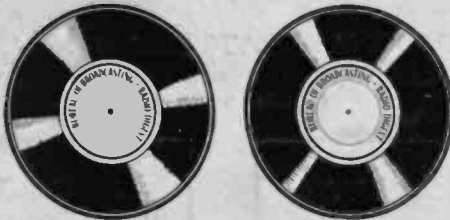


OCT 1929

Broadcast Advertising

An Independent Magazine Devoted to Advertising by Radio. Published at 440 South Dearborn St., Chicago.



Records vs Discs

ADVERTISERS are using 16" discs because of the unusual broadcasting qualities and economical features—an audition on request.

We Handle Everything in Broadcasting

Seven years of personal contacts with broadcasting in a national way. Complete and authoritative information about Radio Stations, Programs, Personnel, etc. Experienced continuity writers, radio merchandisers and advertisers.

Only Company Equipped for Discs

THE NATIONAL BROADCAST AUTHORITY
BUREAU OF BROADCASTING,
RADIO DIGEST

E. C. RAYNER, President
510 N. Dearborn Street, Chicago

Chicago:
A. T. Sears & Son
122 South Michigan Avenue
Harrison 3077-3078



New York:
Ingraham & Walker
33 West 42nd Street
Lackawanna 2091-2092

October, 1929

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 2.

OCTOBER, 1929

Number 1

Broadcasting a Perfume

*Methods Pursued in Bourjois'
"Evening in Paris" Campaign*

By Harrison J. Cowan

President, Cowan & Pringle, Inc., Advertising

WHEN the first Bourjois' "Evening in Paris" program was produced on June 15th, 1928, over WEAJ and the Red Network of the National Broadcasting Co., Inc., there undoubtedly existed considerable skepticism on the part of French perfume houses in general as to the wisdom of Bourjois' experiment. There was a real question as to whether or not radio broadcasting could be used as an advertising medium for emotional merchandise such as perfume. Bourjois believed, without any evidence to support the belief, that a radio program with its music and talk could create an atmosphere of fashion and luxury and of Paris itself, that would add tremendous effectiveness to announcements concerning specific Bourjois merchandise.

The success of radio broadcasting as an advertising medium for French perfumes has been decided definitely as far as Bourjois is concerned, and following in the

footsteps of Bourjois two other perfume houses have recently contracted for broadcasting periods.

The Program Plan

Each of the "Evening in Paris" programs is a radio impression of a Parisian night club, cabaret, theater, restaurant, or dance hall. No music is introduced except music which would be naturally heard at the place being visited. The singing cast is composed of two female and two male voices. Believing the atmosphere would be enhanced, the usual announcements between musical numbers were eliminated, and for these there was substituted conversation among the four artists on the program. Four definite radio characters were created, named Peaches and Manon and Jacques and Bill. Manon and Jacques were depicted as a French couple, brother and sister; and Peaches and Bill from the U. S. A., also brother and sister. Jacques is the

French boulevardier who knows his Paris and who is the general source of information for everything about Paris. This role is taken by Ludovic Huot, tenor, a native Frenchman. Peaches is somewhat of the American flapper type. This is portrayed by Irma deBaun, well known colorature soprano. Manon is a quiet, well bred French girl. This role is played by Delphine March, an American-born French girl, and a well known contralto. Bill, a typical good fellow, is played by Taylor Buckley, a baritone of considerable radio and stage experience, who happens to be exactly the type needed for the part without the necessity for acting.

In the program plan there is no thought of creating a dramatic situation, although every attempt is made to keep the dialogue light and witty. Nor have the programs any educational slant. While many interesting facts are stated concerning Paris and Parisian

life, this information is told in such an informal manner as to eliminate from anyone's mind the thought that it is a travel program. Every effort is made, however, to create a genuine Parisian atmosphere. French songs and French expressions are injected into each program as much as is consistent with the knowledge that comparatively few of the listeners understand the French language.

In keeping with the general idea to build a working organization for the series of programs, an orchestra was assembled that was capable of playing rhythm or dance selections as well as concert music. It ranges from fourteen to twenty-five men depending upon the character of the broadcast, and is under the direction of a musician of great experience, Max Smolen.

Merchandising the Program to the Trade

The dealers were advised of the



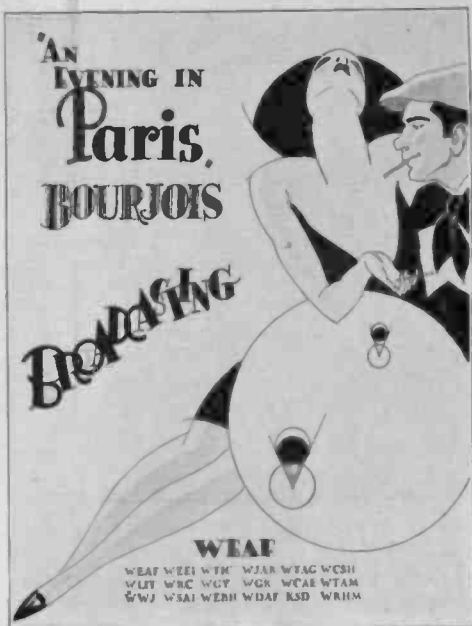
The "Evening in Paris" Group During An Actual Broadcast

program through a series of mailings including the following: A letter, multigraphed, filled in, and signed in facsimile by the president of Bourjois, Inc., was sent to the principal jobbers announcing the program and announcing the mail work to the trade. A similar letter was sent to these jobbers by the National Broadcasting Company.

To a mailing list consisting of all the active dealers, there was first sent a broadside of rather elaborate type, and secondly, an enlarged imitation telegram.

The jobbers were also furnished with a four-page envelope insert for use in their correspondence with the dealers, telling of the Bourjois broadcasting, and listing the stations, and sheets were furnished to the jobbers for insertion in the jobbers' salesmen's catalogues.

The dealers were offered four window and counter cards illustrated with suggestive scenes from Paris which were to be sent on request. Quite a considerable number of dealers sent for this material. Also sent on request was a window card so arranged that the actual program for each week could be inserted into it. To those dealers who received this large window card, inserts were sent out for a period of eight weeks covering the different program changes. These cards giving the program changes, were in turn enclosed in a four-page



One of the Several Artistic Colored Display Cards

circular called "Bourjois' Radio Bulletin."

Dealers were also furnished with a quantity of small eight-page booklets for counter distribution, telling of the program, giving the list of stations and an outline of the two first programs in the series.

The program was also announced in an insert in color in Drug Topics Magazine, and a full page in Toilet Requisites.

A single advertisement was run in the daily papers to tell the consumer of the opening of the program.

Sheets were furnished to the salesmen for insertion in their regular advertising portfolios so that the salesmen would be in a



A Bourjois Window Display

position to tell the story of the broadcasting in connection with their regular calls.

Early Results

The most important accomplishment of the first ten weeks of broadcasting was to establish in the mind of the consumer the name "Bourjois" as that of one of the foremost perfume houses of France. This was a real accomplishment inasmuch as the Bourjois products, Manon Lescaut, Peaches, and Peaches and Cream, and Java face powders, while well known individually, had not been definitely related to each other or to the name "Bourjois." This name incidentally, was seldom correctly pronounced by American consumers. From hearing it weekly over the radio there was a noticeable improvement in this direction, and thousands of consumers learned to pronounce this name correctly, to wit: "Bourj-Wa."

Introducing the "Evening in Paris" Line

In the eight weeks preceding Oct. 5th, the way was paved in the program by the interjection of considerable perfume atmosphere for the announcement on that date of "Evening in Paris" perfume. This name had already been well established with the radio listeners and had definitely been related to the name "Bourjois." The new merchandise, according to previous plan, was definitely related to the "Evening in Paris" name in every possible way. For the first time in the history of perfumes, a blue bottle of a deep turquoise blue was used for perfume. A triangular silver label was applied, and the outer wrappers or cartons, repeating the color scheme of blue and silver, carried little fligreed scenes of Paris,—an Apache, the post-card seller of the Cafe de la Paix, the Vendome Column, an artist

and model, an old-fashioned Parisian Renault taxicab, etc.

With the way paved for the introduction of "Evening in Paris" perfume by sixteen weeks of broadcasting, the announcement of the new perfume was made to

the radio listeners in these words:

"A young man stood on the highest point of the Butte Montmartre in Paris at sunset. And as evening came, he saw the blue vault of the heavens descend like a curtain, taking from view the orange and reds and yellows of the reflected sun. And

(Continued on Page 30)

BOURJOIS RADIO BULLETIN

[WITH NEW PROGRAM CARD FOR LARGE STAND-UP]

New York City, July 13, 1928

Introducing the Bourjois Stars!

We take pleasure in presenting to you Manon, Jacques, Peaches and Bill—the stars of "An Evening in Paris".



Manon

Estelle Trebert is *Manon*, the charming hostess of the Bourjois tours to the high spots of Paris. Her full, rich contralto adapts itself remarkably to the exotic rôle she portrays. *Jacques*, her companion on these tours, is played by Oliver Smith. The sympa-

thetic quality of his tenor voice and his well-nigh faultless French diction make him an excellent choice for this part. Irma de Baun, a coloratura soprano, is *Peaches*. Although very young, she has already established herself as a favorite artist with



Jacques

Oliver Smith



Peaches

the great music-loving public. And last but not least there's *Bill*, the gay, carefree brother of *Peaches*. This rôle is filled by Taylor Buckley, a baritone with many years of experience in vaudeville. Every Friday evening, at 9 P. M. Eastern Daylight Saving

Time, this quartet of travelers brings a new bit of Paris into the homes of over 20,000,000 radio listeners. Make the Bourjois weekly broadcasts build bigger and better Bourjois business for you. Start today! Hitch your store to the Bourjois stars!



Bill

Taylor Buckley

Cover of One of the Four-Page Bulletins

The "Why" and the "How" of Radio Broadcasting

An Advertising Agency Executive Analyzes Audible Sales Publicity

By Robert Morton

Director, Radio Department, Vanderhoof & Company

IF A MANUFACTURER of women's hosiery were to call up on the telephone from 1,000,000 to 10,000,000 well-to-do women three times every week and, in well-chosen words, give them his sales message, the results, measured in dollars and cents, would be astounding.

But, of course, that would be impracticable. In the first place the telephone charges alone, for calling 1,000,000 women only once, would aggregate \$30,000. Another \$40,000 would be required to pay the wages of the people to do the telephoning. To telephone 1,000,000 women three times a week, therefore, for a period of, say, forty weeks would cost \$8,400,000.

However, the manufacturer would come mighty close to selling 15,000,000 pairs of hose as a direct result of that sales publicity campaign!

Numerous manufacturers and others in times past have used the telephone as a medium of obtaining sales publicity—and all have demonstrated the fact that one spoken word is worth a thousand printed words.

A large investment banking house of Chicago at one time sold a \$5,000,000 bond issue in a single fortnight simply by using the telephone.

Also, many fabricators and distributors of various products of

industry have used the "personal call" method of obtaining sales publicity. And almost always with satisfactory results.

Supplants Personal Calls

One large coffee roaster engaged a small army of female "demonstrators" who rang doorbells in scores of thousands of homes. It was a quite obscure institution previous to the launching of the doorbell-ringing campaign. Today that concern is the second largest packer of coffee in the United States.

While the expense of that system was even greater—and more hazardous for obvious reasons—than would be the telephone system, it paid such enormous dividends that today that coffee house is rated AAA1, as against a rating of \$100,000, with a limit decretit, before the campaign started.

But today it is unnecessary to use either the telephone or the house-to-house method. One may substitute the radio for the telephone or the doorbell-ringer. One may employ a master salesman who can speak directly to several million women at one time, and, instead of merely making a short sales talk, may call attention to the product two or three times, succinctly, in subtle and pleasing fashion, and convincingly—at a time when the minds of his auditors are as impressionable as soft wax.

No estimate of the result can be mathematically computed.

The advertising manager for one of the largest advertisers in the Middle West said to the president of Vanderhoof & Company a few days ago that his people expected the time to come soon when the most of their enormous advertising appropriation could be spent for radio broadcasts. This because they realize that the radio is a perfect substitute for the telephone — and really is capable of being used to do a better job of selling.

So much for the "why" of radio.

But, albeit the "why" of radio is obvious, it does not follow that every radio advertiser knows the "how." That is "something else again," as Abie might put it. Radio is a thing quite apart from every other known system of sales propaganda. A man may be the best sales engineer extant; he may be without a peer as a producer of visual advertising and still be what theatrical folk would call a "flop" as a radio merchandiser.

Just as numerous grand opera stars have proven to be miserable disappointments as radio artists, so very exceptional advertising experts have been rank failures as the designers and writers of radio programs.

There is, as so aptly expressed by B. K. Pratt, of WENR, Chicago, a vast difference between the words "visual" and "audible." And, as Mr. Pratt has said, "the great majority of those who have experimented with radio sales

publicity had little or no conception of what they were doing."

To conceive of a "catch-phrase" such as "milk-fed chickens" for instance—and then dress up a display advertisement with an intriguing border and fancy type faces—is one thing; the science of entertainment is another.

That is what radio is—entertainment.

There is only one way to prepare for a successful career as a radio advertising expert, and that is by way of the theater—as playwright, producer, stage director or dramatic artist. Preferably all four. (And of course

BROADCASTING has been compared with every advertising medium, but this is perhaps the first time in print that its similarity to telephone salesmanship has been pointed out.

with actual radio broadcasting experience.)

What other way is there to learn the intricate science of entertainment? How else may one know what will entertain a given audience?

Most advertisers refer all of their sales publicity problems to their advertising agencies. Therefore when the subject of radio is presented, naturally—but quite erroneously—they refer the proposition to their advertising agency.

By the same token, why not go to a professor of French when you want to study calculus? Both the professor of French and the professor of mathematics are teachers.

The average advertising agency knows its business thoroughly when it comes to visual advertising. It knows the science of mer-

(Continued on Page 28)

THE following article is published in keeping with the policy of this magazine to present both sides of a question so that through discussion the ultimate truth can be determined. Many readers will agree with Mr. Price; others will disagree. In the November issue Mr. B. K. Pratt of WENR will reply to Mr. Price's article, touching upon the points brought out from the angle of the broadcast stations.

Now Let's Razz Radio a Bit

By George Logan Price

Copy Chief, The Mayers Co., Inc., Los Angeles

IT HAS become the fashion in stories about radio advertising to razz the advertiser and the advertician. We have been told with remarkable unanimity that radio advertising is so different from any other type of advertising that any ordinary advertising man must approach it, if at all, with fear and trembling. We have been told this by agency men, and also by radio men, until most of us, I am sure, are duly impressed with the awesomeness, if not the awfulness, of radio advertising.

But I wonder, sometimes, if radio advertising itself—the medium, the method of presentation, even the character of the station personnel is not also due for a little good-natured razzing. Is the lack of intelligence and understanding all on one side, or is there a certain amount of mutual-ity involved?

We have heard so much about what advertisers and adverticians must not do, that I wonder if some things the radiotician should do might not be timely.

For instance, I would like to see radio stations organize a

school for adolescent announcers and teach them a few of the fundamentals about the use of the human voice which most of us oldsters absorbed along with selections from McGuffey's reader.

One great advantage that radio has over the printed page is that the human voice if used with reasonable intelligence can be made far more expressive than any font of type. Too few radio stations are taking full advantage of this fact. Announcers either declaim, or disclaim. Their boredom is equalled only by that of their audience.

I wonder if program announcers and talent generally have not yet to learn the lesson that commercial artists learned long ago that artistic temperament is all right in its place, but that it is not always a commercial asset.

There remain too many things in radio programming that cannot be done, because they haven't been done, or they do not chance to be in the repertoire of a particular artist, or in the library of a particular station.

Radio has demanded that advertisers remold their require-

ments to meet radio standards, or preferences, or precedents. What about radio unbending, meeting its cash customers half-way, and doing a bit of remolding on its own hook?

When an advertiser takes great pains to explain to the radio staff what he is attempting to accomplish; when he pictures, as clearly as words can, the impression he wishes to create with his radio program, and the atmosphere with which he desires to surround this program, he should have a right to expect a reasonable amount of understanding and sympathetic co-operation.

Everything that is said, or done, or played during the half-hour, or hour, when this advertiser is on the air reacts or reflects upon his product or his institution. Even the tone of voice, or especially the tone, in which his announcements are read has a very definite reaction.

The public takes seriously an advertiser's sponsorship. The public holds the advertiser responsible for his program, the talent, the selections, the entire plan of presentation.

Since this is true, is the advertiser entirely wrong in desiring to have some hand in shaping up this program... in feeling that he should be permitted to exercise a certain degree of direction and supervision?

When a magazine sells a cus-



G. L. Price

tomers a page it permits the customer, with reasonable and well understood restrictions, to use that page as he believes will best benefit his business. The advertiser selects his own copy, his own art; determines the atmosphere and the color with which he shall surround his message.

Let us admit that the advertiser does not know a great deal about magazine publishing, and that he should not, and, of course, does not, undertake to edit the magazine he uses. But, so far as his own particular part of that magazine is concerned he is editor, art director, lay-out chief.

Radio cannot permit its advertisers to go quite that far, it is true, for radio time is editorial content as well as advertising space, and it must be controlled by the station with a view to rounding out an evening's entertainment that will be acceptable to a large and varied audience.

But, with mutual recognition of these limitations and requirements, could there not, and should there not, be closer co-operation between the advertiser and the station, on the one hand to fit the advertiser's program more smoothly into the station's balanced entertainment schedule, and on the other hand to adapt the station's facilities more nicely to the effective presentation of

(Continued on Page 11)

The Trend in Broadcasting

*Talkies Paving Way for the
Numerous Recorded Programs*

By W. W. Smith

Manager, Public Relations, Firestone Tire & Rubber Company

BIGGER and more powerful stations and more concentration of high class talent will be part of the development of commercial broadcasting in the next two years. Not that that will be the only development, for there will be others. For instance, there will be many small stations with programs sponsored by nationally known concerns. These small low-powered stations will use recorded programs released on a schedule taking into consideration the differences in time and climate as well as the habits of the people.

Probably the ultimate development will be a happy medium between the two, but in all events it looks toward better programs for all listeners, which is the main point of interest anyway. Of course, there is some objection to recorded programs, but they are better by far than most of the home talent foisted on the unsuspecting listener by small stations now.

The personal appearance angle of broadcasting in favor of chain programs is one which cannot be minimized, but the talking movie

is fast educating the public to an appreciation of "canned" audible as well as visible entertainment. Television from films will find a ready acceptance. This may not reach us within the period referred to above, but it is not far away. The talkies are already angling for the stars of the air and it is to be assumed that they will put them back on the air again when the time is right.

Portable low wave sets sending into a nearby station for rebroadcast over a chain will give us current eyewitness events. Certain hours will be given over to such reports, which will supplant the now prevalent custom of reading reports of things that have transpired sometime before. There

will be a distinct thrill to sitting in on the landing of survivors of sea tragedies, being present while they carry people from burning buildings, we may even satisfy the apparently universal craving for gruesome details by following the coroner around while he inspects the body.

All of these things will be done and many more beyond our limited power to



W. W. Smith

imagine, and contrary to the fear of certain interests, they will not impair the circulation of newspapers and other periodicals nor cause the cinema to close its doors.

Many critics state that there are too many musical programs on the air. In any new industry leaders are particularly susceptible to stampede. There is every indication that we may expect to see an over abundance of dramatic efforts (so called), skits, playlets, monologues and the like, on the air this winter. A few will be good, many will be mediocre, a few will be terrible.

All program sponsors in the past have not been satisfied with the returns, but most of them are on the air once more or contemplating an early return, conscious of the errors which clouded the previous series.

NOW LETS RAZZ RADIO A BIT

(Continued from Page 9)

the advertiser's message?

We like radio, like radio men, honor them for their achievements. But let radio be not too smugly self-satisfied, not too prone to attribute every flaw in radio advertising to the demerit of the advertiser.

Let us agree that each knows something about his particular business that the other does not, and let each use that specialized knowledge to help, rather than hinder.

Suggests Revision of Rate Cards

DAN B. MINER COMPANY

Los Angeles, Calif.

October 2, 1929.

Editor of Broadcast Advertising:

We believe your magazine could do much toward helping straighten out a confusing situation in the radio broadcasting field, that is, a lack of uniformity on length of announcements. We have just completed a

rather extensive announcement campaign for one of our clients and found the unit of sale was anywhere from 35 to 175 words, in various stations throughout the country. We believe that it would be a great help to agencies, their clients, and to the stations themselves if the stations would adopt a uniform sales unit, say with a minimum of 50 words, probably units of 50 words, 100 words, 200 words, etc. We would like to have your ideas on this and to have it brought to the attention of your readers for comment.

In the meantime we are enjoying your magazine and hope that it continues its present high standard.

I. MOSES.

NBC Announces a Farm Network

WITH the dedication of its new farm network on September 30, the National Broadcasting Company has made available to advertisers a radio network which, it is said, covers the great agricultural section in the Mississippi Valley. In this section are found over half of the country's farm-owned radio sets and almost three-fourths of the farm wealth of the nation.

The basic farm network associated with the NBC consists of eight stations in the upper valley, to which may be added supplementary groups covering the southwest, southeast, and mountain regions—a total of twenty-three stations broadcasting programs of farmer interest from 6 a. m. until 6 p. m.

WLS, owned and operated by Prairie Farmer, in Chicago, will be the key station of the new network. Other stations in the basic network are KSTP, St. Paul—Minneapolis; WEBC, Duluth; WOW, Omaha; WHO, Des Moines; WDAF, Kansas City; KWK, St. Louis; WTMJ, Milwaukee.

"Broadcast Advertising" Will Be Enlarged

SUFFICIENT advertising has been secured to justify a substantial increase in the size of *Broadcast Advertising* beginning with the November issue. This number will contain a write-up of the meeting of the National Association of Broadcasters, together with the addresses and discussions relative to broadcast advertising.

Several excellent articles on spot advertising scheduled to appear in the current issue were received too late for publication. These will appear in future issues.

Occasional misdirection of mail matter prompts the publishers to remark that *Broadcast Advertising* is an independent magazine, not affiliated with any sales organization, radio station, or chain.

Selling Securities by Use of Radio Advertising

*Requests for Budget Book
Provide Leads for Sales*

By Frank Libby Blanchard*

Director of Advertising and Publicity,
Henry L. Doherty & Co., and City Service Co.

“**T**HE proof of the pudding is the eating thereof,” is a very old proverb, but it is just as true today as when written many years ago. The value of radio advertising can be determined by actual experience with it. One advertiser may find its use profitable, while another is disappointed with the meagerness of the benefits derived from it.

The first experience of our company with it, covering a three months' period, was not satisfactory but the following year we gave radio broadcasting another trial. From a study of this new medium we were convinced that it was unwise to go on the air with anything less than a first class attraction. People quickly tire of slapstick comedy or jazz orchestras. It was advisable for us to present a first class program or not go on the air at all.

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



Frank L. Blanchard

This is why we engaged the Goldman Band, one of the three best bands in the United States, as our second entertainment feature.

The concerts, given for one hour every Friday night over WEAJ of the National Broadcasting Company, with its hookup of 17 stations, quickly won popular approval as was indicated by the thousands of let-

ters we received from listeners-in from all parts of the country.

Minimum of Advertising

The amount of advertising, interspersed with musical selections, was confined to three one and one-half minute statements about the Cities Service Company and its various activities. Some of them told about the organization itself, the character of its subsidiaries, the variety and excellencies of the oil products, and its position as compared with other holding companies, etc.

Radio audiences become impatient and switch off if too much advertising accompanies a pro-

gram. To say the right thing at the right time and in the right way should be the object of every advertising broadcaster.

When the Goldman Band concerts came to an end, because of the opening of the band's summer season engagements in New York public parks, the present Cities Service Orchestra and Cavaliers' Male Quartette took its place and for the past two years have presented attractive programs for the delight of hundreds of thousands, if not millions, of people every week.

In order to secure the names of persons who might become interested in our securities, at the close of each concert we offer to send a family budget book to any person who writes for it. The message accompanying the offer dwells upon the desirability of

laying aside, out of earnings or income, each week or month, a fixed amount to provide an income for old age, or a fund with which to send a son or daughter to college when they grow up, or to accumulate money for the erection of a home later on. Nearly 200,000 of these booklets had been distributed in response to requests up to May 1, 1929.

Type of People Responding

It is easy to see that people who sent for a budget book are what might be called a hand-picked class. No one will take the trouble to write for it unless he is thinking about saving money. Perhaps they are thrifty and have already a nest egg in the savings bank but have an idea that if they budget their expenses they will save more. People who have accumulated a few hundred or thousand dollars are good prospects for our securities salesmen. They may not be in a position to buy when called upon, but the salesmen are usually able to arouse in them such an interest in the Cities Service Company, through booklets describing the company's activities in the public utility, gas and oil fields, that when they are ready to make an investment the name of our company will be called to mind as one in which they would like to become a partner.

Happy-go-lucky people who spend every cent they make and take no heed of the future are not apt to send for a budget booklet. They might write for a sample of face powder, or perfume, or a new breakfast food which, of course, would be gratifying to manufacturers of those products, but they would be poor prospects for a company marketing securities.

(Continued on Page 26)



Everything...everybody ready...

Let's go...with
KOOLMOTOR
the original green gas

THE car is not broken down... hasn't parked.
The family ready... the car is waiting... everything
is to go.

The open road... open country... winding streams...
hobby you sit in a day, check full of money and pleasure.

Every minute... fill up with Koolumotor, the original
green gas... highest and anti-knock... how long it
lasts... what power... what performance... It kills
dross talk... over the road... save a knock...
save a quarter... just enough fuel, open-free driving.

Some spots... Koolumotor anti-oxidant... Koolumotor anti-
foam... Koolumotor forever!

In Motor and usually you see other Koolumotor Gasoline
and Koolumotor Oil... the perfect Pennsylvania motor oil...
at every convenience located Cities Service stations. Don't
forget the new morning ritual... show you high-quality product
will give you. Stay in today. You'll like the service, too!



CITIES SERVICE OIL COMPANY (Ohio)
A DIVISION OF
CITIES SERVICE COMPANY

KOOLMOTOR

the original green gas... because of volatility and resistance
A CITIES SERVICE OIL PRODUCT

Specimen of Newspaper Copy

Company Tries Radio—Now Spends \$40,000 a Month

Carefully Prepared Continuities Reflect Large Increase in Sales

By E. E. Voynow

THE inside story of the Raladam Company's use of radio reads like fiction, but the proven facts warrant the attention of every sales and advertising executive.

It was with considerable trepidation and caution that the officials of this company yielded to their advertising agent's solicitation for a "trial of the radio" back about a year ago.

Two medium sized markets were selected for testing, and one radio station in each of these was authorized to broadcast. At first, two short periods per week only were used—and those in morning time.

For three months thereafter, the sales curve in these cities were contrasted with that of the country as a whole—and with the records of the previous year. The response was immediate and continuous.

After three full months of this testing on such a minor scale—just several hundred dollars a week—a somewhat skeptical management agreed that an extension of the idea was in order. Fifteen more stations were added.

Three months later, another twenty stations were put on and the broadcasting of Marmola programs began to be heard in every section of the country.

Still another three months, and results were far beyond doubt.

At the end of July, business fig-

ures for that month as against the previous July removed the last vestige of skepticism.

Now Spending \$40,000 a Month

With an appropriation of \$6,000 in radio for 1929 as against \$28,000 in newspapers and magazines in 1928—the sales of Marmola were 10 per cent greater in this country.

The facts seem almost too good to be true. An increase of 10 per cent resulting from a decrease of advertising amounting to 75 per cent—on an article where 100 per cent of all sales effort is its advertising. But there was no doubting the figures extending continuously over nine months of cautious and accurate testing.

An appropriation of over \$40,000 a month for radio this fall was immediately voted. An elaborate new set of recorded programs—with almost as much musical talent as a Broadway show—was immediately put into work, and contracts given to numbers of new stations.

The new Marmola programs recorded a fifteen piece symphony-jazz orchestra under the direction of Dell Lampe, and feature a long list of solo, vocal and instrumental stars.

The purely advertising talks in each program are restricted to a total of one minute and forty-five seconds, interspersed throughout the three records comprising the

(Continued on Page 27)

All's Set for Meeting of Broadcasters

Latest Developments Will Be Aired by Executives

PRELIMINARY reservations indicate that the annual meeting of the National Association of Broadcasters to be held at French Lick, Indiana, November 3-6 will constitute the largest gathering of radio station executives ever assembled. In addition, numerous representatives of advertising agencies and broadcast advertisers have signified their intention of attending the convention.

Inasmuch as no business can prosper nor long endure unless everyone concerned receives his full measure of value, the problems to be discussed will affect not only the broadcast stations but also the advertisers, the general public, and indirectly the manufacturers of receiving sets. The welfare of all is intertwined.

A number of speakers, prominent in radio as well as in advertising circles, have been asked to address the gathering. Open discussions of all questions pertaining to broadcast advertising will follow the addresses.

Of special interest to station executives will be the reports of the various committees on commercial broadcasting, legislation, ethics, membership, depreciation, education, contacts, and nominations. Walter Damm, WTMJ, will discuss a standard accounting method for broadcast stations, and a talk will be given on musical copyrights.

The banquet will be held Tuesday, November 5.

The annual business meeting, re-

ports of committees president's report, election of officers, reports of the managing director, and field representative, and the meeting of the board of directors will take place Wednesday, November 6.

The officers of the association are: president, Wm. S. Hedges, WMAQ; first vice-president, Joseph B. Groce, WEEI; treasurer, Alfred J. McCosker, WOR; second vice-president, J. W. Laughlin, KPO. The directors are: C. R. Clements, WSM; H. A. Bellows, WCCO; Dr. Leon Levy, WCAU; Edwin M. Spence, WPG; Wm. H. Heinz, WHO; Earle C. Anthony, KFI; Paul B. Klugh, WJAZ; Geo. F. McClelland, WEAJ; Dr. F. W. Elliott, WOC; Lambdin Kay, WSB; Powell Crosby, Jr., WLW; O. D. Fisher, KOMO; J. G. Cummings, WOAI; Harold J. Wrape, KMOX; Edgar S. Bill, WLS. Executive personnel: managing director, L. S. Baker; manager of field service, Paul W. Morency; in charge of service bureau, Adelaide L. Finch.

The Harry Alter Company, Chicago, Ill. (Max Gelsler, Advertising Manager). — "The information contained in your publication, 'Broadcast Advertising,' is of great interest to us and a new issue received in this office is eagerly read by a number of men in our organization. It not only is interesting reading but has a way of bringing vital facts to anyone who uses broadcasting as an advertising medium.

"We want to congratulate you on the effective way of collecting your editorial matter."

Radio Broadcasting—An Aid to Distribution

*Pacific Coast Companies
Using Radio Consistently*

By Don E. Gilman*

THE use of broadcasting as an aid to distribution is a subject which may be discussed with some intelligence today because broadcasting as a major advertising medium is now an important factor in the plans of many American manufacturers. One only need point to such successes as Ipana Tooth Paste, Clicquot Club Ginger Ale, Firestone Tires, Lucky Strike Cigarettes, etc., to demonstrate this. In every meeting and convention I have attended where production, distribution, sales and advertising were discussed, two problems have been uppermost in the discussions. These I believe are the major problems in industry—production and distribution.

The producer of commodities of common usage has met the problem of production to his satisfaction. In fact he has mastered

*An address delivered before the District Convention of Pacific Coast Advertising Clubs' Association. Reprinted from one of a series of "Little Books on Broadcasting," published by the National Broadcasting Company, Inc., New York.



Don E. Gilman

this problem to such an extent that production now exceeds demand in most lines of industry. The average manufacturer, as well as the manufacturer introducing a new product, is confronted with a more serious problem and one in which the essential elements are not so easily deter-

minable; i. e., the problem of distribution.

The Reason Why

It is not difficult to find a reason for this condition; production may be planned from the standpoint of controlled factors. Raw material is available in known quantities from certain points of origin and at established market prices. The labor supply is a controlled factor as

to ability, availability and cost. Machine production may also be carefully estimated and planned so that the cost of a finished product, the quantity producible under certain conditions, the prices at point of delivery determinable. The distribution agencies, such as distributors, brokers, retailers, are known, but the market is always a doubtful factor.

PICK MEN WHO KNOW HOW



Both in printed and in broadcast advertisements, the chief element of success or failure is admittedly "copy"—or *continuity*.

Repeatedly we have seen the change of a single heading double and quadruple the returns from the same ad—and that difference means success instead of failure.

With the control so delicate—with skill so essential—with ability at such a premium—the right man to write the right copy, is an absolute requirement. The number of such men is painfully small. To develop such a man is the aspiration of all agencies—and the hidden despair of many.

We have a group of men in this organization with unique records of outstanding advertising successes on products sold by radio.

Leroy A. Kling	Claude C. Hopkins
Roy Quinlan	Andrew Coburn
Carl E. Widney	L. M. Williams
Arthur F. Marquette	John A. Bairnsfather
Jess H. Wilson	

The men who write the advertising and direct merchandising plans for many of the leading radio advertisers, including Northwestern Yeast, Marmola, Meadow Washing Machine Company, The Lesser Company, Coco Cod, et al.

KLING-GIBSON

COMPANY ▽ ADVERTISING

8 S. Michigan Ave., Chicago 230 Park Ave., New York

Our policy may be stated in a paragraph. We believe in giving advertising a job to do. The advertisements of our clients have a purpose. They are written to move merchandise. We can move your goods. Make us prove it.

The fact that a market is at hand and that the product is satisfactorily distributed is no assurance that it will be continued indefinitely where the competitive factors of style, price, season, competitive production, etc., prevent scientific planning such as characterizes production.

The manufacturer who must depend upon quantity production for price competition cannot go into quantity production without predetermining the possible market for what he produces. This requires time, market testing, salesmanship and advertising. Many products of possible national sale fail at the outset because of insufficient analysis of the distribution problem and lack of the keen perception necessary to plan the channels through which distribution may be effected. Advertising is not related to

production except as an after effect, but advertising, in my opinion, is one of the most important elements in the solution of the distribution problem.

Age of Rapid Transit

We are living in an age of rapid transit. Not only does rapid transit affect life but it affects the commodities which surround the average individual. National advertising has changed American life so that in the ordinary American home there are the same comforts and luxuries which are found only in the homes of the well-to-do in other countries. Through national advertising national distribution of products is obtained and through it distribution is assured and the value of a product guaranteed. There are so many instances of failure when national advertising has been abandoned in the competitive field that it is scarcely worth while enumerating any of them. As the product and production channels have changed so has national advertising changed during the past decade. Few producers today depend upon argument and salesmanship in advertising copy, but rather depend upon quick impression and association of ideas for their effectiveness.

An Aid to Distribution

My subject is "Broadcasting as an Aid to Distribution," and I am really considering this only from the angle of sectional and national distribution rather than local or retail distribution. As I stated before both the new producer entering a competitive market, and the older manufacturer trying to hold his market, are compelled to continue unremittingly their advertising plans. The immediate need of the new product and the constant need of an old one is re-

WE ARE

Sales representatives for leading radio stations. Up-to-the-minute complete information constantly on file for agencies and advertisers.

Complete facilities for recorded program production on long playing records.

Scott Howe Bowen, Inc.

274 MADISON AVE.
NEW YORK
N. Y. Phone
Ashland 7356

180 N. MICHIGAN AVE.
CHICAGO
Chicago Phone
State 5224

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

iteration to a large audience. In many commodities the problem is equally one of resale as well as one of first sale. This is true in all lines of merchandise. The old saw of the best advertisement being "A Satisfied Customer" is being disproven today by the modern approach and introduction of novelty. Too many competitive ideas are arguing greater satisfaction and greater pleasure against the item which may be satisfactory today.

Progress of Advertising

Advertising has progressed from the straight "reason why" copy to strong institutional and reminder appeals. Few competitive products today can present a "reason why" argument which cannot be repeated by equally good copy by a competitor. We have this situation in the West well illustrated in the various oil

companies, each of which draws its raw material from the same natural reservoirs, refines it under similar, or nearly similar conditions, and markets products which are so nearly alike that the buyer does not discriminate unless some other factor outside of the product itself sways his decision. Price, which frequently changes the entire economic structure of the distribution machines of these companies is economically unsound because price competition is destructive competition.

Analysis of Oil Industry

I believe a careful analysis of the sales of the oil producers of the Pacific Coast will reveal that those who are persistently presenting their name and product to the radio audience show the highest percentage of gain. Naturally, with an increasing number of automobiles in this district, there is increasing consumption and those who participate most in the increase are those who use the most intelligent and effective aids to their distribution process. Radio is a reminder. Through radio the picture of the retail distributor can be fixed in the consumer's mind. Identity of the station is emphasized by the circulation of certain aids to the motorist in the form of printed literature, maps, etc.

Broadcast advertising is auditory. It is most effective in repetition. It is not so effective for single-shot presentation, nor would I ever recommend it to an advertiser introducing an item or a service who wanted to get his message over in one or two attempts. I feel that the radio loses much of its value in a limited number of broadcasts. Interesting, entertaining, but non-

WIBW

MEMBER—
COLUMBIA CHAIN
2500 Watts—Daytime
1000 Watts — Night
1300 Kilocycles—
230.6 Meters

"The Favorite Station
of the Rural Midwest"

**The Capper—
Publications—
Topeka, Kansas**

"And He Didn't Know Why"

JONES was a station manager but somehow or other things weren't going just as they should. New accounts weren't coming to the station; fan mail was falling off.

Anyone can grasp the general plan of a business, but special knowledge is necessary to carry out the details. Jones had sufficient general experience to manage a broadcast station, but he lacked knowledge of the details.

Successful station managers need no second invitation to attend the Annual Meeting of the National Association of Broadcasters to be held at the French Lick Springs Hotel, French Lick, Indiana, November 3-6. But we want the "Joneses", too.

We invite them to learn more about Station Management, Handling of Salesmen, Program Building, Effectiveness of Recorded Programs—the niceties of information that have been accumulated by the leaders in the industry.

There will be addresses by leading Broadcast Advertisers, Agency Executives, Commercial Managers, and an Open Forum where each will contribute to the knowledge of all.

Attendance at this convention will pay for itself many times over through increased business during the year.

For Full Details Address

National Association of Broadcasters

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

sensational commercial broadcasts over a long period of time have invariably proved effective.

First Used Broadcasting

I have in mind the Associated Oil Company who, nearly two years ago, first used National Broadcasting Company Pacific Coast facilities for re-emphasis of its products. The purpose behind the broadcast was first, to stimulate travel; second, build community goodwill; and third, to build goodwill for Associated products. A series of programs was suggested for an advertising campaign in which all media were coordinated. The immediate reaction, while satisfactory, was not sensational, but the continued growth in the sale of the product, the continued interest in the radio program, and now the fact that the radio program has become the coordinating factor upon which all of the advertising plans are predicated, is proof of the soundness of the method. They rejected any plan which would be sensational and have adhered to a persistent grind, creating interest by quality and variety. A recent survey of their territory by the advertising manager of this company who called at many of their retail outlets in person, and upon all of their distributors revealed in answer to the question—"what is your opinion of our present advertising plan?"—that the radio program was the outstanding feature.

An Interesting Survey

A survey made by a Northwestern Power Company was directed to the stockholders of the company. One question asked of these stockholders was—"do you approve of broadcasting as part of the effort of this company?"—The returns on this questionnaire

revealed only one stockholder who said "no" and two others who did not answer. All the rest, representing many hundreds of stockholders, answered "yes."

A well-known Pacific Coast institution is the W. P. Fuller Company, manufacturers of high grade paints. This company has used the facilities of the National Broadcasting Company to interest the housewife in home decoration. Naturally this presented a problem in that the manufacturer did not wish to eliminate the painting contractor. The campaign which was decided upon was one which brought the painting contractor definitely into the picture. It also encouraged the repainting of household articles. After a year's trial radio has become the basic element in the whole campaign. As a result of radio this company distributed 15,000 new folders through 2,000 radio outlets. Interest in this distribution is secured with 2,000 special folders or booklets for the retailer and 4,000 for the painting contractor. The audible discussion of the use of paints has definitely increased the distribution and home interest in the W. P. Fuller Company product.

Another Prominent Example

The Johnston Ayers Company of San Francisco, a member of the Hamman Advertising Organization, Inc., representing their client, the Pacific States Electric Company, planned an advertising campaign to increase the number of electrical outlets in the home. The plan included the use of radio. Two characters in whom each family would see themselves formed the means of humorous situations resulting from not having the home efficiently equipped with electrical outlets. The broad-



HARRY C. MOIR
PRES. & GEN. MGR.
"THE MAN BEHIND THE HOTEL"



The New Morrison, when completed, will be the world's largest and tallest hotel—46 stories high with 3,450 rooms.

Chicago's **MORRISON HOTEL**

Corner Madison and Clark Streets

**Tallest Hotel in the World
46 Stories High**

Closest to Stores, Offices, Theatres
and Railroad Stations

1,950 Rooms --- \$2.50 Up

Every guest room in the Morrison is outside, with bath, running ice-water, bed-head reading lamp, telephone, and Servidor. All rooms are being radio equipped. A housekeeper is on duty on each floor. Garage service is thoroughly up-to-date.

TERRACE GARDEN

The Terrace Garden in the Morrison Hotel is Chicago's favorite dine-and-dance rendezvous. Vaudeville headliners are featured every evening.

Bind Your Copies of **Broadcast Advertising**

NUMEROUS calls by subscribers for back numbers of Broadcast Advertising indicate that copies are often lost or carried away.

As our supply of back numbers is nearly exhausted we suggest that subscribers order a binder from us in which to preserve the copies as they appear.

These attractive leatherette binders are specially made for the magazine and are suitable for binding twelve issues. They are supplied at cost so, to avoid bookkeeping, we request that cash accompany order.

The price, imprinted with gold lettering is \$1.50 each.

BROADCAST ADVERTISING

440 South Dearborn St., Chicago

cast program became the basis of the entire advertising campaign. The participation of power companies and others serving the public with electrical products was secured and as a result of three months' campaign sales were developed which far exceeded any in a similar period in the history of the company. It resulted in more direct contact between the public and distributor than any previous effort. Thus was obtained distribution of electrical products and incidentally electrical household appliances and the additional sale of electrical energy.

The Shell Company advertises thirty-six broadcast hours a week on the Pacific Coast. Radio broadcasting has become one of the important factors in an excellent advertising campaign. Their retail outlets report constant reference to their radio programs and their mail returns indicate many loyal purchasers of Shell products both for use in the home and for the automobile. The Shell Company reports that they have received directly an average of sixty letters a day.

Replies Lead to Sales

From one announcement over the air of the new bottled gas "Shellane," 410 letters of inquiry were received, the great majority of which led to actual sales.

The Majestic Electric Appliance Company of San Francisco used a series of programs, unannounced and unsupported by other mediums, for a short period before the last holiday season. The results were most gratifying. An excerpt from a letter written by the vice-president of this company states as follows:

"The combination of radio broadcasting, during December,

over Pacific Coast network, together with the proper use of newspapers in station cities proved very successful in accomplishing certain results of importance to our distributors and dealers. In our case, the December radio campaign using the Woman's Magazine of the Air, proved that both the NBC radio hookup and the morning program feature were very effective. Helen Webster's short talks as prepared in co-operation with our advertising agency were delightfully presented and undoubtedly persuaded many a woman to get a Majestic Waffle Iron for herself or for her friend for Christmas. One of our largest jobbers in California had exactly 12 Majestic irons left out of a stock of 300 before the Christmas campaign. Many dealers 'tied in' most effectively with our newspaper and radio campaign and sold themselves out of stock during the last week. Our leading dealer in the Bay Region had a lean stock of 7 Majestics the day after Christmas. Majestic jobbers and dealers in Southern California and in the Northwest were equally benefited by the use we made of the Woman's Magazine of the Air."

Retailers Are Alert

A new novelty on the pantry shelves is introduced by an auxiliary company of a well-known Pacific Coast food concern. This novelty is in the form of bottled dainties made from grapes. This product was introduced over the air, and almost immediately the retailers' shelves were emptied. In one city, where distribution had not been affected, an immediate and compelling demand forced action prior to the manufacturer's plans.

The retailer in some instances has not been slow to capitalize on the broadcast advertising for some of the products displayed on his shelves. Probably the most outstanding illustration of this is that of a retail grocer in an outlying section of Los Angeles. This grocer recognized the value of attracting customers to his store through radio, fitting up a section of the store with a radio set and thus making it convenient for his women customers to hear the broadcast of one of the NBC daily features—The Woman's Magazine of the Air. Each day he displayed the products which were discussed in that morning's program. Advance information was easily obtained through the usual program channels. His experience, as reported to us, was that after the broadcast a large part of his display was purchased and carried away by his customers. This was a most unique method of tying in his sales to broadcasting. Other dealers have been content to give prominence to dealers' helps and other reminders of the radio campaign.

Every distributor of products of common usage knows that introduction of his product into the home on a friendly basis is one of the first principles of successful distribution. The expense of house-to-house canvassing and the difficulty of controlling such presentation prevents its adoption by many manufacturers. Unquestionably that is the explanation of the success of radio—it is the familiar voice in the home by invitation; it becomes the friend of the family; the entertainer, advisor and instructor in the evening hours; the household counsellor in the daylight hours.

(Continued on Page 32)

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.**

SELLING SECURITIES BY USE OF RADIO ADVERTISING

(Continued from Page 13)

Contents of Budget Book

When requests are received, copies of the budget book, which is printed on good paper and contains advice on household economics, the importance of saving something every month out of income, some figures and information about Cities Service Securities, and their desirability as an investment, are sent, along with a friendly letter from the company expressing the hope that the booklet will help pave the way to financial independence. A few weeks later another letter is sent with a booklet and other printed matter describing our properties and presenting statistics about the company's income, the services it renders and other facts that will interest them. Then follows the salesman's first call.

Can't Determine Full Effect

Besides the budget book we offer, over the radio from time to time, John Martin's "Many Penny Rhyme Book" to any boy or girl who will write for it. The booklet is filled with poems and jingles in colors and is designed to encourage thrift among children. Toward the end of the booklet the children are asked to show the last two pages of the booklet to their parents and get them to read a message addressed to them telling how, by investing money in a few shares of Cities Service common stock they can, by the time the little folks grow up, have enough money in hand to send them to college or other advanced schools. You would be surprised to learn what a large number of fathers and mothers have been lead, through this booklet, to buy Cities Service for this purpose.

It is impossible to determine the exact amount of direct sales that have been brought about through radio advertising. We have, however, obtained reports from our branch sales offices which show that in April over 29,000 shares of common stock had been sold. In tracing the sales of Koolmotor oil and gasoline we have not been so fortunate except in the case of bulk sales. We now have more than a thousand filling stations. When people call to have their tanks filled we do not know whether it is in response to radio or our other advertising. Our station men, while glad to receive their patronage, do not feel like asking the question because some of the drivers might be offended and go elsewhere for their gasoline. Of this, however, we are certain, and that is, we hear more about our radio advertising from our customers than from other mediums, and our sales have been largely increased since it began its use.

Aside from the sales effected through our broadcasting, the greatest service it has rendered has been the conversion of many thousands of radio listeners into readers of our advertisements in the newspapers and magazines. Having become acquainted with the name of our organization and a few facts regarding its activities while hearing our Friday night concerts, whenever they see one of our advertisements in print their curiosity leads them to read it. Just as we always read with interest items about our friends or people whose names are familiar to us.

Every advertising manager knows that one of his greatest problems is to get people to read his advertisements when they ap-

pear in the publications he uses. An unread advertisement is a *dud*. If from a copy standpoint it is a good ad, but is passed by by the person whose attention is sought, it is worthless. The radio gets people acquainted with the advertiser's name and product so that wherever they see them they recognize them as old friends.

**COMPANY TRIES RADIO—NOW
SPENDS \$40,000 A MONTH**

(Continued from Page 14)

fifteen minutes. Between fifty-five and sixty radio stations are now carrying this series of broadcasts, and from all sides comes a report that they make very excellent entertainment and prove popular with their audiences.

It is planned to keep up this radio advertising throughout the coming season to the extent of \$40,000 per month.

The Continuity Is the Thing

Like printed advertising where it has long been axiomatic "that copy is king," the success or failure of radio advertising hinges to a large degree on the writing of the continuity.

In this, as in other forms of advertising, knowledge and experience prove their value in the increased effectiveness of correctly written continuities, and the avoidance of mistakes too numerous to mention.

As general advice to new radio advertisers, we might say, "Look well to your continuity writer."

Foster & Davies, Inc., Cleveland, Ohio (Maxton R. Davies).—"We are not doing any broadcasting at this moment, but we are interested in learning about the experiences of others just as you are presenting them. To us your magazine is alive and interesting, and we think that on the whole it is fulfilling its purpose admirably."

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.

OWNERD 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 6:30 P. M., limited time thereafter. Sundays 1 to 12 P. M.

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

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

We have recently installed a crystal control, 100% modulation.

**Sioux Falls
Broadcast Ass'n, Inc.
Sioux Falls, S. D.**

THE "WHY" AND "HOW" OF RADIO BROADCASTING

(Continued from Page 7)

chandising. It is equipped mentally and physically for an efficacious conduct of a sales publicity campaign by means of visual advertising. But there are few advertising agencies in the world—you can count them all on the fingers of one hand—that have *real* radio departments, under the guidance of men who are trained not only in economics, industrial history, sales engineering, merchandising and applied psychology, but also in the science of entertainment—who know the theater; who know literature, the drama and music. In point of fact, as my good friend Mr. Pratt has so poignantly asserted, there are few advertising agencies indeed in which there is a single person who could book a week's vaudeville bill. It might be said that few advertising agencies employ anyone capable of making out even one night's program for a third-rate vaudeville theater.

And, that is that.

A man may own a beautiful theater, just as any one with enough available capital may own a radio broadcasting station. Suppose a manufacturer of nursing bottles went to the theater owner and contracted for a series of

ABOUT 100-

live broadcasters, manufacturers, advertisers and agencies are keeping in touch with the national radio situation through the

Heinl Radio Business Letter Insurance Building Washington, D. C.

Subscription rate \$10 a month, no contract required. Why not give it a trial?

public entertainments to be given in the theater on certain evenings, with the stipulation that "clever shows by prominent artists" be given.

Now suppose the theater owner should devise a series of programs which would appeal only to old maids:

How many nursing bottles would be sold to the audience who might enjoy the entertainments?

Since when can nursing bottles be sold to old maids?

Suppose a manufacturer of farm tractors induced his advertising agency to buy "time on the air" for him for the purpose of advertising his tractor. And suppose the advertising agency bought time from a metropolitan station for summer broadcasts and then put on programs depicting night life on Broadway filled with jazz music, "wise-cracks," "ginthetic sin" and the rest of it. The broadcasting to be done at eleven o'clock of nights:

How many farm tractors would be sold as a result of such a publicity campaign?

Yet this writer knows of an advertising agency that advised a farm tractor manufacturer to do just that. Fortunately, the manufacturer did not act until he had talked the proposal over with a radio advertising expert.

The other evening a group of wealthy people were attending a bridge party at a home in Lake Shore Drive, Chicago. Some one turned on the radio. There came in a marvelous musical presentation. It was a symphony orchestra, with several high-class soloists, presenting a program on one of the national chains at a cost of perhaps \$3,000 for air time and \$1,000 for the program.

At the conclusion of the broad-

cast, during which every one there sat spellbound by the music, I asked the hostess:

"Who sponsored that program?"

She did not know. No one there did. It is logical to assume that not more than one out of every 10,000 listeners did know who was the sponsor. Assuming that 10,000,000 people listened to that splendid radio program, not more than 1,000 persons then were even remotely impressed by the sponsor's message. *And this at a cost of four dollars per person!*

In contrast to this, I recall an advertiser who employed a boy from the hills of eastern Tennessee to play a guitar and sing mountain ballads over a certain Chicago station, at a cost of \$300 an hour for air time and \$75 for the artist. With this result: Over a period of less than ninety days—eight broadcasts, for a cost of only \$3,000—the advertiser received a total of 118,000 *direct* responses!

If you know what I mean.

Radio is not only a proposition of entertainment, but it is a proposition of knowing how to use it. And this none but a skilled advertising expert may know.

But the first must be a "showman."

National Advertisers Discuss Broadcasting

THREE addresses embracing broadcast advertising were delivered at the annual convention of the Association of National Advertisers held at Swampscott, Mass., October 14 to 16. They were: "Television as an Advertising Medium" by E. E. Replege, The Jenkins Television Company; "When to Use Records in Broadcasting" by L. S. Baker, National Association of Broadcasters; and "Maytag's Experience with Recorded Programs" by R. A. Bradt. Guy C. Smith, advertising manager of Libby, McNeill & Libby, is president of the organization.

October, 1929

**Cover the Prosperous
Great Southwest
with**

KTSA

2000 Watts Day
1000 Watts Night

In the Largest City
In the Largest State

Associated Columbia Broadcasting System
Official Broadcasting Station San Antonio Light

KTSA - Plaza Hotel - SAN ANTONIO

The Friendly Farm Station

W I B U

POYNETTE, WIS.

Wisconsin's Favorite Station

Covering Southern Wisconsin
from the Center at Low Cost
LET OUR FRIENDS
BE YOUR FRIENDS

Mr. Advertiser—

If the larger stations are crowded you can get National Coverage by using some of us smaller stations. Try

WBBZ

1200 K C
Crystal
Controlled

PONCA CITY
OKLAHOMA
Morton Harvey, Mgr.

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.

BROADCASTING A PERFUME

(Continued from Page 5)

then the stars came out and he dropped his eyes to the twinkling lights of the bridges and the boats of the Seine and the ribbons of lights of the boulevards.

"Months later, in the laboratory of Bourjols in Paris, this same young man, a skilled chemist of perfumes, completed a new perfume which was inspired by that scene. And it was to that perfume that the 'Evening in Paris' radio programs were dedicated.

"Today by air mail and fast express, packages of this perfume are speeding to merchants throughout this country. Bourjols' perfume, 'Evening in Paris' is easily recognized by its color scheme of blue and silver. Bourjols especially asks those thousands of women who use Manon Lescaut Face Powder to expect from the new 'Evening in Paris' perfume a product equally as fine."

Success of "Evening in Paris"

The results of the announcement of "Evening in Paris" perfume were unparalleled in the history of perfume merchandise in this country. There is no record of any perfume having secured the acceptance, distribution, and volume of sales, in several years, that were secured by "Evening in Paris" in a ten months' period.

Christmas Windows in New York

As an example. "Evening in Paris" was announced Oct. 5th, or less than two months before the Christmas season, and actually after the major buying for Christmas selling had taken place. In spite of this, the "Evening in Paris" perfume had more window displays in Metropolitan New York up and down Fifth Avenue, in the finest department stores and throughout the town in drug stores, in the two weeks prior to Christmas in 1928, than any other perfume or toilet goods items. One of the more important Fifth Avenue stores, placing an initial order for one dozen on Oct. 5th, re-ordered eleven times in increasingly larger quantities prior to Christmas.

Chain Drug Stores

Every important chain of drug stores east of the Mississippi placed an order for "Evening in Paris" perfume within two months after its introduction.

In the month of July, 1929, one of the important chain store organizations gave "Evening in Paris" 200 window displays, and another similar organization in the same month gave the line 176 window displays.

Small Town Sales

Orders came from big cities and small towns as well. For instance, a drug store in New Haven, Conn., placed 22 separate orders for "Evening in Paris" since Nov. 7th, totaling 78½ dozen. From Meriden, Conn. from an original order of a dozen on the 24th of November, there were five re-orders in the month of December, and four re-orders since then.

The "Evening in Paris" perfume, and its associated items of toilet water, face powder, compact powder, bath powder, etc., is ranked today as one of the most important single perfume items throughout the country.

Comments from the Press

It is interesting to note that in producing a program that is commercially successful, it has not been necessary to interject commercial announcements of a lengthy or tiresome nature. As a matter of fact, the program has been held up as an example of moderation in commercial announcing. Zeh Bouck, writing in the New York Sun, said:

"The publicity mentioned is subdued to that reasonable extent wherein one feels that one might invite the artists to a supper or an evening at one's home without fear of them trying to unload a case of perfume."

A similar comment from the Daily News:

"An almost perfect combination of music and dialogue resulting in that precious but intangible thing known as atmosphere, was the 'Evening in Paris' sketch at WEAF. Especially praiseworthy was the modest manner in which the necessary advertising talk was introduced."

Second Year Now Under Way

The first cycle of 52 weeks of broadcasting concluded June 7th, 1929, was resumed on Sept. 13th for the second cycle of 52 weeks. To announce the second cycle of broadcasts, a newspaper of tabloid size called "The Evening in Paris Star," was produced and was mailed to the trade, with a catalogue of the now complete "Evening in Paris" line. The response from this newspaper exceeded that of any piece of dealer material ever issued by Bourjois. The trade, already acquainted with the force of broadcasting, responded in an energetic way to the suggestion to stock up for the second cycle of programs. In the newspaper the urge to buy "Evening in Paris" merchandise was subordinated to numerous newsy articles telling of the artists, the method of building the programs, studio notes, and other information concerning the programs and radio broadcasting in general, all of which is interesting to every dealer because every dealer in addition to being a merchant, is also a radio listener.

A New Advertiser for Periodicals

During the Fall of 1929, magazine and newspaper advertising is being used as a direct selling medium, to supplement the broadcasting.

The cost of Bourjois' broadcasting was made from an additional appropriation without taking any money away from the newspaper and magazine advertising funds.

K W C R

Cedar Rapids, Iowa

A popular station in a populous area

WHY include this station in your schedules? —Our prospectus, fully describing one of the wealthiest broadcast areas in the country, contains the answer to this question. Write for it today.

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

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

Orders - Inquiries



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 Statistics
Producers of Direct Mail Advertising

The additional business produced by radio advertising will make possible for the future a much larger expenditure for advertising in newspapers and magazines than was ever possible before broadcasting was entered into.

RADIO BROADCASTING — AN AID TO DISTRIBUTION

(Continued from Page 25)

Advertising Agency Survey

An investigation by a national advertising agency on the Pacific Coast recently revealed that the housewife wanted talks on domestic science and household economy but she did not want them on a partonizing basis, and she did not want them unaccompanied by entertainment. This checks with our own research prior to the institution of the Woman's Magazine of the Air which revealed that the housewife was ready at 10:30 to abandon her work for a time and listen, and also that at that time she desired to relax to entertainment and was willing to listen to interesting discussions of household matters. Our experience proves that she doesn't resent the commercial element, the use of a particular product recommended in such talk, but rather that she welcomes the suggestion. The mail response in many cases is far beyond that which other media bring, the cost per inquiry is less and the effect at the point of sale is marked.

The Key to Success

This, in fact, is the key to the remarkable success of broadcast advertising. The retail distributor in the neighborhood of the listener may be directly associated with the product advertised. The retailer who is not carrying the product is made to realize that

he may not share in the benefits of the broadcast. There have been numerous instances of this in our two years of product advertising on the Pacific Coast. The advertising manager of an oil company not using radio said to me that one of the most difficult problems presented to their sales department was holding in line the retailer who was besieged by customers asking why he did not carry the products of companies who were broadcasting.

Investigation and research reveal that the listener responds to the commercially broadcast programs; that he listens equally if not more interestedly to these programs than to the sustain-features presented by the broadcaster. The value of this interest to the manufacturer of a new product is immeasurable.

Broadcasting fits the modern tempo of sales and advertising. It lends itself immediately to institutional and reminder advertising. It is the intimate voice and the commercial advertiser has become the audible salesman; a salesman much to be desired and entirely uncontrollable under other conditions. It cannot be successfully denied that radio broadcasting is a valuable aid to distribution.

"Evening in Paris" Now on Columbia Chain

OURJOIS' "Evening in Paris" programs, which heretofore have been broadcast over the National Broadcasting Company's network, are now on the Columbia Chain, the transfer having taken place October 7.

Edward G. Boerger Co., Advertising, Logansport, Ind.—"We will say that your magazine, 'Broadcast Advertising,' is rendering a valuable service to this office and I honestly believe that every agency having a Radio Advertising Department should be a subscriber."