ spirit and all too little of studying the route and equipping to meet the conditions to be encountered on the way.
“Yes, sir! There is gold waiting
the ‘pick’ of business in ‘them radio hills.’ Rich veins to be tapped—
solid nuggets to be gathered—high yielding pay-dirt to be panned. Broadcast advertising, by the sheer richness of its yield, has proven that fact over and over again.”
Radio is a constructive selling force which can increase the effec-
tiveness of every dollar the food advertiser spends. Given a fitting place in the budget and skillfully handled, it is capable of tremendous accomplishments.
Gentlemen, radio demands only that you use it properly.
At the conclusion of his address Martin North presented to the Na-
tional Wholesale Grocers’ Associa-
tion a vivid illustration in the form of a half-hour broadcast designed for a typical grocery product. The program was produced in the studios of WIBO and piped into the convention hall by special wire. Probably one of the first attempts of a speaker on broadcast advertis-
ing to emphasize his remarks with an actual broadcast, Mr. North’s in-
novation was a complete success, and will probably be used frequently hereafter.

“What Next?” Sponsor Asks
Radio Audience
B
daskan, chain of men’s furnishing stores in Chicago, now sponsoring a series of Big 10 basketball broadcasts over station WIBO, Chicago, is asking listeners what they want to hear when the basketball season ends. Prizes of new suits and overcoats are offered for the best suggestions.

MORE LISTENERS
AT LOWER RATES

KO-1-L

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

Last December KOIL switched its affiliations—became the Iowa-Nebraska outlet for National’s Blue Network. From Dec. 1 to 15 we received MORE mail in response to commer-
cial broadcasts than in the entire month of November. More proof: One advertiser made 36 more direct sales from Dec. 1 to 21 than in the month of November. And each sales TALK in this business.

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

Write or wire for more brass tacks.

RADIO STATION K-O-I-L

Commercial Dept.

Omaha, Nebraska

Broadcast Advertising
Shell Programs on CBS

ON the first of the year the Shell Oil Company moved its Happytime program to the Columbia-Dom Lee network, where it is broadcast every week day morning over 10 stations on the Pacific Coast. Hugh Barrett, "Captain Dobbie" Dobbs, continues as producer and master of ceremonies of the programs, which have one of the largest casts on the air.

More than 125 people are heard on the series from time to time. "Recognition of the Shell Happytime as an established radio feature has been substantiated by comprehensive surveys," said E. H. Sanders, Shell advertising and sales promotion director. "Among other things, these recent surveys show that 69 per cent of the 1,500,000 radio homes within the broadcast area listen to the program either regularly or occasionally. More than 2,000,000 fan letters and letters to Happytime artists have been received, and thousands visit the studio every year to watch the early morning program being broadcast."

Spot Campaign for Mills

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

Hutchinson Joins KMOX

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

Northwest Mounted Dramas for Canada Dry

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

Coast Campaign for Dental System

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

Raymond Joins Los Angeles Broadcasting Company

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

Spot Campaign for Oldsmobile

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

Wildroot on Chain

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

Bus Line Uses Radio

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

Lombardo on Babo Programs

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

WCAE Incorporated

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.
NEW BOOK CONSIDERS RADIO AS EDUCATIONAL FORCE

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

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

Three of the Addresses made at the assembly are filled with food for thought for all radio-minded persons, especially at this time when the Senate is investigating broadcasting with the laudable motive of determining the best path for its future development. I refer to “What Europe’s Experience Can Offer America” by Sir John C. W. Reith, director general of the British Broadcasting System, to “Education’s Rights on the Air” by the chairman of the National Committee on Education by Radio, Joy Elmer Morgan, and to Henry Adams Bellows’ talk on “Commercial Broadcasting and Education.” Portions of which were printed in these pages last summer.

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

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

Staneco Sponsors Show Life Series

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

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

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

“When we speak of the liberty of the press,” he said, in part, “we mean the liberty of thought, the inalienable right of every man, not merely to think, but within reasonable limits, to express his thought in any medium he chooses. To attain that freedom has been the supreme struggle of mankind from the dawn of history and the significance of this occasion lies in the fact that the battle is an unending one and must be fought by every generation.

“The great ideals of liberty, for which our fathers fought, can be, as Washington said, ‘undermined.’ Liberty is generally achieved by great convulsive upheavals, while its impairment is generally subterranean and insidious. No thief in the night moves so silently as oppression. Within the life of all of us here assembled, two new media of expression have come into existence. The one is the radio and the other the cinema. Through the magic of the radio, that ‘invisible courier of the air,’ it is possible for the spoken word to be carried instantaneous-ly to millions of people, and the cinema has at least an equal audience. We must not defend the liberty of the press and ignore these new media of thought.

“No objective was greater in Jefferson’s mind than liberty of thought—irrespective of the medium.”

Joins KTM Sales Staff

EDWIN L. CHILBERG, formerly of Omaha, Neb., has joined the commercial department of KTM, Los Angeles.

R A T E  I N C R E A S E

EFFECTIVE MARCH FIRST

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

Established 1923
Hotel D Soto New Orleans

WORLD'S TALLEST HOTEL
46 Stories High
2,500 ROOMS $3.00 UP

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

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

MORRISON HOTEL
Clark and Madison Streets Chicago

Leonard Hieka, Managing Director

Television Will Avoid Mistakes of Radio, Says Lafount

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

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

Barbasol Adds NBC Period

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

Men's Program for Mennen

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

Skippy on Chain and Spot

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

WIP-WFAN Appoints Crowley

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

CHICAGO'S Greatest Publicity Investment

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WAAF is in the Center of the Quality Stations on Chicago's dial. 920 Kilocycles—325.9 Meters

WAAF - Chicago, Ill.

W J A Y

CLEVELAND

Cleveland's only truly local station, with rates in accordance.

Has largest foreign listening audience of any station in the United States.

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

AGENCIES BROADCASTING BUREAU, Ltd.

520 No. Michigan Ave.
CHICAGO, ILLINOIS
WHITEHALL 4915
SPOT:

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

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

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

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

STATION WBT
INCORPORATED
Southern Key Station, the Dixie Network of the Columbia Broadcasting System
CHARLOTTE, N. C., CAR.

MAKE YOUR DOLLARS TALK
in MONTANA over
KGIR
"The Voice of Montana at Butte"

WESTERN ELECTRIC TRANSCRIPTION EQUIPMENT

The NBC Outlet for Western Montana

USE RADIO TO TELL ELECTRICITY STORY
(Continued from page 11)

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

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

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

Cooper Joins WBBM

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

Station Organizes Football Tour

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

Girls' Names on Frigidaire Programs

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

Creamery Sponsors Historical Series

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

IGA Goes on Chain

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

World Broadcasting Elects Meyer

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

Chevrolet on Chain

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

Coco Cod on Air

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

New Radio Series for Cleearcoal

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

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

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

As stunts, some were successful, some not. As good radio entertainment, most of them were terrible. And entertainment is exactly what the present-day audience demands. Listening to a band from Paris might have been exciting a few years ago, but today the audience is apt to say "Let's tune in a band we can hear well enough to dance to." And while the spectacle of Niagara is incomparably magnificent, on the air it is only a dull, monotonous roar, totally lacking in beauty or grandeur, 100 per cent uninteresting.

For a commercial sponsor the chief value of the "stunt" broadcast lies in the advance publicity it produces. A good, never-done-before stunt makes interesting copy for the newspaper radio pages, and if properly publicized will build the audience to considerably greater than normal proportions. The catch is that if the stunt is poor entertainment it will leave that audience with a "sold" feeling that will not do the sponsor any particular good.

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

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

Agreed then, that "Oldsmobile Goes A-Calling"—and what a fine New Year's day tie-in that was—was good radio. Now, what kind of advertising was it? Well, it probably didn't result in any checks being mailed in to the company, with orders to deliver a new Oldsmobile at once, but it is safe to say that it did its share to swell the crowds around the Oldsmobile exhibits at the Automobile Shows and in the dealers' showrooms.

Rector Talks on A&P Programs

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

Hamilton Beach Back on Air

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

WOW Advances Gillin

John Gillin, Jr., is now program-commercial director of station WOW, Omaha, succeeding Marie Kieny, who resigned to be married.

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

ONE OF AMERICA'S GREAT STORES Chooses WKRC!

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

WKRC

"The Only Columbia Basic Station In The Rich Ohio Valley"

February, 1932
HOW LARGE IS A RADIO AUDIENCE?

(Continued from page 7)

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

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

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

So a new variable entered to upset the nice orderly arrangement of mathematical facts. What applied to the Stebbins Boys might or might not apply to any other program. The magic talisman, a mathematical constant which would automatically write the "quad erat demonstratum" on the audience problem, again flitted from the net, while experts juggled their equations and the Stebbins Boys, seeking new worlds to conquer, began "telling them yes or no" over an extended coast-to-coast hookup.

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

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

Baker Broadcasts Children's Series

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

Ivory Soap on CBS

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

Mail Response Is "Pulse" of Radio Audience

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

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

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

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

WADC Publishes "Radiad"

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

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

One Advertising Staff for Radio Station and Newspaper

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

Fan Mail Much Larger in 1931

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

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

Trendle Heads Broadcasting Company

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

Seed Program on 30 Stations

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

50% MORE CHAIN PROGRAMS

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

Houston KTRH Houston

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

ONLY A LIMITED NUMBER OF GOOD SPOTS LEFT

MORE CHAIN HOURS THAN ANY STATION IN TEXAS
AMING RADIO AT A SPECIFIC AUDIENCE
(Continued from page 13)
ing sacred numbers with the lighter classics. Always there is something
new to give a real incentive to people to listen regularly.

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

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

Although the Shumans have one
of the largest stocks of phonograph
records in the city, these are never
broadcast. Records would not be in
line with their idea of an individual-
zied program. Also, they feel that
records hold little appeal for the
average listeners in the face of com-
petition with original programs.

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

Broadcasts of outstanding impor-
tance are often advertised in ad-
vice, both in newspapers and
direct mail. The Shumans feel that
this is important, both as a means
of attracting new listeners and giv-
ing their programs greater promi-
nence in the minds of old friends.

Then too, it encourages a more
liberal attitude toward the broad-
casts on the part of newspapers.

S A M U E L  S H U M A N emphasizes
the necessity for being on the
air week in and week out if a broad-
cast campaign is to produce maxi-

KJBS is creating sales in the
San Francisco Market

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

KJBS
1380 Bush Street San Francisco, Calif.

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

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

"Now, after three years, our pro-
grams play an important part in
many homes. Shuman Brothers' store
is like an old friend of the
family whether those people have
bought anything from us or not.

The big thing is that, when they do
want furniture or electric appliances,
they'll come here almost as a mat-
er of course. The satisfactory
growth of our trade with these peo-
ple is ample proof of that.

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

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

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

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

Broadcast Advertising
Hosiery Programs to Start in March

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

Gay Music for Gelatine

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

KFOX Opens Los Angeles Sales Office

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

Corbett to Serve Broadcast Advertisers

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

Cheese Company Sponsors KUKU

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

Domestic Skit for Toothpaste

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

Merchandising Your Broadcasting

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

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

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

PATRONIZE A QUALITY STATION WITH A QUANTITY AUDIENCE

The WGAR Broadcasting Co., Inc.

G. A. Richards
President

N. B. C. Blue Network

Studios and Offices: Hotel Statler, Cleveland

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

February, 1932
Advertising Appeal Applied to Air

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

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

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

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

Breath-Taking Tales for Breethem

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

Oil Company Advertises Service Stations

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

New Advertisers on KTM

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

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

Five Years on Air

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

Molin Joins WXYZ Sales Staff

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

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

New Company to Represent Stations

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

Cigar Accounts to Bowers

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

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

Butcher Moves to WLW

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

Candy Company Sponsors Columnist

THE latest addition to the fast growing columnists, who are doubling on the air is Bide Dudley, who gossips about Broadway to an NBC audience each Sunday afternoon. The series, called "Wandering Around Little Ol' Broadway," is sponsored by the Kibbe Candy Company, makers of Chocco Yeast. Dudley also introduces stage notables on each program.
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**

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

**Broadcast Advertising**

440 South Dearborn Street . . . . Chicago, Illinois
**Station Rate Directory**

### YANKEE NETWORK

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

#### Contract Regulations

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

#### Sponsored Programs

- **Time Periods**: (6:00 P. M. to 11:00 P. M. Daily and after 11:00 P. M. Sundays)
- **Rate**: 18.00 $18.00 17.00 $16.50

#### Transmission Rates

- **WNAC and WEAK**: 1,050.00 450.00 380.00
- **WAAB and WPAW**: 850.00 450.00 330.00

#### Cost of Cables

- **Before 6:00 P. M. and after 11:00 P. M. daily and before 11:00 P. M. Sundays**: 150.00 75.00 50.00

#### Contract Regulations

- **General, except Part 3: no commission allowed on talent charges**

#### Sponsored Programs

- **Time Periods**: (After 6:00 P. M.)

#### Transmission Rates

- **WNAC and WEAK**: 2,000.00 800.00 400.00
- **WAAB and WPAW**: 1,200.00 360.00 260.00

#### Total

- **WNAC and WEAK**: 7,500.00 2,600.00 1,560.00

#### Special Feature Periods

- **Special Transmission Rates**: 350.00 and 78.00 per week, turntables.

### CALIFORNIA

#### San Francisco

**KJBS**

- **1250 Watts**: 1,070.00 457.50 231.00

#### Transmission Rates

- **WNAC and WEAK**: 600.00 300.00 150.00
- **WAAB and WPAW**: 300.00 150.00 90.00

#### Total

- **WNAC and WEAK**: 1,200.00 750.00 495.00

#### Special Feature Periods

- **Red and 78.00 turntables**.

### ILLINOIS

#### Chicago

**WAAB**

- **350 Watts**: 1,050.00 325.00 108.75

#### Transmission Rates

- **WNAC and WEAK**: 300.00 150.00 45.00
- **WAAB and WPAW**: 150.00 75.00 22.50

#### Total

- **WNAC and WEAK**: 550.00 225.00 122.50

#### Special Feature Periods

- **350.00 and 78.00 turntables**.

### WBBM

- **25,000 Watts**: 770.00

#### Transmission Rates

- **WNAC and WEAK**: 300.00 150.00 45.00
- **WAAB and WPAW**: 150.00 75.00 22.50

#### Total

- **WNAC and WEAK**: 550.00 225.00 122.50

#### Special Feature Periods

- **350.00 and 78.00 turntables**.

### DISTRICT OF COLUMBIA

#### Washington

**WOL**

- **1,210 Watts**: 1,050.00 325.00 108.75

#### Transmission Rates

- **WNAC and WEAK**: 300.00 150.00 45.00
- **WAAB and WPAW**: 150.00 75.00 22.50

#### Total

- **WNAC and WEAK**: 550.00 225.00 122.50

#### Special Feature Periods

- **350.00 and 78.00 turntables**.

### CONNECTICUT

#### Bridgeport

**WICC**

- **1,210 Watts**: 1,050.00 325.00 108.75

#### Transmission Rates

- **WNAC and WEAK**: 300.00 150.00 45.00
- **WAAB and WPAW**: 150.00 75.00 22.50

#### Total

- **WNAC and WEAK**: 550.00 225.00 122.50

#### Special Feature Periods

- **350.00 and 78.00 turntables**.

### GENERAL

*General Contract Regulations, etc.—Une
les otherwise noted under the station listing. These regulations apply to the purchase of time on the air.

1. No time on the air of the station in arranging programs, preparing transcriptions, securing talent, advertising agencies, and the airtime, facilities of the station in treating programs.

2. Rates do not include talent, travel expenses, tolls and mechanical expenses for remote control, or other extras. The station reserves the right to reject any broadcast which might mislead radio listeners and which it may determine to be against the public interest, or to reject any broadcast which might mislead the public or be of a nature not in the public interest.

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

4. If advertisers prepare their own announcements or provide their own talent, these must be prepared by the station after advance notice. A 15% discount must be taken if the station is asked to prepare them.

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

6. Stations reserve the right to reject any broadcast which might mislead radio listeners and which it may determine to be against the public interest, or to reject any broadcast which might mislead the public or be of a nature not in the public interest.

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

8. Broadcast Advertising
WIBO

1,000 Watts Days—1,000 Watts Nights 880 Kc. 
115 N. State St. and 6326 Broadway, Chicago, Ill., under lease to the Northern Bond & Mortgage Co. Superintendents: Leslie Fox, Manager; Leslie E. Nelson, President. Owned and operated by the Northern Bond & Mortgage Co.

Contract Regulations.

(7:00 P. M. to 10:00 P. M.)

1 Hour. $19.00; 30 minutes, $10.00.
1/2 Hour. $9.50; 15 minutes, $5.00.
5 Minutes. $2.00 for each 5.

(10:00 P. M. to 1:00 A. M.)

1 Hour. $22.50; 30 minutes, $12.00.
1/2 Hour. $11.25; 15 minutes, $6.00.
5 Minutes. $2.50 for each 5.

(1:00 A. M. to 7:00 A. M.)

1 Hour. $20.00; 30 minutes, $10.00.
1/2 Hour. $10.00; 15 minutes, $5.00.
5 Minutes. $2.50 for each 5.

(7:00 A. M. to 11:00 A. M.)

1 Hour. $18.00; 30 minutes, $9.00.
1/2 Hour. $9.00; 15 minutes, $4.50.
5 Minutes. $1.50 for each 5.

ANNOUNCEMENTS.

The "Chicago Hour" (afternoon.) 75 words, per broadcast.

1 Hour. $15.00; 30 minutes. $7.50.
1/2 Hour. $7.50; 15 minutes, $3.75.
5 Minutes. $1.50 for each 5.

INDIANA

Fort Wayne

WOWO

10,000 Watts. CBS.

213 West Main St., Fort Wayne, Ind., C. R. Daniels, Business Manager. Owned and operated by the Morris Brothers A. Mortgage Co.

Contract Regulations.

(7:00 P. M. to 10:00 P. M.)

1 Hour. $25.00; 30 minutes, $12.50.
1/2 Hour. $12.50; 15 minutes, $6.25.
5 Minutes. $2.50 for each 5.

(10:00 P. M. to 1:00 A. M.)

1 Hour. $25.00; 30 minutes, $12.50.
1/2 Hour. $12.50; 15 minutes, $6.25.
5 Minutes. $2.50 for each 5.

WLS

50,000 Watts. SABC.


(General, except Par. 2: no commulsion allowed on programs recorded for commercial.)

Sponsored Programs.

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

1 Hour. $25.00; 30 minutes, $12.50.
1/2 Hour. $12.50; 15 minutes, $6.25.
5 Minutes. $2.50 for each 5.

(7:30 P. M. to 8:00 P. M.)

1 Hour. $15.00; 30 minutes, $7.50.
1/2 Hour. $7.50; 15 minutes, $3.75.
5 Minutes. $1.50 for each 5.

(8:00 P. M. to 8:30 P. M.)

1 Hour. $15.00; 30 minutes, $7.50.
1/2 Hour. $7.50; 15 minutes, $3.75.
5 Minutes. $1.50 for each 5.

(8:30 P. M. to 9:00 P. M.)

1 Hour. $20.00; 30 minutes, $10.00.
1/2 Hour. $10.00; 15 minutes, $5.00.
5 Minutes. $2.50 for each 5.

WMAQ

5,000 Watts. ABC.

670 Kc.

400 W. Madison St., Chicago, III. R. H. Hay, Commercial Manager; W. A. Ferguson, Manager; Judith C. Waller, Assistant Manager. Owned by WMAQ, Inc., and managed by the Chicago Daily News and operated, under lease, by the Chicago Tribune Company.

Contract Regulations.

(General, except Par. 3: no commulsion allowed on programs recorded for commercial.)

Sponsored Programs.

(7:00 P. M. to 11:00 P. M.)

1 Hour. $34.00; 30 minutes, $17.00.
1/2 Hour. $17.00; 15 minutes, $8.50.
5 Minutes. $2.50 for each 5.

KANSAS

Wichita

KFH

1,000 Watts.

1,000 Kcs.

128 S. Market St., Wichita, Kansas. Leslie J. Fox, Manager; owned by the Radio Station KFH Company (Wichita) "Eagle" Hotel Lawrence.

Contract Regulations.

(General, except Par. 3: no commulsion allowed on programs recorded for commercial.)

Sponsored Programs.

After 6:00 P. M. and after 7:00 and 11:00 P. M. on Sundays.

1 Hour. $50.00; 30 minutes, $25.00.
1/2 Hour. $25.00; 15 minutes, $12.50.
5 Minutes. $5.00 for each 5.

Shreveport

KTBS

1,000 Watts.

1,000 Kcs.

Washington Youssef Hotel, Shreveport, La., John Paul Goodwin, Studio Director; John C. McCormack, Commercial Manager. Operated by Tri-State Broadcasting System.

Contract Regulations.

(General, except Par. 3: no commulsion allowed on programs recorded for commercial.)

Sponsored Programs.

After 6:00 P. M. and after 7:00 and 11:00 P. M. on Sundays.

1 Hour. $50.00; 30 minutes, $25.00.
1/2 Hour. $25.00; 15 minutes, $12.50.
5 Minutes. $5.00 for each 5.
MASSACHUSETTS

Boston

WBZ—WBZA

15,000 Watts

WNAC and WAAB

See Yankee Network

Worcester

WORC

109 Watts

W X Y Z

1,000 Watts

WOOD

1,500 Watts

W O O D

1,500 Watts

W T A G

250 Watts

W I N C H I G A N

Detroit

W X Y Z

1,000 Watts

KANSAS CITY

Kansas City

KMBC

1,000 Watts

Broadcast Advertising
NEBRASKA

Omaha

KOIL

1,000 Watts  
NBC  
1,000 XE

The “Hilling Studios,” Council Bluffs, Iowa, and "The Brandeis Bangs Analogue Studios, Omaha, Neb."

Director: George Howard, Commercial Manager. Owned and operated by The Mutual Motor Oil Co.

Contract Regulations:

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

Sponsored Programs:

(9:00 P.M. to 10:00 P.M.)

The-29 weeks, $12; 5 minutes, $90.00.

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

The-20 weeks, $12; 1 minute, 120 words, $19; 2 minutes, 250 words, $20; 3 minutes, 400 words, $20; 4 minutes, 300 words, $20; 5 minutes, 600 words, $20; 6 minutes, 500 words, $20.

Maximum copy, 73 words. Two musical numbers precede and follow each announcement. Minimum contract, 13 weeks.$120.00

NORTHERN CAROLINA

Asheville

WWNC

1,000 Watts  
NCB  
1,000 XE

515 Flatiron Bldg., Asheville, N. C. G. O. Shepard, Director; C. H. Smith, Commercial Manager. Owned and operated by The Asheville Electric Broadcasting Co.

Contract Regulations:

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

Sponsored Programs:

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

1 Hour, $100.00 2 Hours, $180.00 3 Hours, $260.00

Maximum copy, 27 words. One musical number precedes and follows each announcement.

Feature Periods:

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

Steam Power, 60 r.p.m. turntables. Electrical Transcriptions, 33% and 78 r.p.m. turntables.

Special Feature Periods:

Musical Clock Market Hour 5:00 A.M. to 9:00 A.M. Farm Bids closes 1:00 P.M. to 1:00 P.M.; Housekeepers Costs 1:10 P.M. to 7:00 P.M.; Children’s Happy Hour 6:00 P.M. to 6:45 P.M.; Dinner Hour (electrically transmitted) 6:45 P.M. to 8:00 P.M.

Electrical Transcriptions, 33% and 78 r.p.m. turntables.

March 9, 1932
Announcements.
$15.00 each. Limited to 100 words. No period discounts available.Announcements accepted after 6 p.m. except by special arrangement.
Sponsorship Rates:
**WPTF**
1,000 Watts
KBG
880 KHz

*Contract Regulations.*

**General.**

**Sponsored Programs.**

(The following rates are for national advertising. Local advertising rates are 30% lower.)

<table>
<thead>
<tr>
<th>Time</th>
<th>30-Second Announcement</th>
<th>15-Second Announcement</th>
<th>10-Second Announcement</th>
<th>5-Second Announcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 to 11:00 A.M.</td>
<td>$140.00</td>
<td>$80.00</td>
<td>$40.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>11:00 to 12:00 Noon</td>
<td>$110.00</td>
<td>$65.00</td>
<td>$35.00</td>
<td>$17.50</td>
</tr>
<tr>
<td>12:00 Noon to 1:00 P.M.</td>
<td>$85.00</td>
<td>$50.00</td>
<td>$25.00</td>
<td>$12.50</td>
</tr>
<tr>
<td>1:00 P.M. to 2:00 P.M.</td>
<td>$70.00</td>
<td>$40.00</td>
<td>$20.00</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

**Sponsored Programs.**

(The following rates apply to 60-second announcements. Local announcements are 30% lower.)

<table>
<thead>
<tr>
<th>Time</th>
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<th>10-Second Announcement</th>
<th>5-Second Announcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 to 12:00 Noon</td>
<td>$100.00</td>
<td>$60.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>12:00 Noon to 1:00 P.M.</td>
<td>$80.00</td>
<td>$50.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>1:00 P.M. to 2:00 P.M.</td>
<td>$65.00</td>
<td>$40.00</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

**Special Feature Periods.**

A special Wednesday’s hour program (10:30 A.M. to 11:00 A.M.) a 6-minute announcement weekly on a 6-month contract. $100.00 a month.

---

**Electrical Transcriptions.**

$25.00 and 78 r.p.m. turntables. Service charge of $6 per program is made on all transcriptions.

**OHIO**

**Cincinnati**

**WKRC**

1,000 Watts
Cincinnati, Ohio. E. R. Milford, General Manager. Owned and operated by WKRC Radio Corp.

*Contract Regulations.*

**General.**

**Sponsored Programs.**

(The following rates apply to 60-second announcements. Local announcements are 30% lower.)

<table>
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<tr>
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<td>$50.00</td>
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</tr>
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---

**NORTH DAKOTA**

**Fargo**

**WDAY**

1,000 Watts
WNB
945 KHz
Address: N. A. B. 305 N. Dakota Ave., Manager: R. C. Reineka, General Manager. Owned and operated by WDAY, Inc.

*General Contract Regulations, etc.—Unless otherwise noted under the station listing below, the following general regulations apply to the purchase of time on the air. 1. Hourly rates apply to 60-second announcements. 2. Rates per 60 seconds are applicable to all air facilities of the station in arranging programs, preparing announcements, securing talent, engineering, production, and any special staff, costs or expenses charged for copyrighted music. 2. Rates do not include talent, travel, expenses, tolls and mechanical expenses for remote control, or other extras. 2. Re-aired and re-rerun announcements are allowed a commission of 15% on both time and talent.

---

**Radio Stations.**

- Stations reserve the right to reject any broadcast which might mislead radio listeners, which misrepresents state or government regulations, or which is not in the character of the station.
- No contracts accepted for a period of more than one year.

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**Broadcast Advertising**

44
OKLAHOMA

Tulsa

KVOO 5,000 Watts NCB

Wright Broadcasting Tulsa, Okla. Leonard Hyra,
Commercial Manager; B. A. Hardin, Owner and operated by the Southwestern Radio Corp.

Contract Regulations.

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

Sponsored Programs.

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

1. Hour
2. Half Hour
3. Quarter Hour
4. Minute
5. 15-Second

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

1. Hour
2. Half Hour
3. Quarter Hour
4. Minute
5. 15-Second

Special Feature Periods.

Electrical Transcriptions.

33$ and 78 r.p.m. turntables.

WEST VIRGINIA

Wheeling

WWVA 5,000 Watts CBB


Contract Regulations.

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

Sponsored Programs.

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

1. Hour $100.00 $100.00 $90.00 $90.00 $90.00
2. Half Hour $70.00 $70.00 $60.00 $60.00 $60.00
3. Quarter Hour $40.00 $40.00 $30.00 $30.00 $30.00
4. Minute $15.00 $15.00 $10.00 $10.00 $10.00
5. 15-Second $7.50 $7.50 $5.00 $5.00 $5.00

Announcements.

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

1. Hour $15.00 $15.00 $10.00 $10.00 $10.00
2. Half Hour $10.00 $10.00 $6.00 $6.00 $6.00
3. Quarter Hour $5.00 $5.00 $3.00 $3.00 $3.00
4. Minute $2.50 $2.50 $1.50 $1.50 $1.50
5. 15-Second $1.25 $1.25 $1.00 $1.00 $1.00

Special Feature Periods.

Electrical Transcriptions.

33$ and 78 r.p.m. turntables.

TEXAS

Houston

KTRH 500 Watts CBB

Rice Hotel, Houston, Texas. J. G. Reiber, Station Manager; Sterling Super-
visor, owned and operated by the Rice Hotel.

Contract Regulations.

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

Sponsored Programs.

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

1. Hour $50.00 $50.00 $45.00 $45.00 $45.00
2. Half Hour $30.00 $30.00 $25.00 $25.00 $25.00
3. Quarter Hour $15.00 $15.00 $10.00 $10.00 $10.00
4. Minute $7.50 $7.50 $5.00 $5.00 $5.00
5. 15-Second $3.75 $3.75 $2.50 $2.50 $2.50

Announcements.

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

1. Hour $10.00 $10.00 $7.50 $7.50 $7.50
2. Half Hour $7.00 $7.00 $5.00 $5.00 $5.00
3. Quarter Hour $3.50 $3.50 $2.50 $2.50 $2.50
4. Minute $1.75 $1.75 $1.25 $1.25 $1.25
5. 15-Second $0.87 $0.87 $0.62 $0.62 $0.62

Special Feature Periods.

Electrical Transcriptions.

33$ and 78 r.p.m. turntables.
WORC Tightens Policy on Radio Copy

Most radio stations scrutinize carefully all commercial continuity to prevent the use of unjustified statements. WORC, Worcester, Mass., has gone even farther, however, by adding the following clause to its contract forms:

"The purchaser agrees that any merchandise or service offered to the listener of the station shall be absolutely bona fide with respect to its announced merits, description, quality, price or discounts from the usual price thereof, and further, to deliver said merchandise or service to each and every customer, in exact accordance with the statements set forth in the broadcast."

Response to announcements of this made over the air has shown the radio audience to be in enthusiastic accord with its efforts, WORC reports.

Opens Radio Agency

An advertising agency to handle broadcast accounts exclusively has been formed by B. G. Powell, Dallas advertising man, who has opened offices in the Dallas Athletic Club Building.

New Advertising on WLS

International Oil Heating Company recently added their eighth program on WLS, Chicago. The program is an old time party, featuring Rube Tronson and his Texas Cowboys, broadcast Saturday nights. McElhiney & Associates of St. Louis handle the account.

A new Sunday program on this station entitled "Songs of Home, Sweet Home" is sponsored by Dr. Miles' Laboratory, selling Alka-Seltzer. Songs of yesterday, interwoven with homes philosophy and poetry, are featured. The program is a half-hour feature, Wade Advertising Agency, of Chicago, handles the account.

The Earl Ferris Nursery is sponsoring two half-hour programs a week over WLS, with native Hawaiian flower songs as the theme of the entertainment. A native Hawaiian instrumental and vocal trio are used. The programs are broadcast on Tuesday afternoons and Saturday nights. Lessing Advertising Co. of Des Moines, Iowa, is responsible for the account.

"Musical Menu" on WOW

The Northrup-Jones Company of Omaha, Nebraska, producers of fine pastries, have placed on the air a new series of radio programs under the title of the "Musical Menu." WOW carries these programs, which are handled by Ernest Bader & Co. of Omaha.

More Power for KGY

Radio station KGY, Lacey, Wash., has been authorized to increase its broadcasting power from 10 to 100 watts. The station operates half time on 1210 kilocycles.

February, 1932

GET ALL THE FACTS OF RADIO CASTING FROM THIS WONDERFUL SERVICE

$26,819,156

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

This was an increase over 1929 of 44% plus.

$25

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

A complete Radio Analysis from 1927 to and including 1930 is part of this section.

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

All of This For Just $25

Consult Our Nearest Office

National Register Publishing Company
Sole Selling Agents

853 Broadway, New York
140 S. Dearborn Street, Chicago
7 Water Street, Boston
929 Russ Bldg, San Francisco
Advertising Council Elects Radio Departmental

THE Advertising Council of the Chicago Association of Commerce to- 
day (Jan. 28) elected a Radio Departmental for 1932, including Morgan L. Eastman, National Broadcasting Company, chairman; Earl L. Hadley, Grigs- by-Grunow Company, vice-chairman; Pat Barnes, Stack-Goble Advertising Agency; Leonard Erickson. Columbia Broadcasting Company; Frank Fuller, Com- monwealth Edison Company; E. E. Mattson. Mattson Press Relations; T. W. Merrill, Westinghouse Electric & Manufacturing Company; R. B. Robertson, Broadcast Advertising; and Quin Ryan. WGN.

The duty of the Radio Departmental is to arrange for and secure speakers of national prominence in radio activity for Council meetings during 1932.

New Station for New Mexico

THE Federal Radio Commission has given W. E. Whitmore, of Clovis, New Mexico, a construction permit for a 100-watt station, which is to share the 1,320 kilocycle channel with KGGK, of San Angelo, Texas. KGGK is now au- thorized to use this frequency full time, with 100 watts power.

New Rules Effective February First

THE new “Rules and Regulations” of the Federal Radio Commission go into effect February 1, superseding the 119 General Orders previously adopted by the Commission. For the most part following the orders, the new rules do include some changes, such as requiring station announcements only every 30 minutes instead of every 15 minutes as heretofore, and allowing announcements of electrical transcriptions and phonograph records to be made in any language desired, as long as the meaning is clear and understandable to the listeners.

Radio Revue Nets $24,000 for Relief

A RADIO revue staged by the combined artists and program staffs of Chicago’s broadcasting stations netted a total of $24,091.04, which was turned over to the Joint Emergency Relief Fund.

Shoe Stores Use Contest

BUCK’s Booties, operating 25 retail shoe stores in the midwest, have aroused widespread interest in a novel contest idea—dealing mainly on the radio for publicity. Ernest Bader & Co. are handling the radio campaign.

Soap Campaign on KDKA

KITCHEN Kleenzer and Automatic Soap Flakes, made by Fitzpatrick Bros. Inc., Chicago, will be featured in a year’s campaign over KDKA, Pitts- burgh, under the direction of Air-Way Sales Engineers of Chicago. Programs feature Duke & Gene, popular harmony team.

Boiler Account Goes to Frost Agency

A NEW series of broadcasts sponsored by the Riverside Boiler Works, Inc., Cambridge, Mass., national manufacturers of the Packo automatic hot water storage system, and water, pressure and oil tanks, began in January over the entire Yankee Network and will run for a period of twenty-six weeks. Joe Solonqui and his Coconut Grove Orchestra are featured. This new program is handled by the Harry M. Frost Co., Inc., of Boston, Mass., and is being merchandised through space in the Boston newspapers.

Hult Joins WDGY

A DOLF N. HULT, formerly of the sales staff of WGN, Chicago, has become associated with station WDGY, Minneapolis, in a similar capacity.

Pontiac Sponsors Whiteman Series

FOLLOWING a special introductory program, the Pontiac All-Star Air Show, broadcast for an hour on Saturday night and featuring Clark Gable, Marie Dressler and Paul Whiteman’s orchestra, the Oakland Motor Car Company is sponsoring a series of half-hour Friday night NBC broadcasts in the interest of Pontiac. The new programs are musical, with Whiteman’s orchestra, which formerly has occupied the same spot to advertise the Allied Quality Paint Group.

New Time Check Service for Chain Programs

RADIO Network, Inc., recently formed in New York City, offers a complete radio time checking service to sponsors of programs on either the NBC or Columbia networks. The field organization of “broadcast reporter” is made up mainly of disabled World War Veterans. Headquarters of the new organization are at 101 Park avenue.

Princess Gives Beauty Talks

THE former Princess Ivanova Obo- lensky has returned to the air in a series of beauty talks over an NBC chain each Friday afternoon, under the sponsorship of The Affiliated Products Company. If the Car had kept his crown the princes would now be ruler of Bessarabia, instead of telling American housewives how the Russian beauties got that way.

Scientist Develops Microphoneless Broadcast

APPARATUS for the direct connection of an electrical pipeless organ with a broadcasting transmitter and of auxiliary equipment replacing thirty-two notes of the standard organ has been de- veloped by Captain Richard H. Raegers, who was responsible for the perfection of wireless photographic transmission. The development marks a revolutionary episode in the growth of broadcasting, since it eliminates the use of a micro- phone as a means of picking up the sound vibrations.

Brown Succeeds Robinson on Radio Commission

COL. THAD H. BROWN, general counsel of the Federal Radio Commis- sion, has been appointed by President Hoover to fill the vacancy in that body left by the resignation of Judge Ira E. Robinson, and the appointment has gone to the Senate for confirmation. Although Senator Coozins of Michigan has de- clared that he will oppose the appoint- ment on the grounds that it is purely po- litical and that Col. Brown is not fitted for the position, it is believed that the Senate will uphold the President and con- firm the appointment.

Judge Robinson has been a member of the Commission for nearly four years, and was its chairman during the first two, from April, 1928, to February, 1930.

Irvin Cobb on Armour Hour

IRVIN COBB made such a hit with the Armour audience last winter that the packing firm signed him up again this year, for a series of ten broadcasts, begin- ning February 5.

WLOE Gets Stay Order

THE Court of Appeals of the District of Columbia has granted a stay order to WLOE, Boston, permitting that station to stay on the air until further notice from the court. WLOE was ordered from the air when the Federal Radio Commission refused to renew its license.

N. U. Offers Course in Radio Writing

THE School of Commerce of North- western University, Chicago, is of- fering for the first time a course in Radio Writing. The class will meet evenings under the direction of Arthur A. Dailey, advertising and continuity writer for the J. Walter Thompson Company.

Higgs Goes to Agency

JAMES H. HIGGS, formerly commer- cial manager of KMOX, St. Louis, has joined Stanley J. Ehlinger, head of a Tulsa advertising agency which is now incorporated as Ehlinger & Higgs.

Beecher, Cale & Maxwell Join Gardner

EDWARD BEECHER. Joseph A. Maxwell and Algernon S. Cale, for- merly president and vice-presidents of the Beecher, Cale & Maxwell Company, have joined forces with the Gardner Adver- tising Company, Saint Louis and New York.

Swift Garden Show Returns to Air

THE Swift Garden programs, a Sunday afternoon concert series, present- ing well known singers of opera, concert, light opera and radio, is again on the air under the sponsorship of the Vigoro Plant Food Division of Swift & Com- pany. As last year, it is broadcast over an NBC chain.

Broadcast Advertising