

Broadcast Advertising

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



*Air Campaign Makes Good
for Investment House*

*Choosing Right Methods of
Air Presentation*

Why Announcers Mispronounce

*Station Official Takes Issue
with Agency Man*

*Broadcasting Barn Dances
Sells Kerosene Lamps*

*Complete Index of Articles
from April to December*

December, 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. Issued monthly on the 15th.
G. W. Stamm, Publisher and Manager; R. B. Robertson, Editor; E. J. Van,
Circulation Manager. Pacific Coast Representative: R. M. McDonald, 703
Market St., San Francisco.

Volume 2

DECEMBER, 1929

Number 3

Air Campaign Makes Good For Investment House

*Halsey Stuart Executive Tells
Finance Men How*

By A. E. Bryson*

Vice President, Halsey, Stuart & Company

BROADCAST advertising is one of the new tools we have to work with. We all need to learn how to use it and its relation to other advertising media, such as newspapers, magazines, outdoor, street cars, direct mail, and so forth. With these tools at hand, each of us is individually confronted with the problem—which one or which combination will most effectively do our particular advertising job.

The financial advertiser has today—more nearly than ever before—a mass market. Radio is certainly a mass medium. Financial advertising, more than most other advertising, seeks to sell indirectly rather than directly. Radio is very effective when used as an indirect sales medium and it can therefore be made to fit

into at least some financial advertiser's plans.

Since the advertising medium must always be selected to fit the advertiser's problem, and with due regard to the expense involved, the neighborhood bank, or the bank in a smaller community, would seldom find radio adaptable or, in many such cases, even obtainable. But the larger city bank or the bank doing a sectional or national job might well find radio a most effective means of reinforcing and solidifying its whole advertising effort, and at a cost that is very reasonable.

What Broadcasting Costs

Cost always being an important item when bankers are O. K'ing the budget, let us consider the cost of radio, first on a national basis, and secondly for a strictly local campaign. A full page in our leading national weekly costs \$8,000 in black and white. Its

*Excerpts from an address before the Convention of the Financial Advertisers Association, Atlanta, Ga., October 31, 1929.

circulation is nearly 3,000,000, and figuring three readers to a copy the advertiser would have a potential audience of about 9,000,000.

A full hour on one of the chain networks of 38 stations costs approximately the same amount as the full page just mentioned, \$8,640. Estimates indicate that these stations are available to some 9,000,000 receiving sets; figuring three listeners to a set you have a potential audience of 27,000,000, or discounting this by 50 per cent you still have 13,500,000.

Applying the same procedure to a local situation, let us consider Milwaukee with its 500,000 population. The leading evening paper in Milwaukee averages about 100,000 city circulation. A quarter page costs \$204. According to the statements of this same publication 68.7% of all Greater Milwaukee families own radios. Assuming the same proportion for the city proper, that would give some 95,000 sets roughly the same circulation as the newspapers. The cost of a full hour on the leading local station is \$190, open rate.

Aid, Not Substitute

I would hesitate to compare the cost of radio with the older more established media with any thought of disparagement to the latter, for I do not regard radio as a substitute for other primary



A. E. Bryson.

media, but rather as a very effective adjunct to them. In other words, if as a local advertiser, I had to choose between newspapers and radio, I would frankly choose the newspapers. If as a national advertiser, I had to choose between magazines and radio, I would choose magazines.

If, however, I had to choose between radio

and other supplementary media, such as street cars, outdoor, novelty, etc., I would certainly choose radio. Moreover, if as a local advertiser, I had chosen newspapers, or as a national advertiser I had chosen magazines, I would certainly consider adding radio, for in doing so, I know I would make my newspaper and magazine efforts much more productive.

What type of program is best adapted to the purposes of the financial advertiser? I think that depends a great deal on whether you are out merely for name publicity or whether you are trying, through your radio program, to instruct the public in financial matters or to interest them in some of your facilities for helping them.

Merely for the purpose of name publicity a program can, of course, be made more widely popular than an educational program which introduces a certain amount of talking which many

people arbitrarily rule out. The financial advertiser may look at it in this way—that in roaming the air he has as good a chance to attract the interest of people with whom he can do business as he has in other forms of advertising. If the market is more limited than it is for chewing gum, that is a condition inherent in the financial business which no advertising medium can overcome. But if we are to consider that the financial market in its various phases is today broadly scattered and not so easily located as it once was, then the use of a far-reaching and penetrating medium such as radio is justified in many cases.

The financial advertiser must figure that coverage of his market is going to cost him more than it costs the advertiser of something for which nearly everybody is a prospect. It is therefore a matter for individual consideration whether to use radio to reach what I might call your natural audience. Each advertiser must consider that for himself and decide whether he thinks the same audience can be reached less expensively in other ways.

Tapping Traffic

In one way or another you must tap traffic in order to bring your advertising to attention. The entertainment feature of radio is seemingly indispensable. It attracts the listener traffic for your program.

That applies to the general use of radio. When the radio medium is considered by financial advertisers, there are limitations that must be observed—stop lights, you might say—which the general advertiser does not have to consider. But you must keep in mind that, while the audience you want

most to reach is selective, nevertheless the programs should be planned, so far as possible, to fit the human cross-section. Your entertainment should not be too high-brow nor too jazzy, neither too heavy nor too light. By going to an extreme you eliminate some part of your audience. Remember also that whatever you do, you cannot please everybody.

Educational Possibilities

In our own case, we were attracted to radio for its educational possibilities, recognizing, however, that in using radio for this purpose we were limiting the size of our audience and the full results that our expenditure might have in obtaining merely name publicity.

All of this leads naturally to the question "Will people listen to talks over the radio?" That, I think, is the biggest chance we had to take when we began our radio program. People rightly resent the intrusion of selling talks and many, I realize, do not care for talks of any kind over the radio. For that matter, some people do not like jazz and many do not care for grand opera.

No type of program appeals to everybody, but we concluded that there were enough thoughtful, serious minded folk concerned with their own welfare and the welfare of their dependents who would be attracted to an informative program designed primarily to help them understand the principles of sound investment—to get an understanding of a subject that still is pretty much of a mystery to the American public. As a matter of fact, the job we are trying to do on the air is intended to be of broad benefit to the whole investment business.

Our results over the eighteen

months that we have been using radio indicate clearly that there is a very substantial audience for a program that is instructive, so long as it is planned on a broad-minded basis, without apparent selfish motive. The talking on our program is usually kept to about one-third of the time and seldom runs over one-half.

The talks are given by a character whom we call the Old Counsellor in a setting of music that is selected with the average listener in mind. Occasionally the program is varied by the introduction of a well-known guest speaker, who discusses a subject that has some bearing on investment. Even these talks seldom run more than ten or twelve minutes in length.

Reach More People

According to the best information we can get, there are some nine million radio sets in the territory covered by our present chain of thirty-seven stations located in all sections of the country. Assuming only two listeners to a set, and further discounting that audience by seventy-five per cent, we believe we are reaching a larger number of people with our message than could be tapped by any other available single medium for financial advertising.

What station to use, and what day or hour is best, are questions that will confront the radio advertiser early in his experience. Experts disagree. My own opinion, and I do not pose as an expert, is that there is very little choice among days, though one important study indicated a larger audience on Saturdays and Sundays than on other days.

So far as hours are concerned the time during the day costs less

(Continued on Page 26)

Conybeare Heads Radio Committee



S. E. Conybeare, Advertising Director of the Armstrong Cork Company, Floor Division, has been appointed chairman of the Radio Committee of the Association of National Advertisers, to which responsible post he brings a rich background of advertising experience. In addition to his chairmanship, Mr. Conybeare is also a director of the A. N. A., and of the Audit Bureau of Circulations, and a member of the Board of Governors of the Direct Mail Advertising Association.

Other committee changes announced by President Bernard Lichtenberg of the A. N. A. are as follows: Verne Burnett, General Motors Corporation, succeeds Mr. Conybeare as chairman of the Newspaper Committee and Lee H. Bristol of the Bristol-Myers Company, former chairman of the Radio Committee, becomes chairman of the Research Council, succeeding Everett R. Smith. Col. G. H. Durston, Mohawk Carpet Mills, and Herbert Metz, Graybar Electric Co., are additional members of the Council.

Majority of Stations Run at Loss, Says Segal

Commission Report Analyzes Broadcasting Conditions

BRROADCASTING is beginning to pay dividends, according to a report submitted to the senate by Paul M. Segal, assistant general counsel of the radio commission. Even though less than half of the stations are making money or breaking even, the figures show a steady gain for the first time.

The report, which is a thorough analysis of 340 of the country's 610 stations, shows profits over a period of a year for 168 stations and corresponding losses for 172, with the highest powered stations the biggest losers.

Eighty stations ranging in power from 100 to 50,000 watts lost more than \$10,000 each in a year, while 53 stations had similar profits. Gains of between \$5,000 and \$10,000 were made by 54, while 36 lost equal amounts. Thirty-three lost less than \$2,500, with 26 corresponding profits.

Distribution of Time

The report also analyzes broadcasting time, starting with an estimated total of 1,252,802 hours. Approximately 33 per cent, or 410,426 hours, is sold. Chain programs take up only 156,581 hours, or 13 per cent. The total time used for station programs and the promotion of good will for the broadcaster's own business is 639,881 hours, or 51 per cent.

The section dealing with operating expenses shows small correlation between these and the power of the station. For ex-

ample, the average cost for operating stations of 100 watts or less was \$9,118.46, while those of 200 watts cost their owners only \$7,933.33. But the 250 watt stations averaged \$26,702.17. The report unfortunately merely states these facts; it does not explain them.

Classifying the stations according to business, the commission found that 229 broadcasters are engaged exclusively in broadcasting; 74 are radio dealers or service firms; there are 62 educational stations, 48 newspapers, 45 religious institutions, and the rest are divided among 45 kinds of businesses.

Lynde Takes WJAX Mike

Hunter Lynde has recently been added to the staff of Station WJAX, Jacksonville, Fla., as announcer. Mr. Lynde, who is connected with a local advertising agency, will do most of the evening local announcing.

Late Evening Listeners Prefer Dance Music

A NEW YORK CITY investigator recently undertook to determine what percentage of families was awake, and to what radio programs they were listening, between 10:30 and 11:30 p. m., reports "Radio News of Canada." He knocked on 424 doors; found 200 families awake. One hundred of the wakeful families talked to him; the other hundred slammed the door in his face. Sixty of the hundred had receiving sets; fifty were using them; ten declared they were not interested in the programs on the air at that time. Forty-two of the fifty were listening to dance programs from eight different stations. Only one family was actually dancing to the program; several were reading while they listened.

Revising Schedule Brings 100,000 Complaints

*Amos 'n' Andy Prove Star
Salesmen for Pepsodent*

THERE is a lot of difference between just a radio program and a radio program with individuality and personality.

Amos 'n' Andy, undoubtedly one of radio's favorite features, sponsored each night except Sunday over a nation-wide network of stations associated with the National Broadcasting Company in a double broadcast by the Pepsodent Company of Chicago, is one of the best illustrations of the latter. The difference between the two can be figured in dollars and cents as well as good will, and it is unnecessary to point out which will bring in the greater returns for the advertiser.

On August 19, 1929, Amos 'n' Andy went on the air for the first time under the sponsorship of Pepsodent. It also marked their debut on the NBC networks and a change in their routine. Therefore they had broadcast over a number of stations throughout the middle west and west by means of records. Under the new scheme of things they were to always appear personally before the microphone and in that way were able to keep their continuity more fresh and up-to-date.



At that time they did have one of the most tremendous followings of any radio feature in the sections where they were heard.

A Headline Attraction

In other words, Pepsodent was buying from NBC a head-line attraction with a tremendous following, paying the largest premium ever received by a radio team, and banking on the quality of the act and the personality of Correll and Gosden, the creators and portrayors of Amos 'n' Andy, to put it across.

Amos 'n' Andy are so well known that it is unnecessary to go into details concerning the type of program or its characteristics that they have made famous. Suffice to say that they have created and made success-

ful the first comic strip of the air. On January 12, 1926, they originated the idea of Sam 'n' Henry on WGN. After two highly successful years they left that station for WMAQ in order that they might expand their activity. On March 19, 1928, Amos 'n' Andy made their bow to the radio world. So Amos 'n' Andy had been running some seventeen months on WMAQ when Correll and Gosden came under the exclusive management of NBC and their program widened in range under the sponsorship of Pepsodent.

Kept Dealers Informed

The first announcement of the change came to dealers via an enlarged Radiogram to the trade, which besides the announcement bore a miniature picture of the characters and a station schedule of the new series. The Radiogram was accompanied with stickers, so it was an easy matter for the dealer to paste it in one of his windows. From that time until September 30 the Pepsodent company also tagged stickers with

the station schedule and miniature pictures on all of their correspondence. This proved a constant reminder to all dealers and jobbers. Box ads on radio pages of papers in cities where the feature was broadcast did the same for the radio public.

Something of the tremendous popularity of the two black-face characters was indicated when stations that formerly broadcast the feature but were not included in the new series received thousands of letters and petitions requesting the return of the favorites. Some trepidation was felt, however, about these dusky knights of the west conquering New York without a struggle when a number of eastern radio critics belittled their debut there. A month later, however, one newspaper poll found them among the most popular features on the air, even ranking above many old established favorites.

The real test, however, came about in an entirely different manner, and unexpectedly. In
(Continued on Page 38)

The Announcer

W. G. Hay, better known as "Bill" Hay, has long been one of the most popular radio announcers in this country. He has announced "Amos 'n' Andy" since the very first time this feature went on the air. The episodes would not seem complete without Bill Hay's introduction. Among his other activities, Mr. Hay is Commercial Manager of Station WMAQ, Chicago.



Choosing Right Methods of Air Presentation

N. A. B. Manager Says Radio Must Obey Fundamental Laws of Selling

By L. S. Baker*

Managing Director, National Association of Broadcasters

WHY are you men interested in any radio presentation? There may be a few of you, or a few of you may have some superiors, who find enough justification for broadcasting in the impression you make upon your wives and dinner guests by having the name of your company or your product come out of the loud speaker. That is not so funny, either, because there have been several broadcasting appropriations which showed just about that much study.

The real reason you are here and interested in any radio presentation by broadcasting is to sell goods, and that should be your only reason. That, too, is the only reason why my constituents, if I may call them that, want you as clients. Unless you sell goods you are not good customers for us.

A Mysterious Shroud

I have talked to enough advertising men, enough drawn from your group in fact, to feel that in some quarters there still persists a mysterious shroud of uncertainty and lack of understanding where there should be clear thinking and understandability when it comes to the job of selling merchandise by broadcasting.

*Excerpts from address before annual meeting of the Association of National Advertisers, Swampscott, Mass., October 14-16.

I had occasion to check a few programs the other evening. One was an old and well known account on a network schedule. As they opened their hour I had to listen to approximately three minutes of cold commercial plug, consisting of a regale about hot water bottles, shower curtains, loud speakers, pictures, lamp shades and chair cushions. (If you think those details are facetious it is only to protect one of your own.)

There followed this particular presentation another program of equal importance so far as appropriation and esteem established by length of time on the air is concerned. It was interesting in that it presented a signature song known from coast to coast, followed immediately by three familiar tunes appreciated by the three existing generations—my parents, myself and my children.

Gentlemen, would Mr. Barnum have tried to take his gate into the big top before he had shown them the sideshow?

Analyze the Sales

Have you ever tried to take merchandising methods apart and analyze the sale? Not only can it be done, but it has been done. I am sure some of you, if not all of you, are going to meet some old friends here; I hope we can dress them up in new clothes.

- | | | |
|----------------------------|---|-----------------|
| Radio
Copy
Personnel | } | 1. Attention |
| | | 2. Interest |
| | | 3. Desire |
| | | 4. Action |
| | | 5. Satisfaction |

Every sale, be it of an idea, a rubber ball, a ton of coal, or courting the girl friend, can be broken down into those five factors.

I am tired of hearing discussions on whether radio broadcasting is a supplementary medium or not. I am also tired of hearing arguments as to whether or not it will ever supplant in part or in whole, black and white, or other media. Viewed in its true perspective broadcasting is a primary medium in the making of sales and the fact that it has not been entirely recognized to date as such does not vitiate the fundamental in the least degree.

Attention Comes First

Attention is the first primary of every sale, with interest following in position two. With 12½ million radio sets in operation in the United States today, what finer, more opportune, open-doored avenue is there into the attention and interest of your

prospect than by means of broadcasting?

Your psychologist will tell you that entertainment will and does gain the favorable interest and attention of people where and as nothing else will. You can run an advertising campaign without radio and by the combined use of repetition, multiple colors, unusual and unique layouts, smash through to the attention of a prospect, but I contend that you can get through to the first two factors of the sale much easier and more profitably with a broadcasting schedule as the point of your campaign arrow.

Synchronized Copy

Lest I be misunderstood, I do not want you to feel for one moment that I think a campaign could be run with any degree of success without any other medium than radio. As radio accomplishes its objective in attracting the interest of your prospect, synchronized copy in other mediums moves in and picks up that interest, carries to the prospect the details of the product and its serv-

One Announcement Brings 75,000 Inquiries

AN INTERESTING sidelight on the Amos 'n' Andy story on page 6 of this issue of "Broadcast Advertising" has come to the attention of the editor from several reliable sources.

A short time ago "Bill" Hay included in his regular Amos 'n' Andy announcement the information that anyone wishing an autographed photograph of this famous pair had only to write to the Pepsodent Company, Chicago, and his wish would be gratified. The only condition was that the request be accompanied by a carton that formerly surrounded a tube of Pepsodent.

In the week following this announcement, so we are informed, more than 75,000 requests were received.

Ask your druggist the price of Pepsodent; multiply his answer by 75,000; and then ask yourself whether it pays to advertise over the air.

ice, and creates desire—number three.

If copy schedules fulfill their purpose in creating desire and bringing about number four—action—where the prospect walks into a store, or distribution outlet, so also does personal selling move in and bring about the signature on the dotted line, or the money out of the pocket. Personal selling also carries into number five—satisfaction, which involves, first of all, quality of product, but certainly, also, quality of sales and quality of presentation in the first instance, if it is your purpose or desire to ever sell that prospect again. That gets us back to broadcasting schedules.

In the consideration of a broadcast schedule your first inspection of broadcasting facilities should undoubtedly be as to what the network companies can provide, and how those outlet points compare with your distribution or particular merchandising problem, existent or to be attained. If a study of all of these factors reveals that any possible excess coverage which you are not ready to merchandise is not an undue waste of money or effort, certainly a network schedule is the answer to your problem.

First of all, networks are, and will always remain, the backbone of the American broadcasting structure. To you they provide instantaneous and simultaneous coverage, large and capable organizations with facilities and personnel to service your schedule, access to the best domestic and foreign talent available, and an already established favorable public opinion of their operations.

Networks—Plus Spot

If your study of network facilities reveals inadequate coverage,

the answer should still be a network schedule with augmented outlets—in other words, spot time.

On the subject of spot time, I do not believe there can be any debate as to the wisdom of using human talent in front of the microphone wherever possible, provided talent be up to the quality required by your product and campaign.

My basis for that statement goes back to fundamental sales psychology. There is a difference in the mental reaction of a prospect to knowledge that the talent, be it whoever it may, is actually in the studio performing in person, and to realization that the presentation is only from an especially prepared recording. I have tested this many times in my own home, and have counselled with many people as I travel about the country visiting our members, and I find almost universal unanimity of opinion in this regard.

Recorded Programs

Notwithstanding all I have said heretofore, there is a place for records, and I honestly believe it will become, in the near future, a very substantial place. Before I discuss that fully, however, I want to reveal to you some facts
(Continued on Page 30)

IN THE PICTURES

Top Row: W. J. Damm, WTMJ, Milwaukee; L. E. Ore, WLBW, Oil City; Dr. F. W. Elliott, WOC, Davenport.
Middle Row: M. H. Aylesworth, president, NBC; Harry Howlett, WHK, Cleveland; W. S. Paley, president, CBS.
Bottom Row: W. M. Ellsworth, WIL, St. Louis; C. C. Hollenback, WAIU, Columbus; P. J. Meyer, KFYZ, Bismarck.

WHO'S WHO IN BROADCASTING



Big Leagues Will Not Ban Baseball Broadcasts

*N. A. B. Acts Promptly to Avert
Threatened Prohibition*

PROMPT action by the National Association of Broadcasters last week prevented the threatened ban on baseball broadcasts and assured the great audience of radio ball fans of the opportunity to listen in to the big league games, for another season, at least.

Word of the proposed action had reached the broadcasters, and when their directors met in Washington their first consideration was as to what they could do to stop it. A committee was appointed and authorized to appear before the officials of both leagues to point out the flaws in their plan. This committee consisted of William Hedges, (WMAQ) president of the N. A. B., and Henry Bellows (WCCO) director, who called upon the league officials in New York, December 11th.

Clubs Ask Why

Why, said the club owners, should their teams play to empty seats while the fans sit at home and listen to the games for nothing? Why should their efforts bring profits to the advertiser who sponsors the broadcasts and has his name and product announced between innings? Why should they give biased announcers the opportunity to boost their favorite team and razz its opponents, thus causing bad feeling and cutting down gate receipts? And many other "whys" in the same strain.

Then the broadcasters asked a

few questions of their own. Where would baseball be today if it were not for the interest created and fostered entirely by the newspapers at first and now by the radio as well? Where will the future fans come from, if not from the boys and girls who now hear the games on the air? What else but radio has given the women of the country an understanding of baseball and shown them that it is a fine, clean sport, fit for their husbands and sons to attend whenever they can? Has not radio, indeed, made fans and frequent attenders out of thousands of women who formerly classed the ball park with the pool room as a place a lady never went?

Radio Creates Fans

Who were the fans before the day of radio? Only the inhabitants of the few large cities supporting teams. Who are the fans today? Every owner of a radio set throughout the country. Letters coming in to the broadcasting stations prove beyond a doubt that a large part of the baseball audience lives miles beyond the pulling range of any ball park. But when they do come to the city there are two things they always want to see above all else: the studios of their favorite radio station, and a ball game.

What about sponsored programs? No club ever objected to a newspaper printing baseball news because by so doing it

(Continued on Page 22)

Why Announcers Mispronounce

Some of the Words That Trip Even Experienced Tongues

By H. K. Carpenter
Manager WPTF, Raleigh, N. C.

The article appearing below is one of a series of sixteen which were written by Mr. Carpenter for publication in the Raleigh Times. The articles are being compiled into a booklet to be distributed with the compliments of the Durham Life Insurance Company, owners of WPTF.

Copyright, 1929, by H. K. Carpenter

REGARDLESS of whether they should or should not, many radio listeners refer to radio announcers as authorities on pronunciation. And regardless of whether announcers should or should not be authorities on pronunciation, many are not. One of the reasons for this condition is that the art of announcing has been developed only in certain localities to a point where those of sufficient training can be interested in the work; in many instances, announcing is necessarily undertaken by one whose primary duties are far removed from the work.

As we have stated on the air many times, announcers are but human beings, and make quite human mistakes. You will find very few, however, who do not have more than a "speaking acquaintance" with a couple of dictionaries and several encyclopedias.

Mistakes in pronunciation may be roughly divided into

classes including the following types of words: (1) those easily mispronounced through carelessness; (2) tongue twisters; (3) foreign words; (4) foreign proper names; and (5) which is by far the largest class, those words which all of us see repeatedly in print, but which we have never spoken aloud and probably have never heard pronounced.

Let's look at the first four classes now—that last one is the most interesting, so we'll save it till last. Here are a few words which are carelessly pronounced so many times. Unfortunately for us in radio, the carelessness is much more noticeable when the word is heard over a loud speaker. Read this list aloud—and we'll start it with a letter instead of a word:

"w"	subject
piano	deprecate
continue	vegetable
arctic	soprano
aeroplane	remunerate
just	perspiration

Now here are a few tongue twisters:

abominable	exegesis
abdominal	irremediable
statistics	plenipotentiary
statistician	unanimity
abstruse	particularly
assiduously	trigonometrical

Here are some words of foreign origin which we've all read and

(Continued on Page 36)

Station Official Takes Issue With Agency Man

*Agency Indifference Irks
Radio Broadcasters*

By B. K. Pratt

Publicity Manager, WENR, Chicago

IN the October issue of Broadcast Advertising I note that I am to answer an article by George Logan Price, copy chief of the Meyer Company, Inc., Los Angeles, on "Now Let's Razz Radio a Bit."

If the editor of this magazine or Mr. Price himself concludes that I will attempt to argue the point, they will both find that they are in error. In my original article, which appeared in the September issue of this magazine, it will be noted that I indulged in a bit of "razzing" of radio myself.

I indicated that one of the troubles with radio broadcast advertising was the fact that the average director of a radio station knows too little about business, business problems, or the fundamentals of advertising. My conclusion was that when a business man, who knew nothing about radio, and a broadcasting director, who knew nothing about business, got together the results were bound to disappoint.

Missed the Point

Mr. Price apparently has missed the point. He has attempted to take broadcasters to task because they do not understand all of the intricacies of business and the mysteries of advertising. From what source would they get such knowledge? Where would they gain the necessary experience in

business life and in the field of advertising? It has been their function to present entertainment.

My attack, or rather my criticism, was directed against most advertising agencies. It was and is my contention that they should have recognized the importance of broadcasting as an advertising medium years ago, and should have prepared themselves to counsel with and advise their clients. I contended that the agency now should be prepared to plan, map out, and present the right kind of air advertising programs for the advertiser.

Why should we leave this to the director of a broadcasting station. When an advertiser determines on a newspaper campaign, does he depend on the various newspapers to plan and write the copy that is to be used? On the contrary this is all done by the advertiser's agent, which is the advertising agency. It is my claim that the agency should be prepared to give the same service insofar as audible advertising is concerned, as it gives in the case of visual advertising.

Mr. Price says "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." I

disagree most heartily with anyone who has told any advertising man that he should approach broadcasting with this attitude. But I do maintain that he should have approached it some time ago with an open mind and that he should have used the same degree of intelligence in contemplating this new medium that he has used in the consideration of his visual advertising problems.

School for Announcers

Mr. Price maintains that it might be a good thing for radio stations to organize a school for adolescent announcers. Why leave this to the broadcasting stations? Why should not the advertising agencies themselves organize such a school? Their clients are the ones to be directly harmed or benefited by inefficient announcing. They do not leave the preparation of copy in the hands of some minor employe in the advertising department of a newspaper or a magazine.

Mr. Price speaks of the artistic temperament and indicates that radio artists must learn the same lesson that commercial artists have learned. Here, again, it would appear that the agency has been derelict. If agencies, with their own radio departments, were prepared to present a complete program for an advertiser to the extent of retaining the announcers, the continuity writers, and the artists, the latter would soon find



out that they were dealing with business men and would be forced to conduct themselves on a business basis. The fact that radio broadcasters are not omnipotent does not excuse the advertising agencies from having fallen down on the job so far as this new medium of adver-

tising is concerned.

This failure on the part of agencies has forced the broadcasters themselves to maintain sales promotion and advertising departments. They have had to retain men in these departments who knew broadcasting first but who had to be taught business and advertising. Is there any wonder that these men have not been able to learn in a few short years what it has taken advertising men many years to incorporate into their general fund of knowledge and experience?

Agency Should Present Programs

There is no reason at all why the advertiser should not "have some hand in shaping up programs; in feeling that he should be permitted to exercise a certain degree of direction and supervision." In fact, through his agency he should be able to present an entire program without calling on a radio station for any help whatsoever. Naturally, the director of a radio station is not going to allow programs to be pre-

(Continued on Page 40)

Plumbing Contractor Sells Service Over Radio

Brief Announcement Brings Large Volume of New Business

By James E. Foster

EARLY in the summer of 1929, Mr. Baker of the Howard C. Baker Company, Toledo plumbing contractors, decided to test radio as an advertising medium for his business. He contracted for a 40-word announcement 50 times a month over station WSPD. This announcement was worked in as a filler on the regular daily program.

The program was continued during the summer, with the result that July and August were the best months in the history of his business. The small announcement brought him an average of 50 new customers a month. He knows definitely that the radio announcements created business for him, because in many cases the customers mentioned hearing of him through their radios.

This fall, he decided to use the radio more intensively. He accordingly contracted for a half-hour program one evening per week. All the details of planning the program, writing ad copy, and hiring entertainers were turned over to an advertising agency.

Talks Are Topical

Most of this program consists of musical numbers by a quartet and a five minute talk by some prominent Toledo citizen. As a rule these talks are definitely tied up with matters of current interest. For example: During the

football season the sporting editor of a Toledo newspaper spoke for him. The actual advertising in the program is limited to one sentence at the beginning of the half hour, another sentence in the middle of the program, and a third at its conclusion.

The advertising usually features speed and promptness of repair service, and is built around a character named "Swiftly," who is supposed to be a plumber employed by the Baker Company. The initials, "Q. P. S.," which stand for "Quick Plumbing Service," are also featured.

A Typical Program

Following is a description of a representative program, which the Baker Company has already used:

The sound of an automobile horn and of a motor was given for ten seconds, after which the announcer said:

"Here we are, Swiftly and the Four Kewpies, spelled Q. P. S. These letters stand for Quick Plumbing Service. They are the boys of the plumbing shops on wheels from the Howard C. Baker Company, 128 South St. Clair street. No matter what your plumbing and heating problems may be—the repairing of a leaky faucet or the installation of some new equipment—Baker's Kewpies come prepared to handle them. There is no running back to the shop for tools or materials. Ev-

everything required is carried in these motorized repair shops.

"The Howard C. Baker Company has recently opened a new retail show room. All the latest innovations in plumbing fixtures are shown there, in the same setting as you would view them in your own home. You are cordially invited to come in and look around. We are proud of our new show room, and we want you to see it. You will not be urged or invited to buy.

"We have with us tonight, folks, Mitchell Woodbury, well known Toledo dramatic critic. Mr. Woodbury has been in New York for several weeks, strolling around, as it were. Perhaps he'll take us with him down the gay White Way."

A Tour of Broadway

Mr. Woodbury: "Good evening, everybody. I'd be glad to be your guide for a musical tour of Broadway. The Kewpies and myself will take a half-hour's stroll up and down the old street and drop into some of the theaters where the new musical shows are playing and listen to some of the new song hits.

"If you're real good and listen in very intently, I'll try to get the Kewpies to sing some of them for you. Here we go. Our first stop is the Schubert Theater, where 'The Street Singer' is the attraction. There's a song in that show, 'From Now On' is its title. Maybe I can get Fred and Qually to sing it for you. Fred ought to be in fine voice tonight. He has confided to me that he's on the last day of his 18-day diet. He said he had made a brand new discovery that by eating four meals a day he could finish the diet in 14 days. I

claim that's a record. How about singing that number, boys?"

The Kewpies sing "From Now On," and then Mr. Woodbury continues with his description of Broadway theaters and the hits that are playing in them. The Kewpies sing again, and when the middle of the program is reached, the announcer calls attention to the fact that the entertainment is sponsored by the Howard C. Baker Company. More songs follow, and the program concludes with the following announcement:

"And so, ladies and gentlemen, we come to the end of another Friday evening program by Swiftly and the Four Kewpies, who come to you weekly through the courtesy of the Howard C. Baker Company, 128 South St. Clair street, offering a guaranteed plumbing and heating repair service through a fleet of plumbing shops on wheels. All the necessary materials and tools for your job, whether it be large or small, are inside each truck. Your work is started immediately and there is no running back to the shop.

"Whether your job be that of repairing a leaky faucet or installing complete equipment in the largest apartment, business building, or factory, remember, Baker saves you time, trouble, and money. And, don't forget, folks, that you are invited to visit the show room of the Howard C. Baker Company on Ashland avenue at Bancroft. It is an innovation in the way of plumbing show rooms, and displays all the newest things in plumbing fixtures, set up as they would be in your own home. We are proud of

(Continued on Page 32)

Broadcasting Barn Dances Sells Kerosene Lamps

*Putting Aladdin Lamps on the Air Puts
Them in Farmers' Homes*

By E. A. Fellers

Advertising Manager, Mantle Lamp Company

IF anyone were to ask me how to put over an advertising campaign with broadcasting, I would be hard put to find an answer. There is no royal road, no sure short cut, to success in radio advertising any more than there is in any other field. Each advertiser must blaze his own trail to his own goal, or in other words, find out for himself what does and what does not pay.

The one guide we can offer is this: Make your programs fit your product. No matter how fine your program may be from an artistic sense, if it does not attract your prospects, the people who are logical purchasers of your merchandise, then it is simply so much wasted time and money.

Our own experience in the field may be of interest. About three years ago the Mantle Lamp Company began wondering if it could not use broadcast advertising with profit. As is true with a great many new ideas, this one was allowed to hover in the background for some time without anything much being done about it.

Then one day our vice-president, Mr. B. S. Presba, stopped off at Shenandoah, Iowa, and dropped in at Station KFNF. After a good deal of conversation with the staff, he decided to take the plunge then and there,

and that same afternoon went on the air in person, with a five-minute talk about the Aladdin Lamp.

Start Big Campaign

The response to this initial effort was extremely gratifying. So much so in fact that we rushed headlong into a large radio campaign. Elaborate programs were written by high-priced continuity writers. Time on the air was bought in wholesale lots. We were off on a joy ride with lots of speed.

What the result was it is easy to see—now. Our beautiful campaign was a total and unmitigated flop. Inquiries came in, yes, but at the cost of \$100 or more apiece. We might easily have been soured on radio for life.

But we weren't ready to quit yet. We still believed there were profits in broadcasting, if we could only find out how to get them. So, during the following summer, our representatives personally visited nearly every radio station of any size in the entire country.

This is probably a good place to stop to explain that our product, the Aladdin Lamp, is a kerosene lamp. Our customers and potential customers, therefore, are entirely farmers and residents of small towns who do not have electricity. It may be news

to most of you that this group comprises about 90% of the rural population.

Keynote is "Spot"

"Spot" was the keynote of our new plan. Spot stations, scattered over the country and alike only in that their audiences were farmers; spot times, chosen after consultation with station executives as to when the farmers in their localities could be most easily reached over the air; and of course spot programs, with varied appeals for the varied audiences.

This time we were on the right track and during the next season and from then on broadcast advertising has paid out for us. Without going into statistics, we can give you an indication of how well it is paying by telling you that we have been forced to change our entire distributing policy.

For twenty years Aladdin lamps have been sold mainly by agents, farmers who sold the lamps to their neighbors during the winter months, or country teachers and

preachers who took the agency to augment an income sadly in need of augmenting.

Since we started our radio campaign the local merchants have had so many requests for Aladdin Lamps by farmers who had "heard all about them over the radio the other night" that they literally demanded the right to handle them. So, on May 1st of this year, one merchant in each town was appointed a franchised Aladdin dealer—an arrangement that is working out very well for both ourselves and the dealers.

A Typical Program

The program outlined below is fairly typical. First is the announcement:

"You are again the guest of the 'Aladdin Entertainers' who return to play for you another group of favorite old tunes, through the courtesy of your local dealer of Aladdin Mantle lamps. This new instant light Aladdin burns kerosene and is economical in every respect, burning 50 hours on a single gallon of kerosene." After

A typical Aladdin window display.



several musical numbers the Announcer says:

"Before the 'Aladdin Entertainers' resume their program let us tell you some interesting facts about the wonderful new instant-light kerosene mantle lamp—Aladdin.

Through the Aladdin lamp you have an opportunity to make your home the brightest, cheeriest, and most attractive of the entire community.

Not only does the Aladdin furnish a flood of pure white light at all times, but the lamp itself is so attractive that it will prove a most delightful decoration. And, too, you obtain all this at small expense, for Aladdin Mantle Lamps are priced within the means of everyone. Think of obtaining 50 hours of pure soft light—next to sunlight in quality— from a single gallon of kerosene.

The Aladdin lamp is put in operation almost as simply and quickly as pushing a button, and it's so perfectly safe that women and children operate it. It is also possible to obtain Aladdin lamps in different styles: there are floor lamps, hanging lamps, bracket lamps, table lamps—all with hand decorated shades, either in glass or parchment.

Your local Aladdin Dealer will be glad to show you this new Aladdin lamp. If you do not

know who he is write us and we'll send you his name. Also, the latest and most complete Aladdin Farmer's Radio Atlas and Log will be sent free to you if you use kerosene for home lighting and to those who live in the country and have an R. F. D. address. Just write Aladdin, A-L-A-D-D-I-N, in care of this station.

And now picture yourself at

Tune in WLS Sat. Nite 9 p. m. for Aladdin Barn Dance Frolic



A Page
Spending
Radio Program
In Barn Dance
Famous Radio
Shows
Something There
Every Minute

Topic Page
Radio Art
To get more
of the radio
shows, Barn Dance
Night Shows
to WLS M.

Sponsored By This Store
Distributor of Aladdin Mantle Lamps
For This Community

Station Supplies Dealer Display

an old fashion barn dance, as the 'Aladdin Entertainers' play—."

After more music comes the station identification and:

"The sponsors of this program will be glad to send to all their rural listeners, that is, those having an R. F. D. address or residents of small towns using oil for lighting purposes, an Aladdin Agricultural Radio Atlas. This Radio Atlas is a log as well as a map showing the location of all United States and Canadian Stations. Just mail a card or letter in care of this station requesting a copy, with the notation that

(Continued on Page 34)

ADVERTISERS ON THE AIR

*An Accumulative List of Advertising
Agencies and Their Broadcast Accounts*

- Aitkin Kynett Co., Philadelphia, Pa.
Dutch Master Cigars
El Sidelo Cigars
Henry George Cigars
Lehigh Coal & Navigation Co.
Ocean Steamship Co.
Reznor Mfg. Co.
- Baxter-Davis Advertising Co., Kansas City, Mo.
Art Crafts Guild Travel Bureau
Capper Publications
Cook Paint & Varnish Co.
Hoyland Flour Mills
Kansas City Title & Trust Co.
Loose Willes Biscuit Co.
Lucky Tiger Remedy Co.
- Benson, Gamble, Johnson & Read, Chicago, Ill.
Halsey, Stuart & Co.
- Blow Company, Inc., The, New York, N. Y.
Bulova Watch Co.
- Bissell & Land, Inc., Pittsburgh, Pa.
R. C. McAteer Co.
- Blackman Company, The, New York, N. Y.
Ceco Mfg. Co.
Packer Mfg. Co.
Procter & Gamble
Vacuum Oil Company
- Brown Advertising Agency, Akron, Ohio.
Benzol Cumberland Co.
XXth Century Heating and Ventilating Co.
Yoho Hooker Co.
- Campbell-Ewald Company, Detroit, Mich.
Bank of Detroit
McAleer Mfg. Co.
Michigan State Fair
Oakland Motor Car Co.
Reeve Gartzmann, Inc.
Shotwell Mfg. Co.
Waybe County General Motors
- Cecil, Warwick & Cecil, Inc., New York, N. Y.
Planters Nut & Chocolate Co.
Chappelow Advertising Co., New York, N. Y.
Early & Daniel Co.
Three-In-One Oil Company
Cramer-Krasselt Co., Milwaukee, Wis.
The Morris F. Fox Co.
The Maytag Co.
- Critchfield & Co., Chicago, Ill.
Albert Dickinson Co.
Farmer Seed & Nursery Co.
Firestone Tire & Rubber Co.
Jacob E. Decker & Sons, Inc.
Provident Life Insurance Co.
Oscar H. Will & Company
- Dyer-Enzinger Co., Inc., Milwaukee, Wis.
Kellogg Seed Co.
Nunn, Bush & Weldon Shoe Co.
Pabst Corporation.
Frank SchAAF Co.
- Erwin, Wasey & Co., New York City.
Borgfeldt Co., Geo.
General Ice Cream Co.
Maxwell House Coffee Co.
Philadelphia Storage Battery Co.
Wahl Co., The.
- Erwin, Wasey & Co., San Francisco, Calif.
Anglo-California Trust Co.
D. Ghrardelli Co.
- Fuller & Smith, Cleveland, O.
United States Chain & Forging Co.
Westinghouse Electric & Mfg. Co.
- Greve Advertising Agency, Inc., St. Paul, Minn.
American Gas Machine Co.
Farwell-Ozmun-Kirk Co.
Seeger Refrigerator Co.
- Hamman-Lesan Co., S. F., San Francisco, Calif.
Pacific Coast Gas Association.
- Hamman-Lesan Co., Los Angeles, Calif.
Los Angeles Steamship Co.
Hanff-Metzger, Inc., New York, N. Y.
Kolster Radio Corp.
Royal Typewriter Co., Inc.
Paramount Famous Lasky Corp.
Hoyt Co., Inc., Charles W., New York, N. Y.
A. C. Gilbert Co.
- Hubbell Advertising Agency, Inc., The, Cleveland, Ohio.
Astrup Company.
Gerson-Stewart Corp.
National Refining Co.
Weldeman Company.
Widlar Company.
- Ironmonger Advertising Agency, The C., New York, N. Y.
Steinfeld, Inc.
Westfield Mfg. Co.
- Johnson-Dallis Co., Atlanta, Ga.
Hollingsworth Candy Co.
Katz Company, Joseph, Baltimore, Md.
Dixie Shoe Stores Co.
Globe Bottling and Sales Co.
The Gosman Co.
Homeland Tailoring Co.
Newark Shoe Stores Co.
Wonder Clothes of America
- Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa.
Tech Food Products Co.

Lord & Thomas & Logan, San Francisco, Calif.
 Associated Oil Company.
 M. J. B. Company.
 MacMartin Advertising Agency, Minneapolis, Minn.
 Minnesota Valley Canning Co.
 Nash Coffee Co.
 McCann Company, The H. K., Cleveland, Ohio.
 Standard Oil Co.
 McCann Company, The H. K., Seattle, Wash.
 Western Dairy Products Co.
 McJunkin Advertising Co., Chicago, Ill.
 Great Northern Railway.
 Morgan Advertising Agency, Inc., John J., Boston, Mass.
 Whiting Milk Companies
 Newell Emmett Co., New York, N. Y.
 Graybar Electric Co.
 Snider Packing Corp.
 O'Keefe Advertising Agency, P. F., Boston, Mass.
 Jeffersonian Society
 New England Coke Co.
 M. J. Whittall Associates, Ltd.
 Procter & Collier Co., The, Cincinnati, O.
 The Selby Shoe Co.
 The U. S. Playing Card Co.
 Fred M. Randall Company, Detroit, Mich.
 The Akron Lamp Co.
 The Aladdin Co.
 The Artificial Ear Drum Co.
 The Central Petroleum Co.
 Ritter Company, Inc., The Phillip, New York, N. Y.
 Lewy Chemical Co.
 Robbins, Inc., Fred A., Chicago, Ill.
 John A. Hertel Co.
 Keeley Institute
 MacX Feed Milling Co.
 Roche Advertising Co., Chicago, Ill.
 Studebaker Corp. of America.
 Williams Oil-O-Matic Heating Corp.
 Ruthrauff & Ryan, New York, N. Y.
 Macfadden Publications, Inc.
 Sherman Co., Inc., Geo. C., New York, N. Y.
 Murphy-Gorman Co.
 Thompson Co., J. Walter, New York, N. Y.
 Calsodent Co.
 Cream of Wheat Co.
 Davey Tree Surgeons
 Defiance Tire Co.
 B. F. Goodrich Co.
 Industrial Alcohol Institute
 Kraft-Phoenix Cheese Corp.
 Libby, McNeill & Libby
 Nestle's Chocolate Co.
 Northam Warren Co.
 Old Witch Co.
 Quaker Oats Co.
 Standard Brands, Inc.
 Thompson, J. Walter, San Francisco, Calif.
 Langendorf United Bakeries, Inc.
 Shell Oil Company.
 Weiss Co., Edward H., Chicago, Ill.
 Gulbransen Company.
 National Union Radio Corp.
 Wells Advertising Agency, Inc., Boston, Mass.
 The Tillman Survey
 Western Advertising Agency, Racine, Wis.
 Chase Candy Company
 Frantz Mfg. Co.
 White, The Harm, Co., Cleveland, Ohio.
 Apollo Mfg. Co.
 Chapman Health Products Co.
 Ohio Varnish Co.

BIG LEAGUES WILL NOT BAN BASEBALL BROADCASTS

(Continued from Page 12)

might increase its circulation and so its advertising revenue. Why then, should there be any objection to an advertiser increasing his sales by the same method? After all, the sport itself is getting the lion's share of the time, and of the benefit. Why, if the clubs had to pay for the time on the air at the regular station rates, their bill would be something like \$1,500,000 annually.

Win Their Case

The American League officials said that they would not forbid broadcasting, but would leave the matter where it has been, at the discretion of the individual club owners. On their side Bellows and Hedges pledged the broadcasters to draw up a code for sports announcers, pointing out that they are representatives of the public and guests of organized baseball and in both capacities are on their honor to give only fair and unprejudiced reports of what actually occurs.

Following this, the committee proceeded to the headquarters of the National League, where the whole business was repeated, including the decision to leave the question to be settled by individual club owners. Judge Landis, who was also interviewed, agreed with the broadcasters.

Broadcasting on Fifteen-Minute Discs Is Now in Practical Use Nationally



THE pioneering work in the use of wax in broadcasting is finished. After ten months of exhaustive research and practical demonstration, national advertisers have available an economical and practical method of using broadcasting in selective market placement. The Radio stations listed on these pages are actually broadcasting successfully recorded disc programs for national advertisers.

THE old method of using regular house variety phonograph records of four minutes duration for spot broadcasting is made obsolete by the use of the new one-quarter hour discs produced by the BUREAU OF BROADCASTING in collaboration with the Pathe Recording Laboratories. The 16 $\frac{3}{8}$ -inch in diameter recorded discs prevent stops, jumps, and in fact all mistakes in the improper handling of the old-fashioned small records.

THE big disc is continuous for fifteen minutes. Received by your radio set, the reception sounds like a direct studio program.

One 16 $\frac{3}{8}$ -inch disc that plays a fifteen-minute program costs without talent charge \$125.

Two discs are used for a half-hour broadcast—total \$250.

Antiquated house variety records cost \$75 each and require 7 records for a half-hour program—total \$525. A saving of more than one-half is effected by using the large discs.

OUR service to advertisers and agencies includes the selection of talent; arranging programs; supervising and making of recordings; sending discs to stations; taking complete charge of entire campaign and rendering one invoice monthly.

THE BUREAU OF BROADCASTING has installed its own machines in 92 stations and is the only organization that is nationally equipped with machines that play the quarter-hour discs. Stations can now be picked by the advertiser according to his market requirements.

The quarter-hour disc is fool-proof. It is transcribed on our own double turntables that are equipped to play first one record then another for a full half-hour if desired. Microphones are not used as the machines are plugged into the broadcasting stations in place of them. The program is modulated from the control board just the same as a studio program.

Herewith is a partial list of stations equipped. Many more will be added as national advertisers demand further coverage.

Radio Stations Equipped with Bureau of Broadcasting Machines. 52-Time Rate

State	City	Station	Night Rate ½ Hour	Day Rate 15 Minutes
Alabama	Birmingham	WBRC	\$57.00	\$21.37
Arizona	Phoenix	KFAD	30.00	15.00
Arkansas	Hot Springs	KTHS	110.50	42.50
California	Hollywood	KFWB	59.50	21.25
California	Los Angeles	KNX	120.00	40.00
California	Oakland	KTAB	51.00	17.00
California	San Francisco	KFRC	64.00	14.40
California	San Jose	KQW	40.00	20.00
Colorado	Denver	KLZ	46.75	12.75
Conn.	Hartford	WTIC	160.00	50.00
D. of C.	Washington	WJSV	75.00	25.00
Florida	Miami	WQAM	32.00	9.00
Florida	Miami Beach	WIOD	45.00	20.00
Florida	Orlando	WDBO	25.968	11.05
Georgia	Atlanta	WSB	90.00	35.00
Idaho	Boise	KIDO	21.25	8.50
Illinois	Chicago	KYW	178.50	47.60
Illinois	Chicago	WLS	178.50	42.50
Illinois	Peoria	WMBD	55.00	12.00
Indiana	Evansville	WGBF	45.00	25.00
Indiana	Fort Wayne	WOWO	76.50	25.50
Indiana	Indianapolis	WFBM	54.00	21.60
Indiana	South Bend	WSBT	36.00	14.00
Iowa	Council Bluffs	KOIL	80.00	40.00
Iowa	Davenport	WOC	85.00	29.75
Kentucky	Louisville	WHAS	173.75	49.60
Louisiana	New Orleans	WDSU	63.75	21.25
Louisiana	Shreveport	KWKH	137.50	48.75
Maine	Portland	WCSH	35.00	10.00
Maryland	Baltimore	WCAO	127.50	46.75

State	City	Station	Night Rate	Day Rate
			½ Hour	15 Minutes
Mass.	Springfield	WBZA	\$160.00	\$60.00
Mass.	New Bedford	WNBH	12.50	4.50
Michigan	Detroit	WJR	212.50	51.00
Michigan	Grand Rapids	WOOD	34.00	12.75
Minnesota	Minneapolis	WCCO	157.50	58.50
Minnesota	St. Paul	KSTP	120.00	28.00
Missouri	Kansas City	KMBC	102.00	34.00
Missouri	St. Louis	KMOX	204.00	44.63
Montana	Butte	KGIR	22.50	6.00
Nebraska	Lincoln	KFAB	60.00	24.00
New Jersey	Newark	WAAM	80.00	32.00
New Mexico	State College	KOB	62.50	24.50
New York	Buffalo	WKBW	106.25	33.15
New York	New York	WOV	40.00
New York	Rochester	WHAM	122.19	38.12
New York	Syracuse	WFBL	50.00	14.824
No. Carolina	Charlotte	WBT	74.38	25.50
No. Carolina	Raleigh	WPTF	40.00	18.00
North Dakota	Bismarck	KFYR	34.00	12.24
Ohio	Cincinnati	WKRC	75.00	36.00
Ohio	Cleveland	WHK	93.50	36.00
Ohio	Toledo	WSPD	90.00	40.50
Oklahoma	Oklahoma City	KFJF	68.00	25.50
Oklahoma	Tulsa	KVOO	119.536	37.352
Oregon	Eugene	KORE	21.25	8.50
Oregon	Portland	KGW	79.69	24.91
Penn.	Philadelphia	WCAU	127.50	34.00
Penn.	Pittsburgh	KDKA	200.00	60.00
Penn.	Pittsburgh	WJAS	135.00	45.00
Rhode Island	Providence	WJAR	63.75	17.00
Tennessee	Memphis	WREC	56.00	12.00
Tennessee	Nashville	WSM	125.00	31.25
Texas	Dallas	KRLD	100.80	40.32
Texas	Fort Worth	WBAP	125.00	50.00
Texas	Houston	KPRC	100.00	32.00
Texas	San Antonio	WOAI	37.30	16.60
Utah	Salt Lake City	KSL	55.00	27.00
Virginia	Richmond	WRVA	120.00	35.00
Washington	Seattle	KJR	70.12	21.04
Washington	Seattle	KOMO	106.25	33.15
Washington	Spokane	KHQ	79.69	24.91
Wisconsin	Milwaukee	WTMJ	125.00	39.06
Canada	Calgary	CFCN	58.50	13.50
Canada	Toronto	CKGW	76.50	40.80
Canada	Vancouver	CKWX	76.50	38.25
Canada	Winnipeg	CKY	122.00	48.00

These rates are subject to change without notice.

We Handle Everything in Broadcasting. Submit All Your Problems to Us
The National Broadcast Authority

BUREAU OF RADIO BROADCASTING, RADIO DIGEST

E. C. RAYNER, President

A. T. SEARS & SON
122 S. Michigan Avenue
Chicago, Ill.
Harrison 3077-3078

Chicago
Established 1926

INGRAHAM & WALKER
33 West 42nd Street
New York, N. Y.
Lackawanna 2091-2092

AIR CAMPAIGN MAKES GOOD FOR INVESTMENT HOUSE

(Continued from Page 4)

than at night, and is used by many advertisers very effectively for reaching women. Incidentally, more direct selling is tolerated in the day time than at night. In the evening, the hours from seven to eleven are commonly regarded as most desirable.

Choose Stations Carefully

In the choice of a station, its power, its chain affiliations, its reception, its established audience and its standards and practices are the determining factors. Generally speaking, the more powerful the station the better. Chain affiliations are a factor in the popularity of a station and, hence, in the size of its established audience.

You will also find some stations running to a particular type of program which naturally attracts a particular audience. A station specializing in jazz bands will very probably build a jazz audience; one catering to the farmer will perhaps not have equal appeal for the city man. Equally important are the standards or ethics of the station. Will they take anybody or everybody? Will they permit exaggerated and even misleading statements on the part of their advertisers? Unfortunately, there are some such stations and clearly the financial advertiser cannot afford to be in the company that will result from such standards.

Perhaps the question most frequently asked about our radio efforts is, "Does it pay?" If the inquirer means do we see direct, immediate and traceable results equal or in excess of our expenditure, the answer would, of course, be "No." But let me ask how

many advertisers, particularly financial advertisers, can point to such results from any of their advertising activities. Probably very few. Yet our faith in advertising is not lessened on that account, for the more experienced know that this is not the way to measure results.

Avoided Direct Selling

Our own house went into radio asking no more and expecting no more than we would get from commensurate expenditures in older and more conventional media. We sought even less for direct results in radio than in publication advertising, for we have consistently avoided any suggestion of direct selling.

Moreover, we have endeavored throughout to make the effort as productive for all engaged in our line of activities as for ourselves. Aside from the occasional mention of our sponsorship of the program, there is no direct reference to Halsey, Stuart & Co., and throughout the series of our broadcasts we have consistently recommended listeners to go to "a good bank or bond house" rather than intimating that our own house was the only proper institution to deal with.

6,000 Requests

Although, as I have indicated, there has been no reaching for replies on our program, we have had ample evidence of the responsiveness of radio. From a single program, as many as 6,000 requests have come to us for reprints of the Old Counsellor's talks. During the one and one-half years we have been on the air, some two million individual reprints, and booklets containing collections of the talks have been distributed, either as a result of requests, or through salesmen,

other dealers, banks, industrial organizations, associations, etc.

Very little effort has been made to follow inquiries and no attempt at all has been made to tabulate sales resulting from them. Direct sales, as might be expected from the nature of the follow-up, have not been large, though in indirect values we have had impressive evidence of the effectiveness of radio. It has developed an acquaintance with, and an acceptance of the house that is very real and very far-reaching.

Perhaps our own attitude toward radio is best evidenced by the fact that at the end of our first year of broadcasting we renewed our contract with an almost 50 per cent increase in the number of stations on our chain. In this same connection, I observed in the last few days, a newspaper item based on statis-

tics gathered by the Bureau of the Census, indicating a 94.3% increase in chain broadcast advertising the first seven months of 1929 over the corresponding period of 1928.

Must Sell Program to Public

In closing, may I say a word about the merchandising of a radio program? The job is in no sense finished with the shaping up of your program. It must be sold and kept sold to the public, or that part of the public which you are endeavoring to reach. A good job of program building is in itself the most effective selling job you can do. The word soon gets about that your program is good, and the task of promoting it is correspondingly reduced. On the other hand, if your program is poor, no amount of promotion will put it over.

This job, as in the case of other advertising, starts with the mem-

For Your Convenience in Buying Radio Broadcast Advertising . . .

YOU CAN NOW BUY radio advertising, blanketing the entire country or any part thereof, from one source through which all details are completely and efficiently controlled. The scope of this service includes the station time, continuities, talent, programs and the production of records of the programs.

This organization functions as the national representative of 165 key radio stations in the principal cities of the United States in the same capacity as representatives function for other advertising media, and is similarly commissionable to recognized advertising agencies with the customary 15% and in some instances an additional 2%. Station rates are the same as quoted in Standard Rate and Data Service.

Rates for station time, talent available and local conditions with regard to any station are instantly available from these offices and all services rendered, whether the broadcasting schedule is local, regional, or national, is included in a single monthly invoice.

Address inquiries to our nearest office.

McElhiney and Associates

Accredited Radio Station Representatives

Railway Exchange Building
St. Louis, Mo.

Corbide & Carbon Bldg.
Chicago

Pioneer Trust Bldg.
Kansas City

Financial Center Bldg.
Los Angeles

bers of the organization itself. They must be kept informed of what you are doing and why. Your customers are next. They are not the least of radio's job, for the job of any advertising is to keep your customers sold in the face of competition. Then come your immediate prospects and finally the prospects somewhat further removed. To get a program before all these people means frequent references in your direct mail matter and in all of your publication advertising.

In our own case, mention of the program is made in practically all of our outgoing literature and in our newspaper and magazine advertisements. Occasionally a small advertisement featuring the program itself appears in the radio pages. Guest speakers are announced in all leading newspapers. Reprints of the Old Counsellor's talks are offered at intervals to bond dealers throughout the country. Counter display cards, sent to all the leading banks in the United States, were very widely used, alone or together with the Old Counsellor's reprints for distribution.

Get Public Opinion

Finally, in merchandising your program it is important to keep in close touch with what listeners think about it. To that end we recently circularized a cross-section of our own mailing list. The results of this questionnaire showed that 65 per cent of both our customers and listed prospects were familiar with the program. Of the remaining 35 per cent, one-third had no radios. Of those familiar with the program, 48½ per cent stated that they tuned in on our program

frequently, 43 per cent occasionally, and 8½ per cent seldom. The great majority, about 90 per cent, said they enjoyed the program, whereas the remaining small minority frankly said that they did not. To our great pleasure about 75 per cent stated that the Old Counsellor's talks were the feature of the program of greatest interest, which appears to answer pretty effectively the question whether or not the radio audience will listen to talks.

All the Same

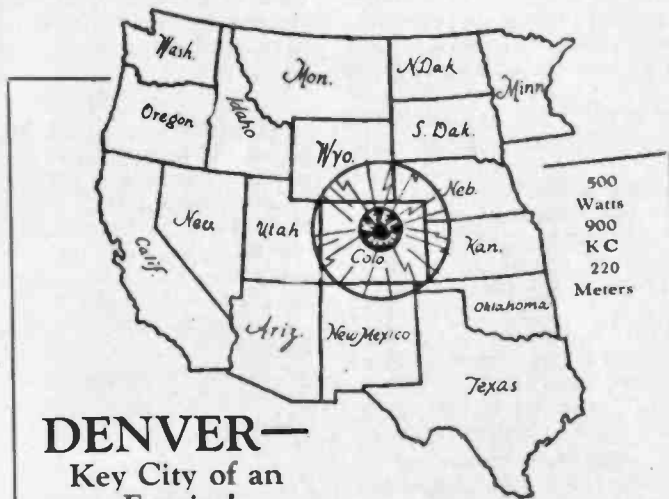
In order to determine whether there was any difference between the preferences of city and country listeners, we segregated our results and found essentially no difference whatsoever in the familiarity with the program, or preference as to features. The same proved true of the hour. We also suggested the results territorially and here again there appeared to be no difference whatsoever.

Questionnaire Tests Program Effect

FRANK SCHWARTZMAN, psychology student at New York University, presented 29 carefully prepared questions to 114 men and women psychology students, says "Retailing." The results showed that 86 owned radio sets, 80 of them in good working order; 35 listened every day, 17 a few times, 16 for certain programs, 20 very infrequently. The Philharmonic Symphony was the most popular program; 104 never wrote to a broadcasting station; 39 worked after school; 67 knew the product advertised by the Troubadours; 21 knew that Atwater-Kent sponsors a Sunday evening program; 20 knew that the American Legion band advertises Stetson shoes; 83 knew that the Anglo-Persians advertised rugs; 82 gave the correct sponsor of the A. & P. Gypsies; 46 were aware that Scripps-Howard newspapers sponsored broadcasting of major boxing matches, and 73 could not tell whether Ford Motor Company sponsored a program.

Heart of the Rocky Mountain Region
Served by

KFEL



DENVER—
Key City of an
Empire!

IN A 150 MILE RADIUS OF DENVER

121,000 RADIO EQUIPPED HOMES
1,000,000 POPULATION
\$590,062,200 PURCHASING POWER
248,064 AUTOMOBILES
161,000 TELEPHONES

EXCELLENT SELECTION OF TALENT

KFEL Owned and Operated by
EUGENE P. O'FALLON, INC.
DENVER, COLORADO

CHOOSING RIGHT METHODS OF AIR PRESENTATION

(Continued from Page 10)

which I hope will be clarifying, at least.

You may not realize that when you go into the matter of records for broadcasting, regardless of what process may be used, you are multiplying your mechanical hazards in geometric progression. That is the reason why, up to the present time, our organization, both as individual station owners and as collective group, have refused to make any appreciable investment in any type of equipment.

Shortly after I was asked to make this speech, I spent considerable time in checking up again every one of the available processes, and I found that the time is not yet ripe for our members to standardize on any type of equipment, since none of them has been brought to a comparable state of perfection to that which we now have in our transmitters.

Too Many Kinds

To give you a little clearer picture of the problem, there are offered today the following processes; 78 r. p. m. lateral cut records; 33½ r. p. m. records, both lateral cut and hill and dale with three different processes of speed control, which at such a slow speed is exceedingly important.

There also are offered two different processes of sound film, with the possibility of a third issuing from the laboratory very shortly and the ever present foreign process of magnetized metallic wire. I have reason to believe that one or more of these several processes will soon reach the desired standard of performance, and by soon I mean within perhaps the next few weeks.

Do not infer that I would cast any reflection upon those brave souls who have already made and used considerable equipment and recordings. I would have you understand that, viewed from the broadcasters' viewpoint only, we do not feel that any process or equipment has yet completely arrived. Satisfactory results have been obtained, and, in some instances, most gratifying results have come about through the use of records.

Will Have Big Place

With the mechanical hazards solved and brought to an absolute minimum, I believe records are going to have a very substantial place in many schedules. To some the most attractive part is the nominal cost. To me that is not the greatest thing offered.

In many outlying points, where distribution is good and profitable for manufacturers, there exists enough general commerce to support a very good broadcasting station. Sad, but true, many of these points do not possess even a first-class soprano in the church choir, or a dependable piccolo player. Certainly, in these instances, a good record made by prime talent is the best answer.

There are also problems in some merchandising campaigns where staggered presentation is more desirable than simultaneous, and again, in many of these instances, records are most advisable. Another advantage to records which will appeal to you gentlemen is that, you can control on the record the exact sales message and presentation you desire to submit, which, of course, presents a hazard in spot time utilizing human talent.

On the contrary, however, American broadcasting has been

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.

built up by men, whom I know, from intimate personal contact, to be practical idealists. Even though recordings by any process reach mechanical perfection, I am morally certain that American broadcasters, at least our members, will insist upon such presentation being adequately described as mechanical reproductions, in order that no deception may result in the minds of the public. That may seem a very trivial point to you gentlemen, but I assure you that it is a very important point with broadcasters.

Recently I had the counsel of another versed both in broadcasting and advertising; on this particular point, he said, "The phonograph brought us sound, and it brought us speech, reproducing these two things which we can most readily recognize. And radio brought us these again, plus the spirit of the presentation."

Live Talent vs. Record

Through the courtesy of WEEL, at Boston, you are going to hear from this set a direct comparison of human talent and the same talent reproduced from a record.

I have arranged it in this manner without disclosing the process or equipment, because I believe you gentlemen are the most interested in the results. Several numbers will be presented and, as soon as the demonstration is concluded, I shall ask you to indicate, by raised hands, those numbers which you believe to be records and vice versa.

The demonstration was given.

Which was which? All those who think the last was the record, raise their hands. (22 raised their hands.)

All those who think the last

was the orchestra, please rise. (27 arose. The balance in attendance were uncertain.)

The last was the orchestra.

PLUMBING CONTRACTOR SELLS SERVICE OVER RADIO

(Continued from Page 17)

our new show room, and want you to see it."

Following this formal conclusion comes a "postscript," which consists of a verse about quick plumbing service sung to the tune of "Ten Little Miles from Home."

Calls for "Swiftly"

Recently, the Howard C. Baker Company received a telephone call from a person with a child's voice who asked for "Swiftly," the character who runs through the Baker programs. The call was for repair service on a leaky pipe. Mr. Baker found out afterwards that the caller was a 12-year-old child whose mother died recently and who was attempting to keep house for her father.

Since these programs have been running, the Baker company frequently receives telephone calls for "Swiftly," which is conclusive proof that prospects for plumbing and heating service listen in on and remember the advertisements proper as well as the actual entertainment.

Mr. Baker has made plans for a radio advertising program which will extend over two years as the result of his initial experiments in this field.

Callinan Heads WFJC

Appointment of L. J. Callinan as business manager of Station WFJC, Akron, Ohio, was recently announced. Mr. Callinan takes the experience of years' connection with the amusement and newspaper business to his new post.

WRITE
FOR
THIS



NEW
BOOK

Showing What **WLS** Can Do For You!

A BOOK of facts that should be in the data files of every agency—on the desk of every advertiser—interested in reaching BOTH purchasing agents (the man and woman) on farms throughout the great Mid-West. Shows surveys that conclusively point to WLS as the favorite Mid-West farm station.

A history of WLS, the "Voice of Agriculture," tells of the programs and artists who have helped make WLS as "welcome as the dinnerbell on the farm."

Gives experiences of advertisers and concludes with chapter on what WLS can do for you. Write for your free copy of this book of radio facts today.

WLS—THE PRAIRIE FARMER STATION—CHICAGO

1230 W. Washington Blvd.
Key Station NBC Farm Network

BROADCASTING BARN DANCES SELLS LAMPS

(Continued from Page 20)

you are now using oil for lighting purposes."

Then more music and the concluding announcement:

"The 'Aladdin Entertainers' have been entertaining you with a group of favorite old tunes, presented through the courtesy of your local dealer of Aladdin Mantle Lamps. This dealer would be glad to demonstrate the new instant-light Aladdin to you. If, by chance, you do not know his name, write Aladdin, A-L-A-D-D-I-N, Aladdin, in charge of this station, and it will be sent to you.

You are also invited to send for the new Aladdin Farmers' Radio Atlas and Log, remembering, you may see the wonderful new Aladdin at your dealers. There

is an Aladdin dealer near you.

The 'Aladdin Entertainers' will return next Wednesday evening at this same hour to entertain you with another group of favorite old tunes."

Straight Sales Talk

There are one or two features of this program that may bear emphasizing. First, there is no attempt to disguise the product or to conceal from the listener the fact that he is hearing a straight advertising talk about the Aladdin Lamp. Some manufacturers on the air seem ashamed of their products and only slide their names in at the end of their time as if hoping no one will notice them. We believe that our audience is as interested in what we have to say as in our music, and our sales records seem to substantiate that belief.

Again, you will notice that the Mantle Lamp Company is not mentioned at all. We want our dealers to make the sales to the public; we can keep busy supplying the dealers.

It might be well to mention also that there's more to broadcasting than just putting a program on the air. Window displays, local dealer hook-ups, advertising in the local papers and farm magazines are all effective in backing up your programs.

Follow-Up Inquiries

Another thing is the question of inquiries. We have an absolute follow-up system. Every inquiry is answered and the names of nearby dealers mentioned. Then each of those dealers is given the name of the inquirer. Finally, the inquiries are turned over to our salesmen, who check up on the handling and outcome of each one. This may seem like a great deal of work, but all we

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
---	--

STUDIO AVAILABLE

For **BROADCASTING**
and **RECORDING**



Studio including large reception rooms, spectators' room and additional space for general offices.

Studio 45x75 feet with 40 foot ceiling, equipped with large pipe organ. Specially constructed control room---now occupied by large National Chain.

CAPITOL BUILDING

N. E. Cor. STATE & RANDOLPH STS.
CHICAGO

can say is that it pays.

That is our story. Yours may be entirely different. As I said when I started out, in this field each advertiser must find his own way.

"Bear Oil Man" Advertises Radio as a Medium

RETTY good proof that an unusual feature on the air will start something is found in the series of talks now going out from WOC at Davenport, Iowa. This feature is the series of talks by "The Bear Oil Man," who is on the air each Wednesday and Friday nights at 10:06, CST.

Of all the mediums of advertising in existence today the radio system is the only one that has never used its own method to advertise what it has to sell, namely, time on the air. The Bear Oil Man. In his first talks (which are only of ten minutes duration), emphasized the obvious fact that the radio was not a competitor of newspapers. He claims there are three certain ways for nearly all advertisers to advertise. Newspapers and radio are two of them.

The Bear Oil Man is simply using ten minutes twice a week to sell radio time to those who do not know what it is all about.

WHY ANNOUNCERS MISPRONOUNCE

(Continued from Page 13)

time and time again. How many can you pronounce correctly?

scherzo	pince nez
bete noire	pot pourri
maitre d'hotel	piece de resist-
carte blanche	ance
faux pas	attache
esprit de corps	bon voyage
hors d'oeuvre	cantabile
marchioness	liaison
marquese	chevalier
nouveau riche	

And now for a few of those foreign proper names:

Rimsky-Korsa-	Ippolitov-Ivanov
kov	Czech
Chaminade	Wagner
Mozart	Saint-Saens
Rachmaninoff	Puccini
Keler-Bela	Haydn
Chopin	Godowski
Dvorak	Donizetti

To climax this nightmare of correct pronunciation, let's have some fun. Below is a list of sixty words selected at random—all of them fairly familiar in print, and we've heard every one of them on the air recently. Read every word aloud, and then look up the correct pronunciation of every word—don't trust your memory or take the word of someone else—look them up; if you're exceptionally good at pronunciation you've lost the fun, but if you're like the most of us—just average—you'll enjoy yourself.

Possibly we shouldn't give you this information, but here is a measuring stick: we tried this list on seven people in our announcing and program departments, and the average number of words missed was 19. The worst was 29 and the best 7.

K J B S

SAN FRANCISCO

The consistent daylight station since January, 1925.

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

Member of N. A. B.

—K J B S—

1380 Bush St., San Francisco

Rate Card and Booklet on Application.

All right—let's go!	malignant
despicable	mesalliance
dishevel	musicale
deshabille	omniscience
fiance	automobile
gondola	program
habitué	peremptory
harbinger	plagiarize
illustrate	poignant
imprecation	prelude
itinerant	pseudonym
mauve	rables
data	raspberry
coupon	recitative
bouquet	satiate
comparable	dictionary
comptroller	incognito
cullinary	incognito
demoniacal	satlety
climate	seismograph
indict	squalor
address	sycophant
agape	taupe
aviation	ukase
alias	vaudeville
altimeter	xylophone
duralumin	textile
dirigible	precedent
badinage	finance
cabal	stertorous
malign	

How'd you come out? The point is this: an announcer frequently makes the same mistake all of us do—he reads what he is about to announce, to himself, and is sure he can pronounce every word; and then after he is on the air, some little word like "agape" leaps right at him, and he doesn't know whether to pronounce the "a" as in "gate," or "bald," or "bat"!

One announcer we knew always tried to get around the difficulty by substituting another word; he "met his Waterloo" on a news flash referring to "the bereaved parents" of a child who had been killed; he substituted "bothered" for "bereaved."

KFKB

The Pioneer Station of Kansas

The outstanding station of Kansas, with programs that are so diversified they appeal to the middle west farmer as well as to the city dweller.

More power than any other Kansas station.

5000 watts

1050 kilocycles

Crystal control,

100% modulation.

Rate card mailed upon request.
Member National Association of Broadcasters.

KFKB
BROADCASTING ASSOCIATION
INC.
MILFORD, KANSAS

REVISING SCHEDULE BRINGS 100,000 COMPLAINTS

(Continued from Page 7)

order to please eastern listeners who were complaining that Amos 'n' Andy at 11:00 p. m. kept their children up far past their usual bed-time, the Pepsodent Company agreed to change the time of the broadcast to 7:00 p. m. Eastern Standard Time. This brought the feature into the middle west at 6:00 p. m. and into Denver and Salt Lake City at 5:00 p. m. A few rumors of protest from these latter sections were heard with the announcement. The change, nevertheless, was made—and then the storm broke.

West Demands Change

When peace had been restored, a week later, and the results were counted, it was discovered that more than 100,000 letters,

telegrams and petitions had been received asking that something be done for the west. A leading Denver paper ran a front page story with a streamer and an editorial demanding a change. State officials wired and wrote. The mails were swamped for days. Peace was accomplished by the establishment of two broadcasts a night—one for the East at 7:00 p. m., Eastern Standard Time, and one for the remainder of the country at 10:30 p. m. Central Standard Time, giving the feature to the mountain states at 9:30 and the Pacific Coast, which was then added, at 8:30 p. m.

The Pepsodent Company frankly will not attempt to tell you what their broadcast advertising is accomplishing, because they have been on the air only since August, and have been able to

Situation Wanted by Air-Time Salesman

THIS man has sold \$100,000.00 worth of radio advertising on a 1,000 watt station over a period of two years—sold it through personal solicitation, none of it coming through agencies or by mail.

Renewed 80% of the business sold the first year.

Has had three years' experience in broadcast advertising with several years' background in general advertising.

He is 25 years old and can supply bonafide references.

Address Box 100, Care
Broadcast Advertising, 440
South Dearborn St., Chicago

make no definite check, but the foregoing is an indication of which way the wind is blowing.

What accounts for the popularity of Amos 'n' Andy? That is something experts can fight about. Obviously, the homely human drama of the lives of two ignorant colored boys, their love affairs, their business affairs with the Fresh Air Taxicab Company, incorporated, the affairs of their lodge, the Mystic Knights of the Sea, and all that these involve, have struck a responsive chord in the hearts of American radio listeners.

Individuality? Well, rather; try and find another feature that vies with it.

People, Not Characters

Personality? Well, when thousands of people send belts, candy, flowers, cakes, cookies, inner-tubes, pictures, clothing and what-have-you to Amos 'n' Andy, and when those same thousands write Andy threatening letters when he grows too dominant, or letters of praise and advice to Amos—that means that to those people Amos 'n' Andy are more than characters—they are people.

Too, strangely enough, the followers of Amos 'n' Andy come from every walk of life, every race, every color, every creed. They receive letters from bankers, lawyers, senators, physicians and educators as well as from truck drivers, ditch diggers, clerks, stenographers, stevedores, or almost any profession or trade that you might name. Their following among the negro people, too, is great. That is largely accountable to the trueness of their characters, and the fact that they have never said or done anything derogatory to that race.

So closely do their audiences

KWCR

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

WJAC

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

RADIO STATION WGCM

"Wonderful Gulf Coast of Mississippi!"

Broadcasting on a frequency of 1210 Kilocycles 100 watts power Ask Cascade Ginger Ale— Mobile, Ala. and Times-Picayune, New Orleans, La.

Rates upon application
WGCM, Great Southern Hotel,
Gulfport, Miss.
Frank J. Kroulik, Business
Manager and Announcer

W N J

On the air since 1923

[Programs of the Highest Order] 100% Modulation
No recorded programs at night. Equipped with double turntable.

W N J Radio Investment Corp.
76 Springfield Avenue
Newark, N. J.

follow them, that Amos 'n' Andy have broken and are breaking theatrical records in practically every place where they make a personal appearance. They are feted, lauded and applauded, but—and perhaps here is an insight to their lovableness—they are still the same unassuming, honest-to-goodness unspoiled boys that they were when they were directing home talent shows for the Elks or the American Legion from Durham to Muscatine, or almost anywhere else that you might name.

Does the Pepsodent Company feel that they are getting their money's worth? You ask them!

STATION OFFICIAL TAKES ISSUE WITH AGENCIES

(Continued from Page 15)

sented over his station that are detrimental to his own business, but if the advertising agencies had taken the right attitude toward broadcasting from the start, no such programs would be presented. The agency should be as anxious to promote good will and to give interesting programs as the director of the station himself.

Any well established advertising agency today will not permit a client to injure himself or his business through the use of injudicious copy in magazines or newspapers, yet many of them are allowing this same thing when it comes to broadcasting. Apparently they have made no attempt to really study this new medium and have done very little in analyzing public likes and dislikes.

Night after night I hear programs on the air that are so filled with sales talk and visual advertising material that anyone who has been connected with broadcasting for more than two years can tell, without reference, that they are

harming the advertiser and the product. Broadcasters themselves, sensing an indifference and, if I may be permitted to say it, a surprising amount of ignorance on the part of many advertising agencies, have in many cases established their own advertising departments. They, at least, are trying to get the viewpoint of the business man and are attempting honestly to aid him.

Not Blanket Indictment

I wish it specifically understood, however, that this is not a blanket indictment of all advertising agencies. Several of the more progressive are doing and have done things that I have pointed out in this article. They are maintaining radio departments headed by capable and efficient men who understand both sides of the picture, i. e., broadcasting and advertising. It is my belief that the rest must follow suit and if an occasional article of this kind will result in any improvement in the general situation, it will have been more than worth while.

The agencies themselves are the ones who are to be benefited, but they must be prepared to give the kind of service needed. If an advertising agency is going to set itself up as an advertising counsel, it must be prepared to give sound counsel and advice not only in matters pertaining to visual advertising, but audible advertising as well. This has not been done.

I do not care to indulge in untimely predictions, but it seems easy to assert that if the agencies themselves do not wake up, the time will soon come when much broadcast advertising will be handled by the special advertising departments of the chains and individual stations.

Recorded Programs Gain Official Recognition

PROGRAMS recorded exclusively for broadcasting were officially recognized for the first time in a recent general order of the Federal Radio Commission. All such programs for broadcasting only and not for sale to the general public, shall be designated in these words: "This program is an electrical transcription made exclusively for broadcast purposes."

In the case of ordinary mechanical reproductions, such as phonograph records or player piano rolls, the order says that "all broadcasting stations shall announce clearly and distinctly the character of all mechanical reproductions broadcast by them, the announcement to immediately precede the broadcasting of each record."

Stations that have been using long technical terms or obscure words to comply with the old rule and still make their listeners believe that the performers were actually present in the studio, will have a hard time getting around the new order, which continues as follows: "In such announcements each talking machine, phonograph or graphophone record used, whatever its character, shall be described by the use of the exact words: 'This is a talking machine record,' or 'This is a phonograph record,' or 'This is a graphophone record.' Every other mechanical reproduction shall be similarly described by the term generally used and understood by the public and meaning such mechanical reproduction."

Uses Novel Plan to Test Listener Interest.

A "CONCENTRATION test" was successfully used by Morgan Eastman, station manager of WENR, Chicago, to determine listener interest in the Sunday morning "Sunshine Hour." Three compositions were read over the air simultaneously and the listeners asked to test their concentration by picking the subject read by each speaker. Nearly 7,000 letters were received by WENR, commenting on the novel program.

The Milwaukee Electric Railway & Light Company, Milwaukee, Wis. (Fred E. Eriksen, Advertising Manager).—"We have found many interesting and practical suggestions and ideas in 'Broadcast Advertising,' and it has very materially helped us to get a broader and more comprehensive view of broadcasting.

"There have been some very excellent articles and anyone interested in broadcasting should find this magazine a real help and inspiration."

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

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

W The Capper Publications TOPEKA, KANSAS

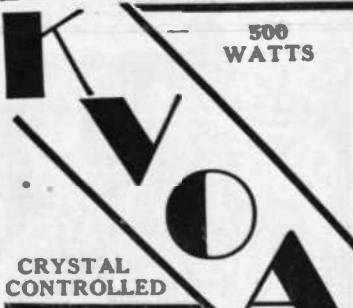
ABOUT 100-

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?

500 WATTS



CRYSTAL CONTROLLED

100% modulation, 2000 watts peak modulated output. The only station that consistently covers Southern Arizona—the populous business white spot of America—during daylight hours.

Write for Low Rate Card

Owned and operated by
Lieut. Robert M. Riculfi
U. S. Army, Retired
TUCSON, ARIZONA

Importance of Monitor Board Operator

By Harrison J. Cowan*

President, Cowan & Pringle

IT has been our experience that, in spite of the fact that we might employ artists who had been working with a broadcasting station for several years, there was a woeful lack of microphone technique among those artists. It would seem that facilities should be provided by the broadcasting stations to make it possible for people to master microphone technique. The only way they can master it is to get up before a microphone and sing and perhaps observe what happens to the volume indicator.

A little trick which we have

**Excerpts from an address at the annual convention of the National Association of Broadcasters, West Baden, Indiana, November 3 to 5. The main body of Mr. Cowan's address was printed in the November number of "Broadcast Advertising."*

used which has been very helpful—I understand it was done years ago in some of the stations, and was eliminated—is to put the volume indicator into such a place that when the singer is singing into the microphone he or she can watch the action of the needle and improve the microphone technique.

Most Important Man

The monitor board operator at the present time is in entire charge of the situation. We feel that the monitor board operator is the most important man in the whole work, as it concerns those whom the advertising agent or the client see. There are men in back of the stage, the engineers, who are undoubtedly of great deal more importance than the monitor board operator, but it would seem to us that he is the key of the whole situation.

You can take a marvelous program, put it into the microphone, if you have a good monitor board operator, who knows first of all the program and what is trying to be accomplished, and secondly, if he is intelligent enough to fade out the program before the microphone as it is supposed to be faded, he can make that program better than it is. In other words, you can take that same program, and get a monitor board operator who is not capable, or not on the job, or tired out, because a lot of them are overworked, and he can just simply ruin it. He can not only ruin the individual numbers, but also ruin the general effect of the program as a whole.

We see, in going around from station to station, that the monitor board operators are on long tricks; many have too much to do, have no time to think about

Orders - Inquiries

60 pages
Send for
FREE Copy

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 Statistics
Producers of Direct Mail Advertising

their jobs; they have no time to think about improving their work or their capabilities on the board; they have little opportunity to absorb the experience of others who may know more about it than they do, and we would like to make a little plea for the monitor board operator.

Take him as an important part; from the dollars and cents point of view, a monitor board operator could earn as much money as anybody in the broadcasting station.

N. A. B. Directors Meet in Washington

THE annual meeting of the board of directors of the National Association of Broadcasters was held in Washington, D. C., Dec. 8, 9 and 10. After reviewing the business brought up at the convention last month, the board took up the question of the threatened ban on baseball broadcasts and authorized William S. Hedges and Henry Bellows to present the broadcasters' point of view at the annual meetings of both major leagues.

An executive committee, consisting of George F. McClelland, vice-president of the National Broadcasting Company; William S. Paley, president of Columbia Broadcasting System, and Alfred J. McCosker, managing director of Station WOR, Newark, N. J., was appointed to meet the radio committee of the Association of National Advertisers in hopes of settling some of the troublesome problems of radio advertising on an equitable basis.

Those present at the meeting were: W. S. Hedges, WMAQ; E. M. Spence, WPG; A. J. McCosker, WOR; Henry Bellows, WCCO; J. J. Storey, WTAG; W. J. Damm, WTMJ; Lambda Kay, WSB; E. P. O'Fallon, KFEL; E. L. Bill, WLS, and L. S. Baker, managing director. E. C. Anthony, KFI, and F. W. Elliott, WOC, sent proxies.

Kaufman Now Managing WCAE

J. L. Kaufman has been appointed managing director of Station WCAE, Pittsburgh, owned and operated by Gimbel Brothers. His first official act was to announce that a construction permit had been issued for the installation of a new transmitter which will raise WCAE's power from 500 to 1,000 watts.

**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

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.

Bond Company Objects to Station Censorship

GUARANTY BUILDING & LOAN
ASSOCIATION
Hollywood, Calif.

Editor BROADCAST ADVERTISING:

Broadcast Advertising has been particularly interesting to me because of the discussions of the various types of effective and non-effective programs.

We, here, have used several local stations, but have more or less confined ourselves to the orthodox type of program, and while our radio work has been effective I do not think that we have gotten all out of it by any means. It is my contention that an outstanding program can be created without a tremendous expenditure of money. By outstanding, I mean a program that people will want to hear and not just happen to tune in on.

I would like to see some discussions in your publication on why it is that most radio stations, that I have come in contact with at least, seem to be rather dictatorial as to the amount of "copy" used on a program. It seems to me that so long as an institution tells the truth and pays its bills promptly and has, of course, a service that is of general value to the public, it should be able to go on the air with any kind of "copy" it wants.

Our business, in particular, is one which requires explanation, or education, whichever you want to call it. You can't get this by merely mentioning our name and the fact that we pay 6%, and yet the average radio station seems to feel that very much more in addition to that is unthinkable over the air.

One of the finest examples of this latter point, in my opinion, are the Halsey-Stuart programs out of Chicago, chock-full of facts and information concerning investments of various kinds. I rather imagine that these programs have been successful, and there might be a germ of an idea here for an article or two in your publication.

I think, unquestionably, you are on the right track and I can only add one more word, that you keep your articles as close to brass tacks as possible, avoid generalities, because that is one of the things that is the matter with radio today. I suppose I interview at least two salesmen of radio stations every day and get at least one phone call. Nobody yet has brought me a constructive idea for a program or any reason why their particular station is better than the others. They have touched off the most glittering bunch of generalities that it has been my pleasure to listen to, however.

Sincerely yours,

W. L. HAMLEN.

Stamm Now Sole Owner of "Broadcast Advertising"— Robertson Appointed Editor

G. W. STAMM has purchased the G. interest of his partner, L. E. McIlvain, in "Broadcast Advertising" and is now sole owner. During his fifteen years in the trade paper publishing business Mr. Stamm has founded six trade papers, all successful and all rendering an outstanding service to the industries to which they are devoted.

R. B. Robertson, recently with "The Globe Trotter," has been appointed editor. Mr. Robertson brings to this post a wide range of experience in the class paper and house organ fields.

Pioneer Takes New Offices

Ted Nelson, president of Pioneer Broadcast Service, Inc., has announced the removal of his company, builders of radio programs for electrical transcription over broadcasting studios, to its new quarters in the General Motors building, 1775 Broadway, Manhattan. Mr. Nelson stated that these programs are now being broadcast over approximately fifty stations in the United States and Canada.

Morency Made N. A. B. Director

WILLIAM S. HEDGES, president of the National Association of Broadcasters, has announced the appointment of Paul W. Morency, manager of WTIC, as member of the board of directors, to fill the vacancy caused by the resignation of Leon Levy, president of WCAU.

Classified Advertisements

Rates: 8c per word per insertion. No order accepted for less than \$2.00. Cash must accompany order.

Broadcast Advertising,
440 South Dearborn St., Chicago.

SITUATION WANTED

EXPERIENCED executive seeks situation as radio station manager, commercial managerial position or manager of radio department with advertising agency. Position must have real possibilities. Unusual qualifications. Address Box AAA, Broadcast Advertising Magazine.

Broadcast Advertising



HARRY C. MOIR
PRES. & GEN. MGR.
THE NEW MORRISON



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

BROADCAST ADVERTISING INDEX

April to December, 1929

	Month	Page
Agency maintains its own rehearsal studio.....	July	16
Air campaign makes good for investment house.....	Dec.	1
All's set for meeting of broadcasters.....	Oct.	15
American Newspaper Publishers' Association; Convention in New York:		
Report of Radio Committee.....	May	16
Andrea, F. A. D., Commercial broadcasting as done by the Germans.....	Sept.	5
Arnold, Frank A., High spots in broadcast technique.....	May	6
Art work by the clock.....	Sept.	6
Associated Oil Company.....	Oct.	16
Association of Broadcasters adopts code of ethics.....	April	11
Association of National Advertisers; Convention at Swampscott, Mass.:		
Address by L. S. Baker.....	Dec.	8
" " R. A. Bradt.....	Nov.	16
" " D. E. Replogle.....	Nov.	19
Association of National Advertisers; Convention at French Lick, Indiana:		
Address by O. H. Caldwell.....	Aug.	3
" " Roy S. Durstine.....	June, page 14; July	11
Atlass, Ralph B., Non-cancellable contracts—a protection for clients.....	Aug.	6
Babson's claim unfounded.....	June	3
Baker, Howard C., Company.....	Dec.	15
Baker, L. S., Choosing right methods of air presentation.....	Dec.	8
Bellows, H. A., Broadcasting—a universal medium.....	Aug.	10
Difficulties of federal radio regulation.....	May	14
Big leagues will not ban baseball broadcasts.....	Dec.	12
Blanchard, Frank Libby, Selling securities by use of radio advertising.....	Oct.	12
Bourjois Perfume Company.....	Oct.	1
Bradt, R. A., Maytag's experience with recorded programs.....	Nov.	16
Broadcast advertising from the advertiser's viewpoint.....	June	19
Broadcast advertising—its possibilities and limitations.....	April	22
Broadcasting a cemetery.....	Sept.	3
Broadcasting a perfume.....	Oct.	1
Broadcasting a railroad.....	June	13
Broadcasting—a universal medium.....	Aug.	10
Broadcasting barn dances sells kerosene lamps.....	Dec.	18
Broadcasting in America.....	Sept.	10
Brown, L. Ames, Broadcast advertising—its possibilities and limitations.....	April	22
Bryson, A. E., Air campaign makes good for investment house.....	Dec.	1
Caldwell, O. H., Natural laws which limit radio advertising.....	Aug.	3
Who pays for broadcasting?.....	July	20
Can radio circulations be calculated?.....	May	3
Carpenter, H. K., Why announcers mispronounce.....	Dec.	13
Casper, L. W., What's coming in radio broadcasting?.....	April	18
Chain broadcasting may be restricted.....	May	10
Checking copies by dictaphone.....	Sept.	13
Choosing right methods of air presentation.....	Dec.	8
Cisler, Stephen A., WLS now guarantees its advertising.....	July	19
Cities Service Company.....	Oct.	12
Columbia announces farm advisory board.....	Nov.	27
Commercial broadcasting as done by the Germans.....	Sept.	5
Company tries radio—now spends \$40,000 a month.....	Oct.	14
Continuity with atmosphere, A.....	May	11
Conybeare heads radio committee.....	Dec.	4
Cowan, Harrison J., Agency maintains its own rehearsal studio.....	July	16
Broadcasting a perfume.....	Oct.	1
Why radio does a quicker job than billboards.....	Nov.	5
Crosby, Warren M., Company.....	Nov.	22
Dearmont, R. E., How Henry Field sells seeds by radio.....	May	22
Dellinger, Dr. J. H., Why the government regulates radio.....	April	5
Difficulties of federal radio regulation.....	May	14

Dodge Brothers	Aug.	17
Dunlap, Orrin E., Jr., Gauging listener interest in radio broad- casts	Aug.	17
Durstine, Roy S., Function of the agency in broadcast advertising	June, page 14; July	11
Dutch Masters Cigar	June	5
Farmer and his radio, The	Aug.	14
Favorites musical numbers of the farm audience	June	25
Fellers, E. A., Broadcasting barn dances sells kerosene lamps ..	Dec.	18
Field, Henry, Seed Company	May	22
Figures show remarkable growth in radio audience	April	7
Financial Advertisers' Association; Convention at Atlanta, Ga.: Address by A. E. Bryson	Dec.	1
Finn, Joseph H., Broadcasting a railroad	June	13
Fitch Company	Sept.	14
Forest Lawn Memorial Park	Sept.	3
Foster, James E., Plumbing contractor sells service over radio ..	Dec.	16
Friis, John C., Radio Grocer	Sept.	15
Fuller, W. P., Company	Oct.	16
Function of the agency in broadcast advertising .. June, page 14; July		11
Gauging listener interest in radio broadcasts	Aug.	17
Gilman, Don E., Radio broadcasting—an aid to distribution	Oct.	16
Goodrich Rubber Company	Sept.	10
Great Northern Railway	June	13
Grigsby-Grunow Company	June	16
Gurney, Charles, The farmer and his radio	Aug.	14
Halsey, Stuart & Company	Dec.	1
Harkness, W. E., Address before N. A. B.	Nov.	8
Harvey, Perce, Jr., How a department store uses broadcasting ..	Nov.	22
Hastings, M. O., "You're not quite ready for that as yet!"	April	10
Hedges reviews activities of broadcasters	Nov.	28
Hedges, William S., Annual address to N. A. B.	Nov.	28
High spots in broadcast technique	May	6
How a department store uses broadcasting	Nov.	22
How bombastic advertising can be suppressed	July	18
How broadcasting increased a bank's deposits	Sept.	16
How Henry Field sells seeds by radio	May	22
How Quaker Products Company "sells" radio to salesmen	July	13
Industry demands more specialists	Sept.	1
International Advertising Association; Convention at Berlin: Address by Frank Libby Blanchard	Oct.	12
" " Robert H. Rankin	Sept.	10
Convention at Chicago: Address by Joseph H. Finn	June	13
" " Sherman G. Landers	June	5
" " Duane Wanamaker	June	16
Keeping broadcast copy within bounds	April	3
Kinkead, R. S., A continuity with atmosphere	May	11
— Keeping broadcast copy within bounds	April	3
Landers, Sherman G., Putting a cigar on the air	June	5
Linking up radio with chain stores	Sept.	9
Majestic Electric Appliance Company	Oct.	16
Majority of stations run at loss, says Segal	Dec.	5
Mantle Lamp Company	Dec.	18
Mayer, Oscar, & Company	May	11
Maytag's experience with recorded programs	Nov.	16
Measuring the radio audience	Sept.	20
Morton, Robert, Why and how of radio broadcasting	Oct.	6
National Association of Broadcasters; Report of Chicago meet- ing, March 25, 1929	April	11
Convention at West Baden, Indiana: Report of business	Nov.	1
Address by H. J. Cowan	Nov.	5
" " W. E. Harkness and discussion	Nov.	8
" " R. B. Williams	Nov.	14
" " W. S. Hedges	Nov.	28
Committee reports	Nov.	23
N. A. B. committees make constructive reports	Nov.	23

BROADCAST ADVERTISING INDEX—Continued

National Bank of Commerce.....	Sept.	16
Natural laws which limit radio advertising.....	Aug.	3
Nelson, Jack T., Art work by the clock.....	Sept.	6
Non-cancellable contracts—a protection for clients.....	Aug.	6
Now let's razz radio a bit.....	Oct.	8
Pacific Coast Advertising Clubs' Association; District Convention:		
Address by Don E. Gilman.....	Oct.	16
Pacific States Electric Company.....	Oct.	16
Peck, Mark B., How broadcasting increased a bank's deposits.....	Sept.	16
Pepsodent Company.....	Dec., page 6; Dec.	9
Peterson Baking Company.....	Sept.	14
Plumbing contractor sells service over radio.....	Dec.	16
Pratt, B. K., Industry demands more specialists.....	Sept.	1
Station official takes issue with agency man.....	Dec.	14
Price, George Logan, Now let's razz radio a bit.....	Oct.	8
Pros and cons of recorded programs, The.....	Nov.	8
Publishers discuss means to curtail free program publicity.....	May	16
Putting a cigar on the air.....	June	5
Quaker Products Company.....	July, 13; Sept.	9
Quarrie, W. F., & Company.....	July	3
Radio broadcasting—an aid to distribution.....	Oct.	16
Radio's magic carpet.....	July	5
Raladam Company.....	Oct.	14
Rankin, Robert H., Broadcasting in America.....	Sept.	10
Raynor, E. C., Using the "wax chain" in broadcasting.....	May	8
Reed, Stanley B., Babson's claim unfounded.....	June	3
How Quaker Products Company "agails" radio to salesmen.....	July	13
Linking up radio with chain stores.....	Sept.	9
Replogle, D. E., Television—a medium of the future.....	Nov.	19
Retaining Sponsor's Names in published programs.....	Aug.	7
Revising schedule brings 100,000 complaints.....	Dec.	6
Selling Encyclopedias by means of broadcasting.....	July	3
Selling securities by use of radio advertising.....	Oct.	12
Shell Company.....	Oct.	16
Smith, W. W., Trend in broadcasting.....	Oct.	10
Stamm, G. W., Figures show remarkable growth in radio audience.....	April	7
Can radio circulation be calculated?.....	May	3
Station official takes issue with agency man.....	Dec.	14
Stations will eliminate business quack copy.....	Nov.	1
Steel, F. R., Broadcast advertising from the advertiser's viewpoint.....	June	19
Television—a medium of the future.....	Nov.	19
Trend in broadcasting.....	Oct.	10
Two advertising conventions give prominence to radio.....	June	17
Using the "wax chain" in broadcasting.....	May	8
Voynow, E. E., Company tries radio—now spends \$40,000 a month.....	Oct.	14
Van Brook, E. J., How bombastic advertising can be suppressed.....	July	18
Wanamaker, Duane, Why Grigsby-Grunow decries using headline talent.....	June	16
What an agency wants to know about a station.....	Nov.	14
What's coming in radio broadcasting.....	April	18
Whittall M. J. & Company.....	July	5
Who pays for broadcasting?.....	July	20
"Why" and "How" of radio broadcasting.....	Oct.	6
Why announcers mispronounce.....	Dec.	13
Why Grigsby-Grunow decries using headline talent.....	June	16
Why radio does a quicker job than billboards.....	Nov.	6
Why the government regulates radio.....	April	5
Williams, Russell B., What an agency wants to know about a station.....	Nov.	14
Wilson, Allan M., Broadcasting a cemetery.....	Sept.	3
WLS now guarantees its advertising.....	July	19
WLW will advertise in the Saturday Evening Post.....	July	21
"You're not quite ready for that as yet!".....	April	10