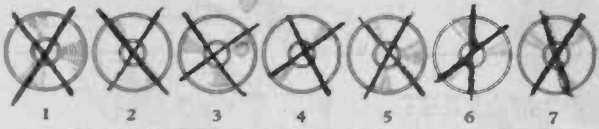


Broadcast Advertising

440 South Dearborn St., Chicago

Records vs Discs



1/2 HOUR PROGRAM—12-INCH RECORDS
7 × \$75.00 = \$525.00



1/2 HOUR PROGRAM—16-INCH DISCS
2 × \$125.00 = \$250.00

Only Company Equipped for Discs

THE NATIONAL BROADCAST AUTHORITY

BUREAU OF BROADCASTING,
RADIO DIGEST

E. C. RAYNER, President

CHICAGO

The Pioneer National Radio Advertising Representatives. Est. 1926
Chicago: A. T. Sears & Son, 122 South Michigan Avenue
New York: Ingraham & Walker, 33 West 42nd Street



Northwest's Leading Radio Station

KSTP

NATIONAL BATTERY STATION

**BROADCASTS CONTINUOUS DAILY SCHEDULE TOTALING
124 HOURS PER WEEK**

MARKET

KSTP dominates the field in the Twin Cities and the Great Northwest with its millions of buyers of all kinds of commodities and service. The most powerful station in this territory, KSTP is heard at greater distances than any other Northwest station. Rates are based on local coverage, but KSTP is heard internationally.

SERVICE

KSTP service is complete and continuous from the first contact. Every department essential to successful radio production: research, merchandising, sales, publicity, program, continuity, music, dramatic, engineering,—is administered by an expert staff always at the service of the advertiser.

By giving the best entertainment and most service to the radio listeners, KSTP gives most to the radio advertisers. The largest audience in this great market listens regularly to KSTP.

Representatives:

**Bureau of Broadcasting, Radio Digest, Chicago, Ill.
Scott Howe Bowen, Inc., New York, N. Y.**

Accounts accepted from accredited advertising agencies.

**STUDIOS
ST. PAUL HOTEL
ST. PAUL**

Executive Offices
**ST. PAUL HOTEL
ST. PAUL, MINN.**

**STUDIOS
RADISSON HOTEL
MINNEAPOLIS**

Broadcast Advertising Magazine.

440 South Dearborn Street, Chicago, Ill.

Subscription \$2.00 a year. Single copies 20c. Published monthly on the 15th by Stamm & McIlvain; L. E. McIlvain, President; G. W. Stamm, General Manager. New York Representative: C. A. Larson, 254 West 31st St. Pacific Coast Representative: R. M. McDonald, 703 Market St., San Francisco.

Volume 1

SEPTEMBER, 1929

Number 6

Industry Demands More Specialists

By B. K. Pratt

Publicity Manager, WENR,
Chicago

BUSINESS men of the United States, both big and little, today are wasting hundreds of thousands of dollars on broadcast advertising.

This may seem a rather strange statement, coming from one who is a sincere advocate of this form of sales promotion. Let me hasten to explain therefore that the money is wasted not because broadcasting cannot produce results, but because it has been improperly and inefficiently used. In further explanation, let me first of all stamp home four words. They are "visual," "audible," "voluntary" and "involuntary."

The main trouble is that those who have experimented with



broadcasting have had no adequate conception of what they were doing. This should not be construed as an attack, either on advertising agencies or business men themselves. That they have done as well as they have; that more money has not been wasted, is a remarkable tribute not only to the fact that agencies and business men have shown that they

can assimilate information rapidly, but to broadcasting as a medium. In the first place, it should be understood that broadcasting is not omnipotent, all-powerful, or all-sufficient. It needs the support of other forms of sales promotion. Before the advent of broadcasting there were three such forms. They are:

Visual advertising in magazines, newspapers and on billboards;

Direct by mail advertising;

Direct selling through salesmen or saleswomen.

Many have assumed that broadcasting is a substitute for any one or all of these. It is not. It is merely another new and very powerful medium that science has developed. It is a form of communication and it will perform no miracles. It is destined to become one of the most powerful factors in the development of American business, if it is properly understood and properly used.

Specialization Necessary

To one who has been intimately connected with the growth of broadcasting, almost since its inception, it is easy to understand where the trouble lies. The average business man of today would not go to a dentist if he needed an appendix operation. He would not ask a tailor to make him a pair of shoes; yet that, in effect, is what he has done insofar as broadcasting is concerned.

When this new medium of sales promotion first appeared, progressive business men immediately began to investigate. The trouble was they had no place where they could start such an investigation. Advertising agencies, fearful that their client might reduce his vis-

ual advertising appropriation and divert some of the money into broadcasting, were somewhat reluctant to give any encouragement to the new "little brother" in the sales promotion family. The business man, in many instances, turned to the broadcasting station without even consulting his agency. He got in contact with a director of a station and indicated his desire to "go on the air." The director immediately sent over a representative and the contract was signed. Little thought was paid to the essence of the program or to the psychology of the radio presentation. The director knew nothing about business, and the business man knew nothing about broadcasting. Together they put on a program.

Novelty Wearing Off

At first, the very novelty of transmission of sounds was sufficient to attract and hold an audience and, for this reason, these first programs were successful. However, as the number of stations multiplied rapidly and the novelty of wireless transmission began to wear away, the radio audience began to assume a much more critical attitude. They demanded better programs; they demanded the elimination of long-winded sales talks and descriptions of merchandise. Other business men, spurred on by the success of the first advertising programs, jumped in with both feet. The results were most disappointing, whereupon many of them immediately concluded that broadcasting was a failure.

Slowly the advertising agencies began to show an interest in broadcasting. That interest, however, did not develop until the

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Broadcasting a Cemetery

*Delicate Handling Necessary
in Presenting Unusual Theme*

By Allan M. Wilson
Earnshaw-Young, Inc., Los Angeles

OVER the same ether waves that carry announcements of cigarettes, automobiles, tooth paste, subdivisions, second hand cars, bargain department store sales, hair restorers, two-pants suits, and other direct sales advertising, the radio listener in Southern California hears the calm, cultured voice of an announcer discoursing upon the beauty and art of a cemetery.

Inconsistent? Incongruous? Valueless? Not at all, according to Earnshaw-Young, Inc., of Los Angeles, the advertising agency employed by Forest Lawn Memorial-Park in Glendale, California. The radio advertising department of this agency arranges many programs each week for their clients, writing all the "continuity" and the "business announcements" for them, but of all their broadcasts, that of Forest Lawn Memorial-Park is the most successful and, so far as it is determinable, has the greatest listener interest, —either because or in spite of the fact that no effort is made to join entertainment with an ap-

peal to purchasers and no request for responses of any kind are made.

When it was decided to place Forest Lawn on the air, the problem immediately presented itself as to how it would be possible to combine radio entertainment with the message of a cemetery in such a way that it would neither offend the public nor become ludicrous. Of course, Forest Lawn does not use the term "cemetery" in any of its printed literature or newspaper advertising. Forest Lawn is a memorial park, dedicated to the preservation of the memory of loved ones wherein everything reflects a belief in the eternity and goodness of life. Yet the fact remained that this unique

spot was a burial place, and for it to sponsor an entertainment feature, unless handled very delicately, would be apt to create an impression almost of sacrilegiousness in the popular mind.

The manner in which Forest Lawn's radio broadcasts over station KHJ in Los Angeles were conducted, however, has placed their weekly pro-



HARRY A. EARNSHAW
President, Earnshaw-Young

grams among the outstanding ones on the Pacific Coast. Far from causing unfavorable comment, the fact that Forest Lawn is on the air with a high-grade type of entertainment is accepted as eminently proper and the programs are looked forward to by a very large audience. This

was evidenced in a recent story by J. P. McEvoy in "Liberty," wherein the author, seeking to reflect the life of Southern California, selected the Forest Lawn program as being one of the best known and most popular in that territory.

The programs, of one hour each in length, are presented weekly by a symphony orchestra of thirty pieces, an ensemble of singers and several soloists. The continuity, announcements and selection of music are all handled by the radio advertising department of Earnshaw-Young, Inc. Each program differs in theme from the others, and is given a title aimed to attract as great a listener audience as possible. This title, with an appropriate illustration, is announced in the newspaper advertisements of Forest Lawn appearing on the same day as the broadcast.

With such degree of variation from time to time as is required

to make the Forest Lawn programs a series of entertaining broadcasts, the theme of each program is selected with a view to its harmony with the ideals and purposes of the memorial park. The announcements call attention, not to the "purely practical" purpose of Forest Lawn, but rather to the beautiful works of art from all parts of

the world, the landscaping, the architectural features and the historical relics that create of the park a public museum of art and history.

At no time do the radio broadcasts reflect the commercial aspect of Forest Lawn. That the park requires sales both to continue operation and to enlarge the scope of its artistic and historical services to the community is an evident fact, but the "sales appeals" are reserved entirely

for some of the printed literature and the newspaper advertisements.

A cemetery has two classes of sales: there is the "at need" purchase and the "before need" purchase. The radio broadcasting has so impressed the public with the beauty, the peace and the "memorial idea" of Forest Lawn and it has become so familiar with the perpetual care fund plan, that the sales have been

(Continued on Page 24)



TREES

MUCH of our music is the reflection of harmonies and rhythms with which Nature has endowed the universe. Forest Lawn's 25th radio broadcast brings to you the music and song of America's trees...the living melodies of Nature. "Always something new and interesting in a Forest Lawn Program."

KHJ - Tonight - 8 to 9

FOREST LAWN MEMORIAL Park is a favored spot of our lovers. Beside the gateway, guarding the entrance, stands one of the oldest landmarks in San Fernando Valley... "The Old Spycaster," estimated to be 100 years old. Throughout this beautiful park, trees and shrubs from every corner of the world greet the visitor. Only trees that are constantly clothed in green leaves have been planted on the green slopes of Forest Lawn, for everything else that grows in here and elsewhere must reflect only life and beauty. Among the trees, are cypresses from the Old World... some of which are specimens of famous woods of old, many are originals from the hands of famous artists.

of beautiful illustrated book, "Trees," description of the world of art in Forest Lawn may be obtained by sending 25 cents to Forest Lawn Memorial Park, 1717 North Hollywood Blvd., Hollywood, Calif.

FOREST LAWN MEMORIAL PARK
 1717 North Hollywood Blvd., Hollywood, Calif.
 For maps, circulars and leaflets visit
 Studio Building
 CALIF. TO THE HEART OF LOS ANGELES

Specimen of Copy Used in Newspaper Tie-up.

Commercial Broadcasting as Done by the Germans

*Direct Advertising Used
Exclusively by Teutons*

By F. A. D. Andrea
President, Fada Radio

THROUGHOUT Germany radio is being utilized for advertising purposes. Inasmuch as the German presentations are in the nature of undisguised commercial propaganda, as contrasted with the popular good will programs with which we are most familiar, the situation in general is quite unlike that which governs the major stations in the United States which confine announcements to weather reports, time signals, and a few other headings and certainly do not permit the mentioning of prices for any commodities.

The broadcasting stations are owned by the German Reich, which has sold advertising for a long time. The postoffice authorities are in charge of the management in cooperation with private companies. The program material is prepared by the latter, while technical administration remains in the hands of the government.

Before the end of the year there will be about 3,000,000 registered listeners in Germany, each paying a fee of two marks monthly, regardless of the type of receiver used. These funds are received by the postoffice and part is turned over to the private companies to pay for the programs and incidental expenses. Estimates give four listeners to every registered set, so one-eighth of Germany's population "listens in."

The amount of radio advertising is curtailed in the Reich. By that rule it has become effective

and graciously received. Only 30 minutes of the entire day at each station is devoted to the purpose of exploitation, taking the form of business information, hints to listeners, the quotation of prices, and industrial news.

Advertisements are broadcast both in the afternoon and at night, but each station fixes its own schedule. There is no such thing as a hook-up for a sponsored program nor the simultaneous announcement of an advertisement, on a national scale. However, three stations, at Hamburg, Leipzig, and Stuttgart are sometimes connected for the advertising period.

Musical selections are given between every two announcements. In addition, so as to attract listeners, the "ads" are read by staff announcers with velvety voices. "The voice with a smile" is in great demand.

Only speakers of proven personality are permitted on the air during the advertising sessions. And the majority of them are women! They laud the bargains with real vim and enthusiasm, as might be expected.

"It is not only necessary to give the broadcast advertising a nice frock; it also wants a new cloak," is the way Erich Curth, Director at Hamburg, describes it. "That nice cloak has to consist of music and entertainment. We have slowly arrived at the present level of broadcast advertising. It consists of a limited

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Charles A. Schenck (right) of the Judson Radio Program Corporation Directing Cast Rehearsal of True Detective Mysteries, Now on the Columbia Chain.

Art Work by the Clock

*Program Production Presents
Many Unforeseen Difficulties*

By Jack T. Nelson

District Production Manager (Chicago).
Judson Radio Program Corporation

A NEW measuring rod has stepped into the advertising picture! Experienced advertisers (using print) know how to measure columns, lines and ems—and now radio specialists know how to measure art work by a stop watch.

Minutes and seconds! Minutes and seconds which cannot be recalled. Entertainment and talk in a radio program is equivalent to illustration, color and copy of the printed page.

A radio program certainly has room for plenty of art work—but what a different technique!

If we had the space we could

take a typical printed ad and compare it with a radio program. We would find in both headline, copy, illustration, layout, trade mark, attention getter, reader interest and, I hope, selling—that is, if the radio program is properly constructed.

Some ads are better than others. Some programs are better than others. The advertiser using both radio and print hopes that his radio programs will be tuned in on all radio sets just as he hopes all the readers of a magazine will see his ad. We'll let the statisticians figure out the percentages.

Much depends on the program itself. The question of how much time to use, what time of the day or night, what stations or networks to use—that's all a question of space-buying and most advertising agencies are now pretty well equipped to select the time intelligently. It's really more than space-buying because now with the better stations almost completely sold out day and night, it's a question of getting preferred position.

Even now, some advertisers, who should have taken the step into radio long before this, finds it is difficult, if not practically impossible, to get an hour which they consider satisfactory. It may seem hopeless and in some cases it is hopeless. But don't worry, stations who do command listeners and whose time is in demand will help solve that difficulty by raising their rates. Thus some of the weaker programs will have to drop out and then the advertiser who can use radio to the best advantage and has the money to do it right, will step into the breach.

Just as some agencies have their own complete art departments, so some agencies have set up their own complete radio departments. Just as other agencies shop out their art work to art studios, so specialization has developed in the radio field.

And—it is a good thing this specialization has developed. The preparation and production of a radio program entails a lot of work and thought—a lot more than the average listener can imagine.

Recently in the Chicago Tribune there appeared a story on this point. William B. Murray, vice-president and general manager of the Judson Radio Program Cor-

poration (New York) was quoted. Below are some excerpts:

"We do the sort of work that the editorial department of a publication does," he said, "or you might limit it even more than that and say we are like the art department of a publication.

"But naturally, as sponsors came to have a better understanding of radio broadcast, they wanted to control their representation on the air. The result was that their advertising agencies began to study radio very intensively. Some advertising agencies have built up what are really very good radio departments. But even with expert script writers, expert production men, expert musical impresarios, they still need artists to express the ideas they create and so naturally they have to come to us or whoever controls the talent they wish."

Mr. Murray told how program services at first were merely booking agencies for talent.

"But," he said, "we soon learned that we would have to go the whole route in order to fairly represent our artists as well as satisfy the sponsors who engaged them.

Like Theatrical Production

"Each radio period is a complete theatrical production. It requires the combined and related effort of all the wisdom and experience and talent that any such enterprise deserves. Consequently it became necessary to organize a group of experts in every phase of radio production, quite apart from the artists who finally appear before the microphone."

This means not only a large permanent staff of professional radio folk, but also a considerable physical equipment, such as

studios, library, technical equipment. The musical library of Mr. Murray's organization for radio use solely is reputed to be worth more than a quarter of a million dollars. It is the largest and most complete collection of its kind in the world.

"Nowadays," Mr. Murray stated, "advertising agencies are the point of contact in most of radio's important programs. The broadcasting stations and the broadcasting chains sell 'time on the air' to sponsors through the advertising agencies. The sponsors no longer look to the stations for entertainment facilities; they look to their advertising agencies. Some of these agencies have created export radio departments. These look on us as an expert art service, ready to supply them with talent to fit the copy they create. Other advertising agencies lean on us entirely, asking both copy and art service, so to speak."

Such specialization only goes to prove that commercial broadcasting has come to be the fourth great dimension in the advertising field. We find advertisers and their agents thinking not "Shall we use radio?" but rather "How best can we use it?"

BROADCASTING BY THE GERMANS

(Continued from Page 5)

number of advertisements which take the form of little essays and which are rendered by competent artists."

So much has been said about radio advertising in this country that the reaction of German listeners is a matter of special interest. Mr. Curth reports: "Of course, there are listeners who simply refuse to tolerate advertisements and switch off their sets when the advertising period

comes. However, every kind of advertising has friends as well as opponents. According to the letters received, the number of opponents is a very small one compared with the number of friends."

Request numbers, played by studio orchestras, intensify interest.

Frankfurt permits ads from 10:15 to 10:30 p. m. and Gleiwitz after 10 p. m. In Berlin the period starts at 6 o'clock. In Munster the usual session opens at 2 o'clock. Announcements on the powerful Langenberg station only are scheduled for 2:30, but when Langenberg is connected with Koln, Munster and Aachen the advertising may be given between 10 and 11 p. m.

Berlin charges 200 marks for what is classified as a simple advertisement but when it takes the form of a lecture the rate goes up to 500 marks. Bremen's rates are 40 and 210 marks respectively. Hamburg assesses a fee of 80 marks for an announcement and 420 marks for a talk. The average among the other twenty German stations is about 50 marks for an announcement and 200 marks for a lecture.

On Saturdays fees are boosted 25 per cent and on Sundays and holidays the rate goes up 50 per cent.

The Mayers Company, Inc., Los Angeles, Calif. (G. L. Price, Copy Chief).—"I enjoy 'Broadcast Advertising' very much and feel that it will prove of increasing value to us in our radio advertising work.

"Our experience is that good work on a radio program wins a quicker response than practically any other department of advertising endeavor. Constant reading of your magazine will tend to make good work less accidental in the future than it has been in the past."

Hughes, Wolff & Company, Rochester, N. Y. (John P. McCarthy, Secretary).—"Broadcast Advertising Magazine contains information that is not usually found in the usual sources of advertising information.

"It brings to light radio broadcasting technique that is of interest to the advertising profession."

Linking Up Radio With Chain Stores

Chain Advertiser Uses Spot Supplementary Broadcasting

By Stanley B. Reed

Advertising Manager, Quaker Products Company

To our minds radio or broadcast advertising was a proved success. Accurate count of the returns on each program, carefully tabulated by states and stations, showed us the exact spots necessary for sales efforts. The reports, compiled weekly, arrive at my desk every Monday, are carefully checked and passed on to the Sales Department for future action and activities in the low pressure areas. Tersely put, our radio returns give us a mental picture of the distribution and sales spread of our product.

We are sold on broadcast ad-

housewives of the United States. We know they were bringing results.

The next step was to merchandise that message to the retailer. Bulletins were sent to all salesmen and brokers, telling, explaining in detail, the advantages of broadcast advertising. Distribution and sales increase proved the wisdom of this move, so we attempted another step—to merchandise broadcasting by broadcasting.

After considerable discussion we decided to make a test campaign of this kind in our home

town, Philadelphia. Five periods, one a week, extending over five weeks, were purchased from WCAU and these were allotted as follows: Independent Grocers, Frankford and R. G. A. Associations, American Stores, Almar Stores, and A. & P. Stores.

We asked each of these what sort of a program they desired—told them to choose talent and

music but—they must provide a speaker to talk at least five minutes concerning their phase of the business.

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LISTEN IN!

Gala Radio Treat Thru W. C. A. U.

FRIDAY NIGHT, JUNE 7th - At 8.30

And Hear The Almar Musicales Ensemble Play

THE SONG HITS FROM

"THE DESERT SONG" - "THE THREE MUSKETEERS"
"THE VAGABOND KING"

ALMAR STORES CO.

Large Display Card Used in Connection With Broadcasts.

vertising. The Kansas Frollickers a wonderful orchestra, with Brothers Brokenshire and Macy are our Radio Salesmen, selling Kansas Cleansing Powder to the

Broadcasting in America

Agency Executive Tells Germans of Our Methods

By Robert H. Rankin*

Manager, Radio Department,
Wm. H. Rankin Co., New York

WE have assembled here in Berlin to discuss modern advertising—and I have been fortunate enough to have been given as a subject the most modern form of advertising in America—Commercial Radio Broadcasting.

This new force in six short years has become so strong a medium that now no national advertising campaign is planned without first considering radio broadcasting as a possible medium.

This year—1929—more than \$50,000,000 will be spent by national and local advertisers in radio broadcasting. There are over 140 national advertisers using this medium and every week brings new, but well known firms, on one of the national networks.

In 1923—the first year of national radio broadcasting—there were but three firms on the air—The B. F. Goodrich Rubber Company (The Silvertown Orchestra and Silver Masked Tenor), Ev-

eready Batteries and The Happiness Candy Company. These three are the pioneers of national radio advertising and they spent, at most, \$50,000 during the year.

It was our good fortune to do the pioneering work and start the broadcasting activities of two of these three—Goodrich and Eveready—and this happened almost by accident.

The present general manager of the National Broadcasting Company, Mr. C. F. McClelland, called on the head of our company for the purpose of enlisting his aid in selling

some of our customers a ten-minute talk on station WEAF for \$100. That was the conception of the value of the Commercial Radio Broadcasting the latter part of 1922.

It was our good fortune to do the pioneering work and start the broadcasting activities of two of these three—Goodrich and Eveready—and this happened almost by accident.

Today many large advertisers are spending \$250,000 to \$500,000



ROBERT H. RANKIN

*Address before the radio departmental of the International Advertising Association, Berlin, Germany, August 12, 1929.

a year for one hour per week on one of the large chains or networks of radio stations.

Determine Value of Medium

It is the custom of most heads of advertising agencies to know by experience the value and the possibilities of any new advertising medium before they offer it for sale to customers—and the case of radio broadcasting proved no exception to the rule. Our president told Mr. McClelland he would be his first customer and pay \$100 to talk ten minutes on station WEAF—and he took as his subject "Advertising and Its Relation to the Public," broadcasting on December 30, 1922. At the end of his talk he offered to send a copy of it to any interested advertiser. We received about ten telephone calls and fifteen letters and postcards, among them a prospective client who telephoned saying that he was very favorably impressed with the talk and the enterprise behind it.

Thus was born in our organization the belief that Radio Broadcasting could be made to increase the value of the advertising dollar of our customers in other media. Later, we learned by experience that Radio Broadcasting would create consumer demand in territories where the product never before had been sold or asked for. It would increase sales, stimulate intense dealer interest, build goodwill not only among consumers, but the sales, the manufacturing departments and the entire force of the manufacturer as well.

In fact, we found it to be the one medium that every one connected with the manufacturer in any way whatsoever—including the stockholders—paid attention to and either complimented or criticized. They paid more at-

tention to radio advertising than all the advertising these firms had done in other media for many years.

Goodrich was not only the first but it was the most successful radio advertiser—and I believe Eveready ranks second. It took first place in length of service in the use of radio from Goodrich because in 1928 Goodrich changed the advertising program and eliminated radio. Goodrich was the first to merchandise their radio program through dealers' window displays, booklets, letters and to this day it has the record of making radio increase the value of the newspaper, magazine and all other forms of advertising. I believe radio doubled the value of every dollar Goodrich spent in any form of advertising.

3,000,000 Respond

I will cite just one case: during the cross-word puzzle craze we devised a cross-word puzzle book (the solution of each puzzle was a Goodrich advertisement) and offered to send a copy to any interested listener. About 200,000 wrote letters in the first ten days.

The Akron post office was swamped. They requested us to discontinue this offer. So we changed the offer so that every one that wanted one of the cross-word puzzle books had to go to the Goodrich dealer in his town to get it. Over 3,000,000 people went to dealers to get one of these books. And thus 3,000,000 new consumer dealer contacts were made. Looking back it seems almost incredible.

Thousands of families wrote and said frankly they had bought Goodrich Tires or Zippers because of the radio. Hundreds of dealers likewise said they stocked Goodrich products because of the Goodrich broadcasting, and that

was not all. Since Goodrich has been off the air the Silvertown Orchestra has made several tours across the continent appearing on the Keith-Albee Vaudeville Circuit and at other theatres and entertainments. The advertising Goodrich has received in this way alone has paid for their original investment in radio.

Through the pioneering experience of Goodrich and the results obtained, directly and indirectly, the merchandising and sales plan, such advertisers as Atwater Kent, Clicquot Club Ginger Ale, Ipana Tooth Paste and a dozen others were induced to take up radio broadcasting, and like Goodrich, they have been successful.

But what of radio broadcasting for 1930 and the years to come? There are now two great networks owned by the National Broadcasting Company—the red and blue networks. Then there is the Columbia Chain fast reaching a parity and giving the National Broadcasting Company real competition.

Radio in Politics

Radio reached its greatest power in the last Presidential election and I believe the campaign speeches made by President Hoover, Senator Borah and former Secretary of State Charles E. Hughes won the election for President Hoover. The Democratic candidate, Governor Alfred E. Smith, did great work in telling his own story to nearly every voter in the United States via the radio.

Radio brought out a vote that more than doubled all previous polls.

Translated into the spirit of this convention we are all of us interested in the question "What can radio broadcasting do for any country in Europe—Germany,

Great Britain, Ireland, France, Italy, Spain, Poland, Russia, or any other country?"

I believe if any one of these nations would appropriate \$500,000 to \$1,000,000 for radio broadcasting and daily newspaper advertising in America and take one hour each week of fifty-two weeks on one of the coast to coast networks, more good could be accomplished than through spending that amount of money in any other way.

Why is this true? Because radio can, better than any other medium, portray the atmosphere of a country through selections of the music, descriptions of cities, scenery and the customs of that country. For one brief hour the listener can be transported to the very heart of that far distant country. A strong desire would be instilled in his heart to visit such a country.

First of all, a radio program in America would build up a tremendous feeling of good will towards the nation that sponsored it. The great American public would learn about the manufactured products, the statesmen, the government, the home life and customs of such an enterprising European nation. Beside doing all this, a regular weekly radio program would create a vast new tourist class that would come and visit Germany, for instance.

Few of our twenty-eight million families realize that at a cost of \$500 they can spend fourteen days on the ocean and four days in Germany and have the finest eighteen-day vacation they have ever had in all their lives. Through a one hour radio program over one of the nation-wide networks (commencing this September and being broadcast every

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"Checking Copies" by Dictaphone

THE solution of a very serious problem of radio advertisers—that of absolute copy checking—has been evolved as a result of a recent conference in Los Angeles between Henry Mayers, of the Mayers Company, advertising agency, and E. J. Murphy, manager of the local Dictaphone Sales Corporation.

"By using a dictaphone and a Sparton radio," said Mayers, "we found that we could make an absolute record of the broadcast—a record which could be compared with the copy we had prepared and filed with it for permanent reference. Hitherto it has been difficult to make a careful check of radio advertising, since a stenographer taking it down in shorthand was the only method we had found practical. And that system was not completely satisfactory, for a stenographer misses voice value and pronunciation—both of which can be vitally important in radio advertising. Moreover, the checking can not be questioned when the program is recorded by a machine. Just as with newspaper advertisements we can present the printed page to our clients, now we can present the dictaphone records to show what has been broadcast.

"We have found," Mayers concludes, "that very often our



E. J. Murphy, standing, showing Henry Mayers how dictaphone recording is done.

clients have missed our advertising programs and their opinions of it are formed, in some cases, by the comment of typists and others unskilled in advertising. Now, if they miss the actual program, it can be presented to them again in their own office and at their own convenience."

Interviewed, Murphy pointed out the simplicity of the operation.

"With a good radio of the better type—one having the tonal qualities of the Sparton, for instance," he said, "dictaphone recording is a simple matter. The mouthpiece of the dictaphone is placed before the loud speaker and both are set in operation. And the record is made for all time. An ordinary dictaphone may be used and no adjustments are necessary. It is but a question of quick record changing—
(Continued on Page 32)

BROADCAST IDEAS

One Dollar Will Be Paid for Each Broadcast Idea Published. Send Clipping for Payment

Wholesale Bakery.

WE HAVE been very successful in bringing about results by broadcasting over the radio for a large baking corporation, The Petersen Baking Company, under the trade name of "Peter Pan."

Three times a week we broadcast a 45 minute sponsored program for this company. At these programs the ladies of Cedar Rapids and vicinity are asked to phone or to write us at any time during the week giving their names, addresses, and the name of their grocer. They are informed that they may be presented with a cake or a loaf of bread. The names are listed alphabetically and checked against the old list to insure accuracy and to avoid duplication. They are then placed in a large box and at 11:00 o'clock Friday morning of each week twenty-five names are withdrawn.

The owners of the first ten names are entitled to a "Peter Pan" cake, which they are to select at their grocer any time within the next three or four days. The next fifteen names drawn are the winners of a loaf of "Peter Pan" bread. The names of the winners are then broadcast over the air, at which time we ask them to phone in corrections should the initials or addresses be incorrect. The names are also sent to the Petersen Baking Company who get in touch with each one of the winners. The winners then call at their grocer for their cake or bread. Grocers are given credit for the retail price of the articles given away.

The Petersen Baking Company send follow-up letters to all contestants, other than winners, urging them to try "Peter Pan" food products.

This method gives the grocer good publicity and works out very well from every angle. In fact, it has brought the Petersen Baking Company the finest lot of publicity they have ever received. The inquiry cost is very low. We have been able to furnish the company more than five hundred new names a week as a result of direct inquiries which are phoned to the station.

H. F. PAAR,

Station KWCR,

Cedar Rapids, Iowa.

Hair and Scalp Rejuvenator.

ENGAGING fifteen minutes of morning time, from 10:15 to 10:30 o'clock, each Wednesday morning beginning February 13th, the F. W. Fitch Company, Perfumers and Chemists, Des Moines, Iowa, presented a series of purely educational talks by Jule Gordon, advertising manager who called himself "The Professor," on the subject of "Your Hair and Scalp."

The talks were prepared by the Fitch company's advertising department and were based on information gathered by the company and its chemists over a long period of time. During the series of broadcasts, "The Professor" on several occasions confined himself to answering questions submitted by listeners, utilizing, to make the broadcast more effective, his own secretary, a young lady who asked the questions which were then answered by "The Professor."

At the close of each Wednesday morning talk, "The Professor" offered to answer questions on the care and treatment of the scalp, submitted by listeners. He offered also to send to listeners a small sample bottle of the Fitch Dandruff Remover Shampoo as well as a trial tube of a new Fitch product, a lubricating shaving cream.

From the very first, "The Professor's" talks proved popular and drew a heavy mail. The Fitch company, although anticipating a large demand for the free samples offered, was not at all prepared to answer the hundreds of requests from individuals for specific information concerning their particular disease or ailment of hair and scalp. Shortly after the broadcasts started, it became necessary to employ extra help to handle the correspondence.

Upon the completion of the series of fifteen broadcasts, the company prepared a complete analysis and tabulation of the returns from its broadcasting. That tabulation showed a total of 3 822 letters received from the fifteen broadcasts, or an average of 255 letters per broadcast. Of the total received, 3,298 letters were from Iowa listeners, the balance coming from 23 states and Canada. A total of 885 separate and distinct towns or rural communities were involved in the total mail.

On the basis of fifteen broadcasts

Broadcast Advertising

and 3,822 letters received, the cost per inquiry was 17.6 cents.

As a result of its successful experience with radio advertising from Station WHO, the Fitch company will this fall and winter, present the same series of broadcasts, all of which have been electrically recorded, from a large number of stations throughout the United States.

In addressing us, Mr. Gordon said, "If we had started radio advertising two years ago, we'd have the biggest selling hair tonic and shaving cream on the market today."

J. H. MCCARROLL,
Station WHO,
Des Moines, Iowa.

Retail Grocer.

IT JUST occurred to me that you might be interested in a method used by a grocer in Norfolk, Nehr. This is John C. Friis, known as the Radio Grocer. Mr. Friis buys ten or fifteen minutes once a week from station WJAG in Norfolk and uses it entirely for advertising groceries and specialties which he handles. The cost of the broadcasting is paid for by Mr. Friis and he is meeting with such unusual success that he is gradually increasing his time as conditions warrant.

There are any number of chain groceries in Norfolk and competition is keen but in spite of this, Mr. Friis' business is growing. Station WJAG is located in a town of 12,000 population and there are no large towns near it so the station's listeners are largely farm folks. Mr. Friis was just shrewd enough to see that local competition was stiff so he went out of the town and broadcast to the farmers. Where a housewife will buy 35c or 50c worth from a grocer, the farmer will buy say ten or twenty pounds of coffee, fifty pounds of sugar, and everything in large quantities, making the order very well worth while.

It seems to me that this idea could be used successfully by other merchants and in addition, the co-operation of national advertisers, who would pay for a part of this broadcasting, would result in better merchandizing all down the line.

IRVING V. KOCH,
Manager, Chicago Branch,
Scott Howe Bowen, Inc.

Breakfast Foods

WE HAVE one account in particular, a whole wheat breakfast food product for which we make an announcement each day except Sunday and broadcast a one-half hour program per week. We have developed for them a program directed to the attention of children. We felt that

if we could sell the children on the idea of eating whole wheat breakfast food, the mothers would cheerfully buy it for them.

This product has never had a line of newspaper or other publicity in our trade territory. We are now completing the first year of broadcast in the interest of this product. After having broadcast for them for two weeks, they sent a crew of men into Wichita which distributed samples to every house in town. After this sampling was completed they called on the trade, wholesale and retail, and received orders totaling almost two car loads of the product.

Since that time there have been nine car loads more shipped into the city. There are more packages of this product sold in the Wichita territory each week than there are of the best known nationally advertised products of a similar nature. We know this to be a fact because both are stored in the same warehouse and we have our information from the warehouse man.

J. LESLIE FOX,
Station KFH,
Wichita, Kansas.

Broadcasters Will Meet November 3-6.

THE National Association of Broadcasters will convene at West Baden, Indiana, November 3 to 6, it has been informally announced by William S. Hedges, president of the organization. Convention headquarters will be at the West Baden Springs Hotel. Program details had not been formulated at the time this magazine went to press.

Charles W. Hoyt Co., Inc., Springfield, Mass. (F. A. Whipple, Vice President).—"I have read with a great deal of interest the copies of your little magazine as they have come along."

Pacific Fruit & Produce Company, Seattle, Wash.—"We assure you that the lady who writes our Radio Programs has gotten some very good suggestions from the several copies of your magazine."

Waitt & Bond, Inc., Newark, N. J. (Marcus Conlan, Advertising Manager).—"We find your publication extremely interesting and helpful. It seems to us to be an essential tool of trade for any advertiser."

How Broadcasting Increased A Bank's Deposits

By Mark B. Peck

Vice-President, The National Bank of Commerce, Detroit

WHEN someone suggested to me a year and a half ago that the radio offered an ideal method of getting the bank's message over to the public, I was skeptical. Now, after appearing sixty times before the microphone, for a net total of fifteen hours, it is hard for me to understand why any bank which has the opportunity to do so, can fail to give this medium a leading place, not only in its publicity program, but also in its program of service.

Skeptics still express doubt to me that people will listen to talks. I can say that thousands on thousands of them have listened to the talks sponsored by the bank with which I am connected. I am not expounding mere theory when I say this. It is a matter of record, and proof abounds which cannot be disputed.

Tangible Results

A year ago in an article which appeared in Burrough's Clearing House, I mentioned certain tangible results which had already appeared after but a few weeks of broadcasting. Again, in the February, 1929, issue of the American Bankers' Association Journal I told the story of our broadcasting experience, mentioning a marked increase in results, manifest at the time that article was written, some weeks before it was published. Since writing it five more months have

elapsed and results still multiply, although the bank has done practically no other advertising to promote its savings deposits.

If you ask me exactly what results have accrued, I could not answer fully in a brief article. First, the savings deposits of the bank have grown unprecedentedly. The net of new accounts each month, compared with corresponding months before broadcasting, shows gratifying increases. Other departments have benefited also, as evidenced in many ways. More than 40,000 pieces of literature have been distributed, and the best part of it is that this distribution was solely upon request, either by personal call or letter. Ten thousand of these personal requests were for copies of a booklet which we offered. Many thousand called in person for copies of a form which we offered, designed to assist one to determine his personal worth and to budget his income. The most surprising result has been the number of requests for a reprint of a certain talk which outlined a plan for creating a family estate on a foundation of small weekly deposits.

Results After Weeks

Five months have now elapsed since that talk was given and we are still having calls for it. These requests come mainly as the result of word-of-mouth advertising on the part of people

who have received copies. To date we have issued twenty-three thousand copies, and will continue to have more printed as long as the demand lasts. This talk particularly pleased the life insurance fraternity, as the plan suggested in it included life insurance.

Not a day passes that, not one but several, often many, express to one of the other officers, or to myself, their appreciation of our talks. Our correspondent banks frequently mention them in their letters and personal conversations. We have had thousands of letters from interested listeners, some of them in large cities in neighboring states.

Personal Experiences

Every now and then someone comes to my desk and tells me that he has been doing business with us several months; and that he originally started his account because of the radio talks. Last week a man I had never personally met before stopped me in the lobby with the exclamation, "You are the only one that ever made me save any money." And then he showed me his pass book, and \$25.00 he had in his hand which he was about to deposit. We know that our broadcasting has brought in many new accounts, has stimulated those on our books, has created business for our bond department; and all in all, we are very well satisfied.

Merger Announcement

When the talks had been in progress for almost a year, the Griswold-First State Bank, which had sponsored them, merged with The National Bank of Commerce, and joined with it in the new Union Trust Building. This medium gave us the opportunity

to repeatedly call attention to the merger and explain the discontinuance of the bank's name which the radio has made so familiar.

There is still some prejudice among banks concerning this medium. It is very new and many banks seem a little afraid of it. Failures are often cited, but I think it would be easy to trace the causes of those failures, which, of course, I do not attempt to do. There are a great many talks over the radio which are given in an unconvincing manner. To establish a following, talks should have a continuity. They should have a theme running through them and the theme should be developed in logical sequence. The speaker should deliver them as if he thoroughly believes in what he is saying; he should show enthusiastic interest himself if he wants his audience to enthuse. He should sink his own personality and scrupulously refrain from trying to make a personal hit, as many radio speakers do. The talks themselves should be free from advertising, all that being confined to restrained statements given the announcer to read.

Music Part of Program

Music or entertainment should be made part of the program, and the whole hour should be so designed as to secure a regular interested following, and to put the sponsor in the position of a weekly, friendly caller whose errand is to help iron out personal and family financial problems.

Program of Service

I said at the beginning of this article that the radio should be used, not only as a prominent

feature of the publicity program, but also of the program service.

Banks talk a great deal about their "service." Should service be confined to things which a bank does for a consideration? Every bank professes willingness to discuss with customers their business, investment, and even their personal financial problems. But if someone should come to us and say, "Tell me exactly what I must do to be a financial success," I doubt if any of us, on the spur of the moment could lay down a complete program. And if hundreds or thousands—a considerable proportion of our depositors—should come with such a query, we would be swamped and would not have time to attend to routine duties, even if we were able to give satisfactory answers.

A Wholesale Media

Here is where the radio comes in. You can do that very thing by wholesale, provided, of course, you have well organized talks. And you can talk to whole family circles instead of individuals. You can give well thought out council. You can have them come back for more, week after week. You can reach folks whom you can reach in no other way. You can make your bank a household word in thousands of homes—literally hundreds of thousands. If you happen to be in populous districts. You can reach your own depositors whose addresses on your books have been long obsolete. You can get in immediate touch with newcomers who set up their radios before they form their bank connections. You can form contacts with young people who, before long, will be the financial backbone of the com-

munity, and you can have a large part in forming that backbone.

All this, and more I might say, has convinced me, after sixty appearances before the microphone, that the radio is the coming medium for making the bank a powerful factor in building prosperity—and bank business.

Jack Nelson Joins Judson Radio Program Corp.

Jack T. Nelson, until recently manager of the radio department of H. W. Kastor & Sons Advertising Company, Chicago, is now district production manager in the Chicago branch of the Judson Radio Program Corporation, New York. Frank Reynolds is Chicago manager.

One of the pioneers in broadcasting, Mr. Nelson has had wide and varied experience. He started in radio as entertainer and announcer on WDAP (now WGN), Chicago, in 1922, and after serving as director-announcer on other stations, he joined the staff of the Kastor Agency. He has produced several popular song hits, both words and music, and a play, "Remote Control," of which he is co-author. Is now opening on Broadway under the guidance of Jones and Green, originators of the Greenwich Village Follies.

Roy R. Bailey Dies

Roy R. Bailey, president of Bailey, Walker & Tuttle, Chicago, died in this city August 26. Mr. Bailey was one of the foremost exponents of broadcast advertising. Among the broadcast accounts handled by the agency are Montgomery Ward, Jewell Tea, Rit Products, Independent Grocers' Alliance, and Thomas, Ltd. Immediately prior to forming the agency Mr. Bailey was with Williams & Cunningham, Inc., Chicago, and previously with H. W. Kastor & Sons, Inc.

The Harm White Company, Cleveland, Ohio (Harm White, President). —"I want to acknowledge my belief in the idea of a magazine devoted to broadcast advertising. You have chosen a neat size and you have done a pretty good job for the first few issues. Keep it up. There is a good future for this publication, if you keep it filled with definite statistical data on the progress of broadcast advertising as well as current news events and happenings in this business."

CLEAR CHANNEL

WLS

5000 WATTS



Non-competitive Programs for the FARM FAMILY

"I want Saturday nights on WLS," says one well-known agricultural advertising man. Why? Just because he knows farm folks and radio—knows that, out on the farm, they want homely melodies with very little jazz; old-fashioned quartettes with very little opera; good old square dances with very little black bottom.

WLS programs are, and always have been, planned for the farm family. From top to bottom of the dial they are non-competitive.

If you want to reach the farm family, without a tune-out, WLS mail bag proves it is necessary to use "the Voice of Agriculture."

WLS — THE PRAIRIE FARMER STATION —

1230 W. Washington Blvd.

CHICAGO

Measuring the Radio Audience

Reprinted from the *News Letter*
of the *Westinghouse Stations*

THE mass effect of audience with a first-rate broadcasting station is immense, even when there is healthy competition. With present limited facilities for computation, the mass effect is considerably more important than the minute and painful estimates of how many people listen to Station XYZ between 9:14 and 9:53 p. m. Eastern Standard Time. Not that we deprecate circulation estimates; not at all. Real thought is being given to methods of computing audiences and comparing circulation of various stations, and the Westinghouse Radio Stations are anxious to further these efforts in every possible way.

Notable among those who are attempting to arrive at sensible figures is the Radio Committee of the Association of National Advertisers. This committee recently appointed a sub-committee composed of six A. N. A. members and six broadcasting consultants to consider the following important questions:

(1) How can the number and proportion of habitual listeners to various stations be determined, or most thoroughly estimated? (Habitual listeners are considered to be those who dial to a particular station at least 75% of their listening time.)

(2) Do you know of any formula that can be applied to determining the approximate area of effectiveness of various stations?

(3) How can the advertiser de-

termine what are normally the most favorable (a) days of the week, and (b) hours of the day, as to the number of listeners (circulation)?

(4) Has any satisfactory method been developed for determining the proportion of male and female audience at various periods of the day?

Already there is a pronounced trend toward building programs for "class audiences," using program appeals designed especially to reach potential buyers or users of an advertised product. It is this trend which makes necessary the investigation and research to find out when certain classes listen to radio, and how they may be reached most effectively.

Knowing the effective area of a station, we can determine the potential audience; establishing a percentage rating of station popularity gives the approximate average audience; by determining listener habits (hours of the day and days of the week), we can estimate the probable audience at a given time; and, finally, knowing the make-up of the audience at the given time, we can design the program best suited to produce favorable response for a given product.

Methods of investigation must be devised which will furnish the needed facts and figures to advertisers and stations, and keep them constantly fresh and up-to-date. The Westinghouse Radio Stations are devoting a great

deal of time to developing suitable facts and figures for the guidance of their clients and prospects. Much remains to be accomplished, however, before really authentic data will be available for the numerous questions which arise in connection with the planning of Broadcast Advertising.

Information Wanted

An agency in Cleveland would like to be placed in touch with the company producing what are known as "Hot Spot" radio programs, consisting of ten or fifteen minute talks with a musical background. "Broadcast Advertising" will appreciate receiving information as to the name and whereabouts of the concern producing these broadcasts.

Prize for Best Program Idea

A prize of \$100 will be awarded for the best one-hour radio program submitted to the Chicago Radio Show to be held at the Coliseum, October 21 to 28. The program need not be in the form of a completed continuity, but may be a workable

original idea. G. Clayton Irwin, Jr., manager of the show, has announced that the program will be broadcast from the Coliseum while the show is in progress.

Broadcast Stations Will Analyze Costs

An "Accounting and Exchange Committee" has been appointed by the National Association of Broadcasters, through its president, William S. Hedges, WMAQ. Walter Damm, promotion manager of the Milwaukee Journal (WTMJ), is chairman of the committee which will collect and analyze operating costs of broadcast stations throughout the country. The function of the committee is not to establish advertising rates but determine costs so that broadcasting can be placed on a sound financial basis.

Armour & Company, Union Stock Yards, Chicago, Ill. (W. R. Hennlich, Advertising Manager). — "Your little book has been quite interesting—easy to read, and helpful."

D'Orsay Perfumeries Corporation, New York (A. E. Boaz, Sales Manager). — "We have found your magazine most enlightening and instructive. We have for your publication naught but commendation."

Recordings for SPOT BROADCASTING Now Perfected

THE advantages of spot advertising broadcasts by means of recordings have long been recognized, but only those who have heard "Pioneer" Recorded Programs have any conception of the advancement that has been made within recent months.

These remarkable recordings on 16" discs enable advertisers or agencies to broadcast the finest programs with Broadway Talent over any station at any time. You pay for talent but once. The only additional costs are for discs and station time.

The usual agency commission is allowed.

May we submit full details?



T. M. Nelson, President

PIONEER BROADCAST SERVICE
Incorporated

1841 Broadway New York City

General Motors to Make Radio Sets

NEGOTIATIONS are in progress whereby General Motors Corporation will manufacture radio receivers under patents of the Radio Corporation of America. David Sarnoff, executive vice-president of the Radio Corporation, made this announcement presumably to allay rumors to the effect that General Motors would take over the sale of Radio Corporation products.

With approximately 16,000 General Motors dealers, each with a trained sales force, a large additional impetus will be given the sale of receiving sets, particularly in rural sections where the number of sets per capita has lagged. Through this move many millions in "circulation" will be added broadcast stations.

Columbia Adds Coast Stations

COINCIDENT with the dissolution of the American Broadcasting Company, the Columbia Broadcasting Company has taken over the American's landline lease from the A. T. & T., thus enabling the Columbia to extend its operations to the Pacific Coast September 1, instead of January 1, 1930, as previously announced. Heretofore the Columbia has been using the American stations as Coast outlets.

The stations added are KLZ, Denver; KDYL, Salt Lake City; KVI, Seattle; KOLN, Portland, Ore.; KFPY, Spokane; KFRC, San Francisco; and KHJ, Los Angeles. Stations KHJ, Los Angeles, and KFRC, San Francisco, known to West Coast listeners as the "Don Lee Chain," are owned and operated by Don Lee.

WCAU Sues Composers Society.

THE Universal Broadcasting Company, owners of WCAU, Philadelphia, have instituted suit against the American Society of Authors and Composers to prevent the latter from increasing their license fee 100 per cent. They also seek to stop the Society from interfering with the broadcasting of musical numbers owned by members of the Society.

Dr. Leon Levy, president of the Universal, stated that the Society was making it very difficult, in fact impossible for a broadcast station to operate because of exorbitant charges.

Radio Station KSOO, Sioux Falls, S. D. (Joseph Henkin, Manager).—"I have a great deal of faith in your magazine. It surely tells the story."

BROADCASTING IN AMERICA

(Continued from Page 12)

week for a year) hundreds of thousands of tourists could be persuaded to plan such a vacation.

The men and women of unlimited means who have been visiting Europe would be induced to do so more often. Those who have never yet crossed the Atlantic from America (and in that number there is 95 per cent of our best citizens) could be induced to visit Germany, France, Italy, Spain and Great Britain.

In 1928, 438,000 passengers crossed the Atlantic from America to Europe. Consistent radio advertising over a period of years, we believe, could easily raise this number over the million mark.

These travelers would spend in transportation, entertainment, wearing apparel and other expenses from \$500 to \$25,000 each in the countries that have the foresight and the good judgment to use radio broadcasting to tell their story in talks, music and entertainment in the same way that has brought such good results to Goodrich, General Motors, Robt. Burns Cigars, Atwater Kent, Wrigley, Palmolive, Ipana, Forecast Magazine, Clicquot, Maxwell House Coffee and Merlin.

The Merlin Main Street Sketches, by the way, is the outstanding program of human interest in America. A photograph of the characters in "Main Street Sketches" was offered over station WOR recently and over 200,000 families wrote and requested copies of Luke Higgins and his caste of fifteen characters in "Main Street Sketches."

I believe in radio broadcasting as an advertising medium and I know from experience it will sell

a good product, create consumer demand, dealer interest and build good-will. I believe too that for every dollar spent in radio broadcasting it has created \$5.00 of new advertising for the newspapers, magazines, and other media—and I am convinced that if a nation such as Germany, France or Great Britain would spend \$500,000 or more in radio broadcasting and newspaper advertising that advertisers of Germany, French or British products would spend five times that amount in additional advertising in newspapers, magazines and other media. Each advertisement should, and I believe would, call attention to the German, French, British or Italian hour on the National Broadcasting or the Columbia Chain of radio stations from coast to coast in America, which reach the best of our total 28,000,000 homes in America. And the

kind of families any nation would and should be proud to invite to cross the Atlantic to spend a month or three months visiting the points of interest. The first European country that adopts the plan of 52 weeks of national newspaper advertising and 52 weeks of radio broadcasting will reap a rich reward—so will the steamship lines, the hotels and the shops, theatres, the railroads and the airplane lines.

Why does not some enterprising German, French, British or Italian advertising agency organize an association of all the interests involved and with the backing of the government raise a \$500,000 or \$1,000,000 fund to advertise through daily newspaper advertising and radio broadcasting in America?

Radio is directly responsible for a two and a half billion dollar industry spending millions in

To Commercial Managers!

You Can Now
Serve Your Advertisers
With

BROADWAY TALENT



SPECIAL musical recordings on 16-inch discs are now available for the use of individual stations. These recordings can be used either as sustaining programs or resold to your local advertisers for their sponsorship.

Pioneer Recorded Programs bring Broadway's finest talent to any section of the country. They so nearly approach original broadcasts that the differentiation positively cannot be detected.

For further information address

PIONEER BROADCAST SERVICE
Incorporated

1841 Broadway New York City

every manner of advertising. It has become the theatre of the home. Nightly, millions of people are entertained by symphonies, dance orchestras, operettas, sketches and talks through splendid programs paid for by advertisers.

But what we of the advertising profession are interested in is its value as an advertising medium. Commercial radio broadcasting has proved itself in this short time and is now recognized as one of the strongest media of advertising when used in conjunction with the daily newspaper, which of course is the real primary local and national advertising medium. For radio broadcasting in order to be most effective and result producing must always have the background and support of daily newspaper advertising. Two media together will sell more goods and will accomplish results hitherto thought impossible in advertising.

We welcome this new voice of advertising that has added much to the strength of advertising as a whole and has enabled the advertiser to talk directly to every member of the home, thus humanizing the advertiser's message and putting life and interest into all the other forms of advertising.

Bat Silences WEAF

A bat silenced Station WEAF September 7, for eight hours and caused station engineers a great deal of trouble before they located the cause of the sudden fading out.

The winged creature was discovered by O. B. Hansen, manager of plant operation and engineering for N. B. C., after checking every piece of the transmitter's equipment.

The condensers were found torn entirely apart, and in the center the bat was found. It had flown between two of the plates, short-circuiting the condenser and fusing the two plates.

BROADCASTING A CEMETERY

(Continued from Page 4)

greatly increased. The broadcast announcements always include an invitation to visit Forest Lawn Memorial Park, and since going on the air the number of visitors has increased to several thousand each week. Naturally this has been reflected in both the number of "before need" sales and in disposing of the more expensive crypts and lots.

The titles of a few recent Forest Lawn radio broadcasts may serve to illustrate the varied and entertaining character of the programs which Earnshaw-Young, Inc., have found to be particularly pleasing to their Southern California audience: *A Night in Italy, Evolution of the Dance, The Old Corner Bookshop, Songs of the Sea, Love Songs of the World, Melodies from Nature, Music of Devotion, Wheels of the World, A Night in Havana, Grand Opera, Russian Nights, Gems from Musical Comedy, Musical Geography, Trees, Songs of Yesterday, An Hour in the World's Theatres, and The Whirl of the World's Hotels*. The first consideration in the building of these programs, according to Earnshaw-Young, Inc., is the entertainment, which is designed to please a discriminating audience without, however, becoming "high-brow." The business announcements, if such they could be termed in these programs, are limited to 100 words each, with five announcements during the hour.

The continuity of "Musical Geography" follows:

ANNOUNCER — (Westminster Chimes — Accompany announcement with "bongs"). The Westminster Chimes again bring to you a radio broadcast arranged by the radio department of Earnshaw-Young, In-

corporated, for Forest Lawn Memorial Park in Glendale, California. Tonight's presentation is entitled "Musical Geography," bringing you the melodies and songs associated with far-distant points of the earth. Such a program is particularly appropriate to Forest Lawn, for this unique memorial park owes much of its sublime beauty and charm to its treasured art from many foreign lands. You are invited to view the great collection of art in the beautiful buildings and on the spacious lawns of Forest Lawn Memorial Park. An appropriate manner in which to open this "Musical Geography" program is a tribute to the native land of all our listeners, where that native land may be. The orchestra presents the overture "Patrie."

ORCHESTRA—"PATRIE."

ANNOUNCER—Far away in the strange Orient lies the city of Mandalay, formerly the capital of the independent kingdom of Burma. Situated in lower Burma, north of Siam and east of the Bay of Bengal, this city was founded by King Mindon. This half city, half cantonment, captured the imagination of Kipling and he wrote his poem "On the Road to Mandalay," which was later set to music by Speaks.

SOLOIST—"On the Road to Mandalay."

ANNOUNCER—County Kerry! A country of rugged mountains and narrow valleys, located on the southwest coast of Ireland and bounded by the counties of Cork and Limerick. In the center of County Kerry is the famous district of Killarney, famed in story and song, the scenic paradise of the Emerald Isle. The orchestra plays a medley of Irish tunes from County Kerry.

ORCHESTRA—"Irish Tunes from County Kerry."

ANNOUNCER—From the vast East African plateau—through the white sands of the Nubian Desert, past the ancient city of Cairo, and into the blue waters of the Mediterranean Sea, the River Nile has flowed for many ages. The mystic spirit of this ancient river has been given voice in the composition, "The Nile Song."

VIOLIN AND PIANO—"The Nile Song."

ANNOUNCER—(Organ background of "Annie Laurie.") A bit of bonnie Scotland has left the land of heather to find a new home in southern California. Mr. Hubert Eaton, the builder of Forest Lawn Memorial the architecture of which duplicates Park, recently returned from a trip abroad, bearing with him some of the communion tablets which were used by Annie Laurie in her little

WNAX

1000 Watts

526 Meters

570 Kilo-
cycles

Member of
National Association
of Broadcasters
Inc.

WNAX

is the only station
covering southwestern
Minnesota, southern
North Dakota, all of
South Dakota, and
northern Nebraska in
the daytime.

*Rate Cards
Will Be Submitted
Upon Request*

**CONTINUOUS
DAYTIME
OPERATION**

from

6 A. M. to 8 P. M.

Owned and Operated by

**Gurney
Seed & Nursery
Company
Yankton, S. D.**

kirk in Glendalrn, Scotland. These communion tablets, dear to the hearts of English-speaking peoples the world over, will be placed in the historical museum room of the "Wee Kirk o' the Heather"—a replica of Annie Laurie's little kirk—which is being constructed in a sheltered nook at Forest Lawn. Forest Lawn Memorial Park is open to visitors daily from seven in the morning to five o'clock in the afternoon. A little known country in the north of Europe is Finland, adjoining Russia and the Scandinavian countries, and located between the gulfs of Bothnia and Finland. Although far to the north, the climate is not disagreeable, and in the summer one can often see a mother sitting on the doorstep of a picturesque cottage, singing a Finnish lullaby such as this:

VIOLIN AND ORGAN—"A Finnish Lullaby."

ANNOUNCER—Scotland, called in the olden days "Caledonia," was named for the tribe of Scots that roamed within its borders. It is interesting to know that the name "Scotland" was the ancient name of Ireland. In the county of Ayr in Scotland is the River Doon, famous for its beauty and picturesque scenes, and east of this county is Dumfriesshire, the home of Annie Laurie. The male quartette now sings to you of the "Banks and Braes of Bonnie Doon."

MALE QUARTETTE—"The Banks and Braes of Bonnie Doon."

ANNOUNCER—The people of Lithuania, situated on the shores of the Baltic Sea, are of Indo-European origin. Through countless centuries they have kept their racial character, their manners of dress, their quaint customs, and their peasant dances much as this one:

ORCHESTRA — "Lithuanian Dance."

ANNOUNCER—Many hundreds of years ago colonists from Scandinavia wandered to the shores of the English Channel and settled in what is now France, between the provinces of Brittany and Picardy. These Northen, or Normans, founded the province of Normandie, and adopted the French tongue and customs. The romance of this beautiful countryside, dotted with quaint little homes and picturesque churches was immortalized in the opera "The Chimes of Normandie," from which the orchestra and ensemble have selected a part.

ORCHESTRA AND ENSEMBLE—"Chimes of Normandie."

ANNOUNCER—(Organ background of "Sweet Mystery of Life.") The charm of public gardens in the Old World is heightened by the sculp-

tured marble fountains with their sunlit waters. So great is the historical significance and beauty of these fountains that their purchase and exportation is prohibited. Yet, through its friendly connections with foreign governments, Forest Lawn Memorial Park has been permitted to order the making of exact marble replicas of several famous European fountains and to bring them to California for the adornment of this New World garden. You are invited to visit this gathering place of masterpieces of art, of all beauty which symbolizes eternal life—Forest Lawn Memorial Park in Glendale. The very name of Vienna brings before the mind's eye scenes of gaiety and splendor, of happiness and joy, for the people of Vienna have always been known for their ability to enjoy life. Vienna, when it was the capital of the Austrian Empire and the frontier of three great peoples—the German, the Slavic and the Austrian—has been described in music by Moszkowski in his "Alt Wien," or "Old Vienna."

ORCHESTRA—"Alt Wien."

ANNOUNCER—Perhaps it could not be found in our geography books at school, yet a very real land to us when we were somewhat younger was the magical kingdom of Toyland, wherein to our childish minds there seems that only kings and queens and straight-backed soldiers resplendent in red and blue uniforms could possibly live. Victor Herbert has caught the dreams of years ago in his song "Toyland."

LADIES' QUARTETTE — "Toyland."

ANNOUNCER—Venice—the jewel of the Adriatic Sea—has long been the inspiration of poet, artist and musician. The city of quietly flowing canals and singing gondoliers is portrayed in the following musical selection entitled "A Day in Venice."

ORCHESTRA—"A Day in Venice."

ANNOUNCER—The next number, "Capri," takes its name from the small island of Capri, which rises from the blue waters of the Bay of Naples. Capri, though an unattractive little island, is much frequented by tourists because of its wonderful view of Naples and the Mediterranean Sea.

SINGER AND PIANO—"Capri."

ANNOUNCER—(Organ background of "Songs of the Sea" or other typically English song.) Entering Forest Lawn Memorial Park is like entering a country estate of Old England. The gates are patterned after the style of the Georgian period, while directly ahead is the Administration Building and Flower Shop, that of a mellowed old manor house of Tudor times. Following the broad

driveway, one comes to the top of Mount Forest Lawn. Here the visitor looks down upon the rolling, green-covered slopes of this great memorial park, upon which are sheltering trees, sparkling fountains, picturesque buildings and magnificent statues from the hands of world masters. Forest Lawn is open to visitors daily from seven in the morning to five in the afternoon. Rio de Janeiro—one of the most beautiful of South American cities. Rio, as the Brazilian capital, is affectionately called, is a port of call for many ships. Can you not picture a burly seaman, straining his eyes for a first glimpse of the famous Sugar Loaf that rises in the center of the harbor, as he sings "Rolling Down to Rio?"

BRIGHAM—"Rolling Down to Rio."

ANNOUNCER—Hawaii consists of a beautiful group of eight inhabited and several uninhabited islands in the middle of the Pacific, originally populated by what were termed the finest race physically of any of the islands in that vast ocean—a race which is fast disappearing. As a tribute to America's Pearls of the Pacific, the orchestra presents "By the Blue Hawaiian Waters."

ORCHESTRA—"By the Blue Hawaiian Waters."

ANNOUNCER—And now let us complete our lesson in musical geography by returning to our own United States, and to Dixie. Since the days before the Civil War the South has been endearingly called the Land of Dixie—a name taken from the second of the two men, Mason and Dixon, who surveyed the famous line that separated the slave from the free states. Today, however, the strains of "Dixie" arouse a feeling of patriotism in all Americans, be they from the North or the South.

ORCHESTRA AND SINGERS—"Dixie."

CLOSING ANNOUNCEMENT—(Westminster Chimes—Accompany announcement with "bongs.") You have been listening for the past hour to a radio program entitled "Musical Geography," arranged by the radio department of Earnshaw-Young, Incorporated, at the request of Forest Lawn Memorial Park in Glendale—close to the heart of Los Angeles. May we again remind you that you are welcome to visit beautiful Forest Lawn any day between the hours of seven in the morning to five o'clock in the afternoon? The Los Angeles telephone number of Forest Lawn Memorial Park, which was omitted from the current directory, is Albany 1-1-2-1, and this number will also connect you with the Forest Lawn Flower Shop.

September, 1929

K J B S

San Francisco

AND

The Bay District

THE consistent daylight station since January, 1925.

IN the heart of Northern California's 1,300,000 population.

OWNEED and operated by Julius Brunton & Sons Co., 1380 Bush Street, San Francisco.

MEMBER OF N. A. B.

—K J B S—

280.2 Meters 100 Watts
Rate Card on Application

K S O O

2000 Watts
1110 Kc
270 Meters

On clear channel, 6 A. M. to local sunset, limited time thereafter.

The largest and most popular independent station in this part of the Northwest.

Our territory includes a population of over 3,000,000.

At Your Service:

Sioux Falls
Broadcast Ass'n, Inc.
SIOUX FALLS, S. D.

LINKING UP RADIO WITH CHAIN STORES

(Continued on Page 28)

After much care the opening program was prepared and broadcast. We divided up the work on the night of the broadcast, the Sales Department escorted the speaker to the studio, while the advertising department listened in and checked on the program and reception.

From the first these programs were a success. The stores advertised them previous to the night, as did we, telling the radio audience what to expect. When it came the turn of the American Stores, their Advertising Manager surprised us by offering a pound of Asco Coffee free to the first thousand who write in for it.

Needless to say, they were so swamped with mail that it took them several days to get back to normal.

The Almar Stores requested an all Rudolph Friml Program and we gave them a good one. To prove its tie-up with our own national broadcast came a letter to them offering a verse and chorus for our "Gee, There Ain't No Justice" contest, then going over the Columbia Broadcasting System. The Almar Stores played up the program in all their store and newspaper copy and results were wonderful.

Last on the list, but certainly not the least, was the A. & P. Stores.

Results: The Almar Stores broadcast consistently and cooperate with us in every manner. The A. & P. have called upon us to make local announcements for them. Another large chain store is very seriously considering local broadcast advertising. Our sales and distribution throughout the Independent and Associated Grocers has increased greatly.

It pays to merchandise broadcast advertising. Facts and figures prove the case to our satis-

faction. And for this fall we have a splendid opportunity to put to work the knowledge gained thru our successful experiments in Philadelphia.

INDUSTRY DEMANDS MORE SPECIALISTS

(Continued from Page 2)

past year and a half to two years. It will always be more or less of a mystery to me as to why the agencies of the United States, which have as their directors some of the most progressive men in the country, did not sooner sense the real value of advertising over the air.

The fact remains that even today there are only a few agencies in all of the United States that are adequately prepared to advise any business man in the matter of broadcast advertising.

Broadcasting—A Sideline

It is true that agencies understand the fundamental principles of advertising, but that does not give them authority to attempt to present advertising programs. A dentist may understand physiology and the fundamentals of the human structure, but he would not be called in to amputate a foot. Where the agencies made their mistake was in assuming that they could handle this new problem of broadcast advertising without any preliminary experience, training, or advice. In many instances, the head of the agency merely assigned a subordinate to take charge of broadcasting accounts. Regardless of whether he did that or handled it himself, the results were bound to fail. The trouble with the agency was the fact that it assumed that there was little difference between visual and au-

dible advertising, and this error has had a most serious reaction.

What is there in the fact that an advertising agency can prepare and present an excellent newspaper and magazine campaign that gives this agency the right to say or assume that it must of necessity be able to make a successful radio presentation? Magazine and newspaper advertising is visual. The reader of that magazine or that newspaper may or may not read the advertisement, as he chooses. Broadcast advertising is audible, and there is no way the listener can escape it if he intends to listen to the program. Thus it was that advertising agencies started to try to cram down the throats of the listening audience all kinds of sales promotional talks, supplemented with a few bands or other forms of radio entertainment. The listener merely refused to accept this, and tuned out stations as rapidly as they heard this kind of blah.

An Entertainment Medium

In the average advertising agency of today, is there any one man who could book a bill at a vaudeville theatre? Is there any man who keeps track of the tendency of modern music; who knows the various publishers of music and has some estimate or understanding of whether a new number is going to be popular or not? Is there any advertising agency today that has men employed who have had actual experience in the preparation of radio programs?

The trouble with the agencies was that they overlooked the fact that broadcasting is primarily a business of entertainment. It was an entirely new field for them.

**Cover the Prosperous
Great Southwest
with**



In the Largest City
In the Largest State

KTSA

2000 Watts Day
1000 Watts Night

Associated Columbia Broadcasting System
Official Broadcasting Station San Antonio Light

KTSA - Plaza Hotel - SAN ANTONIO

The Friendly Farm Station

WIBU

POYNETTE, WIS.

Wisconsin's Favorite Station

Covering Southern Wisconsin
from the Center at Low Cost

LET OUR FRIENDS
BE YOUR FRIENDS

99⁴⁴/₁₀₀ MODULATION
Crystal Controlled

WBBZ

PONCA CITY, OKLA.

In the Heart of the
Newest Oil Fields

We are equipped to handle all
recorded programs. Good talent
and competent continuity staff
available.

Ponca City Broadcasting Co.
Morton Harvey, Man-Dir.

In the Kansas City
Territory it's

KMBC

2,500 watts daytime, 1,000 watts
night—950 kilocycles

Midland Broadcasting Co., Inc.,
Aladdin Hotel, Kansas City, Mo.

They knew nothing about it. In the ordinary visual advertising of today no attempt is made to entertain. The copy is presented for the specific purpose of information. Naturally there are various methods for creating desire for a product and giving information about it. All this can be done over the air, but not by a copy writer. Naturally, business men have had to rely on advertising agencies, but until these agencies take broadcasting seriously, they should be eliminated insofar as broadcast advertising is concerned. Radio itself is more or less at fault. For some reason, it has not been able to produce independent intelligent "air advertising agencies." This is perhaps due to the fact that for years there was hardly enough business to support such agencies, and it was during the time when business men were gradually being educated as to the advisability of using the new medium, and even today such radio agencies as have been started are not properly recognized.

Criticism is worthless unless it is constructive. Therefore, it would seem to me that I can best make my point by describing a mythical air advertising agency or the mythical radio department of an established agency.

A Radio Advertising Agency

First of all, there should be an executive in charge who has had broadcasting training and experience. He should have under him various departments. There should be a talent department; a program, continuity and research department; a business analysis department; a sales department, and a publicity department.

At the head of the talent department would be a man who had an acquaintance with and understanding of radio artists. It would be his business to keep in touch with the development of new talent. At a moment's notice, he would be able to supply almost any kind of entertainment. However, the most important of his duties would be to develop new kinds of entertainment. Heretofore broadcasting has taken much from the legitimate stage and the vaudeville theater. If it is to be a permanent success, it must have its own technique, its own methods of presentation, and its own forms of entertainment. The talent director would supply announcers, musicians, actors and actresses and any others who might be needed in the proper presentation of a program.

The program, continuity, and research department would handle every word that was spoken over the microphone. It would be prepared to write sketches and shape programs. It would have an adequate understanding of the psychology of radio entertainment.

The business analysis department would work closely with the continuity, research, and sales department. The head of the department would be prepared to give an accurate survey of the kind of people that the client wanted to reach. He would, first of all, make an analysis of the client's business and its products. He would ascertain the average income of the persons who bought these products. He would determine their status in society and would present concrete data as to the kind of entertainment most likely to appeal to them.

The sales department would

employ men who understood broadcasting and who could therefore answer questions intelligently about broadcasting.

The publicity department would cooperate with all of the other departments, in properly publicizing not the client or his products, but the programs. In addition, this mythical agency or the mythical radio department of an agency, would actually maintain its own studios. The programs would be presented in these studios and transferred by wire to the broadcasting stations or chains.

Thus the individual stations or chains would merely act as a transmitting agency for programs prepared in the studios of the advertising agencies. Both individual stations and chains would have the right of censorship to eliminate material that was objectionable or contrary to law.

Similarity Among Programs

Today, we hear program after program presented over the larger chains, and many of these programs are almost exact duplicates of one another. No real attempt is made to strive for originality of presentation or material. Many programs are made up merely of an orchestra, a quartette or trio, and several soloists. Insofar as real creative effort is concerned, I can take a couple hundred phonograph records, make a selection from them, and present a half hour program that is as good or better than many of the programs we hear broadcast at the present time. I can even use the same artists that appear in person in the various studios. That is not what radio was intended for. Regardless of what is said, people in the future will demand

W Serving the Heart I of the Mid-West--- B W

WTBW is the favorite station of rural Kansas. This prosperous territory is waiting the story of your product.

The Capper Publications TOPEKA, KANSAS

W J A C

Johnstown - Penna.

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

Owned and Operated by
Johnstown Automobile Co.
Write for Rate Card

K W C R

Cedar Rapids, Iowa

A popular station in a populous area

—programs with a "punch"; clear reception; over 1,600,000 population—rural and urban; 101,000 radio sets; one of the wealthiest broadcast areas in U. S.; gratified advertisers. Include this resultful station in your schedules.

**CEDAR RAPIDS
BROADCASTING CORPORATION**
Cedar Rapids, Iowa

The Oldest Broadcasting Station
in the Northwest—

W D A Y

Fargo, N. Dak.

solicits an opportunity to prove that we can get results for you as we have done for hundreds of clients.

real music from real artists, and not "canned" music. Today they accept many of the "canned" programs merely because of the fact that many of these are much better than programs presented by stations with real artists. That, however, will all be changed.

The larger and more progressive stations and chains, as well as the agencies themselves, will develop their own music and talent, and their own methods of presentation. I can foresee the time when you will be able to hear the works of one composer only over one station or one chain. You will never hear it on phonograph records or other forms of mechanical reproduction until the station that produced it is through with it.

In conclusion, I would like to point out one program that coincides with my idea of what should and can be done. I refer to the

"Real Folks" program presented by the Chesebrough Manufacturing Company. This is a rural comedy sketch that is an original creation. It stands on its own feet as a most entertaining radio feature. It has attracted and held the interest and attention of hundreds of thousands of people. It brings in the names of the products of the Chesebrough Manufacturing Company and in a way, incidently, that does not detract from the entertainment value of the program. In other words, the names of these products do not interrupt the trend of thought that comes from the dialogue. Thus, indirectly it stamps home in a concrete way the name of the product of its sponsors. In praising this program may I say that I have no direct or indirect connection with the chain that presents it, the man or men who produce it, or the company that sponsors it.

It seems to me high time that many advertising agencies should bestir themselves and put themselves in a position to adequately serve their clients in a field about which many of them have very little real information.

The fact that a man has made a striking success in visual advertising is certainly no guarantee that he has any conception of how to make an audible presentation.

"CHECKING COPIES" BY DICTAPHONE

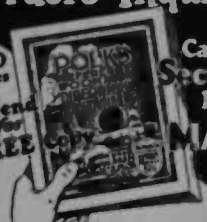
(Continued from Page 13)

and even this can be eliminated by the use of two machines in relay formation. If our new automatic dictaphone, Telecord, is utilized no trouble at all enters into the recording.

Orders - Inquiries

60
pages

Send
for
FREE



**Can be
Secured
by
MAIL**

**POLK'S REFERENCE BOOK
and Mailing List Catalog**

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book you will find the number of your prospective customers listed.
Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy
R. L. POLK & CO., Detroit, Mich.
Largest City Directory Publishers in the World
Mailing List Compilers—Business Statisticians
Producers of Direct Mail Advertising