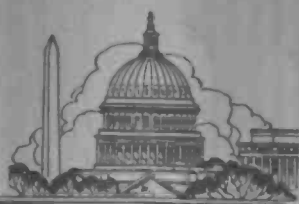


W 11'316

# Broadcast Advertising



MAY, 1931



# **WOL** at the Nation's Capitol Chosen by local advertisers — they know!

**The Capitol's  
Only Local  
Station**

**Western Electric  
throughout**

**Crystal Control  
33 $\frac{1}{2}$  and 78  
Turntables**

**Low Rates**

**Consistent  
Coverage**

Backed by the prestige of six years' clean, entertaining service to the people of the Capitol City, through WOL your advertising message will reach 300,000 salaried employees whose income is steadily maintained at \$400,000,000, and at a rate per capita that offers national advertisers an unprecedented opportunity.

WOL is recognized by advertisers as doing a first class job in this territory that is particularly its own—*Washington's Only Local Station.*

Results justify the annual contracts carried by Washington's Merchants with WOL and similar results are available for advertisers who sponsor suitable programs, a point on which we are prepared to advise from our first-hand knowledge of WOL's following.

Thoughtful advertisers are invited to get the facts—we offer no unsupported claims.

## **AMERICAN BROADCASTING COMPANY**

**ANNAPOLIS HOTEL, WASHINGTON, D. C.**

---

# Here's Evidence of the preference of advertisers for

# KSTP

## NATIONAL ADVERTISERS

## 10,000 WATTS 100% Modulated

Pepsodent Company  
General Motors Co.  
Great Northern Ry.  
American Tobacco Co.  
R. C. A. Victor Corp.  
Lambert Pharmacal Co.  
Halsey-Stuart Co.  
Palmolive Peet Co.  
American Radiator Co.  
Armour & Co.  
Armstrong Cork Co.  
General Electric Co.  
H. J. Heinz Co.  
Lever Brothers Co.  
Swift & Co.  
Fels Company  
Pennzoil Co.  
Maytag Co.  
Waitt & Bond, Inc.  
Florsheim Shoe Co.  
Vacuum Oil Co.  
McKesson & Robbins, Inc.  
Fleischmann Co.  
Cities Service Oil Co.  
Interwoven Stocking Co.  
Gluek Brewing Co.  
Frigidaire Corp.  
C. B. & Q. Ry.  
C. & N. W. Ry.  
C. M. & St. P. Ry.  
Libby, McNeil & Libby  
Edna Wallace Hopper  
Coca Cola Co.  
Procter & Gamble Co.  
Lowe Brothers Co.

Maxwell House Coffee Co.  
Benjamin Moore Paint Co.  
Keystone Steel & Wire Co.  
Valspar Corp.  
Webster-Eisenlohr, Inc.  
Fuller Brush Co.  
E. I. duPont deNemours & Co.  
Curtiss Candy Co.  
Chevrolet Motor Co.  
Carbide & Carbon Chem. Corp.  
Continental Baking Co.  
Northwestern Yeast Co.  
Chase & Sanborn Co.  
A. J. Tower Co.  
Acme White Lead & Color Works  
Gordon & Ferguson, Inc.  
Sears, Roebuck & Co.  
Am. Inst. of Food Products  
Campbell Cereal Co.  
Nat. Enameling & Stamping Co.  
International Corset Co.  
Kirsch Company  
Reliance Mnf. Co.  
R. J. Reynolds Tobacco Co.  
Dunn & McCarthy  
Maryland Pharmaceutical Co.  
Silent Glow Oil Burner Co.  
Iowa Pearl Button Co.  
Olson Rug Co.  
Criswell Candy Co.  
Packard Motor Co.  
Alligator Company  
Bohn Refrigerator Co.  
Lewy Chemical Co.  
Arzen Laboratories, Inc.

Lipton Coffee Co.  
Elks Magazine  
Rumford Chemical Works  
South Bend Bait Co.  
Johnson Optboard Motor Co.  
Cream of Wheat Corp.  
Atlantic & Pacific Tea Co.  
Williams Ice-O-Matic Co.  
Literary Digest  
Westinghouse Electric Co.  
Sandfelder Co.  
Ayer Co., Inc.  
Quaker Oats Co.  
Montgomery Ward & Co.  
A. J. Krank Co.  
Publix Theatres Corp.  
Mtn. States Honey Products  
Pioneer Maple Products Co.  
Goodrich Silvertown, Inc.  
Gratia Barre Toiletries  
SiFo Products, and 84 additional  
regional and local accounts.

STUDIOS  
Hotel Radisson  
Minneapolis  
St. Paul Hotel  
St. Paul

TRANSMITTER  
Radio Center, Minn.

EXECUTIVE OFFICES  
St. Paul Hotel  
St. Paul,  
Minnesota

St. Paul - Minneapolis

## NORTHWEST'S LEADING RADIO STATION



WLW engineers have designed a special microphone far superior to those in common use. This "mike" is so sensitive that it will respond to the beat of the human heart.

The purpose of WLW has been to create programs of highest entertainment and educational value, and with super power make them available to as many people as possible.

That WLW has been successful is best attested to by listeners themselves. The more than 10,000 pieces of mail received daily make us confident of the high regard in which WLW is held by the radio public.

# WLW

THE NATION'S STATION

Write for the  
WLW Booklet

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO

NO ARTISTS TO EXPLOIT--

NO STATIONS TO SELL--

COLUMBIA SPECIALIZES IN DELIVERING

BETTER ELECTRICAL TRANSCRIPTIONS!

Columbia does not represent any broadcasting stations. Neither do we act as agents for artists. So "booking" considerations do not affect the prices or production of Columbia Transcriptions. For your Columbia Spot Disc programs you choose just the talent you want, and select just the stations you need for proper coverage!

If you desire—Columbia can also supply you with radio plans, original ideas, continuities and talent. But we're interested primarily in giving you the best recordings that can be made. That's why Columbia Electrical Transcriptions make finer, more effective broadcasts.

And there are no weak links in the production of Columbia Spot Discs. For Columbia has had more than forty years' experience in the recording of enter-

tainment. It was the Columbia Recording Laboratories that were chosen in 1924 by Western Electric to develop the electrical system of recording to its present peak of perfection. So Columbia Transcriptions come from the hands of a staff highly trained in every phase of disc production. They save you money, time and trouble—and deliver better radio programs,

Use electrical transcriptions—for the economy, complete control of coverage and certainty of performance they assure you. And be sure you use Columbia Transcriptions! There are Columbia recording studios in New York, Chicago and Los Angeles—Columbia representatives in most of America's principal cities. Mail the coupon for further information—mail it today! Columbia Phonograph Co., Inc., New York City.

Some Nationally Advertised Products on Columbia Electrical Transcription Programs

Kraft Phenix Cheese  
Bulova Watches

Brown Fence & Wire  
Ridgway's Teaspoon Tea  
Majestic Radios & Refrigerators

Vick's VapoRub  
Davis Baking Powder  
Devoc & Reynolds Paints

Mennen's Talcum Powder  
Pequot Sheets

COLUMBIA  ELECTRICAL TRANSCRIPTIONS

COLUMBIA PHONOGRAPH CO., INC.  
Dept. B. T.-5, 55 Fifth Ave., New York City

Please send me full information on Columbia spot broadcast discs.

Name .....  
Business .....  
Address .....  
City ..... State .....

## JUST OFF THE PRESS

WMAQ presents in a beautiful new booklet, just off the press, the story of a great station. Forty pages of vital and interesting facts elaborately illustrated . . . carrying the inside story of program building by the creators of Amos 'n' Andy and many other outstanding radio presentations . . . The story of the wide scope of WMAQ's activities . . . The intimate closeups of its nationally-known personalities and the vividly-described functions of producing a program make this booklet interesting to both the general public and the user of broadcast time. It is available without charge to advertising agencies. Copies on sale to the general public at 25 cents each plus postage.

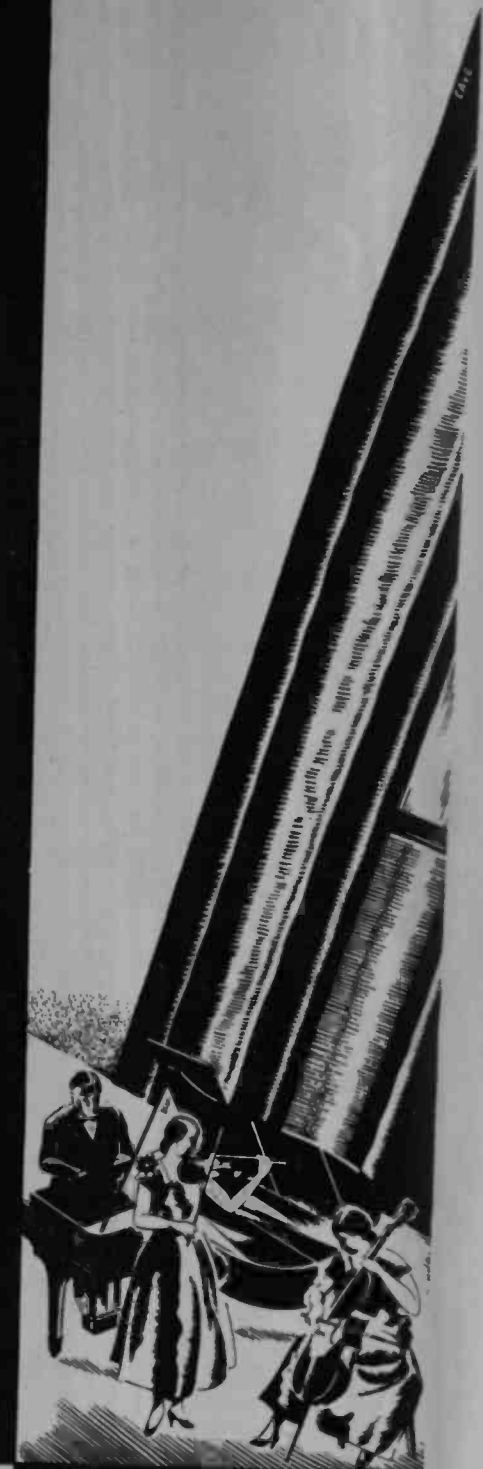
write

**WMAQ, Inc.**

The Chicago Daily News Broadcasting Station  
400 West Madison Street, Chicago, Illinois

for

THE STORY OF  
**WMAQ**





# Broadcast Advertising

440 South Dearborn Street, Chicago, Ill.

Subscription, \$2.00 a year. Single copies, 20c. Issued monthly on the 15th. G. W. Stamm, Publisher and General Manager; R. B. Robertson, Editor; Ray S. Launder, Advertising Manager; E. J. Van, Circulation Manager. Eastern Representative: C. A. Larson, 254 W. 31st St., New York City.

Entered as second class matter February 19, 1930, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.  
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Volume 4

MAY, 1931

Number 2

## Well Planned Publicity Builds Large Audience *for the CONOCO Listeners' Hour*

*Says Edward A. Roe*

**A** RADIO advertising program to which a comparatively small number of people listen is obviously of little value. An advertiser, therefore, who would tell his story by radio should make sure that he has a sufficient number of listeners to justify the expense of putting his program and his sales message on the air.

Most of the principal radio stations have fairly well established "circulations." By taking into consideration such items as power, the number of receivers in the station's area, the average number of listeners for each receiver, the time of the broadcast, the type of program, etc., the average number of people who, other things being equal, can be expected to listen to a particular program can be determined with a fair degree of accuracy.

But the advertiser who wants to reach more than just that "average number" must reach out and induce additional listeners to tune in a particular station at a particular time just to hear his program—must, that is, merchandise his program to his potential listeners. A striking example of how a program may be "sold" so as to insure a greater audience than might ordinarily be had is furnished by the current cam-

paign of the Continental Oil Company to merchandise its program—the Conoco Listeners' Hour—to prospective tuners-in.

The program itself, as the name indicates, is unique in its appeal to listeners. The radio audience is represented in the studio by "Peggy and Pat," described as an "average American young couple." The idea is that Peggy and Pat choose the musical numbers to be played by the orchestra or sung by the "Rondoliers," a male quartette, from requests received from the listeners, thereby insuring a program to suit as many individual tastes as possible. The fact, then, that each member of the nation-wide audience has, or can have, an actual hand in building the program provides an unusually strong selling point, and this is used as the keynote of the campaign.

The principal "tool" used in merchandising this weekly program is publicity—carefully written and supplied to a selected list of some 1,200 newspapers in the territory served by the stations carrying the broadcast. The stories are accompanied from time to time by mats and photographs of the featured artists.

These weekly stories must of necessity have a two-way appeal. They must, first, appeal to the edit-

ors receiving them—must have sufficient inherent news or feature interest to warrant publication. Then, if their primary purpose is to be achieved, they must appeal to the readers, most of whom are prospective radio listeners, and influence them to tune in on these programs.

An accurate check is kept by the employment of clipping services. In a very short time after each release is sent out it can be determined very definitely what percentage of the papers on the mailing list used the story. And since it is safe to assume, in a general way, that a successful editor knows what interests his readers and prints only such material as measures up to his tested standards, this also provides an indication of the interest created among prospective listeners.

A "double check," to borrow a term made famous by radio, on the reader appeal is provided by a study of request mail. Information thus gathered is useful in preparing succeeding publicity stories—the type of story which fails to "click" can be avoided and effort concentrated on angles of proven interest.

Let me give you a definite example. A guest star is featured on the program nearly every week. In preparing publicity it was naturally as-



A few Conoco clippings

sumed that these "big names" should be given the big play. A study of clippings and mail, however, soon showed that Peggy and Pat, to most listeners, were the real feature of the programs, even to the extent of almost eclipsing the guest stars in some cases. Result: Peggy and Pat are now being played up along with each individual star in "double feature attraction" manner. The Peggy and Pat feature has the added advantage of being a continuous one, of impelling a listener, once interested, to tune in each week rather than for just one of the series of programs.

Another appeal which has proved unusually successful is that tried and true interest-stimulator: controversy. This is used hand in hand with the Peggy and Pat appeal and ties in excellently with the programs. Peggy

is inclined to favor requests asking for classical or operatic music in making her selections from the mail. Pat, on the other hand, is quite frankly in sympathy with those who prefer syncopation. So "jazz vs. the classics" was made the theme of a feature story. It elicited such a hearty response that the idea is now being carried through the series as one of the main features of the program.

Purely sectional appeals are also being employed very successfully, and in a way to tie in with the broadcasts. Each program stresses the services offered to tourists by the Conoco Travel Bureau in helping them plan their vacation trips, particularly in the West. Papers in that territory have been found to take kindly to stories written from the angle of popularizing the West

as a vacation spot through the Conoco broadcasts. Other sectional appeals include the supplying of special stories and photographs of featured artists on the program to their "home town" papers.

Working on the theory that the public likes to go "behind the scenes" in any sort of an entertainment production (perhaps "behind the mike" would be more appropriate in this case), other stories feature the details of producing a radio program and some of the difficulties—principally those of a humorous nature—encountered. Request letters and general fan mail also provide much feature material which is worked into the publicity stories.

Copies of all publicity material are also sent to the publicity directors of the radio stations carrying the programs in order that all efforts along this line can be coordinated and that personal contact can be made through them with some of the editors.

**I**N addition to the publicity, other "tools" are utilized to popularize this program. A boxed announcement of the broadcast is contained in the company's regular newspaper advertisements, designed to serve mainly as a reminder. "Log cards," listing the stations which carry the Conoco programs, their frequencies and the time of broadcast for each station, have been widely distributed through all of the several thousand Conoco dealers and service stations, serving the double purpose of helping to "sell" the program to the public and of informing dealers and station operators of the program and enlisting their aid in putting it over. The cards are of a size to fit easily into a vest or coat pocket and are perforated so that they may be hung on a radio tuning knob. Approximately 400,000 of these cards have been printed and distributed at the present writing.

The fact that the Conoco programs are electrically transcribed has enabled the company to evolve a unique method of securing the aid of its jobbers and at the same time increasing its radio "circulation." The records of each program are provided to the jobbers, many of whom buy time on their local stations and present the programs under the joint auspices of the com-

(Continued on page 19)



# A Reasonable Approach to Radio Advertising

*Is Pointed Out by J. G. Belcher*  
Commercial Manager, KTRH, Houston, Texas

**A** GREAT many advertising men approach radio in much the same manner as the gentleman from Arkansas approached his first train. Late in life this individual arrived at a small town on the trunk line of a large railroad. It was with utter amazement that he watched a heavy freight catapult through the village.

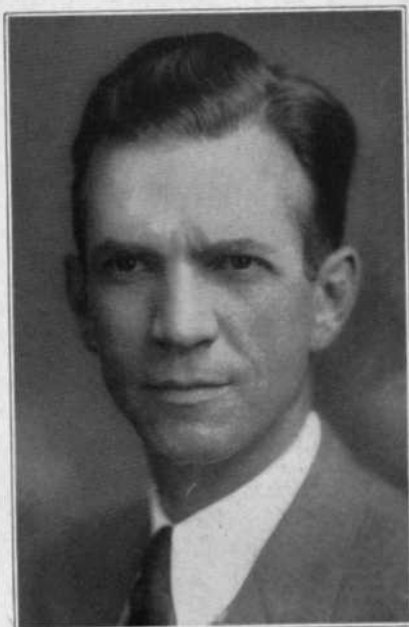
"Well," he said, after the train had passed, "I'm darned grateful she didn't come through sideways."

It is in an effort to simplify the average conception of radio advertising and to clear up some of the misconceptions that this presentation is made.

I shall endeavor to discuss very briefly two phases of what might be called a reasonable approach to the use of radio. The first will deal with radio advertising in the terms of the fundamentals of all advertising. The second will consider radio advertising in the terms of those media with which you are already familiar. Now, let us turn to the first subject.

We must go back to the very beginning and remember that a sale is made, not in a man's pocketbook, but in a man's mind. With this clearly in view, five fundamental questions of all advertising present themselves: What is our audience? By what appeals may it be sold? How may the appeals be presented most effectively? By what mediums may the appeals be presented? What is a reasonable expenditure for advertising our commodities, services, or both?

The problem of identifying the users and buyers of what we have to sell, or our market, will of course, be determined in advance for radio just as it is for the use of any other advertising medium. With our prospective buyers located it is a simple matter to determine whether or not this group as a class is one which



J. G. Belcher

could normally afford to have radio receivers or to determine by actual count the percentage of the group that owns receiving sets. The approach then, in the first fundamental differs in no sense from the approach toward the use of any other advertising media.

In considering the second question—by what appeals may it be sold—the same sort of study applies to the use of radio advertising as that which you have used many times before. You will attempt to isolate all possible appeals that may be used and then determine the relative value or effectiveness of those appeals. Then you will probably select from these possible appeals those which shall actually be used, and from this selected group you will choose those appeals upon which the most emphasis will be placed. It is possible that some sort of measurement can be set up in advance of their actual use. Then the requirements of the second fundamental

have been met. Our approach has not changed in the least.

**T**HE third problem—how the appeals may be presented most effectively—deals with specific principles and methods according to which advertisements are generally prepared. If we consider the function of an advertisement as five-fold, we would take the following steps:

First, to attract attention. If in this case the advertisement is printed, it must be seen. If it is sent over the air, the requirement obviously is that it must be heard.

The second step, that of arousing interest, would require that a written advertisement must be read. In radio, it would require that the advertisement must be listened to.

The third step, to create conviction, requires that a printed advertisement must be believed—requirement in radio is identical.

The fourth step, that of producing a response, functions in the same manner in both our visual and our auditory mediums. In either case, the same thing is required from our audience, namely action.

If we add a fifth step, as we have in this case, and consider that an advertisement should impress the memory, we meet an identical situation in both fields. It will be necessary to occupy a sufficient length of time in our readers' or listeners' minds to impose a more or less permanent picture. This, of course, may be done either by a heavy blow or by repeated tappings.

In considering, then, the third problem—how the appeals may be presented most effectively—we find that radio differs but slightly in our method of approach from any other advertising medium.

While we are on this point I should like to remind you that those

*(Continued on page 32.)*

# How 36 Sponsors Cooperate to Build and Broadcast The KSTP Model Home

*Is Told by* Edward P. Shurick  
Minneapolis Sales Manager, KSTP, St. Paul, Minn.

**H**OW radio can co-operate in the general movement for the return of prosperity in the United States is being demonstrated over KSTP, broadcasting station of the National Battery Company, St. Paul. KSTP decided to build a model home in accord with the appeal of President Hoover for all possible private and public work to relieve unemployment.

The particular contribution is a \$20,000 home located in the exclusive Country Club district of Minneapolis, now being built. Progress in the construction is related in 36 semi-weekly programs over KSTP, which are sponsored by 36 leading Twin City building concerns. More important, however, is the interest in building and home-owning which

these programs are arousing in many families who are both able and willing to build homes, but who did not know just how to go about it.

The broadcasts portray Mr. and Mrs. Jones and their two children as an average American family with a desire for a home of their own. How they realized their dream and the steps in that realization are presented by the KSTP Players, radio stock company, with a musical background by the studio orchestra.

The Model Home project was launched after it was ascertained through a preliminary survey that not only could the programs be placed on the air but also the participating business firms might obtain, through a co-operative plan, prospects interested in building new

homes or modernizing their present dwellings.

After careful consideration we determined upon the best line of action, and then proceeded to put theory into practice. The first step was to contact the secretary of the Minneapolis Builders Exchange, an organization of the leading members of the building trades in Minneapolis. After outlining the plan to him and obtaining his approval, the next step was to interview one of the leading residential architects in the city, Clyde W. Smith, who was to become the hub of all future activities. The plan submitted to Mr. Smith was as follows:

KSTP was to schedule 36 one-half hour evening programs for Sunday and Friday nights through-



Sponsors and station officials look on as Mrs. Jones (with her husband's assistance) breaks ground for the KSTP Model Home

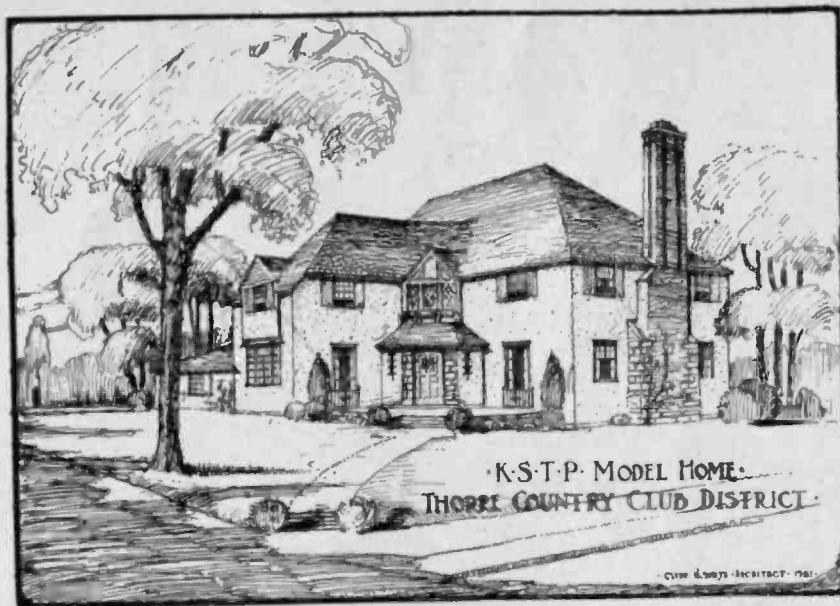
out the summer. Radio characters Mr. and Mrs. Jones (Jim and Jane) and their two children, Betty Jane and Junior, were to present in a musical and dramatic setting their many experiences as they planned their home and selected their contractors, materials, equipment and furnishings. Each firm participating in the construction, equipment or furnishing of the home was to be represented in a half-hour broadcast, during which Mr. and Mrs. Jones would discuss their service, materials or equipment with other radio actors representing the architect and a member of the firm.

A unique and powerful human interest advertising angle is created by Mr. and Mrs. Jones, who discuss all items in conversational, everyday, non-technical language, and in conversation with their architect give their special reasons for selecting particular contractors, materials, equipment and furnishings.

To augment the radio broadcasts, direct contact was made with a prominent direct mail advertising agency of this city. To locate prospects for building or modernizing, a special offer was made to radio listeners of a valuable portfolio of reliable building information collected by Mr. and Mrs. Jones while planning and building their new home. The important facts concerning the selection of contractors, materials, equipment and furnishing, will be placed in an illustrated printed bulletin form for follow-up mailing to persons expressing an interest in building or modernizing.

A master portfolio will be mailed to each approved prospect in which the entire series of bulletins are to be conveniently retained by each prospect for keeping and future reference. The back of the portfolio lists all participating firms. This, in general, was the plan as first worked out.

**T**HE next step had to do with the actual erection of a model home by the contractors and material men represented by the broadcasts. Here the task was not easy by any means. It was felt that it would enliven the program if a home was actually built along with the programs over the air. The home was to be representative of the best in material and workmanship and large enough to house a



Architect's drawing of the completed dwelling

family of the size represented by the Jones and their children. A tentative cost of \$16,000 was set, which was not to include the cost of the lot.

The greatest problem in the building of the home was the financing. In other words, "Who was going to pay for it?" The contractors and material men all agreed to furnish labor and material at cost, with no overhead or profit. If this could be done, a \$16,000 home would actually be worth anywhere from \$18,000 to \$20,000. Take the maximum of \$20,000. This would mean a profit to the firm that would finance it of \$4,000. If some concern interested in the development of new subdivisions could be made to see the value of the extensive advertising campaign back of the project, the problem of financing would be simple.

This idea was presented to Samuel S. Thorpe, president of Thorpe Brothers, realtors, of Minneapolis. This firm is one of the largest and oldest in the city. They have under development what is known as the Thorpe Country Club district, an outstanding real estate undertaking in this city. The plan met with his instant approval. He agreed to pay for the house in certificates of the architect as it progressed, and in addition to take three one-half-hour broadcasts covering the subjects of site, financing, and insurance.

The next step was to line up the various contractors and material men. We knew that in this it would

be wise to be guided by the advice of the architect, Mr. Smith. The house was divided into 36 units, each one representing a broadcast. When this was completed KSTP had the following schedule:

**Broadcast No.**

- 1—Site
- 2—Architect—(Mr. Jones calls and explains what they want in the way of a home)
- 3—Architect—(Mr. Jones calls and approves the plan)
- 4—General Contractor
- 5—Lumber Company
- 6—Roofing
- 7—Roughing in of plumbing
- 8—Building paper
- 9—Roughing in of heating
- 10—Insulation
- 11—Wiring
- 12—Telephone
- 13—Plastering
- 14—Insulation
- 15—Heating boiler
- 16—Oil Burner
- 17—Radiator
- 18—Tile for Vestibule
- 19—Flooring
- 20—Landscaping
- 21—Sheet metal and weatherstrips
- 22—Plumbing fixtures
- 23—Millwork
- 24—Painting
- 25—Decorating
- 26—Hardware
- 27—Lighting fixtures
- 28—Furniture (Living Room)
- 29—Furniture (Kitchen and dining room)
- 30—Furniture (Bedrooms)
- 31—Radio
- 32—Insurance
- 33—Financing
- 34—Life Insurance
- 35—Specialties
- 36—Glass

Working with the architect, we  
(Continued on page 30.)

# This Product Takes That Program

An Answer-at-a-Glance Chart for Program Pickers

Devised by Russell Byron Williams

**F**IXED rules for programs can no more be applied to radio advertising than fixed copy rules can successfully be applied to space advertising. Too much depends upon what the advertiser is trying to accomplish.

Several years ago, I staged a program for a farm product manufacturer and before we had even considered the type of program to be used, the sponsor assured me that: "I don't give a damn if no farmer in the United States hears this program. But I do want my 5,000 dealers to hear it—and like it."

In this particular case, the sponsor wanted to enlarge his dealer cooperation. That was the principal reason for his radio broadcasts, and naturally that reason very materially affected the program construction.

A year or so ago, a popular magazine wanted to use radio to sell more advertisers into the book. The publisher had all the circulation he wanted—couldn't use any more. But he did want more advertising. Naturally, 90 per cent of his advertising prospects and advertising agency contact men and space buyers were located in large metropolitan centers. In spite of the fact that he had to broadcast over prominent metropolitan stations, he didn't want metropolitan subscribers. In all of Chicago, for instance, this particular sponsor wanted the assurance of a listening audience numbering no more than a thousand men—but he wanted that thousand. Our radio programs gave him that audience more effectively, and hence cheaper, than he could reach them by direct mail.

A manufacturer of a food product, seriously hampered with adverse legislation, wanted *his* program to do two things: to sell the

product to the public (women) and to do much toward upsetting existing laws. We had to build the program in accordance with the problems he had to solve.

A radio station in Montreal wrote us one day in search of an idea for a radio program which would sell eggs, butter, cream, milk and ice cream to the Montreal audience—one-third of which couldn't speak English and two-thirds of which couldn't speak French. We had to build a program that would reach this bilingual group, which meant writing a program capable of being translated without obvious repetition, and which would sustain the interest of both French and English speaking people. The program outlined did this perplexing little job—but it called for a program entirely different from the one which might ordinarily be thought of for a dairy.

**A**ND so no fixed, inflexible rules can be laid down for the determination of program types for sponsors in general. However, radio advertisers can, in a measure, be classified and certain types of programs applied to those varying classifications. Just how this may be done can be seen in the accompany-

ing chart, giving four major types of programs and showing in brief to what particular general classification the sponsor of that type of program best fits.

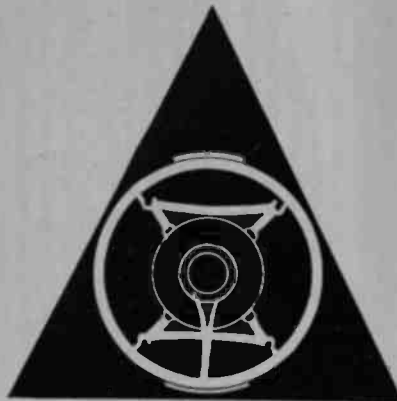
For instance, under the "Popular" type of program—principally music of the light opera type or the dance program—we immediately think of Lucky Strike cigarettes or Interwoven Hosiery. The latter might come under the classification of "where the radio program is backed up by extensive printed advertising or is secondary to other mediums." The former might come under the classification of "where only trade name repetition is needed—radio to act as outdoor advertising."

Under the general division of "Classical" programs, we might find Atwater Kent under the classification of "for products which need to be lifted from the price level to the quality class" or—the Simmons Hour, which program is "Institutional" and "designed to impress the listener with immensity of company or sponsor."

Under the "Vaudeville" division, we immediately think of Collier's as "a product having varying appeal and used by all ages and classes."

Under "Dramatic," we naturally think of Weed Chains as being eminently well qualified to use the dramatic show, since "the use of the product is naturally dramatic" or Cadillac, La Salle, Don Amazo, or some other trade name which "can be personalized," or "where the product can be given an historical or educational angle."

While the reader will agree, I am sure, that such a fixed set of rules for program types cannot apply 100 per cent to radio advertising, yet the accompanying chart which has been under the glass on my desk for sev-





# WHAT TYPE OF RADIO PROGRAM

"POPULAR"	"CLASSICAL"	"VAUDEVILLE"	"DRAMATIC"
Principally music of the musical comedy type—or—dance music supplemented with clever humor.	Symphonic orchestra — grand opera—nationally known star —classical music.	Variety program of several acts—or—individual 5 to 15 minute skits.	Dramatic plays—either individual or continued as a series.
<p>Where the radio program is backed up by extensive printed advertising or is secondary to other mediums.</p> <p>Where only trade-name repetition is needed—the program to act as a billboard.</p> <p>Where the sales argument is so simple that it can be told in a line or two of copy.</p>	<p>For "institutional" advertising campaign designed to impress listener with immensity of company or sponsor.</p> <p>For products which are in the "quality" class and intend to stay there.</p> <p>For products which need to be lifted from the price level to the quality class.</p> <p>Where the sponsor can profit by doing something educational.</p>	<p>For a product having a varied appeal and used by all ages and classes.</p> <p>For a concern making more than one major product or which is highly departmentalized.</p> <p>For a product having diversified uses.</p> <p>For a product having a wide appeal, but which is semi-technical and therefore has need for a brief dramatic demonstration placed within a big audience program.</p>	<p>For a product which is new and comparatively unknown.</p> <p>For a product which is using radio as the principal mainstay in the advertising campaign.</p> <p>Where the product needs 100 per cent of the listener's attention to get over several sales points.</p> <p>Where the use of the product is naturally dramatic.</p> <p>For the product having extensive overseas distribution.</p> <p>When the name of the product can be personalized.</p> <p>When the product can be given a historical or educational angle.</p>

eral years, has proved valuable to me—and may prove valuable to the reader. The "new business" man in the advertising agency, or the time salesman for the station might easily make this chart a fairly dependable guide in thinking of particular types of programs for particular sponsors whose business they expect to solicit. Frequently, it is necessary to establish a plan for radio advertising or even develop program ideas before the first contact is made. It is in such cases that the chart has served me well, and it is with this thought in mind that I pass it on to you.

## Publishers Attack Radio; Aylesworth Denies Charges

THE effect of radio on the newspaper was the subject of vehement discussion at three newspaper meetings held during the week of April 20.

In New York, the annual meeting of the Associated Press debated the question of news broadcasting, but took no definite action.

The 500 members of the American Newspaper Publishers' Association who also met in New York listened to the report of their radio committee that "radio competes with newspapers today in news, editorials, features, and advertising," and adopted three resolutions.

The first urged further efforts "to impose upon radio stations the same restric-

tions regarding lottery advertising now applying to newspapers." The second authorized the study of news broadcasting with the purpose of limiting it to newspapers and press associations and of having it properly regulated. It further resolved that radio programs "if published, should be handled as paid advertising."

The third resolution requested the association's directors "to investigate the question of the legality of radio broadcasting of direct advertising under exclusive government franchise of wave lengths in competition with other advertising media not enjoying similar governmental protection."

Later in the week, at a newspaper forum at Princeton University, President Merlin Aylesworth of the NBC defended radio against the charges of the publishers. As to the broadcasting of news, he said, "the primary function of both newspaper and broadcaster is to serve the public. That public demands news. It insists on 'hot' news. . . . If radio broadcasting can serve the public with certain kinds of news sooner than the newspapers . . . are we to ignore the public's best interests?"

Elimination of radio programs from the newspapers only loses them circulation, he continued. "Aside from the front page and the sports page, the radio page draws most readers. Hence the newspapers out of their own good judgment may be expected to serve their readers rather than to force radio sponsors into paying for radio program notices. . . . In Great Britain, the British Broadcasting Corporation publishes radio program magazines which have gained a wide circulation among British people. While we have never considered such a

procedure in this country and while we have no desire to engage in the publishing business, we might be forced to enter that business if the public prints were to discontinue their present program and radio news service to the people."

Quoting *Editor & Publisher's* statement that radio in 1930 diverted \$11,000,000 in advertising revenue away from the newspapers and that the set, tube and accessory manufacturers spent \$31,000,000 for newspaper space, Mr. Aylesworth pointed out that the newspapers were gainers by \$20,000,000.

"Suppose," he continued, "radio advertising should drop off, largely through the efforts of the press to suppress radio programs and other radio news. What then? Quite obviously, many of the finest programs would be off the air. It follows that there might be no sponsors, no money for broadcasting, no worthy programs, no use for radio equipment in the average home, no radio industry, and no income to the press of \$31,000,000.

"As regards the decrease in space advertising and the increase in radio appropriations already referred to, does it really mean that radio is taking funds away from newspapers? I think not. A survey of radio advertisers by industries will show, I believe, that the largest users of radio are likewise the largest users of space; that an increase in radio appropriations has been accompanied by an increase in space appropriations in most instances; and that when radio is employed for the first time, its appropriation is not taken from space but rather from an additional appropriation.

"Radio broadcasting is complementing, not supplanting, the printed word in advertising.



# Analyzing the RADIO PROGRAM

## An Outline of Essential Elements

By Rueben R. Kaufman

DOREMUS & COMPANY, Chicago

### Part III of A PRIMER FOR BROADCAST ADVERTISERS

**T**HE most engrossing and complex problem in all broadcast advertising is the program. It is the vehicle which carries the advertising message to the listener. The finer the vehicle, the more listeners will notice it and the greater the effectiveness of the message. Nevertheless, listeners do not care to have a message crammed down their throats simply because a program, however good, is offered. Because he entertains the audience the advertiser cannot expect listeners to rush out to buy his product. There is more to radio than that. It is the combination of entertainment with human understanding and subtle advertising that brings results.

Turn the dial and the whole gamut of entertainment, business and education is brought into the privacy of the home. Almost anything conceivable is at the listener's command. Program competes with program. The advertising program entering this competition for mass audience attention must be well prepared to catch and hold its share of the audience.

Certain characteristics in the program will assure it resultful permanent listener acceptance. These are:

**Attention Compelling Power:** Outstanding character in production and program treatment. Good talent presented in an original manner can establish a personal contact between listener and advertiser. Quality and spontaneity in the program, more than anything else, will compel audience attention.

**Distinctiveness and Personality:** The great competition in programs demands distinctiveness for the program which is to hold and build

a following. Personality in a program gives it individuality, just as personality in an artist creates the popularity factor by which he is remembered. Distinctiveness and personality are built into a program by adroit use of talent, program subject, continuity (copy), and showmanship.

**Product Comptability:** The program must be suitable to the product and business advertised or character of the consumer, or to both. The connection between product, seller, and buyer should not be so obvious as to spoil good taste in entertainment. There is in every business some element, some fact or idea, upon which to build a program appropriately tying in product, manufacturer, and consumer.

**Audience Acceptability:** This is primarily a matter of understanding what the audience likes, and of showmanship in producing a program which does not offend, irritate, or annoy the majority of listeners. People tuning in do not desire to be uplifted, condemned, or coaxed. They seek relaxation through entertainment.

**Sustained Interest:** Once listener attention is secured it can be sustained by adherence to a definite policy in program plan, production, and entertainment quality.

Listeners usually can tune in several programs offering excellent talent. Good talent in vocal and instrumental artists insures attention. Poor talent is tuned out.

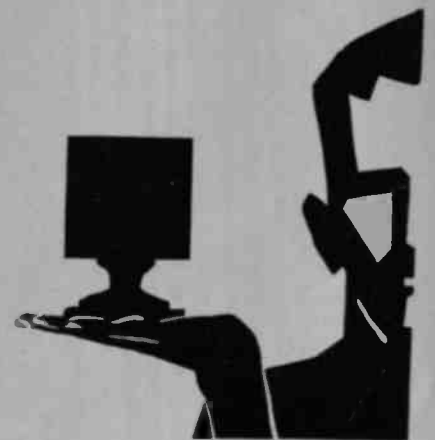
Fame of the artists should not be permitted to over-shadow the sponsor, however. The fact that a particular commercial program is broadcast by prominent talent should be taken as a matter of course by both advertiser and listener. Otherwise, the artist and not the advertiser's program will be remembered by the audience, and the advertiser will be

advertising his actors and not his business. This applies particularly to those artists whose offering is based on personal interest in the artist and what he says, and not so much to artists whose fame depends strictly on the quality of what they do in the way of entertainment. The best known radio artists are those which radio itself has developed.

If a radio program is to be enjoyed the artists must render a spontaneous performance as if they themselves were thoroughly enjoying the program.

Some products, because of their nature, can be advertised effectively with brief announcements between musical numbers. Such products are relatively few. When so advertised the announcement should be tied in with a service feature, such as time signals or weather reports.

Other products require special program treatment. The period for these should vary with the nature of the program and product. For example: The "World Book Man" broadcasts a question and answer



Broadcast Advertising

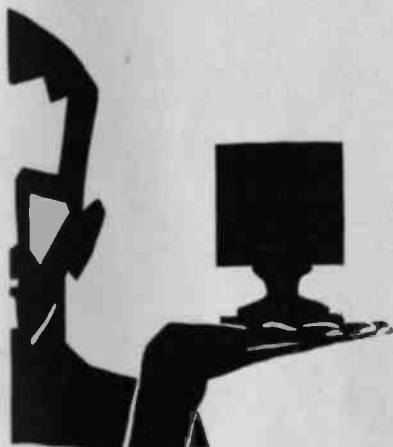
period lasting five minutes daily. This has been found highly productive, but it is peculiar to the "World Book" sales requirements. A kitchen utensil probably would find a ten or fifteen minute daytime period adequate, if the product were carefully tied in with a program interesting chiefly to women.

The advertiser, in order properly to present his message in the atmosphere most suitable for influential reception, must surround it with a program. Experience has shown thirty minute periods to be adequate, efficient, and economical for the usual evening radio program. This permits development of an individual program plan, and allows two or three separate advertising messages. As a matter of fact the program itself really is advertising. The message is but a concise statement of the program objective.

In practice the job to be accomplished determines how frequently programs are broadcast. There is such a thing, though, as overdoing a good thing. A half hour evening broadcast once a week usually is sufficient and economical. Less frequent broadcasts are apt to lose the benefit of cumulative effectiveness.

Service feature announcements should be broadcast daily. Special feature programs requiring ten or fifteen minutes time should be broadcast not more than every other day. Greater frequency does not proportionately increase the results.

Some sponsors overload programs with advertising; others merely mention their name and product. Too much advertising is worse than too little. Advertising messages should be business-like, to the point, and spoken in simple, natural language. Listeners realize the best programs are commercially sponsored and that



May, 1931

## Radio Window Attracts Attention



**TAKING** advantage of widespread interest in National Dairy Products Corporation's recently inaugurated "Famous Trials of History" radio series, and helping to arouse further interest, the display here shown proved highly effective in one of the Sheffield Farms Company's stores in New York City.

Located near a busy subway entrance, the store's display attracted thousands of

passersby daily. Pictures of principals in the various trials were shown, while microphones, miniature radio towers and law books provided atmosphere. Built around these was a display of products made by National Dairy subsidiaries.

The advertising and broadcasting of National Dairy Products Corporation are being handled by N. W. Ayer & Son, Inc., Philadelphia advertising agency.

advertisers must do business or stop broadcasting. They are, therefore, inclined to be influenced in the advertiser's favor, provided he does not lose the advantage of this favorable attitude by lengthy advertising talk in unnatural style, or involved and clumsily phrased sentences.

The advertising message should be tied in with the program presentation either in name or subtle reference, so that the program itself directs attention to the sponsor.

When the program personifies the advertiser's business, product, or character of his customers, there is no need for excessive advertising in it. Not more than ten per cent of the total program time should be devoted to advertising talk. And when advisable, this brief time should be divided into two or three parts. Short as it is this allotment of time for advertising purposes has proved productive.

The announcer is every bit as important as the talent in a program. He is the advertiser's salesman—voice—and representative. It is he who determines whether results will be good or indifferent. For some unknown reason, certain broad-

casters have permitted their announcers to assume various affectations in pronunciation which have not added to their popularity. Other announcers make the error of directing their talk to a large audience instead of to a family unit.

The announcer must visualize his audience not as many thousands of listeners but as numbers of isolated family units each one of which is, in effect, his only audience. With this in mind the contact between announcer and listener reaches its maximum effectiveness. Naturalness in the announcer is a quality the advertiser deserves and should demand. It is more and more evident that the success of radio advertising depends largely upon the announcer.

An advertising program is a complete unit in itself. As such it should stand out from other programs on the same station in the same manner as the printed advertisement is made to stand out on the page. From the first moment to the last the program must be distinctly individual, spontaneous, and completely a unit. Too many programs consist of just an-

(Continued on page 28.)

# REACH OUT with RADIO

## Broadcasts Build Out-of-Town Trade for Retail Clothier\*

THE experience related by William Lowenberg, advertising manager of Steefel Brothers, Albany, a leading clothing and furnishings firm of that city, will be illuminating to other retail merchants considering going on the air locally. Mr. Lowenberg says:

"There have been many opinions voiced throughout the country, for and against radio advertising by the retail merchant. The national advertisers evidently find it a good thing or they would not continue to spend the enormous sums they do. Then why cannot the retailer take a leaf from the national advertisers' book and do likewise?

"One of the first things the average retailer objects to is the expense. I do not feel that radio advertising will produce for the merchant the same amount of direct returns as his newspaper will, but it will build up and foster good will, which we all realize is a very important thing for any business. But if a merchant wants to reach out beyond his county lines and place himself before the many thousands of people who rarely see his newspaper advertising, even though they may be within driving distance of his store, radio will do the trick.

"You go on the air. What happens? The next day and throughout the week you will have people come in your store and tell you and your salespeople that they heard

your program. Think if you can recall the times, if any, when customers came in and told you that they had read your ad and liked it. Of course, you will say, 'They do come in, in response to my ads.' Certainly. You offered them something they wanted, and the price being attractive, they came in. Some merchants will say that is all that counts. Is it? There are concerns in every city that will always draw customers when they advertise price. Can that keep up forever? Doesn't the merchant who is forever advertising price continually have to bolster up his copy with superlatives and then keep on getting wilder and wilder in his claims to draw trade, until he becomes ridiculous?

"I am not concerned about those merchants who run their business as though they held one continuous sale, but I do feel that for the merchant who wishes to build good will and reach out beyond his regular territory, there is no better medium than the radio.

"Having all this in mind and after listening for many years to radio programs, noting how, through the years, the type of entertainment and methods of presenting it changed, Steefel Brothers felt, about a year ago, that they were ready to go on the air.

"The first and one of the most important considerations was: what time of day to go on? Feeling that we wanted to reach the family when they were all together, mornings

and afternoons were out of the question. In these restless days, when the family have a hard time of it amusing themselves if they stay at home, few of them do. The cinema, as our English cousins say, claim the majority. So an early hour in the evening, just after the evening meal and before the average family departed on their quest for nightly amusement, was agreed upon. Then there are the national hook-ups, with programs coming out of New York and Chicago and presenting talent we could never afford or even attempt to compete with. We therefore felt, that if we could arrange with our local station to give us time just preceding a national feature, we would have a good start toward making our program a success.

"We are fortunate in having at our command a large and powerful station—WGY at Schenectady, N. Y., just 14 miles from Albany. Arrangements were made to go on the air on Monday evenings at 7:45 for 15 minutes. Our program is immediately followed by a popular chain program, originating in New York City.

"People have radios for entertainment and that is what they expect you to give them. The selling talk should be as short as it is possible for you to make it. We strive to make our programs as chatty as possible and, while we make them a bit informal, at the same time we never lose sight of the fact that we have a certain dignity to maintain and must not cheapen our entertainment.

"We have a ten-piece dance orchestra, the very best we could get in this section. The promotion department of the store writes all talks and continuity, while the leader of the orchestra is consulted as to music, at least two weeks in advance, so that the writing of the continuity will include dialogue introducing the various musical numbers. We manage to put on at least one musical novelty number with a singing chorus during the program, as well as having a vocalist.

"We are on the air every Monday night during the year with the exception of Mondays during January, February, July and August, the sale periods.

(Continued on page 24.)

\*Reprinted from Men's Wear and Chicago Apparel Gazette.

*Little Stories  
from Real Life*

# The Story of the Big Radio Man

By R. L. Harlow

Assistant to the President, YANKEE NETWORK.

### Characters:

Bill Jones. . . Owns a Radio Station  
Marcus Stone. . . . A Manufacturer

[The scene is the office of radio station BLAH. As the curtain rises Bill Jones is trying to crowd two hours' work into one. Enter Mr. Stone.]

Stone—Good morning, sir, my name is Stone, of Stone, Stone & Stone.

Jones—How do you do, Mr. Stone?

Stone—I have been considering the use of radio in connection with our fall campaign.

Jones—I am delighted to hear that. Of course, as a matter of fact, we had intended calling upon you.

Stone—Oh, there's been plenty of radio salesmen down to the office but I've got ideas of my own.

Jones—I see. May I ask if you book through an advertising agency?

Stone—No, sir. An agency's all right, I suppose, but if anyone is going to get a discount, well—er—you know—and besides I know what I want.

Jones—Good.

Stone—You see, this is our fifth year in business and so what I want is to do the thing right—you know—music, singers and that sort of thing.

Jones—Splendid. May I suggest, say a half hour—we can give you—

Stone—Just a minute—what does an hour cost?

Jones (enthusiastically) — Two hundred and fifty dollars.

Stone—Too much money. Of course, I don't expect something for nothing, and I believe in doing things in a big way. How much is half an hour?

Jones (still hopeful)—A half-hour is one hundred and twenty-five dollars. (The old sales talk.) We can prepare a very interesting program for you, Mr. Stone. Let us say, about sixteen in the orchestra, a male quartette, an excellent soprano and—

Stone—All for a hundred and twenty-five dollars?

Jones—Oh, no, that is the price for the station time. Talent such as I have suggested would cost approximately three hundred dollars.

Stone—Of course, Mr. Jones, I'm no piker—if we're going into this thing, we want to do it right.

Jones—Of course you do. Now we will prepare a program and—

Stone—Just a minute, Mr. Jones, what does a one-minute announcement cost?

Jones—Ten dollars, sir,—as I was saying, we will prepare an audition for—

Stone—Can I buy five or six one-minute announcements?

Jones—Announcements to advertise your evening program! That's a good idea; that can be arranged. (High pressure stuff.) Now if you will sign a contract with us we can guarantee—

Stone—I'll take the five announcements. Never mind the evenings at present.

Jones (still hanging on)—Now, Mr. Stone, I think—

Stone—Not to be impertinent, Mr. Jones, I usually do my own thinking. I'll take the five announcements.

Jones (resigned)—Yes, sir.

Stone—Then—if they go, of course, we will go into this thing in a big way.

Jones—Very well, Mr. Stone, we will do our best to put this over. Thank you, sir.

[Mr. Stone exits.]

*Two Weeks Later*

[Excerpt from Mr. Stone's speech before the Rotary Club.]

" . . . And so, gentlemen, as a large user of radio as a means of advertising the activities of my company in a big way, I can safely say without fear of contradiction—" etc., ad infinitum.

*Four Weeks Later*

**STONE, STONE & STONE**

Home Furnishings

Station BLAH.

Gentlemen:

We regret to inform you that we will discontinue our radio advertising after the fifth announcement.

We wish to thank you for your cooperation, but have come to the conclusion, on the basis of our experience, that the radio is not a good advertising medium for our product.

Cordially,

STONE, STONE & STONE,  
John Stone, President.



# CHANGING PROGRAMS

## After 3 Years on the Air

### Produced Some Interesting Results

Says Harold R. Deal

Advertising Manager, ASSOCIATED OIL COMPANY

ONE sure way to determine whether or not you are winning listeners to your radio program is to invite them to the studio to see the show put on. Not content with the deluge of mail which our sponsorship of the "Associated Spotlight Revue" has brought us, we determined to make just such a test of our popularity, if any—with interesting results.

We had taken a step which, for us, was a drastic one. For three years we had been on the air with a half-hour dramatic bit concerned with the romance and the history of the Pacific West and featuring two lead players, Jack and Ethyl. In our opening program we had started them on their honeymoon travels after a radio "wedding" at Mission Inn, Riverside, and for more than 150 programs we had built up this pair and their experiences. They were now indubitably Associated characters and we had an investment in them of no small proportions.

Yet, when January of 1931 rolled around, we found ourselves faced with the dilemma of determining whether we would be well advised to continue with this pair and the type of dramatic playlet which we had done for three years, or whether the time had come to make a decided change. We felt that there is a point of "diminishing return" in a radio idea, and that we were approaching it. If we continued, we must look forward to a consistent development of this pair for at least another three years, as it would be uneconomic to continue them unless they would be valuable to us for that additional period. If we contemplated discontinuing them as featured characters, this was certainly the time to do it, before we had in-

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### bugaboo--

"BY special permission of the copyright owners" is the bugaboo of radio broadcasters. The phrase is, however, a necessity. The broadcast of a restricted number, without special permission beforehand, will draw upon the station a heavy fine.

At radio station WBBM, with its many remote control orchestras scattered over the city, the guarding against restricted numbers is particularly difficult. The operator at each remote control scene, and the operator in the master control room must memorize the title of every song under restriction. Talent must be standing by in order that, if one of these numbers is started, the switch can be thrown immediately and the program taken up in the studio, with a selection not under the ban.

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vested any more money in them.

Our decision finally resolved itself into deciding to discontinue them as featured characters providing we could find a program idea of sufficient merit to take their place and upon which we could build consistently for the future. Step number one having been satisfactorily made, we proceeded to investigate and survey and listen to audition after audition and solicitation after solicitation in developing a new show. Surveys show that it takes from eight to twelve weeks to establish a normal audience for a new radio feature. Obviously, we wanted a program idea which would beat this time considerably. We also searched for a plan which would permit us to take fullest advantage of our investment

in Jack and Ethyl and yet give us a new and different "dress" for our new appearance on the air lanes.

We found the answer to all our problems in one unusual and, for us, spectacular step. We took that step. We discontinued consideration of new and untried radio ideas. We gave up our accustomed period on the air—Wednesday evenings at eight o'clock. We revised our radio plans to include an hour and a half weekly instead of half an hour weekly. We settled once and for all the problem of cramming mention of all our various advertised products into a single radio program. We settled, too, the question of winning a new audience to an Associated program, with all the time and effort and energy, not to say uncertainty, which surveys had shown us would be necessary.

In short, we bought an already popular radio feature with a ready-made audience of unquestioned scope. We bought the National Broadcasting Company's "Spotlight Revue," which for many weeks had been winning an increasingly large audience on Saturday nights from 10:00 until 12:00 o'clock.

HERE was the answer to many of our problems. Here was a show of unusual diversity. Here was a show in which most of the best talent of the Pacific N.B.C. radio staff was already included. Here was a show which had won a firm place with the Saturday night radio audience, as we quickly found out by the various tests which everyone makes of radio program popularity.

Here, too, was the opportunity to include, as a part of this hour and a half performance, the best use of

(Continued on page 36.)

Broadcast Advertising



# Brief Broadcasts Sell Groceries

Says Fred C. Pockrandt

Secretary, FRED W. ALBRECHT, GROCERY COMPANY

**T**HE good old copy-book maxims about doing a job well and keeping everlastingly at it contain the secret of our success with radio.

About two years ago we began using radio to advertise the Acme Stores, a chain of 124 retail grocery stores located in Akron, Massillon, Canton and surrounding towns within a radius of 25 miles. At the start we took a few short announcements accompanying a national broadcast. These ran during the spring and then were discontinued for the summer. In September we resumed broadcasting, but on a different basis. Instead of continuing on the original plan, we switched to five-minute periods, at 11:55 every weekday morning over station WADC, Akron.

These morning programs do not contain any entertainment. Instead, they educate the listeners. We take an item such as canned corn or canned fruit and tell our listeners how it is produced, how each process is carefully tested, how the completed product is examined—and then we end by giving the price. Many of our customers tell us that they have learned more about canned foods since the "Acme Man" has been on the air than they had any idea there was to know before.

These educational broadcasts serve a double purpose. They give us, first of all, the opportunity to spend the full amount of our time on the air in which to talk about our own products, without being offensive. Any woman who is interested in canned goods, who buys them for her family, is usually glad to learn something of the way in which they are prepared. Listeners who are not interested in canned goods are welcome to tune out the program if



Fred C. Pockrandt

they so desire, as they are not prospects, anyway.

I might add that women will listen regularly to talks of this nature over the radio where they will not take the trouble to read exactly the same material in printed form. With radio we can go into detail that would never get across if it were included in our newspaper advertising.

Using the radio in this way also gives us an excellent opportunity to use it for direct selling. In a program that is primarily entertaining, a direct sales announcement comes as a sort of shock to the listener and often causes an unfavorable reaction toward the product or sponsor.

In our programs, however, the sales talk fits in as a natural part of the picture. In a way the whole program is sales talk. When a woman hears how carefully a product is made, she cannot help absorbing a good many reasons for purchasing it.

But I was referring more specifically to special sales announcements. We have made several tests of radio, offering a certain product at an unusually low price only over the air and not mentioning it in any of our other advertising. The results have been very good—in some cases startlingly so. For instance, a particular radio offer resulted in the sale of two carloads of beans.

During the last year we have doubled our radio appropriation by going on the air twice a day, at 9:55 a. m. as well as 11:55 a. m. We are also experimenting with special radio deals. Right now we are using a system whereby a 10 per cent reduction is given on the price of one article each week, provided the purchaser sends a request for this reduction to the "Acme Man." The response on this has been excellent. We also give recipes over the air, which are sent to those who phone or write for them.

All in all, we feel that radio is a valuable addition to our other advertising. We do not believe that it would do our job alone, but added to our newspaper, store and window display merchandising it is doing a worthwhile work.

## Launch California Campaign

**A**N advertising drive for Scotch Free Rollers for Fords and Chevrolets has been begun in Southern California by the Trojan Products Company of Los Angeles, sales agents. The agency is Logan & Stebbins of that city. Broadcasting, outdoor advertising, newspapers and business papers are the media. A national campaign is planned for the near future.

## Joins Greenleaf Company

**R**OBERT D. NEWTON, who has been connected with both the NBC and CBS chains, has joined the radio department of The Greenleaf Company, Boston agency.

# Trade Paper Reviews

## Programs Build Good Will for Jeweler

“WITH five credit jewelry stores in greater New York City, Finlay-Straus, Inc., has learned how to make radio advertising pay,” reports *The Keystone*, in an article in its January, 1931, issue. Beginning with the idea that each program should pay its way in the form of goods sold over the counter, J. A. Feeney, advertising manager, soon found that the results did not justify the expenditure.

“Yet, today [after several years on the air], without any particular effort to make each program produce an immediate return, Mr. Feeney feels that the radio station offers a means for institutional advertising which is invaluable. He uses it to keep the name of Finlay-Straus, Inc., before the public—not to sell diamonds and watches. Merchandise is frequently mentioned, it is true, but this is never the main reason for the program and, in no case, is a broadcast devoted to watches, for instance, expected to justify the expenditure in the form of immediate returns. All that is realized from the radio activity comes under the heading of good will.

“Another thing, Mr. Feeney believes that radio offers a means of ‘trading up’ in the credit store’s search for customers. . . . This firm’s newspaper advertising appears in the tabloids and other papers appealing to the working classes. On the other hand, Mr. Feeney feels that radio appeals to another class of people. To advertise on the air, he believes, is to classify a store and its merchandise as ‘above the average’ in its line. Radio listeners assume, almost as a matter of course, that stores using time on the air are superior establishments and it is a fact worth noting that, since starting to broadcast, Finlay-Straus, Inc., has gained not a little business from a higher class of trade.”

The programs, made up mostly of lively jazz music and the lighter classics, are broadcast on Sunday

HOW advertising by radio is being used by the various industries is reflected in these excerpts from their trade publications, more of which will be published from time to time. We take this opportunity to thank the editors of the papers from which we have quoted, whose cooperation makes this page possible.—The Editor.

afternoons over station WMAC from September to June, with additional time during the holidays. A half hour in length, each contains three brief announcements, the middle and closing ones giving the location of the five Finlay-Straus stores.

## Daily Talks Sell Used Cars

IT PAYS to advertise used cars by radio if the advertising is properly done. And the proper way is for one of the company heads or the sales manager to do the talking himself. The more usual plan is to write the sales talk and then give it to the regular radio announcer to recite over the air. This is wrong, according to the experience of Mosby-Mack Motor Company, one of the Ford dealers at Topeka, Kan., as told by their used car sales manager, Levi Jones.

Two years ago the Mosby-Mack company tried advertising by radio, but results were not up to expectations. So the advertising was discontinued for the time being. The plan then was to have the radio announcer read the advertisement after introduction with soft music. What has prevailed since resumption of radio advertising is the direct talk by Jones himself, and without any music. The talks are general in a way, but toward the close mention is made of one or two used car specials and their prices.

As surely as one of these used car specials is used and announced as being on display on the radio special rack in the used car lot, there are a

lot of people around to consider it. On the same evening of the talk the special stands on the rack, and as long through the next day as no sale is made of it. After the sale one of the new Ford models may be brought over from the Mosby-Mack building to the radio special rack.

Out of the main used car lot the Mosby-Mack company sold 143 cars in August. This was a record breaker, and the radio advertising is given a good deal of credit for it. By September 1st the used car sales since the first of the same year had outdistanced the corresponding period of the year previous by \$50,000, and this right in the face of the alleged hard times.

Every evening around 6 o'clock Jones himself appears before the microphone (of station WIBW) while the announcer introduces him with a “few well chosen words.” Jones occupies a five-minute period. Because he is responsible for the success of the used car department he is in the spirit for the attack. Lack of music allows more time for real sales talking, none for the distracting influence. In closing Jones goes into the used car descriptions and names the prices of any that are on exhibition in connection with the sale.

The special sale used car is set upon its pedestal, as it were. The base of the platform is appropriately lettered, Today’s Radio Special. And to make more of a radio atmosphere, a portable radio is placed in the special used car and tuned in for the local station to remain talking, singing and playing for any who care to listen. This hook-up calls more attention to the used car and the lot wherein it reposes.

Radio advertising has the advantage of reaching out over a wide area in short order, says Jones, and arousing the curiosity of those far away as well as those near home. And the distant prospects are quite often found on hand with the rest in the lot the very next morning.—George R. Harrison, in the *Ford Dealer and Service Field* for March, 1931.

## Finding Outlets Is Chains' Hardest Job, Says Variety

THE curious fact that the larger the chains grow the harder time they have inducing their affiliated stations to accept sponsored chain programs, particularly in the evening, is pointed out in a recent issue of *Variety*.

Under the headline "Networks 'Booking' Headaches as Affiliations Shun Chain Hours for Home Town Gravy" the article continues, in part, as follows:

Curious twist to the current scramble between the two big broadcasting chains for additional affiliations is the fact that the more outlets they hook up the tougher the problem of getting their independent affiliated stations to accept sponsored chain programs, particularly during the evening peak hours.

Chain traffic managers aver wholesale rejections of commercial hookups on the part of recalcitrant affiliates is fast reaching the point of a grand blowup or showdown. Last minute bickerings and dodging have the traffic managers trying to devise ways of avoiding making large kickbacks to advertisers for failure to provide contracted number of outlets.

Since stations only get \$50 an hour evenings, or \$25 daytime, for network hookups, as compared with their regular time rates, which run as high as \$1,150 an hour, the stations naturally prefer commercial broadcasts paying the higher rate, which, of course, is their own local spot advertising.

And this spot advertising increases in proportion to the number of cream chain programs the station hooks up with. As the full-rate local advertising net increases the station operator naturally keeps chiseling off the less choice programs until there remains just enough class stuff to serve as the surefire nucleus of the outlet's continued broadcast draw.

At a recent meeting of traffic managers here the consensus was that less than 70 per cent of a network's commercial programs received an outlet over the stations selected by or sold originally to the advertiser, and in many instances such programs came in for less than 60 per cent national coverage during evening peak hours.

One traffic manager went on record as saying that of 38 stations under his supervision he wasn't sure of more than 18 of them when it came to placing at least 90 per cent of the network's commercial programs.

Even in spots where there are more than one chain affiliate the network officials are not inclined to the practice of switching programs from one station to another on successive weeks, as it has found such transfers to be harmful.

Broadcast authorities agree there are only two ways out, these being either to increase the remuneration of paid sta-

## records--

THE addition of phonograph records to the official records of the Federal Radio Commission is now being contemplated. The Commission has written to several manufacturers of recording apparatus, with a view of purchasing several sets to use in making verbatim records of programs broadcast by stations under investigation. As these recordings can be used as testimony when properly sworn to, they will replace the present less exact and more cumbersome stenographic transcripts.

tions for chain programs or establish synchronized stations, with the latter more profitable to the national companies and the most likely solution to be chosen.

### Cruikshank Company Aims to Please

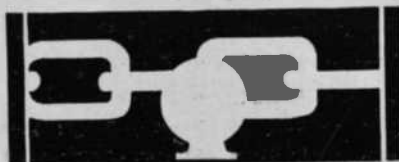
A PROGRAM to please every listener, with musical selections ranging from the most classic classical to the hottest jazz and sweetest love songs, is broadcast each week over station KDKA, Pittsburgh, under the sponsorship of the Cruikshank Brothers Company, Pittsburgh preservers.

### Spring Radio Drive for Puritan Soap

THE Puritan Soap Company of Rochester, N. Y., manufacturers of a line of automotive specialties—soap, auto polish, stop-leak, nickel polish, radiator cleaner, top finish, tar remover, fabric cleaner and anti-freeze—is supplementing its spring newspaper and trade magazine advertising with a three months' radio schedule over a number of stations as a spot campaign. The programs are being tied in with seasonal products. This account is handled by Hughes, Wolff & Company, Inc.

### Necco Sponsors Comic

THE weekly Necco programs of the New England Confectionery Company over the Yankee Network are now featuring a dramatized version of "Bringing Up Father," George McManus' famous cartoon. The programs are prepared under an arrangement between the William Morris Agency, theatrical producers; Cameo Broadcasting Studios of New York, and King Features Syndicate, Inc. Lavin & Company, Inc., Boston, represents Necco as the agency.



## PUBLICITY BUILDS CONOCO AUDIENCES

(Continued from page 6.)

pany and themselves. Thus, although the company itself buys time from only 17 stations, a total of 25 stations are now carrying the programs every week and more will probably be added later.

Perhaps the one outstanding point that distinguishes Continental's job of merchandising a radio campaign from that of many other radio advertisers is the constant "hammering away" at potential listeners. Many advertisers fall into the easy mistake of making a big initial "splurge" and then letting down on the effort, with the consequent let down in interest on the part of listeners. Constant repetition is recognized as one of the basic fundamentals of advertising or publicity of any kind and Continental is taking full cognizance of this in its campaign.

Interest in this program has not only been created but is being sustained. A listener, once gained, is rarely lost.

### Good Luck Starts Spot Campaign

THE Good Luck Food Company, Inc., of Rochester, N. Y., manufacturers of Good Luck desserts, corn muffins, bran muffins and pie crust, has scheduled its spring advertising over a number of eastern stations as a spot campaign.

This is the initial experience of the Good Luck Company with radio advertising. The agency in charge is Hughes, Wolff & Company, Inc.

### Broadcasting for Polish

BROADCASTING, newspapers and outdoor advertising will be used in the new campaign of the F. T. Lord Polish Company, Cambridge, Mass. Ingalls Advertising, Boston, has been put in charge of the account.

### Beemen Appoint Mackay

THE Mountain States Honey Producers Association, with headquarters at Boise, Idaho, has appointed the W. V. Mackay Advertising Agency, Seattle, to direct its advertising. Radio, Pacific Coast newspapers and direct mail advertising will be used.

### Utility Company Sponsors

#### Interior Decorating Talks

A SERIES of lectures on the principles of interior decoration by Mary Stoy Vaughan is being broadcast each Wednesday over station WBAL, Baltimore. The series, which will be continued throughout the spring months, is sponsored by the Consolidated Gas, Electric Light and Power Company of Baltimore, for which Miss Vaughan is residence lighting representative.

# Trade Journal Sponsors Good Will Broadcasts

ONE of the most unusual campaigns now on the air is the series of farm programs sponsored by the *Implement & Tractor Trade Journal* of Kansas City, Mo. The readers of this magazine are the dealers in farm machinery; but the programs are not broadcast to them. The *Journal's* advertisers are the manufacturers of this machinery, but the programs are not broadcast to them, either. No, the programs are broadcast to reach farmers, to teach them the value of better farm equipment, and so to build business for the *Journal's* readers and advertisers and good will for the *Journal*.

Three stations are used in this educational campaign: KOIL at Omaha, KFJF at Oklahoma City, and KFEQ, St. Joseph, Mo. Fifteen minutes are taken over each station once a week, at 1:00 p. m. over KOIL and at 1:05 p. m. over the other two stations, immediately following the market periods.

Each program opens with the following announcement:

"We bring you now the regular Better Farm Equipment program, sponsored by *Implement & Tractor Trade Journal*, Kansas City, Mo., the leading publication in the farm machinery field. This program is brought to you in the interests of better farm machinery, to enable you to lower your costs of production and to make more money from your farming. The program will be introduced by a musical number."

After the music comes the gist of the program, a five-minute talk on the value of better farm equipment, how it enables the farmer to increase his crops and decrease his labor costs and so to make a reasonable profit on his produce even in these days of low market prices.

Some of these talks are "success stories," describing actual cases where installation of better farm equipment produced real results for the farmers. Others show the advantages of better equipment in the farmhouse, to make life easier for the farmer's wife. All of them urge the listeners to visit their local farm equipment dealer and talk their problems over with him.

Following the talk is another

musical selection. Then comes the closing announcement:

"How many of you farmers listening to this program realize that the greatest element of cost in producing your crops is labor? While some of the modern farm machinery built for farming with tractor power may cost you more than the horse-drawn machinery you used to buy, it really costs less when you consider the amount of hired help it replaces and the labor it saves, to say nothing of the increased production it makes possible. Considering the years of service possible with every machine you buy and the work it does for you, machinery is really one of the most profitable investments you can make.

"Whatever your problems of farm labor or machinery may be, you should see your local implement dealer every time you are in town. New improvements are constantly being made in farm machinery, and some labor problem which has been bothering you may have its answer in some inexpensive attachment for some machine you are now using. Your dealer will be glad to keep you informed regarding all new developments in machinery which will be of interest to you. He is interested in your farm whether it means sales of new machinery or not. He will be glad if he can help you use your old machines another season, or in case you want something better than you now have, he may have a customer for your old machine and make you a liberal allowance on it. Or he may have a used machine that would mean a big saving to you this year.

"Remember that 'Good Equipment Makes a Good Farmer Better' and that your local dealer is at hand all the time to make good the manufacturer's guarantee on good machinery, no matter whether it is a new machine you buy or one you already have. See your implement dealer every time you can, and don't forget to tune in at this same hour next Thursday when another interesting Better Farm Equipment program will be broadcast from this station."

The program concludes with music.

## Barber Shops on Home-Makers Period

BEAUTY and the Mode, a discussion of styles in clothes and coiffures for various types of women, is now being broadcast over a CBS network as part of the Radio Home-Makers' Club. The sponsor is Terminal Barber Shops, Inc.; the agency Hanff-Metzger, Inc., New York.

## Ovaltine Sponsors Dramatized Comic Strip

THE Wander Company, Chicago, makers of Ovaltine, are sponsoring a new NBC program for children each week-day afternoon. The broadcasts are dramatized adventures of Little Orphan Annie, a popular comic strip in the *Chicago Tribune*, which have been used for some time as a local program over the Tribune station, WGN, Chicago. Blackett, Sample & Hummert, Chicago, are representing the Wander Company as the agency.

## Doll Offer Pulls 250,000 Requests in 30 Hours

DURING a recent broadcast of the Goodrich Rubber Company program over an NBC chain, a rubber likeness of Uncle Abe, leading character of the programs, was offered to all listeners writing in, provided their requests were post-marked within 30 hours of the broadcast time. More than 250,000 letters were mailed within the stipulated time.

## Restful Melodies for Bedding Company

THE International Bedding Company, Baltimore, is sponsoring a series of programs over station WBAL, of that city. A half-hour of restful, soothing music, broadcast in the late evening, invites listeners to relax and furnishes a good tie-in with the company's products.

## International Shoe on Chain

THE International Shoe Company, St. Louis, is sponsoring a series of programs over a coast-to-coast CBS network in the interests of its Vitality Shoes. The programs, known as Vitality Personalities, feature a different feminine stage or screen star each week. H. W. Kastor & Sons, Inc., Chicago, is the agency.

## McAler on Chain

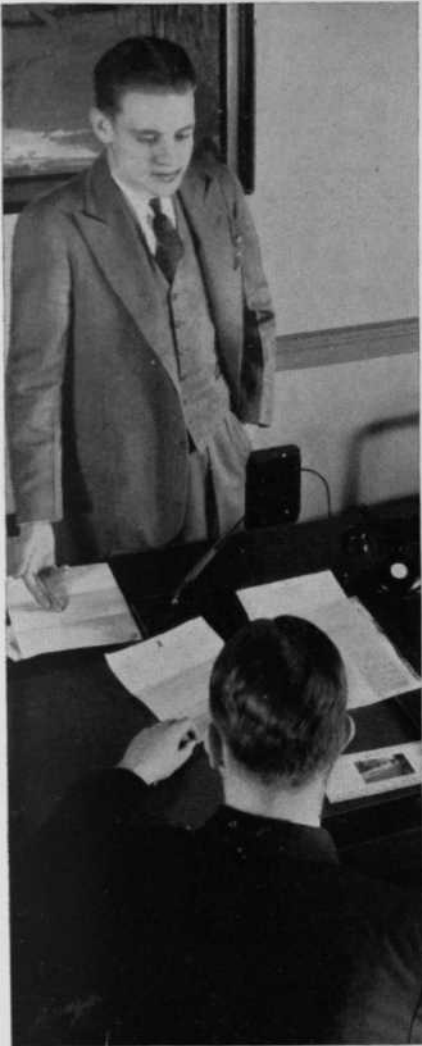
THE McAler Manufacturing Company, Detroit, makers of automobile polishes, are sponsoring a new CBS program series over a coast-to-coast network. This company is also using spot broadcasting by electrical transcriptions. The Campbell-Ewald Company, Detroit, is the agency.

## 3 Stations Join CBS

THREE more stations have been added to the roster of the Columbia Broadcasting System, bringing the total to 82. The newcomers are: WAAB, Boston (formerly WLEX at Lexington, Mass.), 500 watts power on 1410 kilocycles; WNOX, Knoxville, Tenn., 1,000 watts power on 560 kilocycles; and WIS, Columbia, S. C., 500 watts and 1,010 kilocycles.

## Oil Account to Logan & Stebbins

LOGAN & STEBBINS, Los Angeles agency, will use broadcasting, newspapers and outdoor advertising in a new campaign for the Signal Oil and Gas Company.



●

**“BROADCAST  
ADVERTISING  
DOES  
RESULT IN  
DIRECT SALES”**

●

“We can't meet our dividends with goodwill,” said the manufacturer. “What we want is sales.”

“Right,” smiled the Westinghouse Radio Stations representative. “And I take it you mean immediate sales, since no one questions the ultimate value of goodwill as a sales builder. In fact, it is because so many broadcast advertisers are satisfied to check off their radio investment against general goodwill that some people are inclined to underestimate the power of radio to create direct and immediate sales.

“Nevertheless, that power is tremendous. I am not speaking of isolated examples like the famous farmer who came in and bought a lot of stock in a public service company after hearing one of its programs. I refer to spot broadcast demonstrations which have moved unbelievable quantities of merchandise within a few weeks—even a few days—solely through a short schedule of broadcasting in a limited area.

“One of our clients, who began advertising a candy bar from WBZ-WBZA, reported practically complete distribution throughout New England within two months. Average dealer sales were formerly about one box a month. Now they are a box a day even for the smallest dealers, while larger stores are selling thirty to forty boxes a day.

“It stands to reason that the right sort of program will get quick results if you direct it at the rich, responsive, and thickly populated areas served by the Westinghouse Radio Stations.”

This advertisement is one of a series covering a number of questions commonly brought up in a discussion of broadcast advertising. If you wish further information on any such questions, or advice on the application of broadcast advertising to the specific problems of your product or service, simply write the nearest commercial office. Westinghouse operates the pioneer broadcasting service of the world, and is equipped to render complete assistance to advertisers, including the origination of merchandising ideas and the securing of suitable program talent.

## WESTINGHOUSE · RADIO · STATIONS

**WBZ-WBZA**

**KDKA**

**KYW-KFKX**

— COMMERCIAL OFFICES —

Boston, Mass., Statler Building  
Springfield, Mass., Hotel Kimball

Pittsburgh, Pa., Hotel William Penn

New York, N. Y., 50 East 42nd Street  
Chicago, Ill., 1012 Wrigley Building

May, 1931

21



# DAILY SPORTS BROADCASTS BUILD SALES TO MOTORISTS

**M**OUNTING sales of Wadhams Oil Company of Milwaukee, operating a large chain of gasoline stations throughout Wisconsin and northern Illinois, tell a remarkable story of how this firm has utilized radio.

Beginning in the spring of 1929, Wadhams enlisted the aid of radio to promote the sale of oil and gasoline. At that time gasoline sales totaled 25 per cent of the distribution in and from Milwaukee. This amount was about equal to that of another large oil company in this city which enjoys national sales coverage.

At the end of the first year in which Wadhams was on the air over WTMJ, gasoline sales jumped to 31 per cent of the total volume distributed. Sales of the competitor remained the same.

Continuing the same advertising policy of combining radio with newspaper space, Wadhams' sales have shown a still further increase during 1930, climbing to 40 per cent of the total Milwaukee volume. The competitor's sales dropped slightly during this past year.

Consumer use of Wadhams' oil has also undergone a proportionate increase. Second in volume at the beginning of 1929, Wadhams took the lead in that year and now sells 34 per cent of all automotive lubri-

cating oils distributed from this market. This is double the sales volume of the company's competitor, who had the lead before Wadhams' programs became a regular feature on WTMJ.

When this company decided to include radio in its advertising activities, the same thoroughness and careful planning that has characterized previous advertising efforts was evident. Radio was considered as an *additional* sales effort and not one to supplant or substitute some other medium. Newspapers have continued to be used consistently. Appropriations in other media have not been influenced.

Wadhams' radio activities have consisted of sponsoring all local sport broadcasts over WTMJ. This includes a Daily Sport Flash throughout the year, a five-minute headline synopsis of current sport news. During the baseball season the "Flash" is devoted to the day's baseball scores.

The other regular features of the Wadhams' program are sport reports of baseball, football and basketball games and important boxing matches held in Milwaukee. All Milwaukee Brewer games are covered, the home games direct from the ball park and the games abroad by realistic telegraphic reports.

All University of Wisconsin foot-

ball games are also sponsored by Wadhams and broadcast direct from the field for WTMJ listeners. The Sunday games of the Green Bay Packers, world's professional football champions and idols throughout the same sections that include Wadhams' distribution, are broadcast, the home games in Green Bay direct from the field and those abroad by telegraphic reports.

Basketball fans are also served by the Wadhams Sport Reports. All University of Wisconsin home games are broadcast over WTMJ, direct from the floor at Madison, Wis.

Wadhams Sport Reports and Daily Sport Flashes are an important and popular radio feature in Milwaukee and Wisconsin. Evidence of this are the results of a survey made by Wadhams to obtain information as to what type of program listeners wanted this company to sponsor. Over seven thousand ballots, filled in at Wadhams' stations or clipped from tie-up advertisements in the newspapers, were received. The voting was practically unanimous for the continuance of the Sport Reports and "Flashes."

This advertiser has gone to further efforts to tie-up with the company's radio advertising of its products. A prominent advertisement appears in the sport pages of *The Milwaukee Journal* each day a Sport Report is to be broadcast. In addition, a 1930 Sport Digest, including schedules and records of the outstanding baseball, football, basket-

## The only full-time net-work station in the SYRACUSE AREA *increases its efficiency*

Already a necessary factor in the radio coverage of New York State because it is the only full-time network station within a radius of 75 miles of Syracuse, WFBL has further strengthened its position by installing the last word in transmitting equipment—100 per cent modulation—crystal control. Efficiency has also been increased by removing the transmitter to beyond the city limits.

# WFBL

**"At the  
Hub of the Empire  
State"**

1000 - 2500 Watts

Its 1,634,000 listeners now receive radio service of the highest quality and advertisers receive greater listener interest, increased coverage and more circulation at no increase in cost. Put WFBL, Syracuse on your next Radio List and profit by the interest and confidence developed and maintained through eight years of steadily improved service to the listeners of this excellent trading area.

**ONONDAGA RADIO BROADCASTING CORP.** Onondaga Hotel,  
SYRACUSE, N. Y.

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HEAR Royal Recorded Programs and Judge Their Superiority for Yourself!

For Spot, Regional, National  
or International Coverage —



by ***Electrical Transcription***

Royal Broadcasting Systems' coast-to-coast chain of 220 representative stations in the United States and 17 in Canada for BROADCASTING by ELECTRICAL TRANSCRIPTION, is offered to advertisers as a medium of the greatest flexibility for Spot, Zone or Complete National Coverage. International Coverage — France, Norway, Sweden, Spain, Italy, Germany, Australia, South Africa, New Zealand, Hawaii, Cuba, Honduras, Mexico. Advertisers may purchase time on one or any number of stations from this organization. Rates, coverage and marketing conditions covering each station are immediately furnished. Sustaining features are available for clients requiring local or regional coverage. Each station in Royal Broadcasting Systems is recognized for its extensive coverage and audience popularity. The usual 15% agency commission is allowed to recognized advertising agencies.

***ROYAL SERVICE Includes:***

PROGRAM CREATION;  
ARTISTS BUREAU;  
RECORDING;  
SUSTAINING FEATURES;  
ARRANGING STATION TIME;  
DISTRIBUTION OF DISCS.

***ROYAL***

**BROADCASTING  
SYSTEMS, Inc.**

501 Madison Ave., New York  
ROYAL INTERNATIONAL RADIO FEATURES  
ROYAL RECORDING STUDIOS—ROYAL RECORDS

ball and hockey teams, and pictures of coaches and players in the Wadhams' home territory, was compiled and offered without charge to listeners. Through requests received at Wadhams' stations and dealers and requests through the mail over fifty thousand Sport Digests were distributed.

Two years of radio advertising, during which time Wadhams' gasoline and oil sales have shown tremendous increases, have proven the real sales building power of this medium. Wadhams' 1931 advertising appropriation includes a 50 per cent increase in the radio budget over last year.

### REACH OUT WITH RADIO

(Continued from page 14.)

"When we first go on the air at the beginning of each series, we have a special window trim of some kind announcing the event, a special advertisement in all local papers, as well as those in the surrounding towns, and, in addition, mail out a special announcement.

"This program costs approximately \$300 per broadcast. This includes station time and talent. Is it worth it? Steefel Brothers have found it so. We are continually reaching out over the state. Our mail order business is growing, and through the medium of the radio has made great strides. Every week brings in hundreds of letters. These are carefully tabulated and filed. As soon as a letter is received, it is answered and at the same time the

writer of the letter is sent a copy of our catalogue. From that time his or her name becomes a part of our mailing list, no matter where they are located, and all literature is sent them. After getting the name, it is then up to us. If the direct mail matter sent out is good, the good results will follow.

"Since last October, Steefel Brothers have received over 5,000 letters and cards from listeners. These have come from nearly every state in the Union, every province in Canada, the West Indies, Mexico, South America, England, Ireland, and many places on the continent.

"In order to get listeners to write in, you must offer some inducement. They all want something for nothing. We usually mention our catalogue. The greatest response we had was when we offered a picture of the Steefel orchestra. The back of the picture carried an advertisement."

### Foot Remedies on NBC

THE Scholl Manufacturing Company, Chicago, makers of foot remedies, are sponsoring a new program series, broadcast twice weekly over an NBC chain. The Scholl advertising is handled by H. E. Lesan Advertising Agency, Inc., New York City.

### New Transcription Series

THE Hanjon Electrical Transcription Service, New York City, has lately released a series of 13 programs entitled "Under Southern Skies," which are available for lease by radio stations. The series is now being broadcast over WOR, Newark.

### NBC Leases Station WGY

THE National Broadcasting Company has leased WGY, the General Electric Company's station at Schenectady, N. Y., and has taken over control of the studios and programs. The electrical company retains ownership and management of the property and apparatus. The experimental television and short wave stations are not affected by this contract and will continue to be operated by the General Electric Company.

### Patrick & Co. Appoint Eastern Representative

BURTON BUNCH, former manager of Auditions for The Atwater Kent Foundation, has been made eastern representative of Patrick & Company, San Francisco, producers of the "Cecil and Sally" radio program feature, with headquarters at 2121 New York Avenue, N. W., Washington. Every broadcasting center in the Eastern states will be visited by Mr. Bunch during the next few weeks.

### Gets Deodorant Account

DANBACHER & HORNER, Long Beach, Cal., agency, has been appointed to advertise Toilet Fragrance, a deodorant, made by the Sanitary Laboratories, Ltd., Fullerton, Cal., and merchandised by National Distributors, Ltd., Los Angeles. Following a preliminary campaign on the West Coast, radio, newspapers, outdoor advertising and dealer helps will be used nationally.

### Bancamerica-Blair Broadcasts

"FORTUNE BUILDERS," a twice weekly CBS program sponsored by Bancamerica-Blair and Distributors Group, Inc., in support of the fixed trust idea, will start on the air April 12. The two trusts involved are North America Trust shares and Cumulative Trust shares, the former being the largest fixed trust in the United States.

Finest Columbia programs . . . on a full 19-hour schedule . . . have won for WKRC "Patriotic Preference"

Cincinnati—and the rich, responsive Ohio Valley—dial WKRC first!

**W·K·R·C**  
CINCINNATI

THE ONLY COLUMBIA STATION  
IN THE RICH OHIO VALLEY

# Stanley

**PLANS**—Stanley cooperates with advertising agencies in the preparation of basic radio plans that properly supplement the other media used.

**PROGRAMS**—Stanley cooperates with advertising agencies in the preparation of the programs.

**PRODUCTION**—Stanley cooperates with advertising agencies in the production of programs for spot broadcasting by electrical transcription on either 78 or 33-1/3 r.p.m. discs.

**PROCUREMENT**—Stanley cooperates with advertising agencies and station representatives in the procurement of the proper broadcasting facilities.

**PICTURES**—Sound on disc and sound on film added to silent motion pictures.

## **The Stanley Recording Company of America, Inc.**

1841 Broadway (TELEPHONE COLUMBUS 5-3181) New York, N. Y.

*We will gladly send information on dealer tie-up  
with spot broadcasts upon requests*

## **The Thermoid Brake Doctors**

Sponsored by the Thermoid Rubber Co. of Trenton, N. J., Stanley Electrical Transcriptions are being broadcast over the following stations:

WLW  
Cincinnati  
WBRC  
Birmingham  
WSB  
Atlanta  
KFWB  
Los Angeles  
KOB  
Los Cruces  
WKY  
Oklahoma City  
WOAI  
San Antonio  
WFAA  
Dallas  
KFRC  
San Francisco  
KLZ  
Denver  
WBT  
Charlotte  
KGW  
Portland  
KOMO  
Seattle  
WCAU  
Philadelphia  
WOR  
Newark  
KHQ  
Spokane

# Reproduce Product's Tempo In Program, Says Woolley

**T**O BE successful advertising, a radio program must be tuned to the tempo of the product advertised, said Daniel P. Woolley, vice-president of Standard Brands, Incorporated, in a talk to the League of Advertising Women at the Advertising Club in New York City. Mr. Woolley, who is responsible for three of the most popular radio programs over a nation-wide hook-up each week, stated that primarily in building his radio program he always tried to be guided by good taste and honest advertising.

He said: "I don't think one ought to coast a product in on a song or an entertainment but rather to frame a program in such a way as not to fool the listeners." Mr. Woolley pointed out that the character of the product should be considered in making up the program and that all radio entertainment should be designed to reach the greatest number of people who might be interested in the product through a program in keeping with it.

Radio listeners, Mr. Woolley believes, are entitled to their entertainment and will listen to the advertising talks if they are properly synchronized without camouflage. Mr. Woolley continued:

"**I** BELIEVE that every product has a tempo; in other words, I think a soap should call for a certain program—

a beauty product should call for a certain program. If it is a light, luxurious product it should take one kind of a program; if it is serious it should take another type of program. I am running three radio programs and I might tell you that I have many a headache over them in my attempt to get a program that really fits the product.

"Almost any station these days will give you good entertainment. Six months ago you could turn the radio on and there was a crooner. Rudy Vallee had started the vogue and we were crooned at incessantly—by high crooners and low crooners. At the present moment we have skits. Some of them try to be humorous by calling it 'drama.' Now you can get a skit on any subject.

"I think an interesting skit is good. I think a good crooner attracts a large audience. I think any form of entertainment is good that really entertains, but I think that the person who tries to fill the air should think about the whole evening as a show. Mr. Keith wouldn't have six acts of acrobats and expect the people to do anything but walk out. It is the same with a radio program. People who are planning them should try to think of something that particularly fits their product and build that up. It will introduce variety into the evening's list of programs. Perhaps the way I can be most explicit on this subject is to tell you what we did on Fleischmann's Yeast for Health.

"When we decided to go on the air, we planned the program to tie up with our magazine and our newspaper advertising. I don't believe that radio advertising alone can carry a product. Radio advertising that doesn't hook up with your magazine or newspaper advertising

is a very foolish expenditure; in fact, your whole advertising campaign must hang together. After all, there is a certain percentage of people who do not have radio sets and will not be reached in that way.

"Yeast for Health is a very delicate subject to handle. It has much to do with good health, so when we started to look around for a radio program we said, 'What is the audience we have to deal with?'

"We decided that, probably, now-a-days they wanted 'It' more than anything else. Who had 'It' the most of anybody we could find? We found a young crooner, Rudy Vallee, and we found the young ladies panting over him and even some of the old ladies. He also has a great many men admirers. So we engaged Rudy Vallee as the star of this great thing called Health. We wanted him to croon but also we wanted more in the program. We wanted athletics or robust health to play a part. We went through the list—Jack Dempsey and all. Finally we said, 'Graham MacNamee as the noted sports announcer stands for sports?'

"Then it became a question of how we could keep people from getting tired of the program. We decided that we would secure ladies with deep and soulful voices and a soloist. The thing we wanted to do was to make a contrast with these men—in other words, a well rounded out hour. If you will listen to that program you will find it goes like waves and has balance.

"Everybody likes advice. People pay doctors so they can tell them how badly they feel. Doctors know that, and we discovered it from our surveys. We had a man in the company, Dr. Lee, head of our research and a family physician, talk to them. He asked them very personal questions and asked them in the same old family doctor tone of voice.

"Now, I might tell you that that combination of MacNamee for virility, and Vallee for crooning, Dr. Lee to give the advice of the old family physician, plus a lady who sings, has been a very suc-

## MORE CHAIN PROGRAMS

than any other station in Texas

Your listener interest is assured when you use

# KTRH

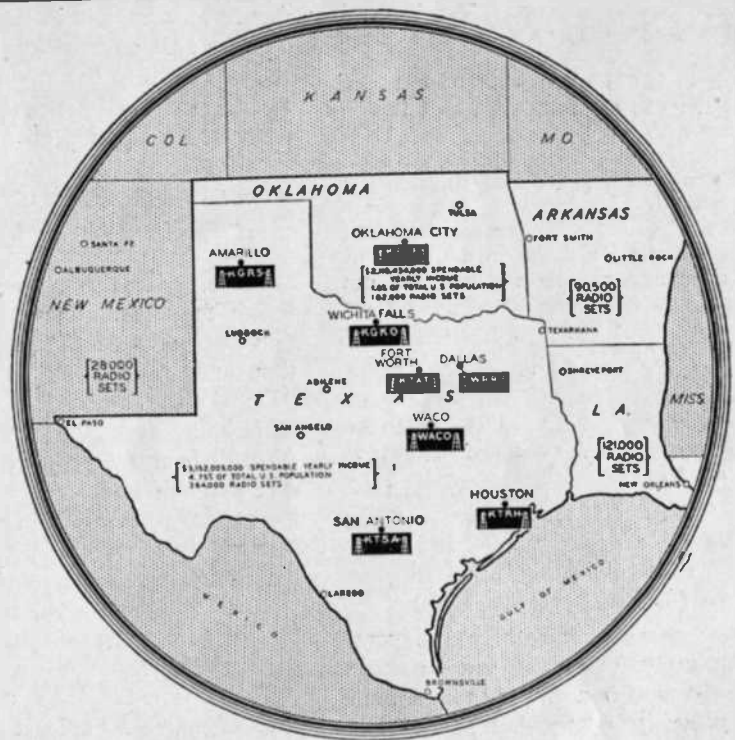
The Rice Hotel Station

"Houston's Welcome to the World"

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







# Tailored to your Measure

You can have coverage on Southwest Broadcasting Company stations in this country of big distances tailored to the measure of your distribution . . . or to the places where you're trying to get distribution.

Do you mind looking at the map just a minute? It's 501 miles from Houston to Amarillo as the crow flies . . . almost as far as from New York to Cincinnati. No one Southwest station tries to cover all that area . . . it would be rather foolish to try.

But the listeners in each station's effective area believe in and listen to that station's programs . . . and buy the goods of the advertiser who sponsors the program.

**ASSOCIATED STATIONS:**

Wichita Falls  
Houston Dallas  
Amarillo

**STATIONS:**

Oklahoma City  
Fort Worth San Antonio  
Waco

# SOUTHWEST BROADCASTING CO.

Aviation Bldg. Fort Worth, Tex.

cessful radio program. The National Broadcasting Company tells us that we have the greatest number of listeners next to 'Amos 'n' Andy.'

"The one point that I would like to leave with you is that people don't listen to the radio and buy your product out of gratitude. Radio selling is harder and tougher than any magazine or newspaper advertising that was ever planned. You have to create a desire in the minds of the audience, tell them where they can satisfy it, how they ought to get the product, when they ought to get it, and all about it.

"Those attempting to do radio advertising certainly should first of all think about their product, find the tempo of that product, and get something that is in the spirit of it."

## ANALYZING THE RADIO PROGRAM

(Continued from page 13.)

other group of players and singers. Continuity, or script, can be made to distinguish a program and bind together its component parts. Direction in production and plan can further identify and bind the program. The gentle art of the showman is necessary to smooth and coordinate the whole program, and to give it spirit and personality.

Writing radio continuity is an expert's job and consists of more than preparing written words to be spoken. It is, rather, spoken words written for speaking. Only an experienced radio writer in close touch with the audience can write the simple, natural copy which impresses the listener and crystallizes consumer interest into concrete buying.

THE advertiser buys from a station only the time in which to present his program to the basic au-

dience residing within the minimum all-time area covered by the station. It is then up to the advertiser himself to retain and increase that audience, and otherwise obtain the full benefit of his time purchase. The cost of time should be based on coverage and basic audience only. The organization experienced in radio advertising is a reliable source from which to obtain unbiased information regarding the true value of station time.

Time charges vary from \$7.00 per half hour over some stations to \$650.00 over others. The average rate per half hour over all stations is approximately \$140.00. Time charges usually include services of the station announcer, and the services of whatever auxiliary production departments a station might have available.

Talent is extra. As a rule, an amount equivalent at least to the cost of time should be spent for talent, where only one or a few stations are used. The character of the broadcast, its purpose, the nature of the particular audience desired, the class of competitive programs and the number of stations used should provide a basis for estimating what figure to spend on talent.

IF you go on the air, do it right! Give the listener what he wants—in the manner he wants it—and he'll make your effort worthwhile. Keep in mind that productive radio advertising is not a routine accomplishment. "Putting on" a program properly requires intensive study and knowledge of the medium, the product, and the specific problems

of the individual advertiser. Take advantage of every facility and resource available to the users of this powerful medium. Make certain in advance that your radio broadcasting will do all that it can and should do for you.

*The End.*

## WGBS and W2XCR Cooperate on Sight and Sound Broadcasts

THE first sight and sound broadcasting studio in New York City is now on the air with programs on a regular schedule. This new studio is a co-operative venture of the General Broadcasting System, operators of station WGBS, and the Jenkins Television Corporation's television transmitter W2XCR. The sight station is operated on a frequency of 2,035 kilocycles, and is licensed for an output up to 5,000 watts.

## Air Campaign for Inhalant

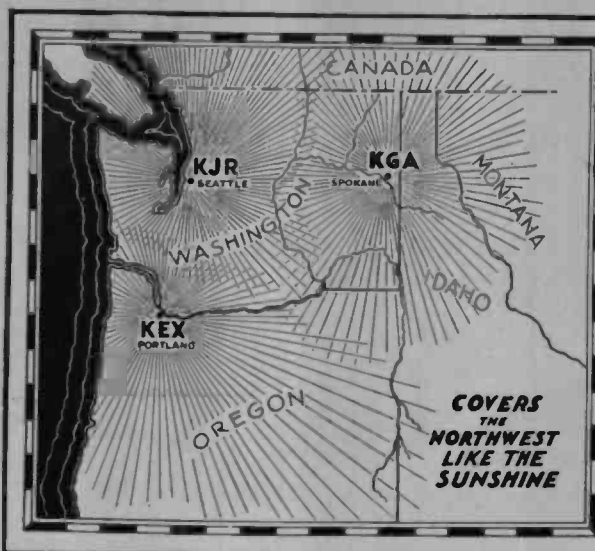
A RADIO campaign is now being planned by Danbacher & Horner, Ltd., advertising agency of Long Beach, Cal., for the Wills Steam Inhalant, product of the Wills Laboratories of Long Beach.

## Keds on NBC

THE United States Rubber Company, New York, is sponsoring a weekly comedy series over an NBC hook-up featuring Gus Van. The broadcasts are part of a Spring advertising campaign for Keds, a rubber soled sport shoe. The agency is the Blackman Company, New York.

## Pupils Like Band Music

BAND music rated 100 per cent with the pupils of schools in twenty-five states, who answered a questionnaire sent out by the United States Office of Education. Asked to check their preferences for types of music on the radio, the students put band music in first place with 100 per cent; orchestras, 97 per cent; voice, 92 per cent; piano, 80 per cent.



## NORTHWEST'S MOST POPULAR CHAIN

**KJR** SEATTLE 970 KCS.  
**KEX** PORTLAND 1180 KCS.  
**KGA** SPOKANE 1470 KCS.

Be sure of advertising results in the profitable Pacific Northwest markets. Use the most powerful radio stations in this rich territory—KJR, KEX and KGA—

**Each 5,000 Watts  
Cleared Channels**

Representatives: McELHINEY & ASSOCIATES  
and SCOTT HOWE BOWEN, INC.

**NORTHWEST BROADCASTING SYSTEM, INC.**  
GENERAL OFFICES, HOME SAVINGS BUILDING, SEATTLE.

# Our Representation of Radio Stations is a REAL Service

## To Radio Stations:

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

Through our several offices we are effectively covering the principal centers of advertising activity in different sections of the country.

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

## To Advertising Agencies:

In making plans, estimates and particularly in negotiating desirable hours, our service saves time and money.

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

Our cooperation insures not only a worthwhile economy of time and money, but also a much more valuable result in handling ably and satisfactorily matters entrusted to us.

## SCOTT HOWE BOWEN, Inc.

CHRYSLER BUILDING

NEW YORK CITY

CHICAGO

PHILADELPHIA

DETROIT

DALLAS

## 36 SPONSORS BUILD AND BROADCAST THE KSTP MODEL HOME

(Continued from page 9.)

selected two of the leading firms in each classification and invited them to attend a group meeting at the Builders Exchange. These letters were signed by the secretary of the Exchange.

At the meeting more than 80 per cent of those invited were present. The plan was then outlined in detail, stressing the fact that only one concern in each classification would be selected, and that it would receive the contract to furnish the material for the house. At the close of the meeting the chairman suggested that all those present sign a paper if they were interested. Over 90 per cent of those present evidenced a keen interest in the project by signing in the affirmative. The cost of the half-hour's broadcast, plus orchestra and dramatic talent was then submitted to those present.

A temporary committee from among members of the group was named. This committee met the day following the group meeting and selected 36 of those firms who had signified an interest in the project. At a second meeting they named a permanent executive committee composed of Werner Westeen, a prominent tile and marble man, chairman; Lou H. Johnson, leading plumbing and heating engineer, and W. B. Dudding, a member of the firm of H. N. Leighton & Company, an out-

standing building contractor of the city. Both the architect and KSTP officials are ex-officio members of the committee.

**I**T WAS now time for action. Thirty-six contracts were drawn up for the broadcasting and an equal number for and by the direct mail company. Six salesmen were each given six contracts with instructions to spend two days on closing them up. Within 48 hours KSTP had the 36 contracts and the direct mail concern had also closed theirs. The total value of the broadcast contracts ran to \$10,000, and the direct mail, \$5,000.

The first program went on the air Sunday, March 29, with the introduction of the Jones family. The continuity is prepared by the dramatic department of KSTP. Both humor and complicating circumstances made the broadcast interesting, as was evidenced by the mail received the day following the first broadcast.

The executive committee prepares in brief form the technical data for the broadcasts each week. From this information the continuity is built.

As the material and labor on the house is divided into 36 units, no one contractor can overload his figure or cost by adding his advertising expense. The committee reviewed all figures and when they were in they came within the amount set—\$16,000.

Construction on the home has now begun, and it is planned to have

it completed by the latter part of August. When the last picture has been hung on the wall, the staff of KSTP will hold open house. Mr. and Mrs. Jones and their children will be host and hostess. Remote control equipment will be placed in the home and artists of KSTP will broadcast special programs direct from that point.

Every sponsor cooperating in this plan is getting a lot more than the time for which he contracts. He has the advantage of being part of a program which is sure to create considerable comment and which will be heard by an audience much larger than usual. As one of the firms picked by the station to build its model home, he comes in for considerable prestige, as well as a good part of the work that this program is bound to create.

From the standpoint of the station, the project has the advantage of consuming 18 hours of time and talent during the summer season, of offering its listeners a feature of educational value as well as general interest, of creating a great deal of favorable publicity for the station and, finally, of bringing future business as the participating concerns learn the value of broadcasting.

### Radio Advertising Taught at Georgia Tech

FOLLOWING the example set by New York University, the Georgia School of Technology at Atlanta, Ga., is offering a course in broadcast advertising during the current term.



# MEXICO!

We can handle your  
**TRANSCRIPTIONS!**  
**XEW - XET - XES**

5,000 watts RCA  
100% modulated

500 watts

500 watts  
100% modulated

offering a complete publicity service, handled by experienced personnel. Stations available singly or as a group.

## Representatives:

Western  
McElhiney and Associates

Eastern  
Scott Howe Bowen, Inc.

Mexico  
Wendell Cox  
RCA-Victor Agency, Tampico

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# RESULTS

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**52.1%**

**OF ALL**

**WBBM  
CLIENTS**

**ARE ON**

**RENEWED  
CONTRACTS**

---

*The Air Theatre*

**WBBM CHICAGO**

**25,000 Watts -- 389.4 Meters -- Clear Channel**



## APPROACHING RADIO REASONABLY

(Continued from page 7.)

of us who for years have been dealing with the technique necessary in the achievement of these five steps have accumulated a mass of information concerning lay-outs, headlines, illustrations, color, typography, phraseology and statement of texts, and means of establishing the memory and identification of the things which we advertise. There is a very distinct parallel between radio as a medium and any printed form in the use of any of this already acquired technique. Every element of the printed advertisement is present in the radio advertisement.

Most assuredly, in contemplating a program you are going to make a layout. Keeping in mind again our opening statement that we are dealing not in pocketbooks but in human minds, the same basic laws which govern the lay-out of an advertisement can readily be applied to a radio program. It must have balance. It must have unity, coherence, emphasis. White space is there. Illustration is most assuredly present—nothing can be more colorful than music. The customary identification marks in the form of individual borders and signature cuts are certainly present. These, combined with entertainment typography, set your program just as definitely apart from others as do the customary tools of any composing room. In so far as phraseology is concerned, there is more latitude

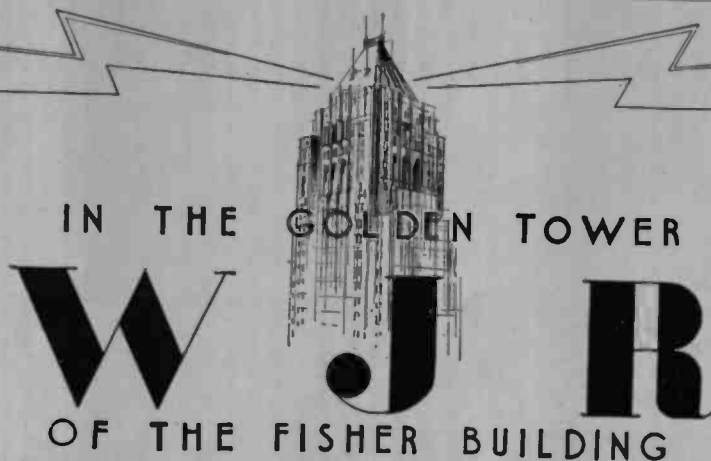
than there has ever been before and the same rules that Aristotle laid down to govern all writing still maintain their sway. What is there, then, that should confuse the average advertising man in the matter of how the appeals may be presented most effectively when considering the use of radio?

**T**HE fourth fundamental, namely, by what mediums may the appeals be presented, requires the identical sort of information about the mediums themselves that is required of publications. There is probably no question in any of your minds as to the fact that page position is of almost as vital importance as is circulation. The same two factors concern you in the use of a radio station. You will be interested in determining, as nearly as possible, the average circulation of the station and you will be interested in securing a position which enables you to reach all available listeners.

Your selection of a radio station as an advertising medium, then, will be made in much the same manner as your selection of a newspaper as an advertising medium. You will choose page one, three or five of a newspaper, with preferred position alongside or following matter if it is possible to obtain it. You will choose time on a radio station in much the same manner. Page one, three or five will probably become a period between the hours of seven and nine at night, and you will choose this position in relation to what surrounds it just as you would ask for "preferred" from the news-

paper. The advertising mediums, namely the radio stations, will in each case be able to submit evidence of circulation and to offer certain available positions. There should be no difficulty then, in approaching radio advertising in relation to our fourth fundamental, namely, by what mediums may the appeals be presented.

The fifth fundamental—what is a reasonable expenditure for advertising our commodities or services, or both—is one which, of course, must be answered at the source. In considering the use of radio there is one point in the matter of costs that I should like to bring very forcibly to your attention. Both yourself and your client are more or less used to discussing space requirements in column inches rather than in dollars and cents. You are both used to comparing the returns from a single advertisement with the returns from another single advertisement, rather than in returns per dollar. When I tell you that the cost of the average newspaper page in the city of Houston is equivalent to the cost of placing an announcement on the air twice each day and once each evening over the period of one month, I am using this figure to illustrate the point at hand. The cost of radio advertising, in terms of its results must be measured on a dollar and cents basis over the period of time required for the total expenditure. Other than this point, you as advertising men and women are going to be obliged to determine what the traffic will bear in each in-



**WJR** is the acknowledged favorite in the fourth largest market in the country. The most powerful station in Michigan—with an exclusive cleared channel. **WJR** offers the advertiser assured coverage in one of the richest areas in the world.

LEO J. FITZPATRICK  
Vice-Pres. & Gen. Mgr.

**THE GOOD WILL STATION, DETROIT**

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# Confidence!



## OUR SERVICE INCLUDES:

*Complete preparation and careful supervision of spot announcements, sponsored studio programs and Electrical Transcriptions by Columbia.*



ONE of the chief assets of this organization is the absolute confidence imposed in us by our clients. Confidence not only in our knowledge, experience and ability to handle broadcast advertising accounts, but also in our reliability.

Every executive and representative of our organization is an experienced advertising man. There is no guesswork when you deal with us. When we tell you a thing is so, it is so.

When we recommend a certain radio station, it is because our experience has proved that station best for *your* needs. When we suggest a certain type of program, it is because our experience has proved that type of program best for your requirements.

Radio advertising itself is new, but Spot Broadcasting is newer. It requires the experienced service of specialists.

Let us discuss your radio problems with you. Let us tell you why and how you will profit by entrusting the details to us.

*There is no obligation in asking for complete information.*

## A. T. SEARS & SON, Inc.

*Radio Advertising Specialists*

520 North Michigan Ave. . . . Chicago, Ill.

dividual advertiser's case. And this fifth fundamental requires nothing more of me.

To sum up—radio advertising differs in no whit from any other form of advertising in so far as the fundamental approach to the medium is concerned. We are still appealing to the same audience through the same means, with the same fundamentals of psychology, in an effort to reach the same ends. And every bit of information that has been accumulated through experience with other advertising media may be applied directly or indirectly to the use of radio advertising. In dealing with fundamentals, there is perhaps only one elementary difference between radio and printed advertising.

Reading is a cultivated process. Reading requires a mental effort which varies inversely with the education of the individual. The average intelligence—that intelligence from which volume in the sale of merchandise must come—reads by words, sometimes even by letters, where the individual who is highly educated will read by sentences or groups of sentences. In either case reading is an unnatural process, requiring mental effort.

On the other hand, hearing is instinctive, natural, easy. It is quite possible that many of you will agree with me that where we are dealing with a humanity whose mental laziness has prevented its more rapid progress, that we may find a more ready audience through the ears,

where less mental effort is required of our prospect.

In this matter we find radio in a peculiar position. Merchants always strive to bring their customers into their stores where they may talk to them. Millions of dollars have been spent to pave the way for the salesman who talks to his prospect, and now there suddenly comes into our midst an advertising medium which both paves the way and talks to the prospect at one and the same time.

### Brisacher Places Four Accounts on Air

RADIO will be used by the Los Angeles office of Emil Brisacher & Staff to advertise the Superior Macaroni Company products. Newspapers, trade papers and outdoor advertising will also be used. This agency is also running a test radio campaign for the King Kelly Marmalade Company of Garden Grove, Cal.

The Brisacher San Francisco office is using radio, newspaper and outdoor advertising for Martinelli's Gold Medal Pure Apple Cider, made by the Martinelli's Apple Cider Company of Watsonville, Cal. A radio, newspaper and poster campaign in northern California is being planned by this agency for the Virden Packing Company, San Francisco, to advertise its Campfire hams and bacon.

### WMAQ Issues Brochure

A BEAUTIFULLY prepared brochure, "The Story of WMAQ," has recently been issued by that station. Its extensively illustrated pages contain brief discussions of program building, television, sports broadcasting, program production, women's, children's, educational, religious and all other of the station's special features and give the reader a good picture of the station as a whole.

### Wisconsin Broadcasters Form Organization at Madison Meeting

A UNIT contract for national advertising, a protest against the issuance of any 50 kilowatt stations in Wisconsin, and the framework of a permanent organization are the results of a meeting of Wisconsin station owners and managers at Madison on April 27. The Milwaukee stations were not invited and of the dozen other stations in this state only one failed to respond.

"The Wisconsin Stations Group" will maintain a central office in Madison to deal with national advertisers on a unit contract basis. Pat Shannon will relinquish management of station WIBA, Madison, to take charge of the consolidated office.

Following their conference, the Wisconsin broadcasters were received by Governor La Follette, who pledged his support of all plans to better radio conditions in the state. A second meeting was called for May 11, in Fond du Lac, to perfect the organization.

The following broadcasters attended the Madison meeting:

A. H. Lange, KFIZ, Fond du Lac; William T. Evjue, WIBA, Madison; Emery Martin, KFIZ, Fond du Lac; W. C. Bridges, WEBC, Superior; S. H. Bliss, WCLO, Janesville; Rev. Jas. A. Wagner, WHBY, Green Bay; Wallace F. Bussi, WHBY, Appleton; Francis M. Kadow, WOMT, Manitowoc; Jos. Callaway, WKBH, La Crosse; Andrew Hertel, WKBH, La Crosse; H. Born, WHBL, Sheboygan; W. E. Walker, WISJ, Madison; H. R. Miller, WIBU, Poynette; H. J. Newcomb, WRJN, Racine; Wm. C. Forrest, WIBU, Poynette; and H. S. Mann, WRJN, Racine.

### Agency Moves

DONAHUE, COE & MAYER, INC., advertising agency, have moved to new offices at 60 Broad street, New York.

## CHECK YOUR PROGRAM

The only positive method of checking your broadcasting is available to you through Green Recordings on

## ALUMINUM DISCS

Write, wire or phone the time and station you use. We will be pleased to send a sample check disc recorded from your broadcast program.

## GREEN RECORDING STUDIOS

64 EAST JACKSON BLVD., CHICAGO — Harrison 7066



**\$26,819,156**

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

This was an increase over 1929 of 44% plus.

**\$25**

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

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

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

All of This For Just

**\$25**

Consult Our Nearest Office

**National Register Publishing Company**

Sole Selling Agents

853 Broadway, New York  
7 Water Street, Boston

140 S. Dearborn Street, Chicago  
929 Russ Bldg., San Francisco

The Ingenuity of any one of  
**WALTER HAYNES'**  
**PUBLICATIONS**

Is an example of them all.

**HAYNES'**

Radio Log  
Bridge Calculators  
Sport Schedules  
Baseball-by-Radio  
Score Board

**4** inexpensive specialties ideal for listener responses and conveyance of your printed message in useful and retentive form.

Request Samples From

**WALTER HAYNES'**  
**PUBLICATIONS**

608 So. Dearborn St.  
Chicago, Ill.

**AXEL**  
**CHRISTENSEN**



**MASTER MIRTH MAKER**  
**PIANIST—ENTERTAINER**

Has over 100 15-minute programs ready to broadcast, record or syndicate.

Also the following daily or weekly comedy features:

"Axel Grease for Your Funny Bone"—sure-fire one-man show.—"Axel and Christina"—Scandinavian dialect comedy.—"Axel and Pat," etc.

Address **AXEL CHRISTENSEN**,  
717 Kimball Bldg., Chicago  
Phone Harrison 5670

Get the  
**National Slant**  
from Heinl's

**RADIO BUSINESS LETTER**

Insurance Building  
Washington, D. C.

SEND FOR SAMPLE COPIES

## CHANGING PROGRAMS PRODUCED RESULTS

(Continued from page 16.)

our own radio team, Jack and Ethyl, which we had built up over the previous three-year period. For us, the step from a half-hour to an hour and a half per week was a big one. The fact that we were buying a ready-made audience, plus the fact that we could include also the work we had been doing for so long and yet surround it with the freshness and new interest of added features—these were conclusive points in our decision. We also increased our audience by moving up the starting time to 9:30 p. m.

Almost immediately, we found ourselves with a new problem. In the old days of the "Spotlight Revue," the studio from which it had been broadcast was comfortably filled with fans who had become Revue addicts and who wanted to see the show put on. Under sponsorship, and with the added pressure we naturally put behind the "Associated Spotlight Revue," the demand from a steadily increasing audience became a grave problem indeed. Succeeding Saturday nights found an increasing throng of well wishers finding their way to the 22nd floor to see our show presented. Now that the program was under sponsorship, this audience, and the necessity of welcoming it, became a vital matter indeed.

As a result, and with the cooperation of the NBC the show was moved from the regular studios to

the stage of the Western Women's Club auditorium in San Francisco, from which it is now broadcast each Saturday night by remote control. Here we are able to welcome the scores and scores of people who want to see their Saturday night feature as well as listen to it. We have a seating capacity of more than six hundred, and thus far we are having no trouble whatever in filling it.

Now, too, we are proving again the popularity of our program, at least in a territory within an approximately fifty-mile radius of San Francisco. Occasionally we receive requests from far-distant points from fans who are contemplating a trip to San Francisco and during that visit wish to be our guests.

Naturally, we charge nothing for attendance at our performances. We are delighted to accommodate everyone who is interested enough to want to come. We are finding already that it is a paying venture as a builder of further popularity for our performance. Enjoying the services of much of the best of the NBC talent on the coast, we are in this way identifying them with the Associated Oil Company and sending a Saturday night audience away each week with a mental picture of the artists as "Associated" artists, on whatever program during the week they may appear.

We have entered the "show business" with a vengeance and also, as we stated in our first paragraph, some interesting results.

Statement of the Ownership, Management, Circulation, Etc., Required by the Act of Congress of August 24, 1912, of "Broadcast Advertising," published monthly at Chicago, Ill., for April 1, 1931. State of Illinois, County of Cook, ss.— Before me, a notary public in and for the state and county aforesaid, personally appeared G. W. Stamm, who, having been duly sworn according to law, deposes and says that he is the publisher of "Broadcast Advertising" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:

Publisher—G. W. Stamm, Chicago, Ill.  
Editor—R. B. Robertson, Chicago, Ill.  
Managing Editor—None.  
Business Manager—G. W. Stamm, Chicago, Ill.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)—G. W. Stamm, Chicago, Ill.

3. That the known bondholders, mortgages and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: L. E. McIlvain, Chicago, Ill.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

G. W. STAMM,  
Business Manager.

Sworn to and subscribed before me this 20th day of March, 1931.  
(Seal) LILLIAN CONRAD.  
(My commission expires May 17, 1932.)



**WHEC**

Western Electric Equipment

**TELL**—the rich Genesee Valley your story with good entertainment through

**Rochester's Pioneer Station**

500 Watts  
100%  
Modulation  
Crystal  
Controlled

**WHEC**

Affiliated  
with  
CBS

NOW—MR. NATIONAL ADVERTISER— if you will only confer with your agency, then have them confer with National Radio Advertising or World Broadcasting System, and then use facilities of WHEC you can be numbered among our 365 satisfied clients.

**WHEC at Rochester, New York**



# AND NOW!

## GUARANTEED RECORDINGS

### TWO TYPICAL STATION REPORTS

W G Y  
Schenectady, N. Y.

Station Manager states  
Majestic is the best elec-  
trical transcription they  
have tried to date.

DOYLE.

K D Y L  
Salt Lake City  
Utah

Record-o-cast's Majestic  
Discs are the BEST SLOW  
SPEED recordings we have  
heard.

LASKY.

BROADCASTING by electrical transcription has decided advantages. It is lower in cost; it permits the advertiser to choose his time in each time zone; it provides better possibilities for local dealer tie ins.

THERE have been difficulties too. Improper recording; high surface noise; poor pressings; unproven talent.

THE RECORD-O-CAST organization has studied and solved the mechanical difficulties in electrical transcription or "spot" broadcasting.

RECORD-O-CAST ANNOUNCES

## The Kraft-Phenix Cheese Corporation

now broadcasting by electrical transcription to advertise Kraft-Phenix cheese products among the people in the Southeastern section of the United States.

RECORD-O-CAST SERVICE with guaranteed recordings now available to

Advertising Managers—Agencies—Stations

Write for

IDEAS — CONTINUITIES — TALENT — RECORDINGS



# RECORD-O-CAST, INC.

410 N. MICHIGAN AVE

CHICAGO

### Northwest System Elects Provine

**E**LECTION of Russell A. Provine as general manager of KJR and the Northwest Broadcasting System was announced recently at the Seattle NWBS offices.

Mr. Provine has been treasurer of the NWBS since its organization in 1929. With the duties as general manager, he will continue as treasurer. The Northwest Broadcasting System owns and operates directly KGA, Spokane, and KJR, Seattle. Simultaneously, Mr. Provine becomes general manager of the Western Broadcasting Company which operates KEX, Portland, a subsidiary company of the NWBS.

### KGER Gets Full Time

**W**HEN the present license of KPSN, Pasadena, Cal., expired on April 30, that station went off the air and station KGER, Long Beach, Cal., with whom KPSN divided time on the 1360 kilocycle band, will henceforth be licensed to operate full time.

### WOOD Appoints Clancy

**N**ORBERT A. CLANCY, formerly director of advertising of the Graham-Paige International Corporation of Detroit, has joined the Kunsy-Trendle Broadcasting Corporation as commercial manager of WOOD, Grand Rapids. Mr. Clancy succeeds Mr. Edward G. Smith, resigned.

### NBC May Lose Wave Lengths; Commission Asks Legal Advice

**W**ILL the Radio Corporation of America be forced to relinquish its 1,409 broadcasting and communication licenses, including the 23 held by its subsidiary, the National Broadcasting Company? As this issue of BROADCAST ADVERTISING goes to press that question is still unanswered. The Federal Radio Commission is withholding action awaiting the advice of its legal division.

The question arose when the United States Supreme Court refused to review the decision of the De Forest Radio Company's suit against the RCA that it has violated Section 3 of the Clayton Anti-Trust Act. Under Section 13 of the Radio Act of 1927, any company found guilty by a Federal Court of directly or indirectly "unlawfully monopolizing" radio communication "through the control of the manufacture or sale of radio apparatus" or "by other means" shall forfeit its licenses for broadcasting or communications.

The RCA believes the section to be unconstitutional and further argues that it applies only in cases of criminal guilt, whereas the present case was a civil one. The opponents of this company contend that the provisions of Section 13 hold good in any anti-monopoly decision.

In the meantime, WTMJ, Milwaukee, has filed application for the 870 kilocycle channel now occupied jointly by WENR, Chicago, which is operated under lease by the NBC, and WLS, also Chicago.

The motion states that the tube case decision "makes illegal the further operation of station WENR by the National Broadcasting Company."

About the only certain result is that the assignment of maximum power to cleared-channel stations, which include several NBC applicants, will not be made until the status of the RCA is definitely settled.

### Stations Can Censor Profanity, Says Commission

**W**HEN Major General Smedley D. Butler used the word "hell" in a humorous speech before the 312th Field Artillery Association, Station WELK, Philadelphia, which was broadcasting the program, promptly cut him off. Howard Miller, station operator, explained that he feared the displeasure of the Federal Radio Commission if he let the profanity go on the air. Commission officials upheld Mr. Miller, although adding that if he had not stopped the speech, the incident probably would not have been officially noticed.

### Network Revenue Shows In- crease for First Quarter

**A**DVERTISERS using the NBC and CBS chains spent \$8,368,635 for time on the air during the first quarter of 1931, as compared with \$6,157,262 for the same period of 1930, according to figures published in the April issue of National Advertising Records.

## 500 NEW DEALERS...

...before the programs start...

Here is a radio plan which is as "institutional" as Walter Damrosch, yet so "direct" that it will more than pay for itself *before it starts*. And I mean just that.

◆ ◆ ◆ ◆ ◆ Nearly any radio advertiser who sells through franchised dealers can make this plan turn him from 400 to 1000 new dealers (sold on to his books, on the merits of the product, and not because of any advertising plan) before a single program is on the air.

◆ ◆ ◆ ◆ ◆ Furthermore, this plan will put the sponsor's sales literature into the homes of 500,000 people every week in such an appreciated form that it will be kept and treasured.

◆ ◆ ◆ ◆ ◆ Additionally, the type of program is such that it will have universal appeal, directed by a national name.

Being unattached, I cannot put over this idea alone. I need the help of a good agency. I need to put the plan into the hands of an organization which *can* put it over.

If you have a (present or prospective) client you think would be interested—if you want to make me prove the above statements—just phone or write:

**RUSSELL BYRON WILLIAMS**

716 CARBIDE AND CARBON BLDG.  
230 NO. MICHIGAN AVE.

CHICAGO

CENTRAL 7370



**To You Mr.**

**STATION MANAGER  
COMMERCIAL MANAGER  
SALESMAN**

Did it ever occur to you that your station has three times as many listeners in

**THE SUMMER TIME?**

Static conditions make distant reception unsatisfactory. Tell your local merchants that NOW is the time to advertise.

**TRANSCO PROGRAMS** are made to improve your entertainment and increase your air audience

**“IT’S REMARKABLE”**

**70 stations have already signed TRANSCO contracts**

We are right. Our rental plan is the greatest yet. Our recordings have stunned them. Our programs have outdistanced all competitors. For the first time you have electrical transcriptions filled with showmanship.

**“TRANSCO”**

Saves you money.  
Increases your listeners.  
Builds up your time rate.  
Offers 15 and 30 minute programs.

Gives your salesmen  
Tools to work with.  
Gives your advertisers  
Real programs at low cost.

**WE FURNISH IDEAS FOR CUSTOM BUILT PROGRAMS**

*Wire or Write*

**RADIO TRANSCRIPTION Co. of AMERICA, Ltd.**

**HOLLYWOOD, CALIFORNIA**

**C. C. PYLE, General Manager**

Chicago Office: . . . . Morrison Hotel

### Chicago Broadcasters Elect Officers

AT a meeting of the Chicago Broadcasters Association on April 28, Morgan L. Eastman, WENR, was re-elected president for the coming year. The other officers are: Homer Hogan, KYW, vice-president, and Judith Waller, WMAQ, secretary and treasurer. These officers, together with Quin Ryan, WGN, and G. K. Beatty, WJJD, make up the board of directors.

Edgar Bill, WLS, was elected chairman of the Membership Committee; Ben Pratt, NBC, chairman of the Benevolent Committee, and Quin Ryan, WGN, chairman of the Commercial Committee, which aims to establish sound business practices and eliminate comparative and superlative station advertising.

### Tanlac Uses Spot Campaign

FOLLOWING a successful trial campaign over WNBZ, Binghamton, N. Y., International Proprietaries, Inc., Dayton, Ohio, are using time on 47 stations in the Middle West to advertise their product "Tanlac." The program consists of a series of stories, "Hunting War Spies," told by Captain Tim Healy, member of the Australian Imperial Intelligence Staff during the war. Scots Howe Bowen, Inc., and the Charles C. Green Advertising Agency, both of New York, are cooperating in the production and placing of this broadcast series.

### Croghan Is Now Station Manager of WDGY

EXACTLY six months to the day, after arriving in Minneapolis to join WDGY as manager of national sales, Mr. A. H. Croghan was made station manager of WDGY. Before coming to WDGY, he was associated with one of the St. Louis stations as sales manager for two and one-half years, and was in business as a special representative in radio advertising brokering radio time for radio stations throughout the country for over a year.

Mr. Croghan, incidentally, is only 26 years of age, and is one of the youngest stations managers in the country.

### Shoes on CBS

THE Friedman-Shelby Shoe Company, makers of Red Goose Shoes, and Peters Shoes, both of St. Louis, and both subsidiaries of the International Shoe Company of that city, have recently begun weekly broadcasts over a Columbia network.

The "Red Goose Adventures" program is a child's feature, tales of the Indian wars as told by an old frontiersman. This program is handled by the Chicago office of Lord & Thomas and Logan.

Peters Parade, a musical popular review program, is produced under the direction of the J. Walter Thompson Company, Inc., Chicago.

### Advertisers Radio Service Formed as Exclusive Station Representative

WITH the purpose of setting up in radio a form of representation similar to that which exists in the newspaper field, some 40 broadcasters have been invited to meet in Chicago on May 11 to join in a cooperative organization which will act as the exclusive representative of a nation-wide group of non-competing broadcasting stations.

Preliminary plans have been drawn up by an organization committee, whose members are William S. Hedges, WMAQ, Chicago, chairman; Walter Damm, WTMJ, Milwaukee, and Earl Gammons, WCCO, Minneapolis. Corporation papers have been taken out in Illinois under the name of Advertisers Radio Service. Stock will be held by the member stations, who will grant the service exclusive representation rights. Any United States station is eligible for membership, with the provision that members' transmitters be located at least 50 miles apart. Offices will be opened immediately in Chicago and New York, and later in San Francisco and Detroit.

### Standards for Broadcasters Are Outlined by NAB Committee

SERVICE to listeners is put first in a list of recommendations for commercial broadcasters which the Commercial Committee of the National Association of Broadcasters will present to members at the coming annual convention in Detroit, October 26-28. The statement follows, in part:

"To further improve broadcasting in America, the committee recommends that broadcasters conform to the following standards:

"That when broadcasters engage in the sale of time, broadcasting should be treated as a business, and in placing the business on a sound economic basis, the following principles be recognized:

"(a) That service to the listener is a primary requisite to commercial success.

"(b) That quality of production should not be sacrificed to commercial expediency.

"(c) That each advertiser be required to make a contribution to the entertainment or education of the listener, for the privilege of reaching the radio audience with his message.

"(d) That it should be the objective of each commercial station to maintain itself on at least a self-sustaining basis, since any other basis may be characterized as unfair competition with other stations or other advertising media.

"(e) That a consistent effort be made by the members of the NAB to improve the technique of broadcast advertising."

### Weiser Joins Botsford-Constantine

JOHN WEISER has become affiliated with the Botsford-Constantine Company, Portland, Ore., advertising agency, as director of radio and publicity.

ENHANCE THE VALUE  
OF YOUR  
NETWORK PROGRAM

Use Announcements on  
Local Daytime Stations

Advise the Daytime Audience of  
your Night Time Features

1070 Kyscs.

**KJBS**

100 Watts

Operating from 12:01 A. M. until Sunset Every Day in the Year

SAN FRANCISCO

CALIFORNIA

**Bureau of Broadcasting Moves  
Chicago Office**

THE Chicago offices of the Bureau of Broadcasting, Inc., have been moved to the Lake-Michigan Building, 180 N. Michigan Ave.

This organization of station representatives has recently added to its sales staff Mr. S. Bernheimer, formerly of the Midwest Service Company of Milwaukee.

**More Radios in Canada**

ONE receiving set for every 20.8 persons in Canada was the official count at the end of 1930. During the year, 472,531 receivers were registered, an increase of 48,385 radios over 1929.

**Wachsman Joins WGH**

ROBERT A. WACHSMAN, formerly with the S. M. Epstein Advertising Agency and the Broadcast Service Company of Detroit, has joined radio station WGH, Newport News, Va., as commercial manager.

**Star Brand Shoes on CBS**

A QUARTER-HOUR Sunday evening program over the Columbia network will be used by Erwin, Wasey & Co. to advertise Star Brand Shoes, made by the Roberts, Johnson & Rand Shoe Company, St. Louis, a division of the International Shoe Company. The series starts on the air May 3rd.

# A Directory of Advertising Agencies

Which agencies are handling radio accounts? Which ones are recognized as good credit risks by publishers' associations?

This information is contained in a pocket-size directory, the *Broadcasters' Agency List*, just off the press.

The list contains the names of 1182 advertising agencies, indicating whether or not they are recognized by the American Newspaper Publishers' Association, members of the American Association of Advertising Agencies, etc.

It indicates 443 agencies handling radio accounts, and 127 which have placed radio in the past, although not doing so at present.

The *Broadcasters' Agency List* is as free from deadwood as we could make it. Agencies dealing exclusively in outdoor advertising, direct-mail, etc., have been eliminated.

The *Broadcasters' Agency List* is not for sale. But we will send you a copy with a Three-Year subscription to *Broadcast Advertising*. If you are already a subscriber, your subscription will be extended accordingly.

**DETACH  
HERE**

Broadcast Advertising,  
440 South Dearborn St.,  
Chicago, Ill.

Gentlemen: Extend (Enter) our subscription to your magazine for Three Years and send us by return mail and without charge your *Broadcasters' Agency List*. Check for \$5 in payment for the subscription is enclosed.

Name .....  
Company .....  
Position .....  
Address .....

W  
C  
A  
E

100% Modulation.

Complete program service at your call.

Double turntables for electrical transcriptions. Both 78 r.p.m. and 33½ r.p.m.

Reach a busy, thriving commercial community of 3,618,629 consumers.

1000 Watts ——— 1220 Kilocycles.

Full time operation.

N. B. C. Red Network Station.

**PITTSBURGH'S POPULAR PROGRAMS are heard on WCAE.**

Reception enhanced by complete modern equipment.

Audience gained by quality and scope of entertainment.

Spot your program among good neighbors.

**WCAE**  
1930  
GIMBEL'S in PITTSBURGH



## BUFFALO'S MARKET IS THE WEALTHIEST OF AMERICA

BUFFALO is within 500 miles of 70 million people.

More than 80% of the net income of the United States is embraced by Buffalo's market.

TERRITORY—80% of the country's merchandise — 80% of its automobiles— are sold within that territories' borders.

## SHREWD Advertisers SPOT BUFFALO and find it pays

The Buffalo Broadcasting Corporation operates

**WKBW -- 5000 Watts**  
**WGR -- 1000 Watts**  
**WMAK -- 1000 Watts**

which carry Columbia programs and outstanding spot features of successful national advertisers.

### STRATEGIC TIME PERIODS AVAILABLE

and every facility for rendering profitable broadcast advertising service is available.

*Inquiries solicited  
and information  
gladly given.*

## THE BUFFALO BROADCASTING CORPORATION

**Rand Bldg.**  
**Buffalo, N. Y.**

### Hotel Reception of Radio Program Is Performance, Court Rules

WHEN a hotel provides radio receivers for its guests or puts a loud speaker in its lobby or dining room it becomes liable to the copyright owners of any musical number that may be tuned in. Such is the ruling of the Supreme Court, which holds that reception of a radio program is legally a performance.

In his opinion, Justice Brandeis said that:

"There is no difference in substance between the case where the hotel engages an orchestra to furnish music and that where, by means of the radio set and loud-speakers here employed, it furnishes the same music for the same purpose. In each the music is produced by instrumentalities under its control."

The American Society of Composers, Authors and Publishers, and Gene Buck had sued the Jewell-La Salle Realty Company, which operates a hotel in Kansas City, for picking up through its central receiving set a piece of copyrighted music on which no royalty had been paid. The lower court ruled in favor of the hotel; the plaintiff appealed; the Supreme Court reversed the decision.

### Radios Unequally Distributed, Census Shows

THE latest figures released by the Director of the Census indicate that radio is a lot more popular in some parts of the country than in others. At least, there is a wide variance in the percentage of set-owning families in different states.

In Connecticut 213,821 of the total 389,596 families, or 54.9 per cent, reported radios. Georgia, on the other hand, showed only 9.9 per cent of the families as set-owners. Radios were reported by 64,908 families out of the total number of 654,009 families in the state.

The 98,820 families of New Mexico included 11,404 who owned radios, or 11.5 per cent. In nearby Nevada, however, 7,869, or 30.6 per cent of the 25,730 families, were radio-equipped.

Maine had 198,372 families, of which 77,803 or 39.2 per cent reported radio sets.

### Kellogg Sponsors Nursery Period

A NEW six-days-a-week program for young children is broadcast over WGN, Chicago, under the sponsorship of the Kellogg Company, Battle Creek, Mich., maker of cereal food products. The programs feature "The Singing Lady" who entertains the youngster with nursery rhymes, stories and songs.

### Candy Company Uses Air

FIVE radio stations in the mid-west are being used by the Sperry Candy Company, Milwaukee, to advertise its candy bar, Chicken Dinner. The stations are WTMJ, Milwaukee; WCCO, Minneapolis; KOIL, Council Bluffs, Ia., and WOC-WHO, Davenport, and Des Moines, Ia.

### Building and Loan League May Broadcast

WHEN the United States Building and Loan League meets in Philadelphia in August for its 39th annual convention, one of the questions to be decided is whether the organization will sponsor a national advertising drive or not. If the members vote for a campaign, whether to use radio or magazine advertising or both is another question to be settled.

To investigate all aspects of the matter and report at the convention, a national advertising committee has been appointed, with Ben H. Hazen of the Benjamin Franklin Savings & Loan Company of Portland, Ore., as chairman. The other committeemen are: Edward E. Shelton, Dallas Building & Loan Association, Dallas; F. M. Boone, The Building & Loan Association, South Bend, Ind.; E. C. Blatz, Perpetual Building Association, Washington, D. C., and A. P. Bartholomew, Eastman Savings & Loan Association, Rochester, N. Y.

### New Accounts on Yankee Chain

THE following advertisers have recently begun broadcasting over the stations of the Yankee Network, New England chain of broadcasting stations:

The Sanford Manufacturing Company, New York, makers of Sanford Paste. This account is directed by E. G. Opie of Rogers & Smith, Chicago advertising agency.

The Birdseye Baking Company, Boston, makers of Frosted Foods. Roger Wolcott of Wolcott & Holcomb is in charge of the account.

The Kleenex Company of Boston. Lord & Thomas and Logan, Chicago, is the agency.

Scorograph, a new method of baseball scoring, Boston.

### Pabst-ett on Air

A HOUSEWIVES' program without a single household hint, is the way the Pabst Corporation, Milwaukee, announce the Pabst-ett Varieties, a twice-a-week afternoon radio series over a CBS network. The programs are musical, featuring a male quartette. Batten, Barton, Durstine & Osborn, Inc., Chicago, is the agency.

Co-operating with Advertising Agencies for Effective Handling of Radio Appropriations

## AGENCIES BROADCASTING BUREAU, Ltd.

520 No. Michigan Ave.  
CHICAGO, ILLINOIS

WHITEHALL 4915

## Sees Need for More Subtlety and Less Repetition in Air Ads

RECOGNITION of radio as a valuable and legitimate medium for the responsible advertiser is well established in this country at the present time, states H. C. Brown, assistant sales manager of the E. T. Cunningham radio tube organization; but what is not so well recognized by the advertiser himself, is that more subtlety and less repetition will have to be introduced "over the air" in the future if good will toward the program sponsor is to be maintained by the American public.

According to Mr. Brown, there has not been shown in the present-day air advertising programs the same forces of individuality and appeal that have characterized the printed word in American advertising. "To date," he adds, "the very sameness and lack of imaginative qualities of which these announcements have been guilty has relegated much of their value to the scrap heap. They have stressed, it is true, one feature, which is supposed to characterize all good advertising—that is, repetition. But repetition without variety is deadly and that such will continue I seriously doubt. Repetition with variety—subtlety with information—the presentation of industrial or commercial facts with human interest value attached—all these and more can be made an integral part of the broadcast advertiser's program to an extent where he will not only benefit the listening public, but himself and his product as well."

### End-O-Corn to Broadcast

THE End-O-Corn Laboratories, Chicago, will begin a broadcast campaign for End-O-Corn, corn and callous remover, in the latter part of May. This will continue throughout the summer.

Experiments in different types of broadcast advertising will be made in different parts of the country. Everything from one-minute announcements to half-hour programs will be used by the Earl C. Noyes Advertising Agency, Chicago, in charge of this account.

### Cooperative Fruit Campaign Will Begin Soon

THE California Fruit Exchange, Sacramento, has appointed Lord & Thomas and Logan, San Francisco, to handle the advertising on its branded Blue Anchor fruits. This agency also handles the Sunkist fruit advertising of the California Fruit Growers Exchange.

Radio, newspapers, trade papers and outdoor advertising will be used in Eastern cities to advertise the apples, apricots, cherries, grapes, peaches, and other fruits bearing the Blue Anchor label.

### Eggs Go On Air

A BROADCAST series advertising Clover Glen and Gold Seal Eggs is being placed for the E. L. Thomson Company by the Los Angeles office of Emil Brisacher and Staff.

### R. R. Kaufman Buys WKBI

REUBEN R. KAUFMAN, manager of the radio division of Doremus & Company, Chicago, advertising agency, has acquired a substantial interest in station WKBI, Chicago. Active operation of the station will be in the hands of Mr. R. W. Hoffman, who controls stations WHFC in Cicero and WEHS in Evanston. Mr. Hoffman also controls Station WKBB in Joliet, Illinois.

WKBI broadcasts on a frequency of 1420 kilocycles and uses 100 watts power. Considerable new money is being invested in WKBI for the purpose of improving both the equipment and the program offerings.

### New Campaigns for Gillham

RADIO will be used by the L. S. Gillham Company, Salt Lake City advertising agency, in a campaign for the specialty products of the Utah Oil Refining Company. A separate campaign for this company's Vico Oil will use radio and newspapers in Utah and Idaho.

The Gillham agency will also use radio in the new advertising drives for the Continental Bank & Trust Company and Walker Brothers Bankers & Trust Company, both of Salt Lake City. Newspapers, direct mail and outdoor advertising will also be used for these financial accounts.

### Adcraft Club Elects Fitzpatrick

LEO FITZPATRICK, vice-president and general manager of radio station WJR, Detroit, was one of the five directors elected by the Adcraft Club of that city at its annual meeting on April 10.

The other new directors are: Austin F. Benet, president of the advertising agency of that name; Howard J. Harvey, vice-president, A. Harvey's Sons Manufacturing Company; Harry C. MacDonald, president and general manager, Walker & Company, and C. E. Rickerd, advertising manager of the Standard Accident Insurance Company.

### Daily Series for Dr. West

THE Western Company, Chicago, makers of Dr. West's dental products, are sponsoring a new series of 15-minute programs, broadcast six evenings a week over stations WMAQ, Chicago, and WCCO, Minneapolis. The featured talent is WMAQ's Three Doctors, well-known in the Chicago area for their ad lib comedy. Mitchell-Faust-Dickson & Wieland, Chicago, is the agency.

### WLEX Moves; Is Now WAAB; Joins Yankee Network

A NEW set of call letters flashed out into the ether for the first time on April 20, when station WAAB, Boston, made its debut. This station, which was formerly WLEX, Lexington, Mass., operates on a frequency of 1410 kilocycles with 500 watts power. WAAB is the eighth station of the Yankee Network and will alternate as key station with WNAC, Boston, whose studios adjoin its own at 21 Brookline avenue.

# 86.3% Local Preference



## Proved by House To House Canvass » » »

Before going on the air a local concern made a house-to-house canvass of Wichita to determine the size of KFH audience. A re-cap of the survey shows that 86.3% of the radio homes listen to KFH morning, afternoon and night.

## ---Verified by the Price-Waterhouse Survey » »

The famous Price-Waterhouse direct mail survey, made for the Columbia Broadcasting Co., gave KFH a preference of nearly 300% over the station of second preference.

## The Ideal Media To Reach A Rich Summer Market » »

KFH is the *only* station that can guarantee you coverage in the rich Wichita area. Located in a city of 111,000, it is the only station within 120 miles. Full W. E. equipment for 33 1/3 or 78 rpm. transcriptions. 100% modulation. KFH will serve you well in your bid for summer business.

# KFH

Detailed Particulars on Request  
WICHITA, KANSAS

# New Accounts on the Air

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

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

**ARKANSAS**  
KTHS—Hot Springs  
Green Brothers Co., Springfield, Mass. (Tastyeast).

**CALIFORNIA**  
KFRC—San Francisco  
The H. & W. Co., Newark, N. J. (Corsets, etc.).  
Parker Pen Co., Janesville, Wis.  
Big Bear Spring Water Co., Oakland, Cal.  
J. C. Millett Co. (Bev. Supplies).  
S. W. Straus Co. (Bonds).  
Martinelli's Apple Cider Co. (Beverage).  
KYA—San Francisco  
Union Oil Co., Los Angeles.  
Champion Spark Plug Co., Toledo.  
Iowa Pearl Button Co.  
Edna Wallace Hopper, Inc., Chicago (Cosmetics).  
International Proprietaries, Dayton, Ohio (Tanlac).  
Cream-O-Pop Co., San Francisco (Ice Cream).  
Par Soap Co., Oakland.  
Hancock Oil Co.  
Miracul Wax Co.  
Oregon City Woolen Mills, Oregon City, Ore.  
Fermete Laboratories, Inc., San Francisco and Los Angeles (Reducing Lotion).  
Golden Trout Fisheries (Investment).  
Boldeman Chocolate Co.  
Dr. Sutton's Cough Drops.  
Paris Hair Co. (Beauty Shop Supplies).  
**COLORADO**  
KGHF—Pueblo  
Drug, Inc., New York (Edna Wallace Hopper Products).  
Royal Typewriter Co., New York.  
Sleberling Rubber Co. (Local dealer).  
Munsingwear (Local dealer).  
Brunswick Radio Corp., New York.  
Philco Radio (Denver distributor).  
Majestic Radio (Denver distributor).  
Champion Spark Plug Co., Toledo.  
Inez Loupe & Co. (Cosmetics).  
National Broom Co.

**CONNECTICUT**  
WDRG—Hartford  
Distributing Co. of America (Malt Extract).

**DELAWARE**  
WDEL—Wilmington  
Chevrolet Motor Co., Detroit.  
Green Brothers Co., Springfield, Mass. (Tastyeast).  
Drug, Inc., New York (Edna Wallace Hopper Products).  
Philco Radio (Local dealer).

Huber Baking Co.  
Lincoln Hatcheries (Baby Chicks).  
Charles E. Hires Co., Philadelphia (Extracts).  
Great Eastern Stages.  
Artesian Water Co., Richardson Park (Water).

**DISTRICT OF COLUMBIA**  
WMAL—Washington  
Gruen Watch Makers' Guild, Cincinnati.  
National Electrical Supply Co.  
Champion Spark Plug Co., Toledo.  
Johnson Motor Co., Waukegan, Ill. (Outboard Motors).  
Puffles Mfg. Co., Dundee, Ill. (Food Products).

**FLORIDA**  
WFLA—Clearwater  
Kraft-Phenix Cheese, Chicago, Ill.  
Ga-Fla Marble Co., Oneco, Fla.  
Hires Co., Philadelphia (Root Beer).  
Seaboard Oil Co., Atlanta (Gasoline).  
Childow Health Bread, Tampa, Fla. (Bread).  
Tax Securities Corp., St. Petersburg, Fla. (Bonds).  
Celo Bottling, Tampa (Soft Drink).  
Super Fuel, Tampa (Gas).

**GEORGIA**  
WMAZ—Macon  
Edna Wallace Hopper, Inc., Chicago (Beauty Preparations).  
Pure Oil Co., Chicago.  
Capitol Electric Co., Atlanta, Ga. (Majestic Refrigerators).  
Mayan Products, New York (Chinaware).

**ILLINOIS**  
WMBD—Peoria  
Central Tire Co.  
B. & M. Store (Munsingwear).

**IOWA**  
KFJB—Marshalltown  
Central Sales Co., Des Moines (Cosmetics).  
D. & M. Finance Co., Chicago (Silverware).  
Ames Reliable Products Co., Ames, Iowa (Chick and Livestock Feeds).  
International Proprietaries, Dayton, Ohio (Tanlac).  
Taber Bros., Hubbard, Iowa (Hog Remedies).  
Drug, Inc., New York (Edna Wallace Hopper Products).  
Colfax Sanitarium, Colfax, Iowa.  
Sargent & Co., Des Moines (Feeds).  
Thompson Food Stores, Inc., Grinnell, Iowa (Chain Stores).  
Dixie Distributors of Iowa, Inc. (Gas and Oil).

**KANSAS**  
KFH—Wichita  
McAlear Manufacturing Co., Detroit (Polish).  
Drug, Inc., New York (Edna Wallace Hopper Products).  
Skelgas Co., Kansas City.  
Lehn & Fink, New York (Formula L-F).  
International Proprietaries, Dayton, Ohio (Tanlac).  
Post Bran Flakes, New York.  
D. & A. Water Co.

**LOUISIANA**  
WSMB—New Orleans  
Kraft-Phenix, Atlanta (Cheese).  
L. Lewis Cigar Mfg. Co., Newark, N. J. (John Ruskin Cigars).  
B. C. Remedies, Durham, N. C. (Headache Cure).  
American Institute of Food Products, Chicago.  
Southern Pacific Steamship Lines.  
Vetwert Extract Co. (Perfume).  
St. Joseph Asprin, Memphis, Tenn.

**MASSACHUSETTS**  
WAAB—Boston  
Allyn Products.  
Boston Vacuum Cleaner.  
Bay State Baking Co.  
Bay State Fishing.  
International Shoe Polish.  
Dr. Israel's Health Shoe.  
Middlesex Texas Oil Burner.  
New England Nurseries.  
Prince Macaroni Co.  
Rite-Away Waffle Flour.  
Red and White Stores, Minneapolis (Grocery Chain Stores).  
Standard Products Co.  
Safety Fumigant.  
Studio Apparel Co.

**WEEL—Boston**  
Bay State Nurseries, North Abington, Mass.  
Cheramy Co., Inc., New York (Perfumes).  
E. Z. Mills Co., New York (Underwear).  
Friend Brothers, Inc., Melrose Sta., Boston (Food).  
General Baking Co., New York.  
Gruen Watch Makers' Guild, New York.  
H. L. Hildreth Co. (Candy).  
Chas. N. Miller Co. (Candy).  
Quaker Oats Co., Chicago.  
The Ayer Co., Lowell, Mass. (Vita-Ray Cream).

**WNAC—Boston**  
Johnson Motor Co., Waukegan, Ill. (Outboard Motors).  
Lockwood-Brackett Co., Waltham, Mass. (Castile Soap, Shampoo, etc.).

## First Choice in Rich Iowa-Nebraska Market

Get out your Forbes' business maps for the past several months. Put your finger on the area that is repeatedly classified "GOOD."

Right there is where station K-O-I-L weilds a tremendous influence on the buying habits of folks in this prosperous city-farm market.

A recent survey—made by the Price-Waterhouse Company, C. P. A., New York, proves with facts and figures that K-O-I-L is the favorite station in this area.

These figures represent a good cross-section of the listening habits

of Iowa-Nebraska folks. They prove that K-O-I-L has 3 times more selling power than its nearest competitor.

Studios in Council Bluffs, Iowa, and Omaha, Nebr. Full-time wave length. Average daily schedule of 18 hours. An inquiry brings full details.

**RADIO STATION K-O-I-L**  
Commercial Dept. Council Bluffs, Iowa  
"The Voice of Mona Motor Oil"

### SURVEY RESULTS

Number of replies.....	555
Number giving K-O-I-L first choice.....	359
Second station.....	123
Third station.....	32
Fourth station.....	24
Fifth station.....	17

# K-O-I-L

Our policy  
is to clear  
any time for  
a National  
Program  
account

**KGIR**

"The Voice of  
Montana"

**BUTTE  
MONTANA**



**RICH NEW ENGLAND**

with but 2% of the Nation's  
area, has

7% of the population  
8% of the wealth  
9% of the income  
12.5% of the bank deposits  
16.7% of the savings deposits

**WORC**

is in the geographic center of New  
England's population. That is why  
125 advertisers use this Station weekly.

**Studios: 60 Franklin St.  
Worcester, Mass.**

Member: Columbia Broadcasting System  
Yankee Network

**WJAY**

610 KILOCYCLES

Ohio's Most Popular Daytime  
Station . . .

National advertisers are beginning  
to realize the vast pulling power of  
W J A Y in the great metropolitan  
market of Cleveland and surround-  
ing towns.

Complete facilities for transcription  
programs.

**NEW OFFICES AND STUDIOS**

1224 Huron Rd., Cleveland, Ohio

Edward Tailoring Co., Philadelphia.  
Rounds Chocolate & Cocoa Co.  
F. T. Lord Pollish Co.  
Perry Seed Co.  
City Fuel Co., Cleveland.  
Mangels.  
Lewy Chemical Co., New York, N. Y.  
(Moth Gas).  
Ropes Drug Co.  
Cube Steak Machine Co.  
WBSO—Needham  
Eastern Nazarene College, Quincy, Mass.  
Hall Travel Service, Boston.  
F. H. Page Co., Boston (Furniture).  
Elmhurst Sanitarium, Holbrook, Mass.  
Goodwill Shoe Co., Holliston, Mass.  
WTAG—Worcester  
Spring Hill Fur Farms, Inc., Ashby, Mass.  
(Fox Furs).  
Miller Candy Co., Boston.  
Marvette Corset Co.

**MICHIGAN**

WBCM—Bay City  
Henning's Sausage Co., Saginaw.  
Bay City Cast Stone Block Co. (Builders'  
Supplies).  
Sears Roebuck & Co., Chicago.  
Edna Wallace Hopper, Inc., Chicago  
(Beauty Preparations).  
WXYZ—Detroit  
Michigan Milk Producers' Ass'n.  
Florists Tel Del Ass'n.  
Shannon Tailors.  
Amer. Life Insurance Co.  
WOOD—Grand Rapids.  
Grandview Poultry Farm, Zeeland (Baby  
Chicks).  
The Walgreen Co., Chicago (Drugs).  
Auto Radio Sales Co.  
Mulkey Salt Co., Detroit.

**MINNESOTA**

WEBC—Duluth  
International Proprietaries, Dayton, Ohio  
(Tanlac).  
Skelgas, Kansas City, Mo.

**MISSOURI**

WMBH—Joplin  
Champion Spark Plug Co., Toledo.  
International Proprietaries, Dayton, Ohio  
(Tanlac).

Inter State Grocery Co.

**MONTANA**

KGIR—Butte  
Edna Wallace Hopper, Inc., Chicago  
(Cosmetics).  
Reisch Food Products Co. (Gold Top  
Malt).  
Dunbar-Dukate Co., New Orleans  
(Shrimp).

**KGCX—Wolf Point.**

Dunbar-Dukate Co., New Orleans  
(Shrimp).

Edna Wallace Hopper, Inc., Chicago  
(Cosmetics).

Certainteed Products Corp., Trenton, N.  
J.

**NEBRASKA**

WJAG—Norfolk  
Bowman Laboratory Distributing Co.,  
Valentine, Nebr. (Cattle Remedy).  
Drug, Inc., Chicago (Edna Wallace Hop-  
per Preparations).  
Lyko Medicine Co., Kansas City, Mo.  
(Tonic).  
Skelgas Co., Kansas City, Mo. (Gas  
Ranges).  
Spine Corrector Co., Omaha, Nebr. (Spine  
Device).

**WOW—Omaha.**

Allied Laboratories, Inc., Indianapolis  
(Live Stock Remedies).  
Bowman Laboratories, Valentine, Nebr.  
(Live Stock Remedies).  
American Cyanamid Co., New York  
(Cyanogas).  
Chenille Rug Co.  
Clean Home Products Co., Chicago (Moth  
Cakes).

Criswell Candy Co., Chicago.  
Skelgas Co., Kansas City, Mo. (Gas).  
Uncle Sam Breakfast Food Co.  
Walgreen Co., Chicago (Drugs).

**NEW JERSEY**

**WOR—Newark**

S. Glemby, Inc., New York (Hair Nets).  
Adams Hat Stores, New York.  
Rieser Co., Inc., New York (Hair Nets).  
N. Y. Pear Committee, New York (Pears).  
International Paper Co., New York.  
Southern Potato Products Co., Palatka,  
Fla.  
Blaisdell Pencil Co., New York.  
Thos. J. Stewart Co., New York (Rugs).  
General Baking Co., New York (Bond  
Bread).

Wise Shoe Stores, New York.  
Thermoid Rubber Co., Trenton, N. J.  
(Brake Lining).  
Ollendorff Watch Co., New York.  
Clean Home Products Co., Chicago (Moth  
Cakes).  
Henry Pape Co., Inc., Brooklyn (Mayon-  
naise).  
Trade Relations Bureau of Fur Industry.  
Creamed Foods, Inc., Buffalo.  
Sarnoff Irving Co., New York (Hats).

**Do  
THEY  
LISTEN?**

**During the  
SUMMER**

The  
broadcasting  
of intermittent

**Base Ball**

**Returns**

**Keeps sets  
Tuned in  
Constantly**

Suspended  
Schedules  
Are Costly

**K·M·B·C**

"Midland Broadcast Central"

**Midland Broadcasting Co.**

Pickwick Hotel

**Kansas City - Missouri**



Quaker Oats Co., Chicago.  
Henry Glass Co., New York (Peter Pan  
Fabrics).

#### NORTH CAROLINA

##### WGR and WKBW—Buffalo

Frostilla Co., Elmira, N. Y. (Hand Lo-  
tion).

Jolle, Inc. (Cucumber Cream).

Unity Cooperative Dairymen's Ass'n.

Kleenex Co., Chicago (Cleansing Tissues).

Smith Bros., Poughkeepsie, N. Y. (Cough  
Drops).

R. C. McAteer Co., New York (Swans-  
down Food Tints).

Ridgway's Teaspoon Tea Co., New York.

Atlantic Coast Fisheries, New York (Nor-  
dic Fillet).

American Ammono Co., New York (Am-  
mo).

Swift & Co., Chicago (Frankfurters).

Chevrolet Motor Co., Detroit.

Cheramy, Inc., New York (Perfume).

Bon Vino Products (Baked Goods).

Gruen Watchmakers' Guild, Cincinnati.

Bison Oil Products (Lubricants).

Curran Laboratories, Inc., Brooklyn (Jo-  
Cur Waveset).

##### WMCA—New York.

Bost Tooth Paste.

Veldown Co. (Sanitary Products).

Mayan Products Corp. (Chinaware).

A. Goodman & Sons (Matzohs).

Rokeach Products (Foodstuffs).

Hire's Root Beer Extract, Philadelphia.

Castile Toiletries, Inc. (Soaps, etc.).

I. A. Winter Co. (House Dresses).

##### WGY—Schenectady.

Chevrolet Motor Co., Detroit.

Outboard Motors Corp., Milwaukee.

Marble Arms & Mfg. Co., Gladstone, Mich.  
(Camp Equipment).

James Heddon's Sons, Dowagiac, Mich.  
(Fishing Tackle).

Thompson Bros. Boat Mfg. Co., Peshtigo,  
Wis.

Ivanhoe Food Co., Auburn, N. Y. (Mayon-  
naise).

Montgomery Ward & Co., Albany, N. Y.

The Philfuels Co., Detroit (Philgas).

The Silent Glow Oil Burner, Hartford,  
Conn. (Stoves).

Southern Oak Flooring, Little Rock, Ark.

American Cyanamid Co., New York (Gas).

##### NORTH CAROLINA

##### WBT—Charlotte

B. C. Remedy Co., Durham, N. C. (Medi-  
cine).

Bulova Watch Co., New York.

Champion Spark Plug Co., Toledo.

Chevrolet Motor Co., Detroit.

Chilean Nitrate Ass'n, New York (Fertil-  
izer).

Chocco Yeast, Inc., Springfield, Mass.  
(Candy Bar).

C. F. Sauer Co., Richmond, Va. (Duke's  
Mayonnaise).

Drug, Inc., New York (Edna Wallace  
Hopper Products).

Hand Liv-O-Lax Medicine Co.

Kraft-Phenix Cheese Corp., Chicago.

Middleton Gardens, Charleston, S. C.

Merit Shoe Co., Salisbury, N. C.

Nunnally Candy Co., Atlanta.

Savannah Sugar Refinery, Savannah, Ga.

##### WBIQ—Greensboro

Cockfield Tent & Awning Co.

Chevrolet Motor (local).

#### NORTH DAKOTA

##### WDAY—Fargo

Champion Spark Plug Co., Toledo (local  
dealer).

Bulova Watch Co., New York (local  
dealer).

Red & White Stores, Minneapolis (Gro-  
ceries).

Associated Nurseries, Minneapolis.

Montgomery Ward & Co.

Chevrolet Motor Co. (local dealer).

##### KFJM—Grand Forks

Bridgeman-Russell Co. (Dairy Products).

Stinson Chevrolet Co. (Garage).

Edna Wallace Hopper, Inc., Chicago  
(Cosmetics).

Champion Spark Plug Co., Toledo.

Canadian-American Transportation Co.

Lyons Auto Co. (Seiberling Tires).

Master One Stop Station (Phillips 66 Gas-  
oline).

Northern Packing Co.

Watch Tower Bible Ass'n, New York.

A. J. Zeman (Texaco Gasoline).

##### KLPM—Minot.

Champion Spark Plug Co., Toledo.

Northrup King & Co., Minneapolis  
(Seeds).

D. & M. Finance Co., Chicago (Silver-  
ware).

N. D. Grimm Alfalfa Ass'n, Fargo (Seed  
Corn).

Atwater Kent Mfg. Co., Radios (local).

Edna Wallace Hopper, Chicago (Cosmet-  
ics).

International Proprietaries, Dayton, Ohio  
(Tanlac).

#### OHIO

##### WKRC—Cincinnati

Johnson Motor Boat Co., Waukegan, Ill.  
(Boats).

Alligator Co., St. Louis (Raincoats).

K. O. Mfg. Co. (Purolators).

Mayor Jewelry Co.

Pharis Tire & Rubber Co., Newark, Ohio.

Steinharter & Co. (Wool).

A. H. Lewis & Co., St. Louis.

##### WHK—Cleveland

Lewy Chemical Co., New York ("Moth  
Gas" Clothes Savers).

R. T. French Co., Rochester, N. Y. (Bird  
Seed).

Cheramy, Inc., New York (Perfume).

Elyria Canning Co., Elyria, Ohio.

Reliance Mfg. Co., Chicago (Big Yank  
Shirts).

Star Baking Co.

Wallace & Schwarz (Cigars).

Interstate Transit Co.

Chas. E. Hires Co., Philadelphia (Root  
Beer).

Lang's Daylight, Inc. (Lamps).

Sabin Machine Co.

R. F. MacKenzie Co. (Candy).

Dr. A. Reed Cushion Shoe Co.

Rex Products & Mfg. Co., Detroit (Clean-  
ing Products).

Curran Laboratories, Brooklyn (Jo-Cur  
Wave-set).

##### WSPD—Toledo

Arzen Laboratories, Clinton, Iowa (Cold  
Remedy).

Colonial Stages.

Colgate-Palmolive-Peet Co., Chicago  
(Tooth Paste).

George T. Browning Co. (Nursery).

Junior Food Products Co., Tyrone, Pa.  
(Gelatine).

John J. Hayes Hat Stores, Chicago (Men's  
Hats).

Lakeside Biscuit Co. (Crackers).

Lipton Tea Co., Hoboken, N. J.

National Enameling & Stamping Co., Mil-  
waukee (Enamel Ware).

Peter Paul, Inc., Naugatuck, Conn.  
(Candy).

Reliance Mfg. Co., Chicago (Work  
Shirts).

S. M. A. Corp., Cleveland (Pantry  
Cream).

Clorox Chemical Co., Oakland, Cal. (Stain  
Remover).

Sinclair Mfg. Co. (Stain Remover).

Berry Bros. Co., Detroit (Paints).

Blodgett-Buckley Co. (Coffee and Tea).

Bond's Clothes, New York.

Edna Wallace Hopper, Inc., Chicago  
(Cosmetics).

Finsterwald, Detroit (Clothiers).

American Food Institute, Chicago.

#### PENNSYLVANIA

##### WCAU—Philadelphia

Clean Home Products, Chicago (Apex  
Moth).

Corn Products (Kremel Pudding).

Diamond McDonnell (Bluing).

Equitable Auto (Insurance).

Jones Bakery.

Mifflin Chemical Co. (Mifflene).

New York Pie Baking Co.

Quaker Oats Co. (local dealer).

Thermoid Rubber Co., Trenton, N. J.  
(Brake Lining).

##### KQV—Pittsburgh

D. & M. Finance Co., Chicago (Silver-  
ware).

##### WCAE—Pittsburgh

W. H. Johnson Candy Co., Chicago.

Criswell Candy Co.

Thos. J. Lipton, Inc., Hoboken, N. J.  
(Tea).

Crandall-MacKenzie-Henderson (Home  
Renovations).

Keystone Lumber Co., Pittsburgh.

Manufacturing Eqt. & Engr. Co., Fram-  
ingham, Mass. (Tubs and Sinks).

Pittsburgh Candy & Cigar Co.

Independent Wall Paper Co.

Earle Chemical Co.

#### SOUTH CAROLINA

##### WIS—Columbia

Jenkins Automotive Parts Co. (Savit).

C. F. Sauer Co., Richmond, Va. (Duke's  
Mayonnaise).

Chilean Nitrate Ass'n, New York (Fer-  
tilizer).

Royal Typewriter Co., New York.

Edna Wallace Hopper, Chicago (Cosmet-  
ics).

Mayan Productions, Inc., New York  
(Chinaware).

American Institute of Food Products,  
Chicago.

Easy Mfg. Co., Lincoln, Nebr. (Easy Cot-  
ton Chopper).

Champion Spark Plug Co., Toledo.

Charles E. Hires Co., Philadelphia (Root  
Beer).

Hotel Broztell, New York.

# Why Select WIBW?

HERE ARE A FEW REASONS—

—Thorough Coverage  
of a Rich Rural Market—

—Unusually Strong Editorial  
Publicity—

—Official Station of Leading Kansas Farm Organizations—

—Columbia Chain—

580 KILOCYCLES... 1000 WATTS—Night and Day—

WIBW

The CAPPER PUBLICATIONS  
TOPEKA, KANSAS



# The FOTO VOICE

SYNCHRONOUS MOTOR DRIVEN  
33 1/3 R.P.M. Turntables

—For absolutely perfect reproduction of electrically transcribed recordings—

Furnished in single or double turntable completely equipped consoles.

## IN USE AND ENDORSED BY

WRVA -- WTAR -- WGH --  
WGY -- WOBW -- WHAT --  
WODA -- HRB -- and many others.

WRITE FOR OUR TRIAL OFFER AND COMPLETE INFORMATION.

# THE FOTO VOICE CO., INC.

817-19 Granby St.,  
Norfolk, Va.

# VACATION

Hundreds of thousands of prosperous business men and their families annually vacation in the famous Ten Thousand Lakes of Minnesota region.

WDAY, Fargo, reaches this summer playground easily and thoroughly.

Let WDAY carry YOUR business messages to these receptive vacationers!

# WDAY, Inc.

FARGO, N. D.

1000 watts; 100% modulation;  
940 kc.

May, 1931

**TENNESSEE**  
WOPI—Bristol  
East Tenn. Light & Power Co.  
WNOX—Knoxville  
J. F. G. Coffee Co. (Coffee Roasters).  
Southern Dairies, Washington, D. C.  
(Dairy Products), (local dealer).  
Kinney Chemical Co.  
Sherwin-Williams Paint Co., Cleveland  
(local dealer).  
Miller Drug Co.  
Norman Hatcheries, Sevierville Pike,  
Tenn.  
Sou. Wholesale Supply Co. (Philco Radios), (local).  
National Enameling & Stamping Co., Milwaukee, (Stoves, etc.)  
Kraft-Phenix Cheese Co., Chicago.  
C. M. McClung Co. (Atwater Kent Radios), (local).  
Rumford Baking Powder Co., Rumford, R. I.  
Drug, Inc., New York (Edna Wallace Hopper Products).  
Parker Bros. (Seed House).  
Oakand-Pontiac, Pontiac, Mich. (local dealer).  
WNBR-WGBC—Memphis  
Coca-Cola Co., Atlanta, Ga.  
Alligator Co., St. Louis (Raincoats).  
Charles E. Hires Co., Philadelphia (Root Beer).

**TEXAS**  
KFDM—Beaumont  
Sears Roebuck & Co. (local).  
San Antonio Chemical Co., San Antonio (Insecticide).

KTAT—Fort Worth.  
Chevrolet Motor Co. (local).  
Hotel Mayfair, St. Louis.  
Pacific Whaling Co. (Show).  
Universal Sales Co. (Odolne).

KTRH—Houston  
General Foods, New York (Maxwell House Coffee).  
Jiffie Shoe Cream, Fort Wayne, Ind.  
Pine-O-Pine Co., Inc. (Chemical Products).  
Red Circle Products Co., Inc. (Insecticide).  
Firestone Tires.

KTSA—San Antonio  
International Proprietaries, Dayton, Ohio (Tanlac).  
Grigsby-Grunow Co., Chicago (Majestic Radios).  
Guaranty Bldg. & Loan Ass'n, San Antonio, Houston and Galveston.

KGKO—Wichita Falls  
Sherwin-Williams Paint Co. (local).  
International Proprietaries Co., Dayton, Ohio (Tanlac).  
Edna Wallace Hopper Products, Chicago (Cosmetics).

**VIRGINIA**  
WRVA—Richmond  
Rich Maid Mfg. Co. (Baking Powder).  
C. F. Sauer Co. (Duke's Mayonnalse).  
Cheramy, Inc., New York (Perfumes).

**WISCONSIN**  
WIBA—Madison  
Pinecrest Hatchery, Inc., Ft. Atkinson.  
Stadler Nursery, Middleton.  
Chicago, Milwaukee & St. Paul R. R. Drug, Inc., New York (Edna Wallace Hopper Products).  
Veldown, New York (Sanitary Products).  
Laufer Chemical Co., Milwaukee.

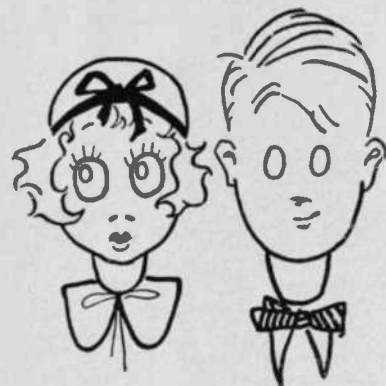
WTMJ—Milwaukee.  
O'Brien Varnish Co., South Bend, Ind.  
Sperry Candy Co.  
Valvoline Oil Co., New York.  
Cream City Bedding Co. (Mattresses and Bed Springs).  
Rhineland Refrigerator Co., Rhineland-er, Wis.  
Clean Home Products Corp., Chicago (Apex Moth Cakes, etc.).  
Skelly Oil Co., Kansas City, Mo. (Skellgas).

## Has Candy Campaign

THE S. A. Conover Company, Boston advertising agency, has been placed in charge of the broadcast advertising of the Charles N. Miller Company, also of Boston, candy makers.

## Cable Company Appoints Cohen

THE William Cohen Company, Pittsburgh advertising agency, has been given direction of the advertising of the Kay Cable Company of that city. Radio and direct mail will be used in a campaign on that firm's automobile tow cable.



## AUNT BESS TO THE RESCUE

Looks like Cecil and Sally will win the battle with the Widow Mason. Sally's Uncle Thomas fell for Cecil's Aunt Bess pretty hard, and the widow's nose is out of joint. Pretty smart kids, Cecil and Sally.

And their sponsors get results because the audience is waiting every night for the next episode. One advertiser says his gross increased one hundred per cent.

A new booklet tells all about Cecil and Sally and will gladly be sent along with samples of their new recordings. A daily recorded serial comic strip that gets results.

PATRICK AND COMPANY

865 MISSION STREET

San Francisco, Calif.

## Automatic Switch Shuts Off Set When Phone Is Answered

WHEN the phone rings in the middle of a fascinating radio program the listener has his choice of shutting off the radio before answering the call (which usually turns out to be a wrong number) or of letting it run and then trying to hear both the set and the caller at the same time. A solution to this ever-present quandry has just been placed on the market by the Insuline Corporation of America: the automatic radio-tel switch, which shuts off the radio when the telephone receiver is taken off the hook and turns the set back on when the receiver is hung up.

## Plan Exhibit of New Radio Equipment

PLANS to establish a permanent exhibit of the latest types of radio transmitting and accessory equipment in the National Press Building, in Washington, D. C., have been announced by the National Radio Equipment Distributors, headed by Carl H. Butman, former secretary of the Federal Radio Commission.

The exhibit is to show not only radio transmitters, but also such accessories as tubes, power supplies, speech input and amplification equipment, calibration instruments, etc., primarily for the benefit of broadcasters and other users of radio.

## Edgeworth on Chain

LARUS & BROTHER COMPANY, INC., manufacturers of Edgeworth Tobacco, are sponsoring a new NBC series. These weekly programs, featuring a group of Negro spiritual singers, originate at station WRVA, Richmond, Va., which is owned by the tobacco company.

## Hammel Gets Sheba Account

THE Hammel Advertising Corporation of Los Angeles has been put in charge of the advertising for "Cream of Sheba," a new beauty preparation, manufactured by the Sheba Company, Hollywood. Radio, direct mail, newspapers and magazines are used. W. A. Sunday, Jr., son of the famous evangelist, is president of the Sheba Company.

**GEOGRAPHICAL  
CENTER OF  
IOWA**

**250 WATTS**

**KFJB MARSHALLTOWN**

CONSISTENTLY COVERING OVER 50% OF  
IOWA MAJOR CITIES

## Indirect Suggestions Give Credence and Force to VASELINE Advertising

THE "Real Folks of Thompkins Corners" are at once a living reality and a superb illusion. As you hear them, you find it difficult to believe that these people are merely imaginative personalities; fanciful characters given life and interpretation through a realistic continuity and the dramatic portrayal of actors who speak their roles.

You are not conscious of "listening in" on this program. You "overhear" it, with the half-guilty feeling of being an eavesdropper. For the "Real Folks" never seem to be aware of your silent presence. They never speak to you directly. They go about their business with an unsuspecting innocence that tends to heighten the sense of reality. You find yourself right in their midst!

Throughout this clever indirect dialogue, mention of some use for "Vaseline" products is adroitly introduced at the most natural moments. So subtly is this done, that you are never offended. Nor are you ever piqued by the thought that an ingenious attempt has been made to "sell" you while off your guard.

The "Real Folks" themselves are the bearers of the advertiser's message. For example, Matt will tell how he spreads a little "Vaseline" Jelly over his face before shaving. Or Martha will advise Elmer to put some "Vaseline" on that sore toe of his.

From time to time, and in the course of their conversation, other members of the cast suggest new and unusual uses for "Vaseline" preparations. But always, these references result naturally from the emergencies that arise among the "Real Folks" themselves, and which are likely to come up in the average home anywhere, any time.

In this way, the advertising message is given credence and force through indirect suggestions. The only direct reference to "Vaseline" products is limited to the closing announcement.—From a folder, "Human Appeal in Broadcast Advertising," published by the National Broadcasting Company.

## Chaplin Turns Down Radio Offer

AN offer of \$650,000 for 26 broadcasts of 15 minutes each was not enough to tempt Charlie Chaplin to join the ranks of the radio performers. Nor was he interested in an alternative offer of \$130,000 for making 26 electrical transcriptions. The Blaine-Thompson Company, New York agency, attempted to secure the famous film comedian for a client whose name has not been disclosed.

## Picks Radio for Test Campaign

BROADCASTING will be used in a test campaign for the G. C. Hanford Manufacturing Company of Syracuse, N. Y., under the direction of Kaletzki, Flack & Howard, Inc., Syracuse agency.

## Classified Advertisements

Rates: 5c a word per insertion. No order accepted for less than \$2.00. Cash must accompany order.

Broadcast Advertising,  
440 South Dearborn St., Chicago.

### ADVERTISING SALESMAN

Wanted—Advertising salesman. Permanent position. Old station. City of seven hundred thousand. Good commission. Immediate opening. Address Box 51, % Broadcast Advertising.

## Russia to Build 38 Stations in 1931

SOVIET Russia is planning to build 45 new radio stations in addition to the 133 now in operation. Thirty-eight stations, including 22 of 100,000 watts power, which is twice that allowed to any U. S. station, will be put in operation during the present year. The total construction cost is estimated at \$50,000,000. There are now 2,764,000 receiving sets in Russia, as compared with 400,000 sets in 1929. These figures were recently made public from reports received by the Department of Commerce.

## Joins Erwin, Wasey

EDMUND B. RUFFNER, former announcer for the NBC and more recently assistant sales manager of the Judson Radio Program Corporation, is now a member of the radio department of Erwin, Wasey & Company's New York office.

## Folk Songs for Rugs

THE Olson Rug Company, Chicago, is sponsoring a series of programs featuring mountain song-stories told to a guitar accompaniment. Five youths from the Kentucky mountains are the entertainers. The broadcasts are heard over the CBS network.

## Candy Company Appoints Clarke

THE New England Confectionery Company, Cambridge, Mass., has appointed John L. Clarke, formerly of the Boston *Globe*, as advertising manager. This company is sponsor of the Necco programs over the Columbia chain.

## Oxol on Air

THE Oxol Products Company, New York, makers of Oxol Cleanser, are sponsoring a series of musical morning programs broadcast weekly over the CBS chain. Batten, Barton, Durstine & Osborn, Inc., New York, is the agency.

## Cleanser on Air

RADIO and magazines will be used to advertise Petalis, a cleansing cream manufactured by C. V. Fesler, Inc., St. Louis. The account is directed by Nelson Chesman & Company, also St. Louis.

Broadcast Advertising