

APR 13 1931

# Broadcast Advertising



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Apr. 1931 -  
Mar. 1932

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APRIL, 1931

In the shadow of



the Capitol dome

# WOL

## A PERSONALITY STATION

### 143,000 Radios

*The Capitol's Only Local Station*

**Western Electric  
Throughout**

**Crystal Control**

**33 $\frac{1}{3}$  and 78 Turntables**

*Low Rates*

*Consistent Coverage*

# AMERICAN BROADCASTING COMPANY

ANNAPOLIS HOTEL, WASHINGTON, D. C.

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# To increase sales advertisers select

# KSTP

## 10,000 WATTS

### The Most Powerful Broadcasting Station In the Northwest

\*

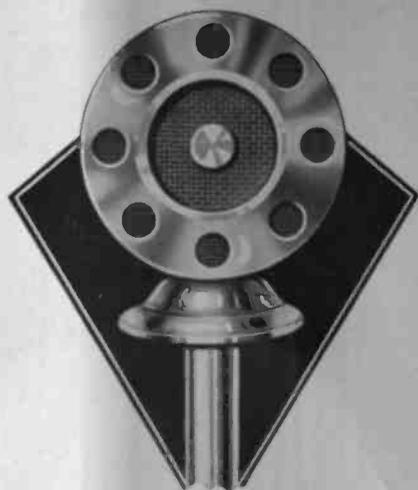
Amos n' Andy  
Seth Parker  
Empire Builders  
Lucky Strike  
Atwater Kent  
Fleischmann Hour  
Camel Pleasure Hour  
Palmolive Hour  
Bobby Jones  
Westinghouse Salute  
Louie's Hungry Five  
Chevrolet Chronicles  
Cities Service  
Maxwell House Concert  
Halsey-Stuart  
Phil Cook  
Interwoven Pair  
Chase & Sanborn  
General Motors  
Coca-Cola  
Weber and Fields  
Packard Program  
General Electric  
and exclusive  
Consolidated Press Service

The real test of advertising is sales. There is a good reason why KSTP produces more per dollar for the advertiser; why old advertisers continue and why an increasing number of national, regional and local advertisers select KSTP as the best medium through which to stimulate sales and introduce new products in this rich market. The reason that KSTP produces more is because of more listeners—70% of the radio audience in the Twin Cities and adjacent Northwest; this popularity resulting from greater power, superior quality and more outstanding entertainment and service features such as (\*Note partial list at left).

**St. Paul—Minneapolis**

## **NORTHWEST'S LEADING RADIO STATION**

# SERVICE +



*Careful preparation  
and supervision  
of that which goes  
through the  
Microphone  
including spot  
announcements,  
sponsored studio  
programs  
and Electrical  
Transcriptions  
by Columbia*

That we may keep abreast of the increasing growth of radio spot advertising, and also continue to render a complete personal service to advertisers and agencies, we now have offices in the following cities:

CHICAGO  
CLEVELAND  
DALLAS  
DENVER  
SALT LAKE CITY  
SAN FRANCISCO  
LOS ANGELES  
SEATTLE  
PORTLAND  
VANCOUVER

Our recommendations are planned without prejudice as a sensible, practical part of the well-balanced merchandising plan—dovetailing with and supporting other media.

It has been, and will continue to be, our policy to serve only as many clients as we can with unremitting and scrupulous attention to detail. Not how many—but how well!

*We invite you to ask  
for further information*

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

*The Company where every executive and representative is an experienced Advertising man*

520 North Michigan Avenue,  
CHICAGO



# WHY IT WILL PAY YOU TO CHOOSE

# COLUMBIA

## ELECTRICAL TRANSCRIPTION PROGRAMS

Electrical Transcription broadcasts give you economy, complete control of coverage and certainty of performance. And in Electrical Transcriptions, Columbia gives you the *perfect* spot disc programs to do your radio job—presentations that come from the hands of a staff highly trained in every phase of radio disc production.

For it is the Columbia organization that has brought Electrical Transcriptions up to their present point of perfection. The Columbia Recording Laboratories were chosen in 1924 by

Western Electric to develop and perfect the electrical system of recording. What's more, Columbia is backed by more than forty years' experience in the recording of entertainment. So there are no weak links in the production of Columbia Spot Disc Programs.

There are Columbia recording studios in New York and Chicago—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.

### Features of Columbia's Electrical Transcription Service

Radio Plans  
Program Ideas  
Continuities  
Talent  
Production  
Recording  
Pressing

### Some Users of Columbia Electrical Transcription Programs

Pequot Mills (Sheets)  
A. Bourjois Co., Inc. (Cosmetics)  
Ivanhoe Foods, Inc. (Mayonnaise)  
Henry Glass & Co. ("Peter Pan" Fabrics)  
Grigsby-Grunow Co. (Majestic Radio)  
R. B. Davis Co. (Baking Powder)  
Devoe & Reynolds Co., Inc. (Paints)  
Vick Chemical Co. (Vicks VapoRub)  
The Mennen Co. (Toilet Preparations)  
Radio & Television Inst. (Educ. Courses)  
Lehn & Fink Prod. Co. (Toilet Access.)  
National Refining Co. (En-Ar-Co Motor Oil)  
Ridgways Inc., (Tea)

# COLUMBIA ELECTRICAL TRANSCRIPTIONS

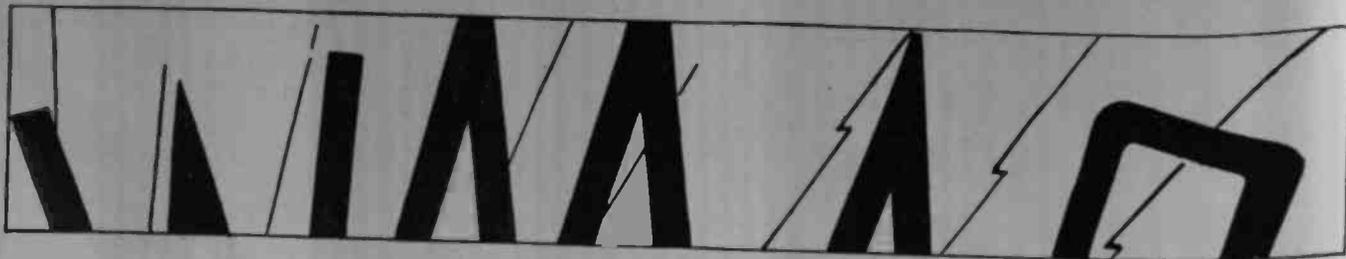
COLUMBIA PHONOGRAPH CO., INC.  
Dept. B. T., 1819 Broadway, New York City

Please send me full information on Columbia spot broadcast discs.

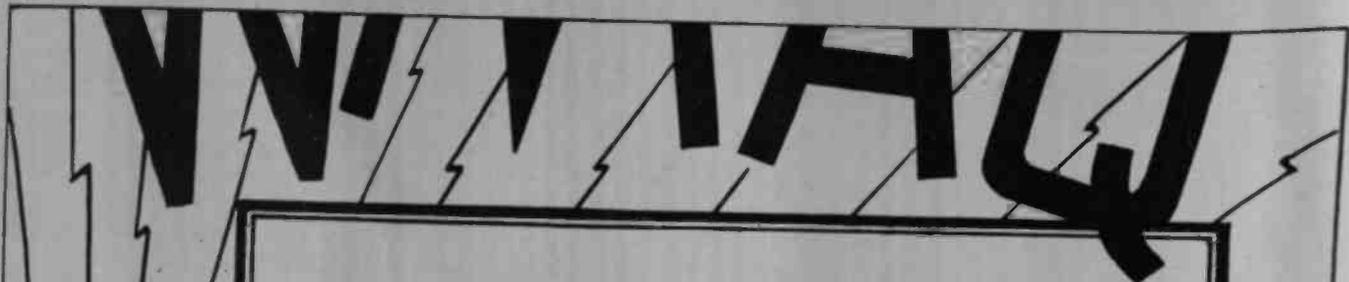
Name .....

Address .....

City ..... State .....



PRESTIGE



## YOUR RADIO PROGRAMS

How they are built; their sources; the personalities who carry your message to the public—these things are of interest to you.

They are brought out in human account, beautifully printed and elaborately illustrated—a forty-page booklet

## THE STORY OF WMAQ

It is the inside story of program building by the creators of Amos 'n' Andy and other outstanding radio features, and presents the development of one of America's leading broadcasting stations.

Available without charge to all advertising agencies.

Additional copies will be furnished the general public at 25 cents each, plus postage.

WRITE

**WMAQ, Inc.**

**The Chicago Daily News Broadcasting Station**

400 WEST MADISON STREET

CHICAGO, ILLINOIS

# 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.  
(Copyright, 1931, by Broadcast Advertising)

Volume 4

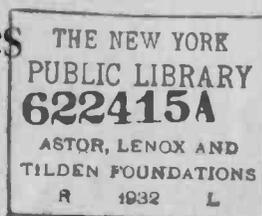
APRIL, 1931

Number 1

## PROGRAMS AND AUDIENCES

### Shall We Build Them Ourselves or Buy Them Ready-Made?

Queries Russell Byron Williams



**R**ADIO programs still carry too many presidents' pictures. That is to say, an uncomfortable percentage of programs still bear unmistakable evidence of tampering by the executive personnel of the sponsor's company.

Thirty-five or forty years ago much space advertising was sold in newspapers and national magazines on the basis that the page ad would carry the president's portrait and a picture of the factory. Knowing little or nothing about advertising, and not trusting the advertising man or space representative, the man who signed the checks could be inveigled into the position of check signer only on promise that a portrait of his impressively powerful physiognomy and a "bird's eye" view of the mammoth factory (with its stiffly posed American flag and self-conscious fountain) would occupy the majority of the space to be purchased.

Today, under slightly different circumstances but with the same underlying principles, time on the air is being sold to doubting Thomases by radio station representatives or advertising men on the basis that the musical preference of the president or the advertising manager will find a prominent place in the

"show." Going into radio with as much fear and trembling as his predecessor did into space, the man who signs the checks insists upon having a hand in the building of the

### *the best buy--*

"THIS splendid menu of entertainment, inspiration and information," says an editorial on broadcasting in the February issue of Radio Retailing, "is spread before the listener without cost. And of the total time these programs are on the air, not more than three per cent is actually devoted to advertising announcements. Surely no listener can object to two minutes of advertising out of an hour's magnificent entertainment rendered by the world's greatest masters and leaders. Contrast this with the popular magazines, which are made up of 40 per cent reading matter and 60 per cent advertising. . . . As things stand, any family which buys a radio set and tunes it in during 1931 will get far more solid enjoyment for the outlay than can be obtained from any other expenditure of the same money . . . A radio set still remains the best buy that can be made with the 1931 entertainment dollar."

radio advertisement. With a result that frequently is "not so good."

Just one example of how the president's portrait gets into the program: Early last Fall a certain national advertiser wanted to use radio to stimulate sales and dealer cooperation. Theirs was a seasonal product, so necessarily their time on the air was limited to thirteen weeks. Their pocketbook was limited to thirteen half-hour shows.

Everything went along swimmingly until we came to building programs. Then it was that a whole herd of sacred cows came lowing o'er the lea. The advertising manager was America's prize Victor Herbert fan. The vice-president was a Welshman and he just loved the Welsh national anthem, "Men of Harlech." The sales manager, it seemed, was once an all-American football star, so nothing would do if it didn't include a bunch of college songs, particularly *his* college song. The general manager was a night-club devotee, therefore we must have a lot of jazz. And the president loved nothing so much as a male quartette!

There you are—make a program out of that! Can you imagine a half hour made up with "Ah, Sweet Mystery of Life," "Men of Har-

lich," "My Baby Don't Care for Booze," and "Sweetheart of Sigma Cough"? Well, we *had* to. It was a matter of "public be damned—let's have what we want." Only these good men (in their line) wouldn't admit this because each one sincerely believed the "public" wanted his personal preferences.

It was just a case of putting the portraits of the executive personnel in the radio advertisement, or no go. We put 'em there. But, as you might readily imagine, the series of thirteen shows was a grand and glorious flop. They sold about as much merchandise as the old page ads which carried the portrait of the president and a picture of the plant, that page carrying three lines of stilted copy to the effect that they sold tote boxes and elastic razor blades.

**F**ORTUNATELY, we are gradually getting away from this costly program tampering by unschooled executives. There is a lot of it going on now, and doubtless there will be for some time to come. But there is a marked trend in the better direction. The ability of qualified radio advertising men is more and more being recognized by the men who sign the checks, with the result that more and more programs are going on intelligently, and radio is being given an opportunity to yield its full force in sales promotion.

Indeed, there is a clearly discernable tendency among radio advertisers to buy ready-made programs. The successes experienced by two or three pioneers in this method is now being recognized, and radio men, particularly in agencies, are realizing that not always is it necessary or desirable to build a special program, but that there is both economy and efficiency in buying established features, and thereby established audiences.

Probably in the majority of cases it is necessary to build a special program to fit the sponsor's product and to meet the particular advertising problem. As recently as two years ago it was generally insisted upon. Sponsors of radio programs wanted a feature built especially for them. That, it was felt, was the only way in which the message could be gotten over properly and the program made distinctive.

Gradually, however, it has been seeping into the consciousness of radio advertisers that when a special show is built—when a new feature is inserted on the air—it takes anywhere from four to fourteen weeks to accumulate a sizeable audience with any degree of loyalty. And this, for a great many sponsors, makes radio advertising very expensive. It is only natural, therefore, that a good percentage of such sponsors are coming to the conclusion that they can more effectively and cheaply buy established features.

There are a number of radio advertisers in my experience who have done this very thing—buying ready-made programs—with remarkable success. One company making a home fixture specialty pays the expenses of its advertising man to travel around to various selected stations, where that advertising man can personally hear the station's features, determine at first hand the station's coverage and claim to audience popularity, and then buy, outright, the particular feature which best fits his needs and purse.

Another radio advertiser who is doing this to good advantage is a mail-order concern. Because mail-order advertising is brass tack stuff in comparison with general publicity advertising, an entirely different advertising procedure must be employed. Very rarely will a mail-order house spend money on institutional advertising. Their advertising must bring a certain return—and bring that return immediately. There can be no guesswork about mail-order advertising. Either it works—or it's out.

Having had long experience with will-o'-the-wisp returns, mail-order folks are quite generally loath to

invest any considerable amount of money in a new program, which they realize may or may not pull inquiries and orders, and which they are coming to know must be continued over some period of time if radio is to give them its fullest measure of support. These "ifs" and "maybes" have kept many of the smaller mail-order concerns off the air. They just couldn't afford to gamble as much as radio demanded. But now, more and more of them are seeing the light with respect to ready-made programs.

Only recently such a house wrote a number of stations and put the question: "What well-established feature have you got which you know has a big following among women and children, and what is the price of that feature?" The letters which came back from the stations were detailed in information and for the most part logical, forceful, sensible sales letters. From the bunch of replies received, he bought nine sustaining features—established programs with established audiences—and every last one of them pulled like a house afire. And, what was still more important, the returns were immediate, all necessity for waiting for an accumulated, profitable audience having been eliminated.

In radio, the show's the thing. Not always, but many times (and probably more frequently than is now popularly supposed), sponsors might very effectively buy established sustaining programs and put their goods-selling commercials before and after. At any rate, there is a distinct tendency in this direction, and the stations which are alive to the trend will begin advertising their popular sustaining features (telling honestly the size and character of the audience) that advertising men and agencies may buy directly an established audience.

#### World Broadcasting Opens Chicago Office

**W**ORLD BROADCASTING SYSTEM, INC., radio station representatives, have opened a Chicago office in the Merchandise Mart. H. Donaldson Leopold, formerly president of Freeze-Vogel-Leopold, Inc., advertising agency, is in charge of the new office. World Broadcasting System is affiliated with Sound Studios, makers of electrical transcriptions.



# Jazz Music Is Preferred by Listeners, Stations Report

*"When Your Hair Has Turned to Silver"  
Is March's Most Popular Tune*

**J**AZZ music is preferred by the majority of radio listeners today.

Whether those words are pleasant or distasteful—whether they lead you to the conclusion that the world is going to the dogs or confirm your belief that happy days are here again—it is none the less a fact that the radio audience as a whole is thoroughly in favor of popular dance tunes and will listen to them, no matter what other kinds of music may be available.

The basis for that statement is the response to a questionnaire sent out to a number of radio stations asking them to list the musical numbers that requests and fan mail show to be the most popular with their listeners at the present time. Of the twenty-four lists received to date more than half include nothing but dance music, and half of the remainder put it in first place.

(It may be pointed out that taking the information entirely from station mail eliminates the preferences of that large part of the radio public who listen but do not write. This is unquestionably true, but the only alternative appears to be a personal interview with every member of every family whose home is radio equipped. Not only would this be tremendously costly, but there is no reason to believe that the result would be any different, as most station managers agree that the letter writers represent all classes of listeners fairly equally. However, if you're looking for a loophole, here it is.)

Surprisingly enough—to the writer at least—is the further fact that the location of a station makes little difference. Jazz is equally popular in Georgia, New York, Iowa, Kansas and Wyoming. Old-time songs and the lighter classics



rank next, with the so-called "high-brow" music a poor fourth.

In spite of the general preference for current popular songs, several stations report that their audiences are different. George C. Biggar, program director of WLS, Chicago, writes that "WLS has always catered to the rural and small town audience. Our mail shows that the familiar type of number with a real melody is most popular among our folks." He lists such songs as "Bury Me Out on the Prairie," "Mrs. Murphy's Chowder," and "Old Rugged Cross"; such square dance tunes as "Turkey in the Straw" and such orchestra numbers as "Parade of the Wooden Soldiers" and "Missouri Waltz."

Scandinavian music is first choice of the audience of WCCO, Minneapolis. Listeners to WNAX, at Yankton, S. D., write in for old-time numbers and songs that were popular twenty years ago. Songs of the old west are in demand at KDFN, Casper, Wyo. WIBW, Topeka, Kans., finds that most of its requests are for old-time songs. These preferences are easily under-

stood when the particular audiences are studied.

Less clear are the reasons for the reply of KYA, San Francisco. Sydney Dixon, program director, writes that they receive very few requests for jazz, and lists the following numbers as the most popular:

"Bells of St. Mary's," "Song of Songs," "I Surrender, Dear," "Going Home," "I'll Take You Home Again, Kathleen," "Ah, Sweet Mystery of Life" and "Lover, Come Back to me."

Charles H. Gabriel, assistant manager of KNX, Hollywood, replies that, while it is not possible to analyze the mail closely enough to pick out the most popular selections, "offhand, we find our bulk requests are for old-time songs, songs of the western ranges and ultra-classics such as symphonies and operas. Current popular hits come in, of course, but these are very much in the minority."

**T**HE favorite piece of the radio public in March, 1931, was "When Your Hair Has Turned to Silver." At least, eleven stations

(Continued on page 21)

# A NEW YARDSTICK FOR MEASURING RADIO COVERAGE

CBS Study Ignores "Where Can a Station Be Heard?"  
to Answer "Where Is It Actually Listened to?"

Described by John J. Karol

Director of Market Research, COLUMBIA BROADCASTING SYSTEM

IF YOU were to ask advertising men what information concerning radio would be most helpful when considering broadcast advertising, probably 90 per cent of them would mention "Coverage of stations." As a matter of actual fact, this very question was asked, and over 90 per cent of those answering desired information pertaining to the measurement of radio coverage.

While there have been numerous estimates based on power, field strength test and accumulated "fan mail," to show where a given station can be heard, there has been a dearth of factual information relative to the actual listening audience of a station. It was with this in mind that a recent investigation was conducted to determine the distribution and relative intensity of the "minimum habitual audience" for each station of a network.

The results of this study, we believe, are significant to advertisers for several reasons. First of all, it definitely puts to rest the still current fallacy of drawing circles around stations in proportion to their power, and assuming that these circles represent coverage.

Although we are unable to determine the actual number of listeners at a given moment to any station, since this shifts with every hour of the day and with every program, this study has enabled us to locate and grade by degrees of intensity the listening area of each station. The data accumulated have enabled us to prepare a series of individual maps showing by counties the areas of Primary and Secondary Coverage for each station. By the use of uniform mathematical ratios (num-



**PRIMARY LISTENING AREA**  
Includes Areas of Intense and Very Good Coverage within heavy black border.

■ INTENSE	■ VERY GOOD
-----------	-------------

**SECONDARY LISTENING AREA**  
Includes all Shaded Counties outside heavy black border.

▨ REGULAR	□ OCCASIONAL
-----------	--------------

A typical coverage map (WBBM, Chicago)

ber of listeners per thousand population), the relative intensity of coverage for each county in the given station's zone of regular influence has been determined.

The method employed in gathering the data for the listening area maps may be summarized as follows:

A souvenir radio map of no intrinsic value was offered to radio listeners through local announce-

ments on each station on the network. A standard 60-second announcement was made once a day for seven days over each station. The announcement was made in the morning one day, in the afternoon the next day, and in the evening the following day, etc., so that responses would represent an average audience and not a peak audience. A week was chosen early in October when atmospheric conditions were average

rather than favorable, and no unusual program features were scheduled. No publicity was given this announcement and no mention was made of this offer in any way except on the air. The requests for the map were tabulated by counties for each station.

It is interesting to note that over 150,000 maps were distributed as a result of these seven brief announcements. This represents one request for every eighty or ninety radio homes in the United States and assures the statistical significance of the findings. As explained below, however, the relative number of returns from each county was the only consideration in determining the listening area.

The audited figures of returns were compared with the population of each county to determine the ratio of requests per thousand population from each county. From these figures, maps were plotted on the following basis:

Counties which yielded 50 to 100 per cent as many requests (per thousand population) as the county in which the station itself is located, were mapped as "Intense Coverage." Counties which yielded from 25 to 50 per cent as many requests (per thousand population) as the county in which the station itself is located, were mapped as "Very Good Coverage." These two areas combined are designated as "Primary Coverage."

Any counties from which less than 25 per cent as many requests were received were arbitrarily excluded from this area and mapped as "Secondary Coverage."

The maps thus prepared represent "minimums" of coverage rather than the maximum range of stations, but they give to the advertiser more definite information concerning the audience he can actually reach with his program. Having a record of each county included in the area of the Primary coverage and the area of the Secondary Coverage, complete market data, such as population, number of telephones, number of passenger automobiles, number of income tax returns, and total bank deposits, are available for each station. These data enable the advertiser to study the distribution and character of the markets covered by his broadcast feature, and are of

## Women Listen at 9 A. M. and 2 P. M. Prefer Plays, WLS Survey Shows

**R**ADIO STATION WLS, Chicago, with an audience that is mostly rural, recently broadcast a group of questions regarding listening habits to which it asked its women listeners to respond. A tabulation of the major questions and the replies follows:

### 1. What hours during the day do you listen to radio?

Morning	
9:00 .....	130 ✓
All Morning .....	120
10:00 .....	108
8:00 .....	98
7:00 .....	79
11:00 .....	67 ✓
12:00 .....	60
6:00 .....	41
Afternoon	
2:00 .....	130 ✓
All Afternoon .....	121
3:00 .....	120
1:00 .....	74
4:00 .....	59
7:00 to 8:30 .....	43
5:00 .....	17
6:00 .....	17

### 2. What types of programs do you enjoy most?

Plays .....	183
Music .....	177 ✓
Home Problems .....	109
Recipes .....	89
Child Training .....	88
Gardening .....	73
Inspirational .....	63
Sewing .....	61

value in determining the effectiveness of that coverage. All of the market data which have been gathered by the Department of Commerce and other organizations may now be applied with some degree of accuracy to the coverage of radio stations.

It must constantly be borne in mind when analyzing statistical data pertaining to radio as an advertising medium that most conclusions are conditional in character. The changes which occur in power, wave length, location, and ownership of broadcasting stations necessitate revisions from time to time. Nevertheless, the data that have been gathered thus far provide the basis for the more comprehensive analyses which will follow, enabling broadcast advertisers to use radio more effectively.

3. Do you set your dial for one station? Yes.....218  
Change stations for programs? Yes.....162
4. Do you have the radio turned on while doing housework? Yes.....280  
No ..... 15  
What for? Music..... 92  
Talks.....2; Both.....178 ✓
5. What kind of music do you most enjoy?
 

Group 1	
Old Time .....	227 ✓
Sacred .....	199
Popular .....	102
Semi-Classical .....	44
Classical .....	23
Group 2	
Male Voices .....	185
Hawaiian .....	148
Organ .....	79
Orchestra .....	73
Piano .....	66
String Trio.....	60
Other Instrumental Solos....	45
6. Do you follow suggestions offered during women's programs? Yes.....190  
No ..... 40
7. Do you ever purchase a commodity after hearing it advertised over the air? Yes...167; No... 63

### Rankin Tells N. Y. U. Students About Advertising Media

**A**T THE request of Hugh E. Agnew, chairman of the Department of Marketing, New York University, William H. Rankin, president of the Wm. H. Rankin Company, gave an hour's lecture last week to the students on "How Advertising Agencies Look on Media." Mr. Rankin's exposition dealt particularly with newspaper, magazine and broadcast advertising.

In discussing radio as a medium for the advertiser, Mr. Rankin deprecated the criticism of many owners of radio sets who wanted 100 per cent entertainment and who objected to the advertising announcements, forgetting that as it was the paid space that made it possible for the newspaper to present all the news at a low cost, so it was the advertising announcements that alone made possible the high quality of the entertainment that was carried over the air into a million homes. He stated very frankly that broadcasting could make good as a primary medium on its own sales ability.

# Radio Displays Make Sales for Retail Dealers

“**B**ROADCASTING will sell 'em, but a reminder sure helps to clinch the sale.”

That's the firm belief of Oliver T. Agdesteen, president and manager of the Merchandise Mart Drug Store, Chicago. And he ought to know, for by tying in with the broadcasts of various drug manufacturers he has increased his total drug sales three hundred per cent and his sales of individual featured items as high as twenty times normal.

When the drug store was opened, a serious problem confronted Mr. Agdesteen. One of the features of this beautiful shop is a long lunch counter where food and soft drinks are served. This lunch counter, being located as it is in the largest building in the world, far off from the beaten path of loop traffic, brought thousands of people in for lunch. However, as soon as they had eaten, they would leave the store without paying the least bit of attention to the attractively arranged drug and cosmetic counters.

“This same problem confronts at least 95 per cent of all druggists in this country, and I was at my wits' end in my effort to solve it,” said Mr. Agdesteen. “Just at that time, the Radio Show opened here in Chicago, and I, being very much interested in radio, decided to visit it. While wandering around, I noticed a large crowd of people in the booth of the National Broadcasting Company. When I could get near enough



The star and the product together

to see what the attraction was, I found that the men, women and children were eagerly looking at the photographs of artists who were appearing on well-known radio programs.

“They all knew the names of the artists, but none of them had ever seen their faces. The photographs were a real treat. I immediately made arrangements to borrow the display from the NBC, which is also located in the Merchandise Mart. The photographs were displayed in my store and attracted a great deal of attention, but they did not bring people over to my drug and cosmetic counters.

“That display, however, gave me an idea, and I made plans to tie up

this real attention-compelling force to the sale of actual merchandise. It was then that the glittering radio transmitting towers, which you see over there on those two counters, the flashing lights which illuminate the names of the various radio-advertised products, and the antennae with the phrase, ‘On the Air Over NBC,’ were designed.

“That part of the display was very easy; the difficult part was to get the proper display material from the manufacturers. I got in touch with at least 25 manufacturers and requested that they send me displays which were built around their radio programs. I was amazed and distracted by what I received. They willingly sent me loads of display material, none of

which was built around their radio programs. There was not a single photograph of a radio star, and only one or two small pieces carried a phrase which called attention to the day and hour of their weekly broadcasts.

“I could not and would not use the material. It was the same old stuff that I had in my storeroom. The public is not interested in that type of display—people want to look at photographs of radio stars and compare them with the images which they have made in their imaginations. I explained what I wanted to the Colgate-Palmolive-Peet Company, and they very graciously made up those attractive boards with the photographs of the artists appearing

on the Palmolive program. They were just what I wanted—display material built around the radio program—and that is just what thousands of other druggists all over the country want and need.

"The display has been a huge success. My customers no longer dash out of the store after they have eaten; they are attracted by the unusual display, walk over and look at their favorite radio stars, and then without any urging on the part of my clerks, buy the drugs and cosmetics on display. Why, we sold out our stock of one perfume the first morning after the display was put in! This type of display reminds my customers of the things that they have heard on the air and enjoyed.

"In twelve years' merchandising experience with one of the country's largest drug chains, I have never seen anything to equal the response of the public to this display. Why the day after the new Pepsodent Antiseptic was announced, I had a display of it on my counter with a large copy of the advertisement headed 'Here's Pepsodent's Surprise.' Within two weeks more than three gross bottles had been sold, 90 per cent of which were picked up by customers and handed to the clerks with the comment, 'I guess I'll try this.' No sales effort was necessary. Bill Hay's talks had already sold the antiseptic to the public; all we did was to remind them."

"I AM delighted with the results," smilingly admitted this progressive merchant, "but as I said before, our greatest difficulty was and will no doubt continue to be for some time the securing of suitable merchandising material from the manufacturers whose products are advertised on the air. Practically all of the sponsors of radio programs are absolutely without proper display material for use in merchandising their products."

That is an astounding statement. Here are manufacturers whose programs are continually entertaining thousands of people, whose sales talks are heard by the same thousands. Yet they have seemingly overlooked the fact that no matter how well they are selling these listeners, they are selling them at home and the sales cannot be ac-



Mr. Agdesteen's radio counter

tually made until each listener has visited his druggist. Usually that means the next day, for most drug programs are broadcast in the evening. And by the next day the listener may have forgotten the trade name, or even if he remembers it, can easily be swayed by a clerk pushing some other brand.

Some dealers, it is true, will go to the trouble to do the tie-up job themselves. There's W. D. White, for example, a druggist in Wilkes-Barre, Pa., who gave his goods a radio tie-up and increased sales from 15 to 30 per cent.

"It was a simple window that did the work," says an article in *Drug Topics*. "Against a dead-black background, pictures of stars of famous radio programs were displayed, mounted on black cards which bore a legend telling who they were, when they could be heard, and over what stations. About these pictures were built displays of products associated with them—all of which were sold in the store. To furnish atmosphere, an actual microphone and a set of radio towers in miniature were placed in the background, together with a doll shown singing into a miniature microphone.

"Inside the store a radio was installed. On it was built a display featuring each broadcast that concerned drug store goods at the time that the programs of the manufacturers of these goods were on the air. The program was then tuned in, and people not only stopped and

looked, but they listened. As they listened, they were given samples or advertising literature, such as are usually offered by the sponsors of various programs."

Nor is it only the drug industry which can use radio tie-ins with success. A recent issue of the *Dry Goods Economist* tells of a department store which devoted an entire corner window to a scene from a program broadcast by a firm whose goods it handled.

"The public interest aroused by this window stopped traffic in the two cross streets for hours. Extra police were needed to regulate the crowds. Inside the store, special counter displays of the products of the firm sponsoring the broadcast brought quick sales. Sales people all over the store were primed and ready to make the most of the event, and the figures for the whole store soared that week."

But these cases are exceptional. Not all dealers are Agdesteens or Whites, not by a long shot. Most of them are willing to sit back and take whatever the manufacturer happens to send. And that, Mr. Manufacturer, leaves it squarely up to you.

Are you—and your dealers—getting the full benefits out of your broadcast advertising? You spend a lot of money getting the public interested in your entertainers—are you using this interest to bring it back? Are you reminding every one

(Continued on page 24)

# 48 WAYS TO GO ON THE AIR

## *A Check List for Broadcast Advertisers*

Compiled by Bob Olsen

THE advertiser who elects to use radio today has a wide variety of program types from which to make his selection. Sometimes the nature of the product dictates the character of entertainment to be used in advertising it. More often, however, the type of program most appropriate for a given commodity is not so clearly indicated.

As an aid in determining what sort of broadcast to employ in each particular case, a comprehensive classification or "check list" should be of great value. The purpose of this article is to supply such a list.

### A. MUSICAL PROGRAMS

Many programs combine music and talk in varying proportions. For present purposes, however, we shall include under this head only those broadcasts in which practically all the time not taken up by advertising is devoted to music. Here are some of the types of entertainment which belong in this category:

#### 1. *Grand Opera.*

Grand opera is more likely to appeal to the classes than to the masses. Such a program is therefore suitable for advertising a music store, a high grade furniture dealer or some other business which caters especially to people of refinement.



#### 2. *Light Opera and Musical Comedy.*

This class of entertainment has a more popular appeal than grand opera and consequently would attract a larger and more diversified audience.

#### 3. *Popular Music.*

No class of broadcast is more likely to stay tuned in on a larger number of radio sets than a good orchestra playing dance or semi-classical music. Its chief disadvantage is that it is frequently used merely as a background at times when the listeners are working, reading, playing cards, dancing or engaging in some other occupation that takes their attention away from the advertising message. For this reason popular orchestra music should be used principally as a builder of good will for products already well known. Advertising announcements should be brief and few in number.

#### 4. *Symphony.*

A symphony orchestra is apt to attract a smaller number of listeners than a dance band, but will get much more concentrated attention from the audience it does attract.

#### 5. *Solos.*

Economy is an important advantage. Many advertisers who cannot afford a large orchestra can sponsor a very acceptable program of solo music. And one good soloist is worth a dozen mediocre ensembles. It must be remembered, however, that unless the artist is outstanding, interest cannot be sustained for more than a few numbers.

#### 6. *Musical Novelties.*

This group includes all musical offerings that attract because of their unusual nature. Hawaiian orchestras, marimba bands, and other foreign musicians, "hill billy" vocalists singing mournful mountaineer ballads, "barn dances" with their old-time square dance tunes, and many others fall under this category. Interesting to the general public be-

cause of their unusual character, such programs also quickly develop a following of regular fans, giving the advertising considerable cumulative value.

#### 7. *Phonograph Records.*

The record is a godsend to the advertiser with a limited appropriation. It enables him to sponsor high class entertainment at a very low cost.

#### 8. *Request Programs.*

Direct contact between the audience and the performers (who represent the advertiser) is always desirable.

### B. CONTINUITY PROGRAMS

Of all forms of entertainment, this is perhaps the most distinctively "radioistic" of all. Following are some of the types of programs which fall under this classification:

#### 9. *Shows.*

In this group are included all programs which are built around a circus, vaudeville theater or other type of show.

#### 10. *Clubs.*

Human bipeds are gregarious. The radio club appeals to the universal "joining" instinct.

#### 11. *Comic Strips.*

Like their newspaper prototypes, comic strips of the air have their regular coteries of loyal fans.

#### 12. *Conveyances.*

The continuity idea may be centered about an automobile, airplane or other kind of conveyance.

### C. DRAMATIC PROGRAMS

Programs with plots, characters and the other elements of dramatic action. Used successfully for products of all types.

#### 13. *Adaptations.*

Stage and screen plays are often adapted for radio production. Usually pure entertainment with sponsor's commercial announcements at start and finish.

#### 14. *Product Dramas.*

Dramas built around the product.

"How Shino Saved the Day for Mrs. Jones," etc.

#### 15. *Personality Dramas.*

Dramas built around personalities who are intimately identified with sponsor or product. Great Northern's "Old Timer," and "Don Amaizo" are good examples.

#### 16. *Bucolic Dramas.*

Dramas of farm and small town life are very popular with all types of listener. Vaseline's "Real Folks" or Goodrich's "Uncle Abe and David."

#### 17. *Mystery Dramas.*

These are also extremely popular.

### D. INDIVIDUAL SPEAKERS

Not extensively used at present, but on occasion work out unusually well. (See also remarks under Section 5, Solos.)

#### 18. *Personages.*

Speakers such as Byrd, Lindbergh, Coolidge, etc., will insure a vast audience for any sponsor. (Byrd's talk last year brought the sponsors over 150,000 requests for their booklet.)

#### 19. *Readers.*

Dramatic or comic readers may replace a company of actors with considerable saving of talent costs.

#### 20. *Wisecrackers.*

The common or garden variety of stale-chestnut, smart-Aleck wisecracker is a radio pest that deserves unmerciful extermination. Unless you can have your copy prepared by Will Rogers or some other honest-to-goodness natural humorist, you had better fight shy of this sort of program.

### E. CHILDREN'S PROGRAMS

Programs intended solely for children are excellent for building good will among parents. Children also have a keen sense of appreciation to the sponsor who makes their entertainment possible. The far-sighted advertiser realizes that the boys and girls of today are the businessmen and housewives of the future. Following are the more common of the programs falling in this class:

#### 21. *Story Telling.*

In this group would be included bedtime stories, fairy stories, stories about animals, and stories in which children are the principal characters.

#### 22. *Music for Children.*

The performers may be either

children or adults who love children and know how to please them.

#### 23. *Juvenile Continuities.*

The theme of the entertainment may be built around an imaginary place such as a castle in the air. A stock company of actors may include animals, animated toys, fairies, or human beings.

#### 24. *Clubs.*

Children are the world's greatest joiners. A badge and a secret password will make the normal child a faithful listener to your program and an equally loyal user of your product.

#### 25. *Educational Features.*

Dramatized history, music appreciation, literature and other subjects are now being taught by radio in conjunction with the regular school instruction. Broadcast during school hours and attended by classes at the teacher's command, these programs cannot include any direct advertising, but can be used to good advantage by publishers of encyclopedias and school supply manufacturers.

### F. ADULT EDUCATION

Radio enables you to study almost anything from piano playing to higher mathematics without leaving your own home. Here are some of the kinds of educational broadcasts which are being put on the air:

#### 26. *Physical Culture.*

Such a program is selective. It singles out a definite group of individuals. Advertising of products such as health foods, mechanical exercisers and bathing suits, in which physical culture fans are especially interested, fits in well with this kind of broadcast.

#### 27. *Regular Courses of Study.*

It is now possible to matriculate in radio schools, listening to lectures, taking examinations and obtaining credits, just the same as in any other school.

#### 28. *Study of Special Subjects.*

Lectures on real estate, insurance, advertising and similar topics are sometimes put on the air. Listeners will be few in number but will be intensely interested in the subjects discussed.

#### 29. *Education Connected with the Product Advertised.*

Examples: Suggestions on gardening by a horticultural establishment, instruction in beauty culture

by a manufacturer of cosmetics, investment information by a security broker.

#### 30. *Recipes and Household Helps.*

A good way to reach housewives economically. Logically, such programs are scheduled for periods when there is little competition and station time is cheap.

#### 31. *Travelogues.*

Especially suitable for products related to travel, such as transportation, luggage and gasoline.

### G. NEWS

Fittingly, the newspapers are the principal sponsors of news programs. News may be of various types, however, some of which are suitable for sponsorship by other business. News programs include:

#### 32. *Interesting Events.*

Murders, scandals, catastrophes, and what have you?

#### 33. *Club Programs.*

When famous men talk, their utterances may constitute suitable radio news.

#### 34. *Weather and Market Reports.*

Farmers, mariners and business men are among the chief beneficiaries of this type of broadcast.

#### 35. *Stunts.*

Made-to-order news, such as an endurance flight described by the contestants themselves.

### H. SPORTS

While an athletic contest is news, sport programs are distinctive enough to deserve separate classification. They may be divided into four groups:



36. *Eyewitness Descriptions of Contests.*

Football, baseball, polo, races, fights and many other sports have been successfully broadcast.

37. *Sport Flashes.*

Brief resumés of the day's sporting news, broadcast every evening, have been effective advertising for concerns appealing to the masculine audience.

38. *Re-enactments of Historic Contests.*

The idea is to make the hearer feel as if he is listening to an actual broadcast of a fight or other contest that happened a long time ago.

39. *Lectures on Sports*

May follow various themes, such as instruction in a given sport, historical sketches and predictions.

I. PROGRAMS WITH JOINT SPONSORS

Several advertisers share the cost of a single program. Programs of this sort may be compared with a magazine in which pages of advertising are alternated with entertaining reading matter. Combination broadcasts may be held together in various ways:

40. *Personality.*

Radio impressarios have built up clienteles of fans who listen to their programs faithfully.

41. *Location.*

Example: A dance hall may broadcast the music of its orchestra by remote control, with announcements by different advertisers introduced between the numbers.

42. *Musical Clock.*

A morning program of music—usually phonograph records—interspersed with advertising announcements. Time signals given at regular intervals induce many listeners to tune in a program of this sort every morning, leaving it on from the getting up time until the husband has left for the office and the children for school.

43. *Cooperative Programs.*

One program put on in a number of places, either by electrical transcriptions or over a chain, sponsored in each town by the local dealer in the product advertised.

44. *Special Offer Advertising.*

By promising that every person who listens in at a certain period

will either get something for nothing or will be able to save, audiences have been built up for programs consisting entirely of special offer advertising—without benefit of entertainment.

J. MISCELLANEOUS

45. *Contests.*

Almost any kind of contest will insure a large audience for your program.

46. *Time Announcements.*

Jewelers or watch or clock manufacturers find hourly time announcements profitable advertising.

47. *Samples.*

Examples: Dramatized fiction of a magazine. Dance music broadcast from a dance hall or cabaret.

48. *Dealer Tie-Ins.*

Programs or announcements of local dealers, immediately preceding or following the broadcast of the manufacturer.

CONCLUSION

Whether the appropriation is large or small, whether the product to be advertised has world-wide or local distribution, it is hoped that the advertiser will find in the foregoing list a type of radio program which is suited to his purpose.



**GOOD NEWS**

**8:45 Tonight  
Station KYW**

**CHICAGO, ILL.**

ADVERTISEMENTs such as this are used on the radio pages of local newspapers on the days when the programs of the Southern Oak Flooring Institute are scheduled. These programs are broadcast by means of So-A-Tone electrical transcriptions. The agency is the Robert H. Brooks Company of Little Rock, Ark.

**N. A. B. Chooses Detroit for 1931 Convention; Will Be Held in October**

THE Ninth Annual Convention of the National Association of Broadcasters will be held in Detroit, October 26, 27 and 28, 1931, the Board of Directors of that organization decided at its Spring meeting in Detroit, on March 24.

Two Summer regional conferences were also announced, a Southern meeting under the direction of a committee headed by J. G. Cummings, WOAI, San Antonio, Texas, and a Western meeting with Birt F. Fisher, KOMO, Seattle, in charge. These meetings will be open to all member stations.

Membership applications of 26 commercial stations, 3 non-commercial stations and 4 organizations not engaged in broadcasting were approved. The total membership is now 118 active and 38 associates.

Other business included approval of the reduction of dues from local stations to \$125 annually, subject to ratification by membership; approval of the report of the managing director; and discussion of radio and copyright legislation. E. B. Craney, KGIR, Butte, Mont., was appointed a director, replacing Morgan L. Eastman, WENR, Chicago, who resigned due to the changed status of this station.

President Walter J. Damm, WTMJ, Milwaukee, Wis., presided. Other officers in attendance were: Edwin M. Spence, WPG, Atlantic City, N. J., vice-president; Paul W. Morency, WTIC, Hartford, Conn., treasurer; and Birt F. Fisher, who represented O. D. Fisher, KOMO, Seattle, Wash., vice-president.

Members of the Executive Committee in attendance were: William S. Hedges, WMAQ, chairman; Henry A. Bellows, WCCO, Minneapolis, Minn.; and Frank M. Russell, WRC, Washington, D. C.

Members of the Board present were: Eugene O'Fallon, KFEL, Denver, Colo.; Arthur B. Church, KMBC, Kansas City, Mo.; H. K. Carpenter, WPTF, Raleigh, N. C.; Henry A. Bellows, WCCO, Minneapolis, Minn.; William S. Hedges, WMAQ, Chicago, Ill.; Morgan L. Eastman, WENR, Chicago, Ill.; Leo Fitzpatrick, WJR, Detroit, Mich.; A. J. McCosher, WOR, Newark, N. J.; Edgar L. Bill, WLS, Chicago, Ill.; and J. G. Cummings, WOAI, San Antonio, Texas.

Others present were: A. A. Cormier, WOR, Newark, N. J.; Norman White, WJR, Detroit, Mich.; John F. Patt, WGAR, Cleveland, Ohio; and Philip G. Loucks, managing director.

**New Series by Royal**

THE Royal Broadcasting Systems, Inc., of New York is presenting a new type of radio entertainment in its series, "The World in Review." Each program takes its audience to internationally famous places of amusement, brings to them celebrities, noted vaudeville acts and timely topics, which are vividly dramatized, from all over the world.

*Broadcast Advertising*

# JOBBS for LABELS

## Molasses Broadcasts Produce Sales and Employment

By Robert W. Terry

**R**ADIO is being used to develop the plan to aid the unemployed devised by Charles William Taussig, president and chairman of the Board of The American Molasses Company.

The plan is not philanthropic and is purely commercial, but at the same time offers a practical common sense idea that is definite and effective. It is, in brief, this: For every five thousand labels cut from the tins of Grandma's Old-Fashioned Molasses and sent to the American Molasses Company, the company agrees to take on one additional employe for thirty days at least. The labels are to be sent in by the consumer one, two, or three at a time until the company accumulates five thousand and then one person now unemployed is given a job. The slogan used is, "Help Somebody's Daddy Get a Job."

The plan was first announced early last November through the hour conducted by the late Alfred W. McCann over station WOR four mornings each week. The announcement was made by Mr. Taussig in conjunction with Mr. McCann. Mr. McCann's vast audience responded immediately.

The next step to carry the plan along started about the same time and continued for fifteen broadcasts on Sunday nights over the same station by "Uncle Don," the famous child psychologist. Here the appeal was made to the thousands of children who constitute "Uncle Don's" audience and their reaction to "Help Somebody's Daddy Get a Job" speaks volumes for our youngsters in their willingness to grasp a serious economic problem and to put their sturdy shoulders to the wheel.

At the present time the "Rose Martin Hobby Club" is continuing

the work with broadcasts twice a week, Mondays and Fridays from 5:45 to 6:00 p. m. over station WOR. The "Hobby Club" appeals both to the youngsters and their parents. Miss Martin takes up all manner of hobbies and is a master in the art of developing these hobbies so that one broadcast is of particular interest to the youngster and the next to the parents, yet at the same time each program is of great interest to both.

The results from the plan thus far are both interesting and good. One little girl mailed in thirty-six labels which she had accumulated in about two months. The company has received hundreds of letters containing one or more labels and every one of these letters praises the idea in highest terms. Some of them are from two to four pages in length.

The practical results are a steadily increasing volume of sales which thus far has permitted the company to retain all of the current force of employes with no reduction in salaries. In addition, five new men have been put to work and the company has been encouraged to engage in new construction which has given employment to as many as thirty men.

The effect of the campaign on sales was felt almost immediately. The month of November showed a substantial increase in sales as compared with the same month of the year previous, while in December the increase was almost double. Since that time there has been some decline, which was to be expected, as it would be next to impossible to keep doubling sales indefinitely. Still, the months of January and February show appreciable increases over the same months of 1930.

Mr. Taussig said in speaking of



Charles William Taussig

his plan, "I am adverse to regarding the question of unemployment as a matter of charity. I firmly believe that unemployment is an economic problem properly solved by economic methods. While I am heartily in favor of the 'Buy Now' campaign, I realize that where this increases sales and profits there is no definite guarantee that the merchants so benefited will require additional help. Most organizations today can easily handle material increases in their volume without requiring additional help.

"I definitely guarantee increased employment for increased volume, and I firmly believe that many other large organizations could use this plan to their own advantage and as a means to relieve unemployment. This idea is open to all who care to use it."

### Stock Broker Uses United Broadcasting System

**A**SERIES of Sunday morning programs have been placed on the air over the stations of the United Broadcasting System by the San Francisco office of the L. H. Waldron Company, agency, for the Paul E. Williams Company of California, Ltd., a stock broker.

# AUDIENCE

## *Is Determined by When, What and Where You Broadcast*

Says Reuben R. Kaufman  
DOREMUS & COMPANY, Chicago

### Part II of A PRIMER FOR BROADCAST ADVERTISERS

THE Electrical Equipment Division of the United States Department of Commerce estimates that nearly half the families in the United States own radio receiving sets. The 1930 census will show approximately 28,500,000 families in the country, of which number 13,478,600 operate radio receivers (July 1, 1930), according to figures made public by the Department in October, 1930. Estimating one receiver to a family and 4.3 persons in each family, the total radio audience in the United States reaches the staggering figure of 57,957,980 people. This is a sizable circulation for radio advertising sponsors.

Thus it is apparent that a very large and potent circulation of attentive listeners daily invites advertising programs into the privacy of their homes. It is no more difficult to determine how many persons actually hear a particular program than it is to ascertain accurately how many people read a specific advertisement. Neither can ever be determined beyond all question of doubt. Unlike other advertising media, however, radio can determine most nearly what the circulation or program audience shall be. Insertion of even the finest piece of copy in a publication will not materially affect the circulation of the publication, but a series of good radio programs will attract constantly increas-

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### *preaudition?--*

WHAT is the proper term for the radio equivalent of a movie preview? Is it preaudition, or prehearing, or precast, or something else? A month ago such a question would have been purely academic, but now it must be settled, as the first one has occurred. The first "March of Time" program, sponsored by Time Magazine, was preheard by Columbia station officials and their guests some eight hours before it went out on the air. It was sent over the CBS wires in the regular way, but was not broadcast.

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ing numbers of radio listeners from the total potential audience of fifty-eight million people.

The advertiser himself largely controls his program circulation. Skillfully produced over the most suitable station at the proper hour, any interesting program will receive attention and build a circulation of its own. Understanding of the audience, knowledge of the station, the hour, and the program are the prime factors upon which depend audience size and results for the advertiser. Supplementary in nature but almost of equal importance are showmanship and program technique, for they bind the primary fac-

tors into that finished unit that denotes a *good* radio program.

Dr. Daniel Starch, in his Survey for the National Broadcasting Company, already referred to, verifies the general estimate of experienced radio advertisers that approximately four-fifths of the maximum total radio audience tune in daily. Seventy-three and forty-one hundredths per cent of all listeners receive programs daily without preference to certain evenings. Twenty-four and twenty-five hundredths per cent do most of their listening during particular evenings, with the large majority of this percentage favoring Saturdays and Sundays. Almost 70 per cent of the audience use their radios two or more hours each day, and about 24 per cent of all listeners turn on their radios for at least four hours daily.

Just when people listen depends, of course, upon the occupations and personal habits of the listeners. As a whole, the audience peak comes between 7:30 p. m. and 10:00 p. m. There is a slight decrease in audience size during the hours from 6:00 p. m. to 7:30 p. m. and after 10 p. m. The noon hour and the dinner or supper hour are about equal in respect to the number of listeners. The hour of 11 p. m. to midnight seems to draw more listeners than either mid-afternoon or mid-morning hours. An amazingly large audience tunes in the cheery

*Broadcast Advertising*

early morning programs from 6:30 a. m. to 9 a. m. Farmers tune in, as a rule, from 12 noon to 1:30 p. m. and also during the two or three hours following twilight. Children are favorite listeners from 4 to 6 p. m. From 9 a. m. to 11 a. m. and from 1 p. m. to 4 p. m. women chiefly tune in.

Dr. Starch's findings also show that 78 per cent of all radio owning families maintain regular use of their radio receivers during the summer months. And 81 per cent state they prefer to listen to advertising programs rather than to non-commercial programs.

It is definitely determined from numerous surveys, test programs, fan letters, and practical results from commercial programs, that farm, town and city families prefer essentially the same type of program. The order of preference by the largest number of listeners is about as follows:

- Orchestral Music**
  - Popular, but not necessarily jazz*
  - Semi-classical*
  - Classical*
- Popular Entertainers**
- Drama**
  - (Prepared especially for radio)*
- Comedy**
- Athletic Reports**
- Short talks on interesting subjects**
- Religious Services**
- Grand Opera**
- Crop, Market, Weather, and Time Reports**
- Educational Service**
- Children's Programs**
- Domestic Science**
- Physical Exercise**

Obviously, this program preference order cannot be absolute. A special prize fight or ball game may draw the largest number of listeners in any given locality; or a prominent public person may secure a majority of listeners to a certain station at a particular time. Also, an unusually popular entertainer or station feature may attract the attention of more than the ordinary number of listeners. It is safe, however, to accept the above order of general listener program preference as being reasonably accurate, particularly for night broadcasting.

At various times of the day different types of programs will attract most of the listeners then tuning in. From 4 p. m. to 6 p. m., children's programs are sure to draw a large number of listeners. Farmers will listen to programs of interest to them if broadcast during the noon hour or during the two or three

hours following darkness. Women will listen to subjects especially interesting to them when broadcast during the mid-morning or mid-afternoon hours. In other words, programs should be produced to appeal to the tastes of the majority of people known to listen at various times. Classical and semi-classical entertainment are preferred by urban listeners, while religious services, crop and market reports, and "old-time" music are preferred by rural listeners.

The preference of the majority of listeners at 2:30 p. m. is far different from that of listeners at 8 p. m., for the earlier audience is composed chiefly of women, while the later audience consists of the family group, for the most part. Since the family as a whole influences practically all buying, the most popular programs for the general audience are those which most nearly satisfy the taste of all the listeners.

Knowing these audience or listening conditions, advertisers can choose the broadcast hour which is most likely to reach the type of listeners desired with minimum waste "circulation" among listeners not likely to be interested in a particular product. Daylight hours because of this selectivity of audience often prove particularly effective at comparatively small cost.

**E**VERY radio station, regardless of equipment, frequency and wave length, power, and proximity of other stations, has some sort of audience, no matter how limited it may be. The advertiser who seeks to reach a given territory with maximum efficiency will wisely choose the station which covers that territory most constantly and economically. Coverage alone, however, is not sufficient reason for an advertiser to choose a station. Listener responsiveness as well as station

popularity must be considered. The advertiser should be convinced that the general character, personality, and type of program of the station or stations ultimately selected will appeal to the consumers of his product. Hence, the final decision should rest on the known minimum all-time coverage, and the known audience following of the station, plus the cost of necessary time and talent.

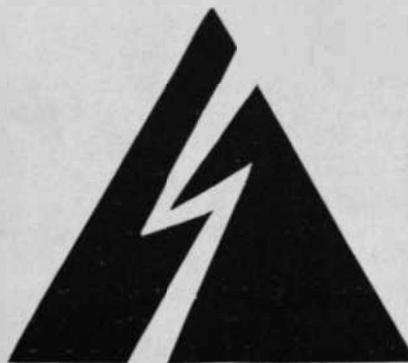
A radio station's coverage is the geographical area in which it can be received. There are three classes of coverage. The first, and least valuable, is sporadic, or abnormal coverage; the second, more important than the first, is maximum all-time, or normal coverage; and the third is minimum all-time, or intensive normal coverage.

Sporadic coverage includes those localities, often quite distant from the broadcast origin, where a station is heard intermittently and by few listeners. While most stations are quite proud of their distant coverage, it really is of no significance to the advertiser, for such coverage is abnormal as a rule. The normal and logical coverage for a station is in the immediate territory where it is located. That is where a volume of listeners can be obtained and depended upon regularly to tune in the station—listeners whose preferences the station should understand and serve.

Maximum all-time coverage is the area within which listeners can regularly receive the station under ordinarily favorable conditions. The extent of maximum all-time coverage varies with the power and equipment of stations.

Minimum all-time coverage is that limited territory in which listeners can at all times, day or night, summer or winter, receive the station with satisfactory volume and clarity. . . . This is the area wherein reside most of the station's possible listeners. It is the only coverage which a station can be depended upon to provide all the time, and it is the only coverage which the advertiser should buy. Sporadic coverage and maximum all-time coverage are supplementary to the primary minimum coverage, and only help make the latter a good buy.

No station's coverage is equal in all directions. Therefore, no absolutely definite radius can be deter-



mined to show minimum all-time coverage. A station may reach 100 miles in one direction at all times, but only 40 miles in another. Only experience with a station's facilities can ever demonstrate in a practical manner its actual minimum all-time coverage.

A radio program can be produced and broadcast over one station, or it can be transmitted by wire to several stations and broadcast simultaneously by each, although produced in only one studio with a single group of artists. In the former case such a program is termed a local station broadcast; in the latter case it is known as a chain broadcast.

Advertisers whose distribution is confined to a well defined territory are limited to local broadcasting, *i.e.*, to just the one station that will reach the desired area. The advantage of such local broadcasting is that it makes possible the purchase of only the time and talent which will reach economically the greatest number of listeners within the district where a product can be conveniently obtained. Local stations furnish an excellent means to test the merit of a radio advertising schedule. The public's reaction to a particular type of program, certain advertising copy, and the chosen hour can be studied before the larger campaign goes on the air. Also, any doubtful advertiser can easily convince himself of radio's efficacy by broadcasting at relatively small cost a carefully checked series of local programs.

The chief advantage of chain broadcasting is that it reduces considerably the per station cost for talent from what would be required were the advertiser to produce the same quality of program separately over a number of different stations. Another important advantage of chain broadcasting is that it secures for the advertiser a certain degree of prestige which, in the minds of many listeners, places him among the sponsors responsible in the most part for high quality programs.

The two national chains or networks in the United States have done most admirable service in radio advertising. They have set program standards difficult to beat and led the way in production of outstanding radio programs. However, there

are some handicaps to chain broadcasting. The most important is the time element. Eight p. m. in the east is 7 p. m. in the Central West, 6 p. m. in the Mountain States, and 5 o'clock on the Pacific Coast. A chain program originated in New York City at 8 o'clock is heard in Los Angeles at 5 o'clock. What is a good time in the East may be a poor time in the West, and vice versa. Another is the question of station selection. Not all stations associated in either of the networks are always the most desirable from a local standpoint. To get the most out of chain advertising it would be necessary to use some stations on one chain and some on another, which combination now is impossible. In spite of these disadvantages chain broadcasting has progressed rapidly and is doing a splendid job for its users.

Spot broadcasting consists of using a number of local stations to reach national or sectional distribution areas. Originally it came into being on demand of those advertisers who couldn't economically use the chain because of limited distribution. Until the advent of electrical transcriptions, or discs, or records, as they are variously called, made especially for radio transmission, spot broadcasting depended upon individual program production in each station. However, since the improvement and development of electrically transcribed programs, many national advertisers have turned to spot broadcasting as a means of securing the most desirable stations at the most favorable hour in a particular community.

By producing a program on discs the advertiser obtains the same, if not greater, saving in talent costs as is possible over the chain. The discs provide absolute uniformity of program presentation and cannot be distinguished from personal appearance before the microphone. They enable, in effect, personal supervision of program productions over ten or fifty or one hundred radio stations thousands of miles apart. They make possible the purchase of as much or as little efficient, strategic and intensive coverage as conditions warrant at only one talent cost. Only stations of proved popularity, power and coverage need be employed, the advertiser selecting whichever sta-

tions are most desirable without regard to chain affiliations.

The requirements of the advertiser's own merchandising problems must determine whether to use local, chain, or spot broadcasting. Each has a place in radio advertising. Each produces results.

*Part III will appear in May.*

### Commission to Hear High Power Arguments

THE recommendations of Chief Examiner Ellis A. Yost for the 50,000-watt vacancies will be argued before the Federal Radio Commission on April 14. First will be heard the applicants who were not recommended; then the successful stations will uphold the recommendations.

The first recommendation of Examiner Yost was that all broadcasters on cleared channels be given 50,000 watts power. Later, at the order of the commission which rejected the first report as not complying with the limitation rule, Mr. Yost recommended eight stations for the maximum power and suggested that the other candidates be allowed to increase their present power to 25,000 watts. This is generally understood to be a placating move toward the unsuccessful applicants, in the hope of forestalling long and costly litigation.

### Establish Bureau of Radio Research

THE Bureau of Radio Research has been organized in Milwaukee, Wis., to assist station managers in problems of management, promotion and program planning by producing convenient, time-saving forms which are particularly helpful in keeping broadcasters' records.

The Bureau will also prepare statistical analyses of coverage, marketing possibilities and radio business surveys in general for broadcasters, advertising agencies and advertisers.

Andrew Hertel, manager of the Bureau, was formerly manager of radio station WTMJ, Milwaukee, and radio editor of *The Milwaukee Journal*. The offices of the Bureau are located at 215 Underwriters' Exchange Building, Milwaukee, Wis.

### Australian Stations Appoint Powers

RADIO stations 3DB, Melbourne, and 5AD, Adelaide, Australia, have appointed Joshua B. Powers, Inc., New York, as their exclusive representative in the United States.

### Lottridge Now Managing KFKB

J. BURLY LOTTRIDGE, formerly of station KFH, Wichita, is now manager of station KFKB, Milford, Kansas. The station, which was purchased from Dr. J. R. Brinkley by the Farmers & Bankers Life Insurance Company a short time ago, will change its call letters to KFBI effective May 1.

# Puzzle Program Pays Profits to Local Sponsor

Says D. Le Masurier  
Manager, KFJM, Grand Forks, N. D.

**M**ANY of the best features on the air have been stumbled onto quite accidentally, but we think that our latest find is a prize winner for novelty.

To accommodate a late market report, it was found necessary to fill in a thirty minute program. Casting about for something other than phonograph records with which to fill in the time, we decided to try reading famous quotations, thoughts of great men, with an occasional conundrum or puzzle. It was noted that these conundrums and puzzles pulled a larger number of telephone calls than the quotations. Consequently more and more of them were given, until the period became entirely a puzzle hour. The telephone calls came in increasingly large numbers until, at the request of the local manager of the telephone company, who reported that his operators were swamped with calls, mail replies were plugged.

When the postal replies reached an average of seventy-five letters per day, it was suddenly decided that the program had commercial possibilities. The thirty-minute program was accordingly sold to the Larson & Torgeson Drug Company, operators of two local drug stores. They decided that a weekly prize might make things a little more interesting, so every letter or phone call coming in is now given a number and at the end of each Saturday's program a drawing is held.

While the prizes offered do give the listener an additional incentive to send in his reply to the station, it has been found that personal ego is the most important factor. Everyone likes to feel that he is as smart as the next fellow and the puzzle program provides an excellent opportunity to prove it, not only to himself but to the public in general. In order not to embarrass the listeners who sent in incorrect replies to



The Puzzle-Hour announcer looks over his mail

the puzzles, only correct answers are acknowledged over the air.

The appeal of the puzzle program seems to be quite general. Advertising solicitors frequently find the discussion of a puzzle broadcast a day or two previous a good opening to some of the hardest prospects. While some of the mail comes from business and professional people, the bulk of it is from folks living on farms and in small nearby communities. In fact, traveling men tell us that promptly at one every afternoon the radio-equipped restaurants and stores lay aside all business cares while merchant and customers alike sit down to work out "today's puzzle."

Mr. Torgeson writes as follows concerning the merchandising possibilities of the puzzle program:

In reply to your inquiry as to the success we are having with radio advertising over KFJM, I wish to say that we are very pleased with our results. You must know that any program that will pull an average of two hundred

letters per day cannot help but be successful.

We have proved to our own satisfaction that we can move almost any article in the store by presenting it properly over your station. For example, we had a complete sellout in our Christmas candy long before the holidays. This was repeated Valentine's Day. We attribute our great increase in business this year to KFJM in no small degree.

Last month we issued a book of 150 puzzles to be sold to fans for twenty-five cents, a joint publication of KFJM and the Larson & Torgeson Drug Company. Even before it was off the press, hundreds of orders were received. A special puzzle program show window was made up the week of publication in the largest of the sponsor's two stores and it drew large and interested crowds. Fifteen thousand letters were thrown into the window in a manner to give the appearance of having been just opened. Microphones and other pieces of equip-

(Continued on page 21)

# Trade Paper Reviews

## Transcriptions Urged for Candy Men

**B**ROADCASTING by means of electrical transcription "seems virtually made to order for the small or medium size candy manufacturer," says D. M. Hubbard in *The Manufacturing Confectioner*.

Speaking of a plan introduced to the candy industry at the last National Confectioners' Association convention for cooperative advertising by a group of manufacturers, Mr. Hubbard says that this kind of broadcasting offers to each one:

"(1) Coverage without waste of those particular markets where his candy is sold; (2) far higher quality programs than he himself could buy from most of the radio stations broadcasting; (3) an educational service that builds prestige for him and acceptance for his brands; (4) very low cost as compared with most advertising available to him; and (5) a means of meeting within his own particular markets the competition of larger, nationally known companies."

## Furniture Broadcasts Aid Sales and Collections

**H**OW a weekly radio program, coordinated with a newspaper campaign, sells \$5,000,000 worth of furniture annually at a cost of \$500,000 for the Sterling Furniture Company, is told in the February, 1931, number of *Furniture Age*. To advertise its chain of 15 stores in New York City and New Jersey, this company goes on the air for an hour every Sunday afternoon over station WMAC and uses display

**H**OW 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.

space in two New York newspapers twice a week.

"The radio broadcast," says the article, "is carefully tied in with the efforts of the salesman, according to Richard M. Brieger, manager of the home office store. Each customer is informed about the radio hour and is asked to listen in. The weekly hour serves to remind customers who have bought on time of their monthly or weekly payments and the radio thus serves as an aid in making collections."

## Baker Sponsors Programs for Restaurants

**T**HE details of a new radio campaign, sponsored by the Franco-American Baking Company of Los Angeles in the interests of the restaurant industry, are told by James A. McPherson, president of the Southern California Restaurant Association, in the March, 1931, issue of *The American Restaurant*.

The sponsor, says Mr. McPherson, an old established concern which has been supplying restaurants in Southern California with bread and rolls for the past twenty-five years, has chosen KHJ, Los Angeles, and the talent engaged is of such calibre as to assure a program of widespread popularity.

"The hour of the broadcast, 9 o'clock, was decided upon the psychological basis—after the evening meal has had a chance to settle—because no man can be persuaded to think of food when his stomach is too full, as it is apt to be at an earlier hour.

"The slogan of the radio campaign will be 'Take Her to a Restaurant Once a Week,' for the aim of the programs will be to convince the men of the sunny Southland that every wife and mother deserves to be relieved of at least one dinner a week. Franco in these programs aims to get over the point that whether they go out for a simple hamburger and cup of Java or settle down to a soup to nuts dinner, eating out once a week should be a part of every family's regular schedule."

## 3 Factors Make Perfume Success

**T**HE success of the perfume, Evening in Paris, is the result of three factors, according to a statement by Bernard M. Douglas, Jr., advertising manager of Bourjois: "A perfume by one of the world's greatest perfume chemists, smart, modern packaging, and radio. No one without the other two would have made it the conspicuous success that it is. The fact that we have used radio since June, 1928, and will use it through 1931 shows that we think most favorably of it as an advertising medium."—*American Perfumer & Essential Oil Review*.

## Mail Pouch on Air

**T**HE Mail Pouch Tobacco Company, Wheeling, W. Va., is sponsoring a series of broadcasts by electrical transcription over a number of stations throughout the country. The recordings are placed by Scott Howe Bowen, Inc. The advertising agency is Richardson, Alley & Richards Company, Inc., New York.

## New Radio Agency

**A**N ADVERTISING agency specializing in the preparation of broadcast advertising has recently been formed in San Francisco by James de Pauli and Charles A. Park, Jr., under the name de Pauli & Park.

## Join CBS Sales Staff

**T**HE Columbia Broadcasting System announces the addition of Philip F. Whitten, formerly advertising manager of the Dextdale Hosiery Mills, Lansdale, Pa., and Joseph A. Reid, Jr., formerly with *Modern Priscilla*, to its New York sales staff.

## Trapp Joins Agency

**A**FTER several years with station WTMJ, Milwaukee, Merrill Trapp has left to become radio director of the Cramer-Krasselt Company, Milwaukee.

## New Account on Radio Home-Makers' Period

**T**HE A. S. Boyle Company, Cincinnati, producers of Old English wax, now sponsor a weekly program as part of the Radio Home-Makers' Club over the CBS network.

## Standish with WXYZ

**W**COLBURN STANDISH has joined the sales department of station WXYZ, Detroit. Mr. Standish was formerly with Walker & Company, outdoor advertising concern of that city.

## LISTENERS LIKE JAZZ MUSIC

(Continued from page 7)

reported it as one of the ten selections most popular with their public. "The Peanut Vendor" and "I'm Alone Because I Love You" are tied for second choice with nine votes each. "Yours and Mine" and "You're Driving Me Crazy" were both listed eight times.

In addition to those already mentioned, the following tunes were listed from one to six times:

You're the One I Care For.  
Crying Myself to Sleep.  
Walking My Baby Back Home.  
Just a Gigolo.  
Lay My Head Beneath a Rose.  
Blue Again.  
I'm Yours.  
Lonesome Lover.  
Liebestraum.  
Moonlight on the Colorado.  
I Love You Truly.  
In a Monastery Garden.  
It's a Lonesome Old Town.  
Girl of My Dreams.  
Barbara Allen.  
By the River St. Marie.  
Don't Forget Me in Your Dreams.  
In the Garden.  
Somewhere in Old Wyoming.  
Say Hello to the Folks Back Home.  
Washington Post March.  
Sweet Jennie Lee.  
Three Little Words.  
When Irish Eyes Are Smiling.  
Reaching for the Moon.  
Tied to My Old Rocking Chair.  
Over Night.  
Old MacDonald Had a Farm.  
Springtime in the Rockies.  
Betty Co-ed.  
To Whisper Dear I Love You.  
Baby's Birthday Party.  
Bundle of Old Love Letters.  
Ninety-nine Out of a Hundred.  
To Whom It May Concern.  
Little Red Schoolhouse.  
I had to Lose You.  
Red River Valley.  
Heartaches.  
Truly, I Love You.  
Sylvia.  
Strawberry Roan.  
Would You Like to Take a Walk?  
One-Man Band.  
The Waltz You Saved for Me.  
Barnacle Bill.  
The Whistler and His Dog.  
Something to Remember You By.  
The Rosary.  
Sleepy Town Express.  
Buffalo Gals.  
Roses of Picardy.  
Song of the Islands.  
When the Organ Played at Twilight.  
So's Your Old Lady.  
La Golondrina.  
Hello, Beautiful.  
St. Louis Blues.  
The King's Horses.  
Sing Me to Sleep.

Ford Song.  
In a Clock Store.  
This Is the End.  
I Keep Remembering.  
Lady, Play Your Mandolin.  
My Ideal.  
All on Account of Your Kisses.  
Country Gardens.  
Dinah.  
Thrill Me.  
I'm Happy When I Make You  
Happy.  
Just a Little Lonesome.  
Hawaiian Chimes.  
Memories of You.  
Ding Dong Daddy.  
Tie a Little String Around Your  
Finger.  
Two Guitars.  
Black Eyes.  
Trees.  
Mother Machree.

## More Census Figures on Radio-Homes

**D**URING the last month the Bureau of Census, Department of Commerce, has released the following data as to the number of families in each state as of April 1, 1930, and the percentage owning radios.

Florida had 377,823 families, 58,446 or 15.5 per cent of which reported radio sets.

Iowa had 636,905 families, of which 309,327 or 48.6 per cent reported radio receivers.

In the District of Columbia, 67,880 of the 126,014 families were set owners, amounting to 53.9 per cent.

Utah shows 41.1 per cent of homes as radio equipped. Of the 116,254 families, 47,729 reported radios.

In Colorado, 37.8 per cent of the 268,531 families, or 101,376, reported radios.

North Dakota's radio percentage was 40.8. Of the state's 145,382 families, 59,352 owned radios.

Based on the figures already in, it is estimated that there were 14,850,000 radio sets in the United States in use on April 1, 1930. The number of families in the country is estimated at 29,300,000; the percentage owning radios as 50.6.

## Station Stages Demonstration for Advertising Women

**R**ADIO station WIP-WFAN, Philadelphia, began a series of demonstrations of commercial broadcasting by inviting as a group the Philadelphia Club of Advertising Women and their Advertising Class to its studios. The Koppers Coke program was dedicated to the club. After several other demonstrations of various types of programs, talks were given covering the agency point of view on radio, the salesman's and publicity angles, details of programming and electrical transcriptions. The 250 guests were then taken on an inspection tour of the studios, control rooms and transmitters.

The second of the series will be held in April with the Poor Richard Club as guests.

## PUZZLE PROGRAM

(Continued from page 19)

ment, as well as suitable placards, give the radio tie-up.

We feel that all in all our puzzle program has assisted materially in popularizing KFJM in a large area where our previous coverage might have been doubtful. Elmer Hanson, station program director who is in charge of the program, reports great possibilities in plugging specific towns or areas. A request for more replies from any particular place mentioned always brings a large number of letters. At the present time we are receiving an average of 1,500 letters per week in response to this single program.

## Commercial System Announces New Plan of Station Representation

**B**EGINNING at once, The Commercial Broadcasting System, station representatives with offices in Tribune Tower, Chicago, will cease to represent competing broadcasting stations and will limit its efforts to one station in each city.

"This decision," said Mr. Girard Ellis, president, "was brought about by the insistent demand of many of the leading advertising agents that no representative be allowed to handle stations that compete for business in the same territory."

The broadcasting stations, according to Mr. Ellis, are also in favor of having exclusive representatives, but feel that until such time as the agent as well as the advertiser is radio minded to the same degree that he is newspaper minded, it would be fatal to shut off a considerable amount of their revenue. Stations insist that most of the radio time is being sold rather than bought.

"Realizing that both the advertising agency and the broadcasting stations are justified in their position," continued Mr. Ellis, "we are trying to bridge this gap by selling only one station in each community. With this method, the advertising agent will be served in the manner that he prefers, yet the broadcasting station will not be penalized in any way, as it continues to accept any business that comes from any source that it considers desirable.

"This is an experiment on our part which may or may not prove practical, although up to date a number of agencies and broadcasting stations have expressed themselves in favor of this policy. With this encouragement, we have decided to go ahead."

## Ad Club Speakers on Air

**R**ADIO station WICC, Bridgeport, Conn., is broadcasting the addresses made before the weekly luncheons of the Bridgeport Advertising Club.

# Radio Programs for Realtors Are Planned by Association

**R**ADIO advertising has been used by realtors in many sections of the country and some of the results reported have been truly astonishing," says Don Riddle, director of the advertising service bureau of the National Association of Real Estate Boards, in a bulletin recently sent to members. He then outlines a series of 15-minute dramas, prepared by the bureau, to be electrically transcribed and sold to local boards or individual realtors for use over their local stations.

The advertising service bureau was established last year at the association's headquarters in Chicago for the specific purpose of assisting the individual realtor in his individual local advertising. The need for such a service was pointed out recently by Mr. Riddle in an address before the association at its annual winter meeting, in which he soundly criticized the "sloppy and unattractive" advertising now being used by many realtors.

The functions of the bureau are divided into three main channels: to serve as a clearing house for information on advertising matters related to real estate; to prepare direct mail and newspaper advertising designed to carry the imprint of the firm using the material and radio continuities for use by the local board or realtor; and to establish and operate an advisory service through which consultation on specific advertising problems will be available to realtors.

The special memorandum on radio advertising reads as follows:

**R**ADIO advertising has been used by realtors in many sections of the country and some of the results reported have been truly astonishing.

Your National Association advertising department believes that this form of publicity offers very definite possibilities for use by the local realtor and by the local board, provided the programs are carefully planned and well produced.

Suggestions have been made from time to time that the National Association itself, working with and through its member boards and cooperating possibly with the manufacturers whose products are used in home-building, should attempt to work out a national hook-up.

These suggestions have been considered at length by the Advertising Committee. For the time being, at least, the committee thinks that such a hook-up would not be feasible for many reasons, chief of which is the difficulty of financing such an enterprise under present conditions.

But your advertising department sees no reason why individual realtors, or local boards, could not profitably use radio advertising and is anxious to assist them in getting good ideas for it. With that in mind, we have worked out a series of thirteen programs and will be glad to make this series available at nominal cost if there is a demand for it.

Our first continuity is designed primarily for the home builder-subdivider, although it is so constructed that it could be used with profit, we think, by local boards. Briefly, it is a series of fifteen-minute dramas in which two contrasting American families are presented in homely fashion. There are four chief characters whose trials and tribulations, aims and aspirations, are dramatized for radio production in thirteen episodes. First there is the well-meaning but inefficient couple who have always lived from hand to mouth, without plan, in rented places which have brought them no sense of responsibility and very little pleasure or profit. These two are contrasted with a brother and his bride, who, looking ten years ahead, plan and do eventually buy their home in a good neighborhood. Each episode aims to show the advantages the latter couple enjoy in contrast to the difficulties and near disasters suffered by the first couple.

The series of programs is designed to do two things:

1. Show, by inference, from everyday incidents likely to occur in the lives of millions of American families, what that family is missing unless it is a home-owning family; and then show, by the experiences of characters in the little radio dramas, how the acquisition of a home is really not so difficult if a home is genuinely desired and planned for.

2. Provide the individual realtor with an interesting and cumulatively valuable method of getting his own subdivision, or the homes that he has for sale, before the people of his community. Each one of the little dramas embodies humor, conflict, human interest, and therefore entertainment, we think, as well as sugar-coated sales arguments.

Ample time is allowed for the individual sales message, and detailed suggestions are made as to how these messages can be worked in without destroying the interest of the radio listener.

Here are some of the details that may be called technical:

1. It is planned that these programs shall be produced and furnished to the realtor, or to the radio station he desig-

nates, in the form of *electrical transcriptions*.

2. Each realtor will make his own arrangements with the local station of his choice for *station time*.

3. Only one set of transcriptions will be arranged for within a given *trade area*.

4. If the initial thirteen programs prove successful enough to justify a continuance of the same series, the original subscriber will be given an option on the use of a *second series of thirteen*, to be held in readiness for use if demanded.

5. It is hoped that the cost of each program complete and ready for the air can be held to \$25 or less. This depends upon the number of realtors or realtor boards who are interested.

## New Manager at KROW

**W**A. MILLER is now general manager of radio station KROW, Oakland, Cal., succeeding W. L. Gleeson.

## Broadcasters Give 10 Per Cent of Time to Educational Programs

**E**DUCATIONAL programs occupy more than 10 per cent of the total broadcasting time, according to answers to a questionnaire sent to all stations by Radio Commissioner Harold A. Lafount.

Replies were received from 522 of the 605 licensed stations. During the week of January 11 to 17 inclusive, selected by the Commission for the study, these stations reported that they were on the air for 33,785 hours and 45 minutes, of which time 3,457 hours and 50 minutes were devoted to programs that the broadcasters considered educational in character.

The 42 educational stations who replied to the survey (there are 51 licensed educational stations in all) stated that they broadcast a total of 286 hours and 9 minutes of purely educational material out of 1,027 hours on the air.

## News Service for Stations

**A** COMPLETE news service for radio stations is now being offered by the Consolidated Press Association. Financial news, foreign and domestic news, fashion service, movie, dramatic, book and art reviews, special features and special correspondents are offered to stations exclusive in their own territories. These new services may be used as sustaining features or may be sponsored by local advertisers.

Among the stations now using the Consolidated service are KDKA, Pittsburgh, WBZ-WBZA, Boston, and KSTP, St. Paul.

## Pickle Company Appoints

**T**HE Squire-Dingee Company, Chicago, makers of "Ma Brown" pickles and other food products, have named Mitchell-Faust-Dickson & Wieland, Inc., of that city, to handle the advertising. Radio, newspapers and outdoor advertising will be used.



**'TALENT?  
OUR LISTENERS  
TAKE SPECIAL PRIDE  
IN OURS'**

"You have some mighty fine stations," conceded the manufacturer. "But do you have talent available which can compete with that supplied by the networks?"

"I'd dare you to repeat that to a lot of loyal listeners in our territory," replied the Westinghouse Radio Stations representative. "For, as a matter of fact, some of the most popular programs that go out of our stations feature talent from our own studios. The area we cover is so compact that such programs arouse something similar to local pride. And because the territory is so rich and responsive it's decidedly profitable to have your product identified with such a feeling.

"One of our KDKA clients has had remarkable results with a program arranged by us featuring two Pittsburgh pianists. This program has become one of the outstanding hits of the territory.

"After all, the important thing is the program itself, not the reputation of the performer. Our program men are experienced in knowing what the public wants, and we have no difficulty at all in securing talent to carry out the plans. And the best part about it is that the identity of the firm sponsoring the program is never submerged. Its reputation and its sales curve consistently follow the growth in popularity of the entertainment it offers."

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 own product or service, 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**

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

**KDKA**

COMMERCIAL OFFICES

Pittsburgh, Pa., Hotel William Penn

**KYW-KFKX**

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

## RADIO DISPLAYS MAKE SALES FOR RETAIL DEALERS

(Continued from page 11)

who enters the store of the program he heard last night and the product it advertised? Are you merchandising your broadcasts, or are you passing up the sales such merchandising will bring?

Now, a final word from Mr. Agdesteen. "By not properly merchandising radio campaigns, the largest percentage of the potential sales is lost. If the sponsors of radio programs will make available to merchants suitable display material, dealers will undoubtedly use it, and the unflinching result will be more money in both manufacturers' and dealers' pockets."

### P. A. A. A. to Make Radio Survey

PLANS for a thorough radio survey of the West Coast are being discussed by local chapters of the Pacific Association of Advertising Agencies. The study will try to answer the questions: How many radio sets are in use at any given time? How many listeners may be counted to a set? What is the really effective range and relative popularity of each radio station? The proposed survey will be carried out jointly by the Association and the territory's broadcasting stations.

### Names Seaver Brinkman

THE Insurance Premium Finance Company, Cleveland, has named The Seaver Brinkman Company of that city to handle its advertising. Radio, newspapers and direct mail are the media.

## Four CBS Stations Will Try Synchronization

RADIO stations WOKO, Albany, N. Y.; WHEC, Rochester, N. Y.; WCAH, Columbus, Ohio, and WHP, Harrisburg, Pa., have been granted permission by the Federal Radio Commission to operate simultaneously at a frequency of 1,430 kilocycles during regular broadcast hours. Operation under this experimental condition will begin as soon as special precision frequency equipment can be installed.

A recent statement by Edwin Cohan, CBS technical director, pointed out that while the stations involved all are affiliated with the Columbia Broadcasting System, the experiments are not being conducted under the auspices of its engineering department, but independently by the stations themselves.

Mr. Cohan also stated that this is not a synchronization experiment in the true sense, since the stations are not being controlled by a "master" fundamental frequency, nor are they being "monitored" from a central control point. The stations will maintain their frequencies through the installation of individual precision frequency control equipment, which will, however, be subject to some frequency variation.

The synchronized operation of NBC station WJZ, New York, with WBAL, Baltimore, and WEAJ, New York, with WTIC, Hartford, has caused no complaints from local listeners and so is presumed to be successful in those cities. In fact, Dr. C. B. Jolliffe, chief engineer of the Federal Radio Commission, says that a distinct improvement in daytime reception has been noted.

However, he continued, in the territory outside of these stations' constant service areas "results have been particularly disappointing." Dr. Jolliffe believes a change in antenna design will correct this difficulty.

## R. L. Atlass Buys WJKS

RALPH L. ATLASS, formerly vice-president and general manager of WBBM, who recently gained control of WLAP, Louisville, Ky., has announced the purchase of a substantial interest in the Johnson-Kennedy Radio Corporation, operating WJKS, Gary. The station broadcasts with 1,000 watts power on the 1,360-kilocycle channel.

Harry Cohen, for thirteen years an advertising executive on the *Chicago Tribune* and later business manager of the *Chicago Daily Times*, has been appointed vice-president and business manager of WJKS. Mr. Atlass will act as general manager.

## New Company Enters

### Transcription Field

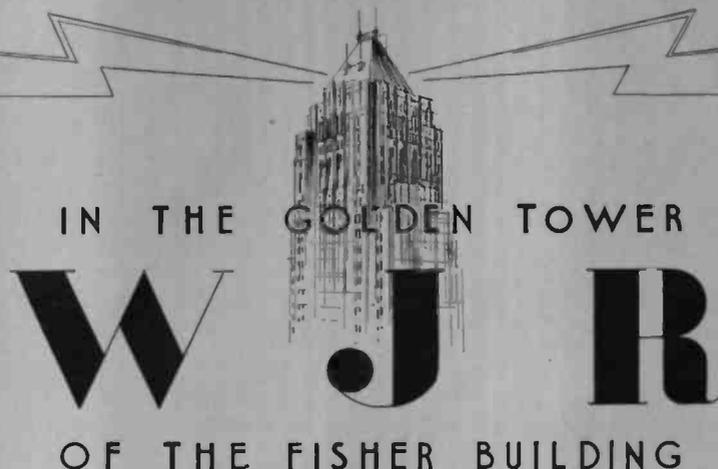
RADIO TRANSCRIPTIONS, INC., has been organized in New York to produce electrical transcriptions for broadcast advertisers. Rudy Wiedogft, saxophone soloist whose playing is well known to radio audiences, will be musical supervisor. Production will be under the direction of H. Emerson Yorke, formerly Eastern sales production manager for Brunswick.

## Miss Harrison Joins WIP- WFAN

HENRIETTE K. Harrison has accepted the position of assistant program director for the WIP-WFAN Broadcasting Company of Philadelphia. Miss Harrison was formerly with station WCAU in a similar capacity and more recently has been with the Biow Company, Inc., New York advertising agency.

## WSPD Owners Acquire WWVA

RADIO station WWVA, Wheeling, W. Va., has been purchased by the Toledo Broadcasting Company, operators of station WSPD, Toledo, Ohio. WWVA operates on the 1,160-kilocycle channel with a power of 5,000 watts.



**WJR**—the most powerful station in Michigan—provides 19 hours of entertainment every day to over 3,000,000 potential buyers—offering the advertiser complete coverage in one of the world's leading markets.

LEO J. FITZPATRICK  
V. Pres. & Gen. Mgr.

**THE GOOD WILL STATION, DETROIT**

# 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.

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

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

*Write for booklet*

## **Sally Sothorn Sketches**

This new series of programs, with an all-star radio and stage cast, are being broadcast over the following stations in the South:

WMAL  
WTAR  
WRVA  
WDBJ  
WWNC  
WBT  
WPTF  
WSB  
WTOC  
WJAX  
WIOD  
WBRC  
WSFA  
WDOD  
WNOX  
WSJS

*Stanley electrical transcriptions are used entirely in this extensive broadcast. The programs are sponsored by Southern Dairies, Inc., McKee & Albright, Advertising.*

## File Copies of Programs

THE Universal Recording Laboratories of Chicago announce the organization of a radio division to serve radio advertisers and their agencies, providing inexpensive phonograph recordings of radio programs exactly as they are broadcast, to be used for checking copies, permanent file, etc. Mr. B. M. Melton has been appointed general manager of this division.

# ||| ||| A MILLION AND A THIRD

potential buyers reside in WDAY's EASY coverage area — including portions of three states, all located in the famous, prosperous Red River Valley of the North.

WDAY, located in the center of this region, can give YOUR message to this million and a third potential buyers with ease and efficiency.

# WDAY, Inc.

FARGO, N. D.

1000 watts; 100% modulation;  
940 kc.

## ADVERTISERS NOW USING ELECTRICAL TRANSCRIPTIONS

THE following is a partial list of broadcast advertisers who are now on the air over a number of stations with electrically transcribed programs:

American Farming Pub. Co., Chicago, Ill.  
Arkansas Soft Pine Ass'n, Little Rock, Ark. (Lumber)  
Charles Arnao, Minneapolis, Minn. (Hair Dryer)  
The Barrett Co., New York City. (Nitrate of Soda)  
Berry Bros., Inc., Detroit, Mich. (Paints)  
Brown Fence & Wire Co., Cleveland, Ohio.  
Charis Corp., Allentown, Pa. (Foundation Garment)  
Chevrolet Motor Car Co., Detroit, Mich.  
City Ice & Fuel Co., Cleveland, Ohio, and Detroit, Mich.  
Continental Oil Co., Ponca City, Okla.  
Davis Baking Powder Co.  
E. I. du Pont de Nemours & Co., Wilmington, Del. (Auto Polish)  
Elk's Magazine, New York City.  
Father Flanagan's Boys' Home, Omaha, Neb.  
F. W. Fitch Co., Des Moines, Iowa. (Fitch's Shampoo)  
R. T. French Co., Rochester, N. Y. (Bird Seed)  
W. P. Fuller Paint Co., San Francisco, Cal.  
General Baking Co., New York City.  
General Motors of Canada.  
Barbara Gould, Inc., New York City. (Beauty Creams)  
Green Bros. Co., Springfield, Mass. (Tastyest)  
Grigsby-Grunow Co., Chicago, Ill. (Radios and Refrigerators)  
Helbein-Stone Co., Inc., New York City. (Helbros Watches)  
International Bible Students Ass'n, Brooklyn, N. Y.  
Kraft-Phenix Cheese Corp., Chicago, Ill.  
I. Lewis & Co., Newark, N. J. (John Ruskin Cigars)  
Liberty Oil Co., Des Moines, Iowa  
Loose-Wiles Biscuit Co., Kansas City, Mo. (Candy)  
McAleer Mfg. Co., Detroit, Mich. (Polish)  
McCormick Tea Co., Los Angeles, Cal.  
Mail Pouch Co., New York City. (Tobacco)  
Munsingwear, Minneapolis, Minn.  
National Enamelling & Stamping Co., Milwaukee, Wis. (Stoves)  
National Permanent Wave Co., Los Angeles, Cal.  
National Refining Co., Cleveland, Ohio.  
Norris, Inc., Atlanta, Ga. (Candy)  
Nunnally Candy Co., Atlanta, Ga.  
Office Appliance Corp.  
Pequot Mills, Salem, Mass. (Pequot Sheets)  
Philadelphia Storage Battery, Philadelphia, Pa. (Philco Radios)

Phillips Packing Co., Inc., Cambridge, Md. (Foods)  
Phoenix Hosiery Co., Milwaukee, Wis.  
L. T. Piver, Inc., New York City. (Perfume)  
Plymouth Motor Car Co., Detroit, Mich.  
Price Flavoring Extract Co., Chicago, Ill.  
Pure Oil Co., Chicago, Ill.  
Radio & Television Institute, Chicago, Ill. (School)  
Raladam Co., Detroit, Mich. (Reducing Tablets)  
R. B. Tailoring Co., Cincinnati, Ohio  
Reliance Mfg. Co., Chicago, Ill. (Shirts)  
Renton Co., Pasadena, Cal. (Renton's Hydrocin Tablets)  
Rumford Chemical Works, Rumford, R. I. (Baking Powder)  
The Sanfelder Co., Chicago, Ill. (Beauty Mold Corsets)  
Seiberling Tire Co., Akron, Ohio.  
Seybold Baking Co., Atlanta, Ga.  
Smith Bros., Poughkeepsie, N. Y. (Cough Medicine and Cough Drops)  
Southern Dairies, Inc., Washington, D. C. (Ice Cream and Dairy Products)  
Southern Oak Flooring Industries, Little Rock, Ark. (Flooring)  
Southwest Building & Loan, Kansas City, Kans.  
Southwest Conference Bldg. & Loan Ass'n, Oklahoma City, Okla. (Loan Stock)  
Standard Vacuum Cleaning Co., Cleveland, Ohio.  
Stokely Bros. & Co., Louisville, Ky. (Canned Vegetables)  
Studebaker Corp. of America, South Bend, Ind. (Automobiles)  
Thermoid Rubber Co., Trenton, N. J. (Brake Lining)  
Union Mutual Insurance Co., Des Moines, Iowa  
Union Oil Co., Los Angeles, Cal.  
Valvoline, Detroit, Mich. (Motor Oil)  
Vick Chemical Co., Greensboro, N. C. (Vick's Vapo-Rub)  
Vitalax Co., Baltimore, Md. (Medicine)  
Walter Baker's Chocolate Co.  
Williams Ice-O-Matic Co., Bloomington, Ill. (Refrigerators)  
T. W. Wood & Sons, Richmond, Va. (Seed)

### Wade Places Farm Machinery Advertising

THE Wade Advertising Agency, Chicago, has selected radio, direct mail and newspapers to carry the advertising for Fords Milking Machines and Fords Hammermill Feed Grinders, products of the Myers-Sherman Company, also Chicago.

# 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

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For Spot, Regional, National  
or International Coverage —

by ***Electrical Transcription***

Royal Broadcasting Systems' new coast-to-coast chain of 206 representative stations for BROADCASTING by ELECTRICAL TRANSCRIPTION is offered to advertisers as a medium of the greatest flexibility for Spot, Zone or Complete National Coverage. 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. *Each station in Royal Broadcasting Systems is recognized for its extensive coverage and audience popularity.* Royal works closely with advertising agencies and advertisers. Through its staff of experts, Royal creates programs in which the advertiser's message is convincingly and entertainingly interwoven. It also arranges for station time and attends to all details of handling discs. *Royal recordings are made in its own studios through a perfected method which assures faithful reproduction. Every recording is supervised by men who have pioneered in the development of electrical transcription.* Sustaining features are available for clients requiring local or regional coverage. The usual 15% commission is allowed to recognized advertising agencies.



**ROYAL**

**BROADCASTING  
SYSTEMS, Inc.**

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

# NEW ACCOUNTS ON THE AIR

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

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

## ALABAMA

### WBRC—Birmingham

Southeastern Optical Co.  
R. L. Zeigler, Bessemer, Ala. (Sausage).  
Brass Rail (Restaurant).  
Goodrich Silvertown, Inc. (Tires & Service).  
H. A. Woods, Inc. (Drug Stores).  
Hill Grocery Company (Wholesale).  
National Toilet Company, Paris, Tenn. (Cosmetics).  
Dr. F. J. Day (Optician).  
Melrose Creamery.  
Southern Dairies.  
Gorman-Gammill (Seeds & Pets).  
Norris, Inc., Atlanta, Ga. (Candy).  
Thermold Rubber Co., Trenton, N. J. (Brake Lining).  
Perfection Mattress & Spring Co.

## ARIZONA

### KOY—Phoenix

Sperry Flour Co., Los Angeles (Drifted Snow).  
M. J. B. Co., Los Angeles (Coffee).  
Phoenix Wholesale Grocery Co.  
Vance Bros. Baking Co.  
Standard Oil Co.  
Grady-Watson, Inc. (Fords).  
Sears, Roebuck & Co. (General).  
Nat'l Guaranty Syndicate (Financial).  
Morris Plan Co. of Ariz. (Financial).  
Safeway Pay N Takit (Groceries).  
Baker Dollar Stores (Dry Goods).  
The Paris Shop (Dresses).  
Enna Jettick Boot Shop (Shoes).  
Stock and Bond Serv. Corp. (Financial).  
Cent. Ariz. Light & Power Co. (Refrigerators).  
Smith Drug Co.  
Phoenix Bakery.  
Scientific Laboratories of America, San Francisco (Medical).  
Funk Jewelry Co.  
Martin's Service Stations.  
Ed Rudolph (Chevrolet).  
**KTAR—Phoenix**  
The Fair Store (Dept. Store).  
Robert P. Gust & Co., Los Angeles (Cosmetics).

## ARKANSAS

### KTHS—Hot Springs

Oakland Motor Co., Detroit.

## CALIFORNIA

### KFWB—Hollywood

General Foods Corp., New York (Chocolate & Cocoa).

Hancock Oil Co.

Kelley Kar Co. (Used Cars).  
Thermold Rubber Co., Trenton, N. J. (Brake Lining).  
Pacific Employers' Insurance Co.  
Chapman's Ice Cream Co.  
So. Oak Flooring Industries, Inc. (Little Rock, Ark.)  
Phoenix Hosiery Co., Milwaukee.  
The May Co. (Department Store).  
Seiberling Rubber Co., Akron (Tires).  
L. T. Piver, Inc., New York (Cosmetics).  
Berry Brothers, Detroit (Lacquers).  
California Reserve Co. (Investments).

### KROW—Oakland

Alameda Steam Laundry, Alameda, Calif.  
Alhambra Water Co. (Bottled Water).  
The John Breuner Co. (Furniture).  
Drugless Therapeutic Ass'n.  
Dunbar Dukate Co., San Francisco (Canned Shrimps).  
Konrad Gobel (Automobile Sales Co.)  
Owners' Advertiser (Real Estate Advertisers).  
Manx Hotel, San Francisco.  
The Peter Pan Co. (Cosmetics).  
Alameda County Retail Grocers' Ass'n.  
Sandman Mattress Co., San Francisco.  
Scott Clothing Co.  
Allyn S. Wexel, San Francisco (Auto Loans).  
Willowbrook Creamery Co.  
Group of 23 Beauty Shops.

### KFSD—San Diego

Sanfelder Co., Inc., Chicago (Beauty Mold).  
Blumberg's, Inc. (Clothing).  
Citrus Soap Co.  
Leslie S. Clark (Ford Repairs).  
General Bancshares (Bonds).  
Sol Goodman (Auto Supplies).  
B. Gray (Eggs).  
Jones Motors, Ltd.  
Pollyanna Shop (Clothing).  
See's Pies.  
Van Fleet & Durkee, Inc. (Gasoline).  
Standard Oil of California.  
Kiddle Shop (Children's Clothes).  
Fox West Coast Theaters.

### KFRC—San Francisco

Associated Boat Industries (Mfg. of Boats).  
Espy Mfg. Co., Los Angeles (Cold Cream).  
Flanigan Hairdresser, Fresno, Calif.  
Georgie O. George, Los Angeles (Hair Tonic).

Jane's Fashion Lane, Oakland (Dress Shop).  
Florsheim Shoe Co.  
Sommers & Kaufman (Shoes).  
S. F. Florist Ass'n.  
Thermold Rubber Co., Trenton, N. J. (Brake Lining).  
Weinsteins, Oakland (Department Store).

### KJBS—San Francisco

Dr. A. Reed Shoes (Health Shoes).  
Bay City Markets (Foods).  
San Francisco Florists.  
Virden Packing Co. (Meats).  
National Warehousemen's Ass'n.  
Gallenkamp's Shoe Co., Inc.  
James Waters Co. (DeSoto Cars).  
North American Insurance Co.  
John Hancock Insurance Co.  
Alfred B. Clark (Auctioneer).

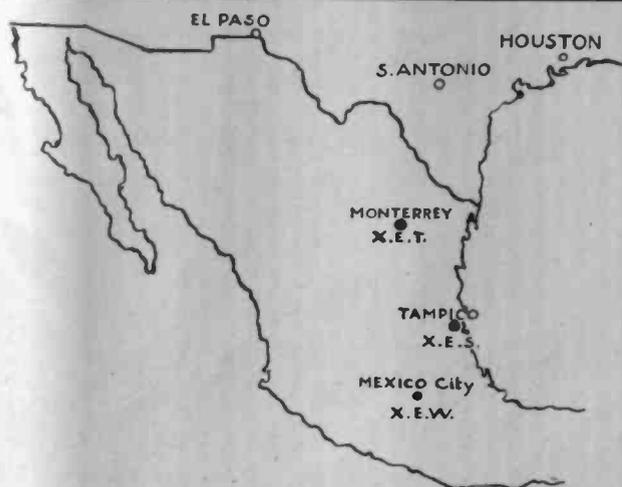
### KYA—San Francisco

Barbasol Co., Indianapolis (Shaving Cream).  
Raybestos Div. of Raybestos-Manhattan, Inc. Bridgeport, Conn. (Brake Lining).  
Seiberling Rubber Co., Akron (Tires).  
Foreman & Clark, New York (Men's & Boys' Clothing).  
The H. & W. Co., Inc., Newark, N. J. (Corsets, etc.)  
Sierra Club Gingeral Co.  
A. Bastheim Co., Los Angeles (Blue Bird Diamonds).  
California Clothing Co.  
Jenaud Dress Shop.  
International Bible Students.  
Simpson Fur Co.  
Hygiene Products Co.  
Liquocold Co., Los Angeles (Medicinal-Cold Remedy).  
Cohen Furniture Co.  
Hewitt & Co., Ltd. (Investment Brokers).  
Alaska Steamship Co., Seattle.  
Martini-Rossi.  
San Jose Pacific Building Loan.  
Phillips Milling Co.  
Peter Pan Co., Oakland (Cosmetics).  
Ever-Kleen Paper Dish Rag Co.  
La Tourette Finance Co., Ltd.  
Callrox Cookie Co.

## COLORADO

### KFUM—Colorado Springs

American School, Chicago (Home Study Courses).  
The Regal Drug Co.  
Morrell Hardware Co.  
Mineral Cell Food Co., Denver, Colo.  
Shields Bootery.



# 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



The client whose program requires large groups of artists finds Studio "A" with space ample enough to accommodate the most pretentious program. A full symphony orchestra will not crowd it. It is exquisitely decorated, evenly lighted, completely soundproof and supplied constantly with fresh washed air.



FROM the very beginning the quality of WLW programs has been high in comparison to the development of the art of broadcasting. WLW is one of the pioneer stations of the nation. Only the best available talent and the most advanced type of studios and transmitting apparatus have been employed.

50,000 Watts  
700 Kilocycles

**WLW**

Write for the New  
WLW Brochure

THE NATION'S STATION

THE CROSLEY RADIO CORPORATION, CINCINNATI

The Shoe Cafeteria.  
Oakland Motor Car Co., Detroit.  
The Apparel Shops.

**CONNECTICUT**

**WICC—Bridgeport**  
Burnham & Morrill, Boston (Baked Beans).  
Penick & Ford, New York City (Brer Rabbit Molasses).  
Perwick Cake Co., Boston.  
Capitol Theater, Milford, Conn.  
Cooper's Florists, Stratford, Conn.  
Clover Dairy, Milford.  
College Theater, New Haven, Conn.  
Duraese Motor Co., Milford.  
Duoweave Umbrella Co., Boston.  
Evans Dress Store, New Haven.  
Flaxolin Co., Boston.  
H. N. Hartwell Co., Boston (Coal).  
Hugh Hamilton, Stratford (Blacksmith).  
Jeddo Coal Co., Boston.  
Kings Clothing Co., New Haven.  
Milford Laundry, Milford.  
Milford Plumbing Shop, Milford.  
Chas. Phalen Plumbing Shop, Milford.  
N. V. Perry, Stratford (Tires).  
Peerless Tire Repair Shop.

Stratford Bakery, Stratford.  
Stratford Theater, Stratford.  
Statler Tissue Co., Boston (Toilet Paper).  
(M. E. King Co.)  
Terminal Taxi Co., New Haven.

**DISTRICT OF COLUMBIA**

**WMAL—Washington**  
The Sandfelder Co., Chicago (Beauty Mould Garments).  
Bell Chemical Co. (Hexasol).  
Cheramy (Perfumes).  
Curtiss Candy Co., Chicago.  
District Typewriter Co.  
Edward Tailoring Co., Philadelphia.  
Florenz Dress Shoppe.  
Paas Dye Co. (Egg Dyes).  
Phoenix Hosiery Co., Milwaukee.  
Southern Dairies.  
Taft Pharmacy.  
Call Carl, Inc.  
Washington Gas Light Co.

**WOL—Washington**

Quaker City Linoleum Co.  
John F. Jelke Co., Chicago (Good Luck Margarine).

Jones Specialty Co.  
Hotel Brozteil.

**FLORIDA**  
**WQAM—Miami**

All American Airport.  
Seaboard Oil Co., Atlanta, Ga.  
Florists' Telegraph Ass'n, New York.  
Diversified Trustee Shares (Stocks).  
Miami Oil Refining Co.  
Capitol City Products Co., Columbus, Ohio (Mayonnaise).  
Vita-Bar Products Co., Orlando, Fla. (Candy).  
Fisher Lumber Co.  
White Swan Laundry Co.  
Cornell's Boot Shop.  
James Santacrocce (Tailor).  
Duval Jewelry Co.

**WDAE—Tampa**

The Barrett Co., New York (Chemicals).  
National Enameling & Stamping Co., Milwaukee (Stoves).  
Siebold Baking Co.  
Jersey Cereal Co.

**GEORGIA**

**WMAZ—Macon**

Buck Ice & Coal Co.  
Florida Termite Co., Jacksonville, Fla. (Exterminator).  
Hillerich & Bradsby Co., Louisville, Ky. (Golf Equipment).  
National Toilet Co., Chicago (Skin Lotions).  
Dr. Pepper, Dallas, Tex. (Soft Drinks).  
Southern Paint & Varnish Co.

**IDAHO**

**KIDO—Boise**

Capitol Savings & Loan Co.  
Davidson Grocery & Supply Co.  
Standard Oil Co.  
Oakland-Pontiac Co.  
Idaho Canning Co., Payette, Idaho.  
Payette Lakes, McCall, Idaho (Idaho Resort).  
Ontario Merchants Ass'n, Ontario, Ore.  
Payette Merchants Ass'n, Payette, Idaho.  
Welsor Merchants, Welsor, Idaho.  
Caldwell Merchants, Caldwell, Idaho.  
Emmett Merchants, Emmett, Idaho.

**ILLINOIS**

**WBBM—Chicago**

Royal Blue Store (Grocery Chain).  
Hillerich & Bradsby, Louisville, Ky. (Golf Clubs).  
R. B. Clothing Co., Cincinnati.  
National Chain Stores (Hats).  
Kasper Coffee Co.  
Liberty Cleaners.  
Kolor Bak (Hair Treatment).  
Dr. Strasska's Tooth Paste, Los Angeles.  
Prima Co. (Beverages).  
Good Humor Co. (Ice Cream).  
Boncella Co., Indianapolis, Ind. (Cosmetics).  
Warranted Seed Co. (Seeds).  
French Bud Seeds, New York.  
Blue Valley Creamery Co. (Butter).

**WGN—Chicago**

Olson Rug Co.  
Mountain Valley Water Co. (Mineral Water).

**WMAQ—Chicago**

Hales & Hunter Co. (Chicken Feed).  
International Corset Co., Aurora, Ill.  
Northern Trust Co. (Bank).  
Quaker Oats Co.  
Sunny Croft Hatchery, Palatine, Ill.  
Chevrolet Motor Co., Detroit.  
Radio & Television Institute (School).  
Nahigian Brothers (Rugs).  
Dashiell Motor Co.  
Chewaulka Mineral Springs (Sleepy Water).  
Lyon & Healy (Music and Musical Instruments).  
Grand View Poultry Farm, Inc., Zeeland, Mich.  
Ruhm Phosphate & Chemical Co. (Fertilizer).

**INDIANA**

**WOWO—Fort Wayne**

Kingston Products Co., Kokomo, Ind. (Roller Skates).  
Guardian Equipment Co., Cleveland (Automatic Sprinkler).  
National Enameling & Stamping, Milwaukee (Stoves).  
Chemical & Drug, Inc., Baltimore, Md. (Proprietary Medicine).  
Favorite Stove & Range Co., Plqua, Ohio.  
Wolf & Dessauer Dept. Store.  
City of Portland, Ind. (Community Program).  
Deitzen Bakery, Kokomo, Ind.  
Wayne Hardware Co. (Jobbers' Hdwe.)  
Webster Wallpaper Co. (Chain Stores).  
McCray Refrigerator Co., Kendallville, Ind.

**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.

100% Modulation.

Complete program service at your call.

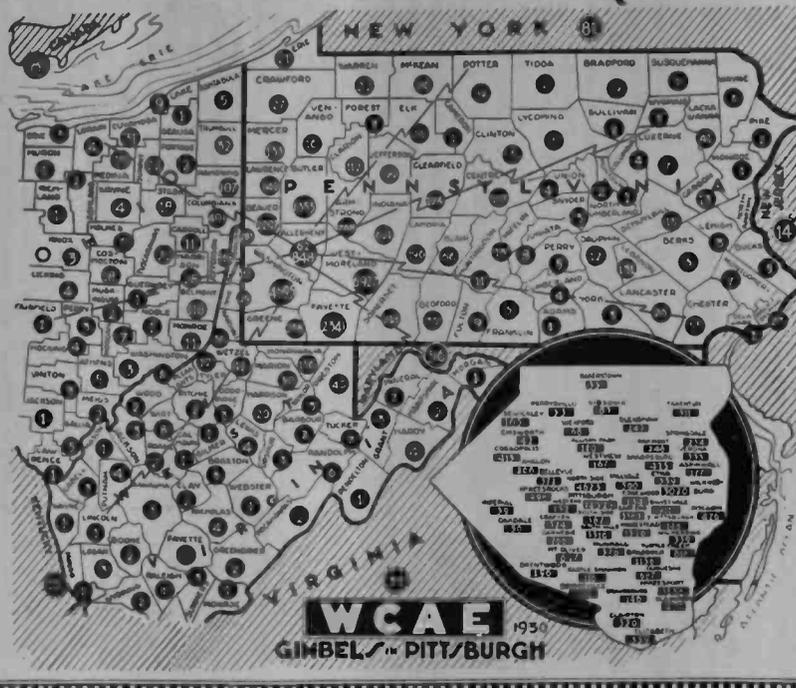
Double turntables for electrical transcriptions. Both 78 r.p.m. and 33½ r.p.m.

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

1000 Watts ——— 1220 Kilocycles.

Full time operation.

N. B. C. Red Network Station.



# 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<sup>with</sup> 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

**IOWA**

**WMT—Waterloo**

Chas. P. Bickley (Real Estate).  
 Bostlaugh Motor Co., Cedar Falls, Iowa.  
 Buttenhoff (Shoe Store).  
 Capper's Hatchery, Elgin, Iowa (Chickens).  
 Ginsberg's Furniture Store.  
 Gldner's (Clothing).  
 Hauser's Plate Shop (Teeth).  
 W. D. Hanna Co. (Bonds).  
 Ja Del Hat Shop.  
 Lyman Co., Rochester, Minn. (Ready-to-Wear).  
 Ludwig's Jewelry.  
 Montgomery Ward & Co. (Department Store).  
 Myr-Gene Institute (Medical).  
 Queen Stove Works, Albert Lea, Minn. (Brooder Stoves).  
 Royal Furrier.  
 Star Clothing.  
 Dr. Salisbury, Charles City, Iowa. (Chicken Specialist).  
 Schierbrock Co. (Automobiles).  
 Sherman's Men's Store (Clothing).  
 Theronoid (Medical).  
 Wolf Hatchery, Waverly, Iowa (Chickens).  
 Western Outfitters (Clothing).  
 Waterloo Paint & Glass Co.

**KENTUCKY**

**WHAS—Louisville**

Fourth Avenue Sales Co. (Majestic Radios).  
 National Merchant Tailors Ass'n.  
 Paas Dye Co.  
 Dixie Laboratories, Cincinnati (Tonic).

**LOUISIANA**

**WSMB—New Orleans**

Philco (Radio).  
 Elmer Candy Co.  
 Henderson Sugar Refinery  
 Duro Weave Umbrella Co., Boston.  
 Kirschman Furniture Co.  
 Florida Fruit Cannery, Frost Proof, Fla.

**MAINE**

**WLBZ—Bangor**

United Battery & Elec. Co.  
 Eastern Furniture Co.  
 Freeses Dept. Store.  
 Hughes & Son (Musical Merchandise).  
 Webber Motor Co.  
 Walter S. Allen (Cigars).  
 Wood & Ewer (Dresses).  
 Miller's, Inc. (Ladies' Shop).  
 H. Goodman & Son (Sieberling Tires).  
 Oriental Rug Co.  
 W. H. Gorman Co. (Paints).  
 Dayson Bedding Co.  
 B. F. Adams Co. (Cigars).

**MASSACHUSETTS**

**WEEI—Boston**

Dr. Kahler Shoe Shop.  
 Stewart & Bouchier (Furniture).  
 Cream o' Comfort (Face Cream).  
 Copley Prints (Pictures).  
 W. H. Phelps Co. (Corsets).  
 Kendall Mfg. Co. (Hand Lotion).  
 Peabody Furniture Co.  
 Benjamin F. Miner (Shoes).  
 S. T. Lord, Cambridge, Mass. (Polish).

Little Tree Farms, Framingham, Mass. (Nurseries).  
 Good Luck Food Products, Rochester, N. Y.  
 Boston Garden (Hockey Games).

**WNAC—Boston**

Hillerich & Bradsby Co., Inc., Louisville (Golf Clubs).  
 I. J. Fox Fur Co.  
 Pequot Mills, Salem, Mass. (Sheets & Pillow Cases).  
 L. P. Rogers Co. (Furs).  
 Gale Shoe Co.  
 R. Wallace & Son's Mfg. Co., Wallingford, Conn. (Silverware).  
 C. M. Kimball Co., Winthrop, Mass. (Red Cap Ammonia).  
 General Baking Co., New York.  
 Roxy Clothes Shop, New York (Men's Suits).  
 Hub Shoe Co.  
 Levin Brothers (Hosiery).  
 Appliance Engineering Co. (Refrigerators).  
 The Alligator Co., St. Louis (Raincoats).

**WLEX—Lexington**

Dudley & Borland (Real Estate).  
 New England Oil, Paint and Varnish Co.  
 Sammy's Sample Shoe.  
 Andrews-Jenne Motor Co., Inc.  
 Paramount Music Co.  
 Bergh's Beauty Shop.  
 F. M. Pimentel (Antiques).  
 Federal Provision Co., Inc. (Market).  
 John Frasca Beauty Salon.  
 Lafayette Theater.  
 Hub Shade and Screen Co.  
 Cora Chandler Shop (Dresses).  
 Community Sales and Service Co. (Oil Burner).  
 Morgan & LeFaver (Men's Apparel).  
 Betty Alden, Inc. (Bakery).  
 A. Zelig, (Tailor).  
 Boston Hygienic Corset Co.  
 Burditt & Williams Co. (Hardware).  
 Joseph Battel, Inc. (Hairdresser).  
 Boston Madison Square Garden (Sport Auditorium).  
 Little's Taxi.  
 Mrs. Annie M. Shattuck (Beautician).  
 Elizabeth G. Sparkes (Beautician).  
 W. J. Mythen (Plate Glass).  
 Thayer McNeil Co. (Shoes).  
 J. B. Hunter Co. (Hardware).  
 Barbour Stockwell Co. (Machinery).  
 Harvard Co-operative Society (Clothes).  
 Jones, Peterson & Newhall (Shoes).  
 New England Mirror and Plate Glass Co.  
 McSpadden (Cleansers).  
 Harriet French (Dress Shop).  
 Mary A. Morse (Dress Shop).  
 F. C. Gale & Co. (Polishing Cloth).  
 Avery Bob Shop (Hair Dressers).  
 Saxon Brand Shellac.  
 Lawrence Window Cleaning.  
 Al's Auto and Radio Supply.  
 New England Sanitarium.  
 North Station Florist.  
 Lynn Morris Plan Co. (Loans & Mortgages).  
 Middlesex Tex Oil Burner.  
 W. B. Thompson (Florist).  
 International Shoe Polish, Inc.  
 C. H. Niles (Potato Chips).  
 Washington Jewelry Co.

Allyn Products (Cosmetics).  
 Cafe Jefferson.  
 Back Bay Studios.  
 Ganem's Market.  
 Bebeau's Service Shoe Store.  
 Coolidge Dye House, Inc.  
 Hemingway Cleaning Co.

**WBSO—Needham**

Boston University, Boston.  
 Hugo's Cabin, Cohasset, Mass. (Restaurant).  
 Potter's Press, Waltham, Mass.  
 Framingham Community Hour—11 merchants.  
 Watertown Community Hour (9 merchants).  
 Marlboro Community Hour—14 merchants.

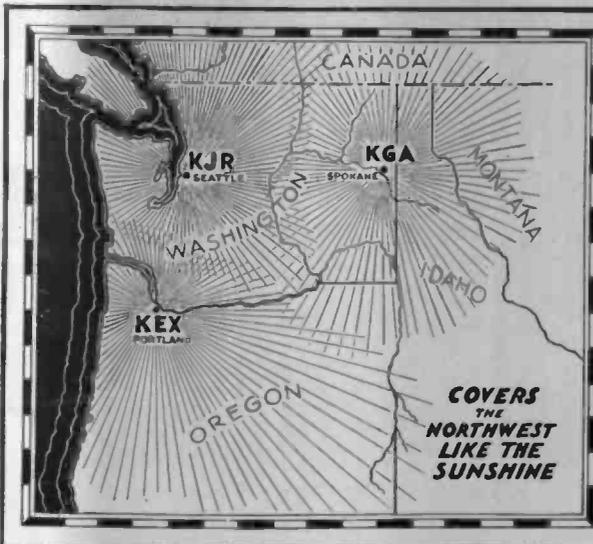
**WORC—Worcester**

C. M. Kimball Co., Boston (Metal Polish).  
 General Baking Co., New York.  
 W. F. Bennett Co. (Ford Cars).  
 Waite Hardware Co.  
 M. E. Tuller Co. (Nash Cars).  
 Roxy Clothes Shop.  
 Worcester Rendering Co., Auburn, Mass. (Fertilizers).  
 Ground Gripper Shoe Co.  
 American Auto Body & Welding Co. (Auto Repairs).

**MICHIGAN**

**WJR—Detroit**

American Institute Food Products.  
 Physical Culture Shoes.  
 Riverside Storage Co.  
 Spater & Waiser.  
 Wayne Lacquer & Auto Supply Co.  
 T. H. Welch Co.  
 National Bridge Shoe Co., Lynchburg, Va.  
 Lee & Cady.  
 Lansing Hiawatha Development Co., Lansing, Mich.  
 Anti-Freeze Wiper, Inc.  
 Arrowhead Poultry Farm, Lapeer, Mich.  
 Detroit Shopping News.  
 Thos. P. Stack, Inc.  
 Ned's Auto Supply Co.  
 John J. Hayes Hat Co.  
 National Marcaroni Mfgs. Ass'n, Braidwood, Ill.  
 Bedell's.  
 Robert Oakman.  
 Randolph LaFayette Garage, Inc.  
 Ivanhoe Foods, Inc., Auburn, N. Y. (Mayonnaise).  
 Barlum Hotel.  
 Lockwood Brackett Co., Waltham, Mass. (Soaps).  
 Harris Medical Co.  
 John Johnson Awning Co.  
 National Distributors.  
 Mark W. Allen Co. (Prep Shaving Cream).  
 McAteer Co.  
 Real Silk Hosiery Mills, Indianapolis.  
 Sucher Bros. Coal Co.  
 Selig Remedy Co.  
 Sunfrost Products Co., Wyandotte, Mich.  
 Ernst Kern Co. (Dept. Store).  
 Brown Fence & Wire Co., Cleveland.  
 R. G. Dun.  
 Kleenex Co., Chicago.  
 Goldman Realty Co.



**NORTHWEST'S MOST POPULAR CHAIN**

**KJR KEX KGA**

SEATTLE  
970 KCS.

PORTLAND  
1180 KCS.

SPOKANE  
1470 KCS.

Each 5000 Watts—cleared channels—the most powerful in this territory—Washington, Oregon, Idaho, British Columbia and Northern California.

Enter this rich market for quick results

Representatives:  
 McELHINEY & ASSOCIATES  
 SCOTT HOWE BOWEN, INC.

**NORTHWEST BROADCASTING SYSTEM, INC.**

GENERAL OFFICES, HOME SAVINGS BUILDING, SEATTLE.

# Why use a Fishnet for a Blanket?

**STATIONS:**  
 Oklahoma City  
 Fort Worth San Antonio  
 Wichita Falls  
 Waco

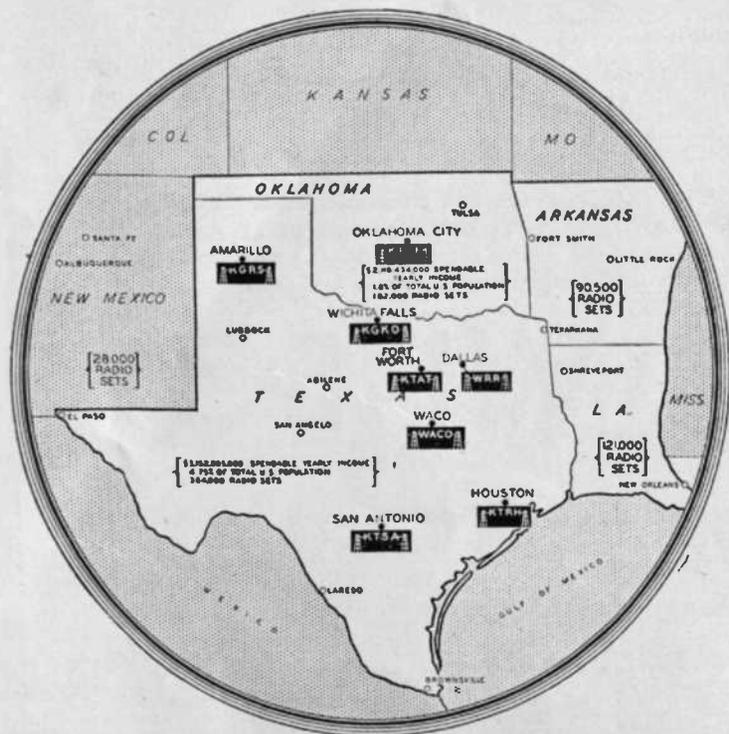
**ASSOCIATED STATIONS:**  
 Houston Dallas  
 Amarillo

Fishnets made of the finest wool in the world aren't much good as blankets.

You can't sell your goods at as much profit to a scattered listener audience as you can to a concentrated one.

Southwest stations cover their effective areas like a blanket—and KTRH in Houston doesn't try to sell goods in Amarillo . . . 501 miles away.

Neither does KTSA in San Antonio expect you to pay for an attempt to sell goods in Oklahoma City . . . 503 miles away.



## SOUTHWEST BROADCASTING CO.

Aviation Bldg. Fort Worth, Tex.

Farm Crest Bakeries, Inc.  
Pequot Mills, Salem, Mass. (Bed Linen).  
K. E. Fuller.  
Geo. H. Gliddey.  
Globe Radio Co.  
Power Baldrige Painting Co.  
Smith Smart Shoe.  
Friedberg's.  
Stenger Bumper & Mfg. Co.  
Mountain Valley Mineral Water Co., Hot Springs, Ark.  
Ace Garage, Inc., Toledo, Ohio.  
Bemb Floral Co.  
Amer. Farm Publishing Co., Chicago.  
Hudson Clrs. & Dyers.  
Gatley's.  
G. F. Webber.  
Henry Forester.  
A. D. Giesler Co.  
L'Algon Restaurant.  
Potts Mfg. Co.  
Bryon Book Store.  
M. R. Cady.  
Sterling Luggage Co.

**WOOD—Grand Rapids**

Betts & Mumpeton, New York ("Fin-esse").  
Coralee Hosiery Shop.  
William De Pree Co., Zeeland, Mich. (Furniture).  
G. R. Kinney Shoe Co. (Shoes).  
Furniture Capital Air Service (Air Trans. and School).  
General Laboratories & Sales Co., Detroit, Mich. ("Remufat").  
Butterfield Theaters, Inc.  
Oakland Motor Co., Detroit, Mich.  
Basch Jewelry Co.

**MINNESOTA**

**WEBC—Duluth**

Seiberling Rubber Co. (Local Tire Dealer).  
Green Bros., Springfield, Mass. (Tast-yeast).

**WCCO—Minneapolis**

Mann Securities Co. (Investments).  
McCahill & Co. (Investments).  
Packard Motor Car Co.  
Phoenix Hosiery Co., Milwaukee.  
Hillerich & Bradsby Co., Louisville, Ky. (Golf Clubs).  
Goodrich-Silvertown Co. (Tires).

**KSTP—St. Paul**

Acme White Lead & Color Works, Detroit (Paint).  
Alligator Co., St. Louis (Clothing).  
American Institute of Food Products, Chicago.  
Bachke & Tein, Inc., St. Louis (Interior Decorating).  
Blue Gingham Toilettries, Minneapolis (Cosmetics).  
Associated Nurseries, Inc., Minneapolis.  
Rainier Lime Rickey Co., San Francisco (Beverage).  
Paul Brown Co., Minneapolis (Investments).  
Brown Platte Co. (Wearing Apparel).  
Buick Motor Co., Minneapolis (Automobiles).  
Carbide & Carbon Chemicals Corp., New York (Gas Service).

Chevrolet Motor Co., Detroit.  
Continental Baking Co., New York.  
Curtiss Candy Co., Chicago.  
Elks Magazine, New York.  
Florsheim Shoe Co., Minneapolis.  
Frozen Products Co. (Food Products).  
Germania Tea Co., Minneapolis.  
Goodrich Silvertown, Inc. (Tires).  
International Corset Co., Aurora, Ill.  
Kirsch Manufacturing Co., Sturgis, Mich. (Drapery Hardware).

The Leader, Inc., Minneapolis. (Dept. Store).  
Lindskoog, the Florist, Minneapolis.  
R. C. McAteer Co., New York (Food Products).  
McKeeson-Minneapolis Drug Co., Minneapolis.  
Milcrest Chocolate Shop.  
Minneapolis Shoe Co., Minneapolis.  
Minnehaha Cleaners.  
Morrison & Co., Minneapolis (Investments).  
Morrison, Inc. (Clothing).  
National Enameling & Stamping Co., Milwaukee (Heating).  
National Merchant Tailors Ass'n, New York (Clothing).  
Northern Hupmobile Co., St. Paul-Minneapolis.

Oakland Motor Co., Detroit.  
Silent Glow Oil Burner, Chicago.  
Criswell Candy Co., Chicago.  
Iowa Pearl Button Co., Muscatine, Iowa.  
Peters Sausage Co.  
Publix Theaters Corp.  
Reliance Manufacturing Co., Chicago (Clothing).

Rumford Chemical Works, Rumford, R. I. (Baking Powder).  
The Sanfedler Co., Chicago (Beauty Mold).  
The SiFo Co. (Building Material).  
Sims Malt-O-Wheat Co. (Food Products).

South Bend Bait Co., South Bend, Ind. (Sporting Goods).  
Twin City Rubber Tire Co., Minneapolis.

Williams Ice-O-Matic Co., Bloomington, Ill. (Refrigeration).  
Weyand Furniture Co.  
A. J. Frank Co. (Cosmetics).  
T. K. Kelly Sales System, Minneapolis (Sales Promotion).

Nutrina Feed Mills, Minneapolis.  
Institute of Applied Radio (School).  
The Golden Rule (Dept. Store).

Kleenex Co., Chicago (Toilet Requisites).  
Sears, Roebuck & Co., Minneapolis (Dept. Store).

Shares Clothing Co., Minneapolis.  
Sta-Vis Oil Co.  
Owens Motor Co.

Seeler Farnum Motor Co.  
Stueffer-Shannon Co. (Refrigeration).  
Hove Food Market, St. Paul-Minneapolis.

Killmer Northern Nurseries.  
Bannon's Department Store.

**KG EK—Moorhead**

Hub Clothing Co. (Men's Clothing).  
Malchow's Beauty Shop, Fargo, N. Dak.  
Model Laundry, Fargo.

Le Mur Beauty Shop.  
Red & White Stores, Fargo (Groceries).  
Red River Hatchery, Fargo (Chicks).  
N. J. Olsen Co. (Seeds).  
Valan Farming Co., Comstock, Minn. (Seeds).

Kinney Shoe Co., Fargo (Shoes).  
Hanaher & O'Neil, Inc. (Wholesale Groceries).

Void Dept. Store (Merchandise).  
Plymouth Clothing Co.  
Kaybee Store, Fargo (Wearing Apparel).  
McCulloch Motors, Fargo.

Howard Clothing Co., Fargo.  
Stone Music Store, Fargo.  
Wensel Meat Market (Meats).  
Calmenson Clothing Co., Fargo.

I. E. Lillegard, Wahpeton, N. Dak. (Automobiles & Implements).  
Northern Brokerage Co., Crookston, Minn.

Vertin Furniture Co., Wahpeton, N. Dak.  
Fairmont Creamery Co.  
Carlisle & Bristol Hardware, Fargo.  
Hub Clothing Co.

**MISSOURI**

**WMBH—Joplin**

Christman Dry Goods Co. (Munsingwear).  
Seiberling Rubber Co. (2 local dealers) (Tires).  
Woodstock Typewriter Sales Co. (Local dealer) (Typewriters).

Montgomery Ward & Co. (Local Store).

**MONTANA**

**KGHL—Billings**

Larry Peterson Auto Supply Co. (Tires).  
Pearl D. Shaeffer (Interior Decorator).  
Elite Shop (Women's Clothing).  
Farrell Specialty (Women's Clothing).  
Van's Men's Store.

Kopper Jewelry Co.  
J. C. Penny Co. (Chain Store).  
Yegen Bros. (Clothing).  
Idea Grocery.

Vye Bros. Dairy.  
Gordon Ray Furriers.  
Swanson & Swanson (Health Baths).  
E. U. Logan (Glass & Paint).

Wickstrom Auto Top & Body Works.  
Osteopathic Physicians (Association).  
D. J. Cole Co. (Dry Goods).  
Hopper's Floral Co.  
Truscott Tailors.

**NEBRASKA**

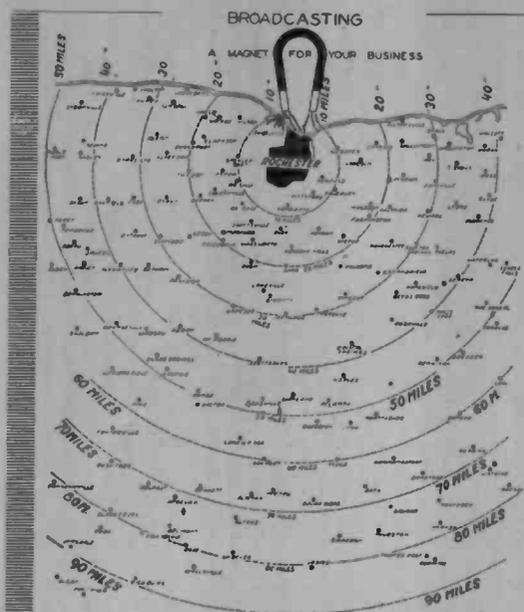
**KFAB—Lincoln**

Inter-State Nurseries, Hamburg, Iowa.  
Smith Baking Co.  
Gillen & Boney (Candy Mfrs.)  
Chevlair Service Station.

**WJAG—Norfolk**

Lady Lorraine Beauty Products Co., Yankton, S. Dak.  
Klenit Corp., Winner, S. Dak. (Soap & Cleanser).

Dwarffes Corp., Council Bluffs, Ia. (Breakfast Foods).  
D. & M. Finance Co., Chicago (Silverware).  
Folger Coffee Co., Kansas City, Mo.



**750,000** Progressive, prosperous people work, live and buy in this great Rochester trading area. A market that deserves the serious consideration of every national advertiser. This rich field is covered in its entirety by

# WHEC

Rochester's Pioneer Station

500 Watts—Crystal Controlled—100% Modulation—Western Electric Double Turn Table Equipment. 78 R.P.M.—33-1/3 R.P.M.

If your schedule calls for Broadcast Time in Rochester, whether spot program, transcription or announcement:

**Use Facilities of WHEC, Rochester, New York**  
Affiliated with the Columbia Broadcasting System

# “Make 'Em Laugh!”

## *That's The Way To Win Capacity Audiences Today*

**T**HE radio, the stage and the screen—all are hot on the trail of successful comedies today, for they know that in a period of depression the American public wants to “laugh and forget”—that is one big reason why

“THE

# **BING FAMILY”**

**featuring PA, MA, DICK and DOT**

has made such a tremendous hit on the air. It is human—it is clean—it is a series of true-to-life comedies based on American family life—a series which holds up the mirror of mirth for every Pa, Ma, Dot and Dick to see themselves as others see them.

“The Bing Family” is NOT an electrical transcription—original scripts are supplied and stations cast and supervise their own production. The price?—three fifteen-minute programs per week, \$16.50; two, \$12.50; one, \$7.50, due to quantity distribution. Write today for sample presentation containing sample scripts and full details.

**HEADQUARTERS FOR  
COMEDY RADIO FEATURES**

# **UNIVERSAL RADIO FEATURES**

INC.

**LITTLE BUILDING, BOSTON, MASS.**

Dane Mfg. Co., Dane, Wis. (Hog Feeders).  
Hugh F. Kinney Insurance Agency, Omaha, Nebr.

**WOW—Omaha**

Alligator Co., St. Louis, Mo.  
McElroy-Sloan Shoe Co., St. Louis.  
Curran Laboratories, New York City, N. Y. (Wave Set).  
E. I. DuPont De Nemours & Co., Wilmington, Del. (Auto Paint).  
Kirshbaum & Co., Chicago (Coats).  
Kirsch Co., Sturgis, Mich. (Drapery Hardware).  
Lady Frances Hosiery Co.  
Lowe Brothers, Dayton, Ohio (Paint & Varnish).  
National Home Magazines.  
Nebraska Clothing Co.  
Oakland-Pontiac Co., Detroit.  
R. S. Proudft Co. (Radios).  
Powdered Malt Corp., Lima, Ohio.  
Phoenix Hosiery Co., Milwaukee.  
Maryland Pharmaceutical Co., Baltimore.  
A. J. Tower Co., New York (Weather Report).  
Williams Ice-O-Matic Co., Bloomington, Ill. (Elec. Refrigs.)

**NEW HAMPSHIRE**

**WKAV—Laconia**

L. W. Packard, Ashland, N. H. (Woolen Mills).  
E. V. Eastman, Franklin, N. H. (Garage).  
Samaha Stores, Meredith, N. H. (Dry Goods).  
Moses A. Batchelder, Plymouth, N. H. (Gent's Furnishings).  
Ayer Insurance Agency, Plymouth.  
Electrix, Inc., Plymouth (Elec. Appliances).  
Melvin C. Pickering, Meredith (Radio Dealer).  
Meredith Savings Bank & Trust Co.  
Geo. F. Sanborn & Son, Meredith (Druggist).  
J. Spencer Smith, Meredith (Jeweler).  
Lakeside Garage, Meredith.  
H. Stewart Bosson, Meredith (Real Estate).  
Ralph R. Whiting, Meredith (Insurance).  
A. W. Berg, Plymouth (Contractor).  
City Cash Market, Plymouth.  
F. J. & E. O. Sanborn, Ashland (Monuments).  
Goodnow-Hunt-Pearson, Inc. (Dry Goods).  
Carl A. Mitchell, Plymouth (Contractor).  
Keysey's Tire & Service Sta., Plymouth.  
Gammons & Son, Ashland (Insurance).  
A. J. Pucutt, Ashland, N. H. (Confect. Store).  
Cote's Food Market, Ashland.  
Munsingwear, Chicago (Underwear).  
Chadwick & Kidder, Franklin (Lumber).  
Claremont Gas Light Co., Claremont, N. H.  
George Dame, Concord, N. H. (Sewing Machines).  
Frank W. Kendrick, Plymouth (Coal & Wood).  
Mason Music Store, Claremont.  
Pleasant Sweet Shop, Claremont.  
Plymouth Guaranty & Pemigewasset Nat'l Banks, Plymouth.  
Rand, Ball & King, Claremont (Hardware).

E. W. Sanborn, Ashland (Plumber).  
United Life & Accident Ins. Co., Concord, N. H.  
Wadsworth-Howland Co., Inc., Malden, Mass. (Bay State Paint).

**NEW JERSEY**

**WOR—Newark**

Saratoga State Waters Corp., Saratoga Springs, N. Y. (Drinking Waters).  
Henry Heide, New York (Candy).  
Green Line, Inc., New York (Sandwich Shops).  
E. I. DuPont de Nemours & Co., Wilmington, Del. (Automobile Polish).  
A. G. Spalding & Bros., New York (Sporting Goods).  
E. R. Squibb & Sons, New York (Tooth Paste, etc.).  
Seeman Bros., New York (White Rose Tea).  
Peter Paul, Inc., Naugatuck, Conn. (Candy).  
Laboratory Products Co., Cleveland (Whipping Creams).  
I. Rokeach & Sons, New York (Nyafat).  
Lea & Perrins, Inc., New York (H. P. Sauce).  
Jos. Martinson, New York (Coffee).  
L. T. Piver, Inc., New York (Perfume).  
Manhattan Soap Co., New York (Sweetheart Soap).  
The Touraine Co., Boston (Candy).  
Ivanhoe Foods, Inc., Auburn, N. Y.  
Phoenix Hosiery Co., Milwaukee.  
Bulova Watch Co., New York.  
American Molasses Co. of N. Y., New York.  
New York Pear Committee, New York.  
Alderney Dairy Co.  
The Sandfelder Co., Chicago, Ill. (Beauty Mould Corsets).  
Chocco-Yeast, Inc., Springfield, Mass. (Chocolate Yeast).  
International Skour Pack Corp., New York (Pot Cleaners).  
Herberts Jewelry Shop, New York.  
Jones Beach Community Corp., New York (Real Estate).  
National Macaroni Mfg. Ass'n, Braidwood, Ill.  
Rockaway Operating Co., Inc., New York (Bungalows).  
Curtiss Candy Co., Chicago.  
John Wanamaker, New York (Department Store).  
Joseph Harris Co., Inc., Coldwater, N. Y. (Seeds, Bulbs, etc.).  
Carbide & Carbon Chemicals Corp., New York.  
The Welch Grape Juice Co., Westfield, N. Y.  
Selbert Wilson, Inc., New York (Furs).  
Durham-Duplex Razor Co., New York.  
Hillerich & Bradshy, Louisville, Ky. (Golf Clubs).

**WMCA—New York City**

Edros School of Health.  
Finkenburg Furniture Co.  
L. J. Fox Fur Co.  
Yorkville Radio Co.  
L. Lewis Cigar Co., Newark, N. J.  
Brentano's (Books).  
Bay Roma (Hair Tonic).  
The Alligator Co., St. Louis (Raincoats).  
Atlas China Co., Cambridge, Ohio.  
Berenson's Dept. Store.

Ohringer's Dept. Store.  
Loughran Food Corp.  
Ned Wayburn Dancing Studios.  
Warren-Nash Corp. (Automobiles).  
American Clothing Co. (Retail Clothiers).  
Sakele Perfume Co.  
Chocco Yeast Co., Springfield, Mass.  
Independent Butchers & Grocers of Greater N. Y.  
Union Label Council of Amer. Federation of Labor.  
Jones Beach Development Corp. (Real Estate).  
**WGY—Schenectady**  
Carbide & Carbon Chemical Co., New York.  
City Ice & Fuel Co.  
Good Luck Food Co., Rochester, N. Y. (Desserts).  
Kirsch Co., Sturgis, Mich. (Drapery Hardware).  
Lynn Products Co., Inc., Lynn, Mass. (Oil Burners & Elec. Radiator).  
Oakland Motor Car Co., Pontiac, Mich.  
W. E. Drisbane, Albany, N. Y. (Grocers).  
Paas Dye Co.

**NORTH CAROLINA**

**WWNC—Asheville**

Collins Baking Co.  
Dunham's Music House (Radios).  
Gardner's Shoe Hospital (Shoe Repair).  
Oriental Cafe.  
Do Drop Inn (Cafe).  
Sterchi Bros. (Furniture).  
Haverty Furn. Co.  
Conabler Motor Co. (Chrysler Dealer).  
MacIntyre-Jones Oil Co. (Oil & Gas).  
**WBT—Charlotte**  
Broadway Theater.  
Charlotte Waffle Shop.  
Columbia Baking Co.  
Criterion Music Co.  
Hinze Co. (Cosmetics).  
Oakland Motor Co.  
Ouzts-Lennon-Hawley (Brokers).  
Pure Oil Co. (Gasoline, etc.).  
Rumford Chemical Works, Rumford, R. I. (Baking Powder).  
Shaw's, Inc. (Radio Dealers).  
Southern Dairies, Washington, D. C.  
J. S. Wingo, Spartanburg, S. Car. (Motor Accessories).

**WBIG—Greensboro**

Betty Lou Hat Shop.  
Merit Shoe Store.  
Southern Public Service Co. (Refrigerator).  
Gulford Sign Co.  
Henry Hunter Store No. 2 (Grocery).  
Kemp Clothing Store, Burlington, N. Car.  
No. Carolina Public Service.  
Lloyd's Dress Shop.  
Norbud Hosiery Shop.  
Snyder Bottling Co. (Drinks).  
Standard Drug Store, Asheboro, N. C.  
Asheboro Furniture, Asheboro.  
Sunset Theater, Asheboro.  
Ping Pong Club (Recreation).  
Singer Sewing Machine Co.  
Dorsett's Key & Lock Shop.  
Warlick Shoe Repair Shop.  
Superior Motor Co., High Point, N. C.  
Dixie Bedding Co.  
DeLuxe Dinner Car, High Point.  
Clover Brand Ice Cream Co., High Point.

**The R B CLOTHING Co.**  
Manufacturing Division  
EXECUTIVE OFFICES and FACTORIES  
1448 EASTBURY, CLEVELAND, OHIO  
Cincinnati, Ohio  
December 9, 1930

Mr. E. S. Wittendorf  
Radio Station WKRC  
Cincinnati, Ohio.

Dear Mr. Wittendorf:

I think you will be interested to know the response to our recent beer program. The final count was 8,153 postcards, coming from a radius of more than 500 miles.

I certainly want to compliment you on the evident popularity and pulling power of your station, and also on the efficiency manner in which this program was conducted. It has convinced us that on our other programs, also, you are surely doing a good job for R B Clothing.

Cordially yours,  
M. J. Hill  
President

# TWO LETTERS

re: 8153 letters!

RESULTS? A single, one-shot program over WKRC pulled 8153 letters for the R B Clothing Co. . . . letters representing complete coverage of the rich Ohio Valley! Concrete proof of the **COVERAGE** —POPULARITY—PULLING POWER of . . .

# WKRC

CINCINNATI, OHIO

the only Columbia station in the rich Ohio Valley.

Advertising Agency - Geo. F. Swann, Sp...

Mr. E. S. Wittendorf  
Radio Station WKRC  
Cincinnati, Ohio

December 10th  
1930

Dear Mr. Wittendorf:

I want to congratulate you on the splendid result you have achieved for our client, The R B Clothing Company.

It was beyond my fondest hopes that you should pull more than 8,000 letters on our "one-shot" program.

Our direct mail satisfaction is evidenced by the fact that they are now on WCRC three times a week and propose increasing that number for the Spring season.

With best wishes for your continued success, I remain,

Most cordially yours,  
Frank W. J. Jr.  
President R. B. C.

# 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.

**B**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.

**T**HERE have been difficulties too. Improper recording; high surface noise; poor pressings; unproven talent.

**T**HE 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

E. G. Jones (Insurance).  
 H. & H. Clothing Store.  
 Maison Joline (Ready-to-Wear).  
 Beals (Bakery).  
 Clegg's Shoe Shop.  
 Ellis Stone Co. (Ready-to-Wear).  
 Chamber of Commerce.

**WPTF—Raleigh**  
 Piedmont Land Co. (Real Estate).  
 North Carolina Merchants Ass'n.  
 Rexall Drug Co.  
 B. C. Remedy Co., Durham, N. C. (Headache Powders).  
 Montgomery-Ward Co. (Chain Store).  
 Dr. A. P. Kephart.  
 Daniels, Rocky Mount, N. C. (Dept. Store).  
 Durham Dairy Products, Inc., Durham, N. C.  
 Jones Specialty Co., Philadelphia (Savit Device).  
 Oakland Motor Car Co., Detroit.  
 Norris Candy Co., Atlanta, Ga.  
 Columbia Baking Co.  
 Southern Dairies, Washington, D. C.

**NORTH DAKOTA**  
**KFYR—Bismarck**  
 Selberling Tires Co.  
 Chevrolet Motor Co., Detroit.  
 Allis-Chalmers Dealers, Jamestown, N. D. (Tractors).  
 Jersey Co., Minneapolis, Minn. (Calf food).  
 Phoenix Hosiery Co., Milwaukee.  
 American Farming Magazine, Chicago.  
 Kirschbaum Co. (Coats).  
 National Home Magazine.  
 Curtiss Candy Co., Chicago.  
 Boote's Hatcheries, Worthington, Minn. (Chicks).  
 O. H. Will & Co. (Seeds).  
 Durium Products Co., New York City ("Hit of the Week" Records).  
 Selvog Fish Co., St. Paul, Minn.

**WDAY—Fargo**  
 Thermold Rubber Co., Trenton, N. J. (Brake bands).  
 Dakota Electric Supply Co.  
 Minneapolis Chamber of Commerce, Minneapolis.  
 Walter Field Co., Chicago. (Mail order).  
 D. & M. Finance Co., Chicago (Silverware).

**KLPM—Minot**  
 Selberling Tire Co.  
 Olson Battery Co.  
 Lurose Shop (Ready-to-wear).  
 Munsingwear Co., Chicago. (Underwear).  
 Phoenix Hosiery Co., Milwaukee.  
 Minot Building & Loan Assn.  
 First National Bank & Trust Co.  
 Go Far Cereal Mills, Fargo, N. D. (Breakfast food).  
 Majestic Radio.  
 Golden Rule Chick Hatchery.

**OHIO**  
**WKRC—Cincinnati**  
 Big Yank, Chicago (Shirts).  
 Blue Fox Tobacco Co.  
 Chevrolet, Detroit.  
 City Ice & Fuel Co., Detroit.  
 Tom Collins, Jr. (Beverages).  
 Gruen Watchmakers Guild.  
 Beltzhoover Electric Co. (Electric appliances).  
 Mail Pouch (Tobacco).  
 Mansion (Dancing School).  
 Orpheum (Theatre).  
 R. B. Clothing Co.  
 Raab Tailors.  
 Red Top Malt Co.  
 Valvoline, Detroit (Motor oil).  
 Vitamen Co. (Vita Dry beverages).

**WHK—Cleveland**  
 Carbide & Carbon Chemicals Corp., New York.  
 Bailey Co. (Clothing).  
 E. I. DuPont de Nemours, Wilmington, N. J. (Auto Polish).  
 Hanna Coal Co.  
 Sandfelder Co., Chicago (Foundation garments).  
 Coconut Grove (Cafe).  
 L. C. Gates, Inc. (Tires).  
 Templin-Bradley Co. (Flowers).  
 Good Luck Food Co., Rochester, N. Y. (Pastry flour).  
 Independent Gas Stations Associated.  
 D. & H. Israel, Inc. (Women's Wear).  
 I. T. S. Co., Elyria, O. (Heels-soles).  
 Lakeside Biscuit Co., Toledo, O.  
 National Golf Course Co. (Practice golf courses).  
 Reliance Mfg. Co., Chicago (Garments).  
 Reese Chemical Co. (Cough remedy).  
 Pequot Mills, New York (Fabrics).

Hillerich & Bradsby, Louisville, Ky. (Golf clubs).  
 Rumford Baking Powder Co., New York.  
 Mail Pouch Tobacco Co., New York.  
 Radio & Television Institute, Chicago.  
 Ure Druggist, Inc.  
 Chevrolet Motor Co., Detroit.  
 A. Nash Company, Cincinnati (Clothing).  
 Raab Brothers (Clothing).

**WGAR—Cleveland**  
 Lila Redmond (Beauty parlor).  
 Art Shutter Awning Co.  
 Smith Restaurant.  
 Doraldina Inc., Detroit (Cosmetics).  
 East End Carpet Cleaning Co.  
 F. A. Rinehart (Motion Picture Oper.).  
 Proctor & Schwartz Electric Co., Philadelphia (Elec. irons).  
 Rothen's (Men's clothing).  
 I. Miller, Inc. (Jewelry refining).  
 Ideal Bedding Mfg. Co.  
 Master Hair Shop (Beauty shop).  
 Bartunek Bros. (Men's clothing).  
 Town Golf Course.  
 Better Vision Society of Cleveland (Optometrist).  
 Jonas Millinery.  
 Sherman's Tailors.

**WKBN—Youngstown**  
 R. D. McCullough, New Castle, Pa. (Jameison Memorial Hospital).  
 Youngstown Hatchery (Baby Chicks).  
 Mrs. C. H. Smith Noodle Co., Ellwood City, Pa.  
 Albert Your Druggist, Ellwood City.  
 The Pittsburg Co., Ellwood City (Real Estate).  
 Gardner Bros., Ellwood City (G. E. Refrigerators).  
 Madame Mae's Beauty Parlor, Ellwood City.  
 Ellwood Theatres, Inc., Ellwood City.  
 Leon H. Hoelze (Health Baths).  
 Peoples Furniture Co.  
 Youngstown Candy Co.  
 Tip Top Dry Cleaning Co.  
 Youngstown Sanitary Laundry (Laundry and Dry Cleaning).  
 Glering Bottling Co. (Beverages).  
 Ohio Furniture Co.  
 The Bolotin Furn. Co., Sharon, Pa.  
 Cope's Furn. Mart. Alliance, O.  
 Bolotin-Drabkin Furn. Co.  
 Lustig's (Shoes).  
 Paul Schmidt (Florist).  
 Superior Dry Cleaning.  
 First Nat'l Bank of Sharon, Sharon, Pa.  
 Bud the Tailor.  
 Stambaugh-Thompson Co. (Hardware, etc.).  
 Ell Nor Millinery.  
 Welker Florist, New Castle, Pa.  
 Berry Bros., Detroit (Paint).  
 Sandfelder Co., Chicago (Beauty Mould Corsets).  
 Lewis Auto Service (Auto Dealers. Tires)  
 Walter-Field Co., Chicago (Mail Order House).

**OKLAHOMA**  
**KCRC—Enid**  
 Newman's (Department Store).  
 Trostel Knupp & Co. (Tires & Storage).  
 Ray W. Gumm (Jewelry).  
 Industrial Bancstock Corp., Tulsa.  
 Triple Trey Cleaners.  
 Dr. W. E. Crosslin (Chiropodist).  
 Pillsbury Flour Mills Co.  
 Wood Auto Laundry.  
 J. C. Todd (Investments).  
 Shields & Vater Oil Co.  
 C. A. Klein (Bakery).  
 Chas. E. Knox Oil Co.  
 C. R. Anthony Co. (Department Store).  
 Chappell Oil Co.  
 Bert Smith Road Machinery.  
 Enid Laundry.  
 Jack Pellow Monument Works.  
 Harry P. Frantz (Insurance).  
 H. W. Carey (Detective Agency).  
 West Side Feed Store.  
 French Motor Co. (Studebaker Cars).  
 E. F. Craton (Chiropodist).  
 Brown Funeral Home.  
 Montgomery-Ward & Co. (Chain Store).  
 M. Gotschalk (Men's Clothing).  
 The Rochester Co. (Handkerchief Manufacturers).  
 Enid Dental Clinic.  
 H. J. Blaylock (Hatchery).  
 Enid Rug Factory.  
 Frank Belber (Florist).  
 Enid Transfer & Storage Co.  
 Joel P. Giles (Chiropodist).  
 J. M. Dale Tent & Awning Co.  
 Money Motor Co. (Oldsmobile Cars).  
 C. M. Whitelock Dept. Store.  
 The Vogue Shop (Ladies' Ready-to-Wear).  
 Parkinson-Neal Motor Co. (Ford & Lincoln cars).  
 Art's Machine Shop.  
 H. W. Shaw (Architect).  
 George Pasby (Auto Repair Shop).

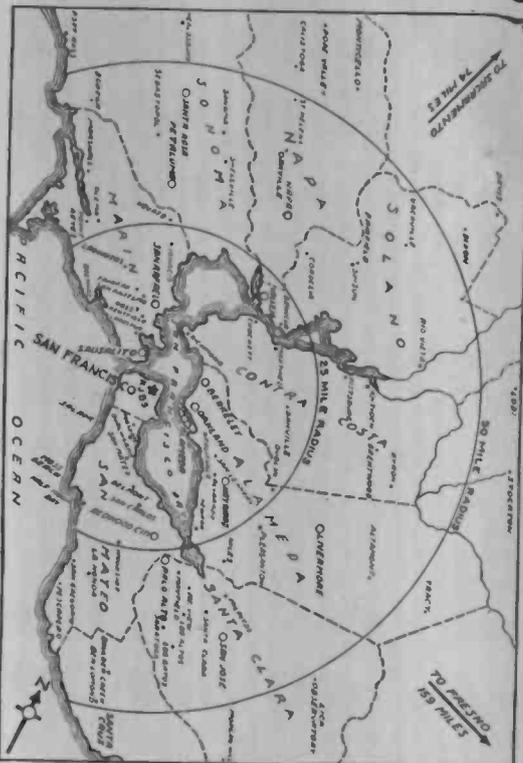
# KJBS

SAN FRANCISCO

In the Heart of  
 Northern  
 California's  
 1,500,000  
 Population

50.1% of the population of Northern California live within the 25 mile radius of San Francisco.

61.5% of the population of Northern California live within the 50 mile radius of San Francisco.



KJBS is located in San Francisco, in the center of this  
 Concentrated Metropolitan Area

1380 Bush Street

OR dway 4141



# INTRODUCING TO RADIO

*Mr. Station Owner—*

Proven Principles of the Motion Picture  
Business now applied to Broadcasting

## ***NOW READ***

We do everything they do in talking pictures  
except photograph

*Produced in Hollywood*

### **HOLLYWOOD**

- has the great writers
- has the best actors
- has the known composers
- has the screen directors
- has the funny comedians
- has the great orchestras

*which means*

**REAL STORIES  
MAMMOTH PRODUCTIONS**

*with Sound Effects*

**We have them all in**

**TRANSCO**

### **WE RENT YOU WEEKLY PROGRAMS**

4—15 minutes

4—30 minutes

With an Exclusive Franchise  
for Your Trading Area.

*8 Different Subjects*

**FILLED WITH  
SHOWMANSHIP**

*Best Recording Yet.*  
Press Books, Mats, Clip  
Sheets, all to help you  
sell the sponsor.

**IT'S SWEEPING THE FIELD**

**BUILD UP YOUR AIR AUDIENCE WITH  
THE BEST ENTERTAINMENT**

*STATIONS ARE BUYING FAST*

Yes we also make custom made programs! Write or Wire



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

**HOLLYWOOD, CALIFORNIA**

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

Temporary Chicago Office: Morrison Hotel

Anderson Motor Co. (Oakland and Pontiac Cars).  
 Enid News & Stationery Co.  
 Billy's Beauty Shop.  
 Equity Grain Co.  
 Kelly Norfleet Clothing (Men's Clothing).  
 Head's Shoe Store.  
 Klein's, Inc. (Ladies Apparel).  
 Adams Jewelry Store.  
 Thorne Planing Mill.  
 Ray Myers (Auto Repairing).  
 O. H. Hayes (Loans).  
 Chiropactic Sanatorium.  
 Sigmon Furniture Co.  
 Lewis Alignment Co.  
 Consumers Coal & Oil Co.  
 Randolph's Clothing Store (Men's and Boys' Clothing).  
 Olson Motor Co. (Used Cars).  
 Kiowa Lumber Co.  
 Burgess Auction Co. (Real Estate).  
 C. E. Gannon (Real Estate & Loans).  
 Dr. D. L. R. Swartz (Chiropactor).  
 Dr. T. C. De Foe (Eye Doctor).  
 Fullerton Stuart Lumber Co.  
 Lily Candy Shop.  
 Rude Bros. Hide Co.  
 Bob's Whiterock Hamburger Stand.  
 Hackney Iron & Steel.  
 Enid Vitrified Brick Co.  
 Chas. P. Cansler (Insurance).  
 Butts Oil & Tire Co.  
 Enid Roofing Co.  
 Massachusetts Life Ins. Co.  
 Goodin Glass Co.  
 East Maine Body & Fender Works.  
 Gels Price Elevator.  
 Southern Scenic Co.  
 Garfield Battery Co.  
 Moore's Fountain.  
 City Ice Co.  
 George J. Gensman Hdw. Co.  
 Oklahoma Plumbing Co.  
 Dr. Chas. E. White (Dentist).  
**KFJF—Oklahoma City**  
 Huckins Hotel.  
 Gold Lake Development Co.  
 Pashaska Teepee, Cody, Wyo. (Dude Ranch).  
**KGGF—South Coffeyville**  
 Tru-Blu Diamond Syndicate, Chicago (Diamond Rings).  
 Keefe-Le Sturgeon, Arkansas City, Kan. (Meat Products).  
 Dwarfies, Council Bluffs, Iowa. (Breakfast Food).  
 Mills Chemical Co., Girard, Kans. (Cranolene).  
 Hygrade Food Products, Topeka, Kans. (Canned Foods).  
**OREGON**  
**KTBR—Portland**  
 Pacific Coast Coal Co.  
 Burnside Fuel Co.  
 Reynolds Finance Co. (Auto Fin.)  
 Sears, Roebuck & Co. (Chain Store).  
 Bank of Sellwood.  
 B. & C. Department Store.  
 Vogue Millinery Shop.  
 Mastercraft Furn. Factory.  
**PENNSYLVANIA**  
**WGAL—Lancaster**  
 Watt & Shand, Inc. (Dept. Store).

**WLBW—Oil City**  
 Geo. J. Howe Co., Grove City, Pa. (Coffee).  
 Hays Baking Co.  
 New Castle Lime & Stone Co., New Castle, Pa.  
 McClure Glass Co., Reynoldsville, Pa.  
 Welsh Bus Co., Butler, Pa.  
 Continental Refining Co. (Oils and Gasoline).  
 Pennzoll Co. (Oils and Gasoline).  
 Christ Ev. Lutheran Church.  
 S. M. A. Corp., Cleveland (Pantry Cream)  
 Ables Rug & Carpet Cleaners, Franklin, Pa.  
 Mary C. Fawcett Shop (Ladies' Specialty Shop).  
 United Natural Gas Co.

**WCAU—Philadelphia**  
 A. H. Geutings (Shoes).  
 Holeproof Hosiery, New York.  
 Samuel Kasser (Malt).  
 Mrs. Smith's Pies, Inc.  
 Alligator Raincoat Co., St. Louis.

**KQV—Pittsburgh**  
 Argo Lite Appliance Co. (Supplies).  
 RB Clothing Co.  
 Monarch Electric Co. (Supplies).  
 Club Mirador, Homestead, Pa.  
 Health Foundation Foods, Inc.  
 Thos. Coffelder Radiator.  
 Hites Radio Shop.  
 Acme Beauty Shop.  
 Patsy Anne Beauty Shop.  
 Olympic Studio of Dancing.  
 L. W. Hall, Irwin, Pa. (Mentho-Lyptine).  
 Miami Restaurant.  
 Dr. F. C. Gehrs (Skin Specialist).  
 Eichenlaubs (Furniture).  
 Oldsmobile.  
 Dr. B. A. Hyman (Dentist).  
 Rex Oil Co.  
 General Office Machine Co. (Typewriters)  
 Nolte Beauty Shop.  
 Dawn Glow Washing Co. (Washing Powders).  
 Feigenbaums Radio Service.

**WCAE—Pittsburgh**  
 Oakland-Pontiac, Pontiac, Mich.  
 Werk Bubble Blowers (Werk Soap).  
 Sandfelder Co., Chicago (Beauty Mold).  
 Keystone Lumber Co.  
 Quaker Oats Co., Chicago.  
 Penn Tire Co. (Seiberling Tires).  
 City Ice & Fuel Co., Cleveland.  
 Nu-Bone Corset Shop.  
 Ritter & Morrison (Clothing).

**TENNESSEE**  
**WDOO—Chattanooga**  
 Johnson Coffee Co.  
 Southern Dairies, Washington, D. C.  
 Clark Bros. (Retail Furn).  
 Cream Top Creamery.  
 Sterehl Bros. (Majestic Refrig.).  
 Sandfelder Co., Chicago (Beauty Mold Corsets).  
 Chattanooga Coca-Cola Co.  
 Acme Coal Co.  
 English Woolen Mills (Men's Suits).  
**WNBR—Memphis**  
 Peoples Coal Co.

Normal Theatre.  
 R. B. Buchanan Co. (Seeds).  
 Victory-Wilson, Inc. (Men's Clothes).  
 American Farming Publishing Co., Chicago.  
 G. R. Kinney Co., Inc. (Shoes).  
 Planters Peanuts.  
 National Home Magazines, Chicago.

**TEXAS**  
**KGRS—Amarillo**  
 Modern Auto Top & Body Works.  
 Amarillo Seed & Nursery Co.  
 Spicer Jeweler.  
 Johnson Grocery.  
 Cohn's, Inc. (Ladies' Clothing).  
 Albright & Henson (Cafe).  
 Crafton Service Station.  
 Wheelers Karmel Korn (Confection).  
 Trick It Amusement Co.  
 Evergreen Nursery.  
 Jarrett's, Inc. (Ladies' Clothing).  
 The Popular Store (Ladies' Clothing).  
 Gibler Barbecue Shop.  
 E. E. Finklea, Jeweler.  
 Thompson Beauty Shop.  
 Lanham & Curry Hatchery.  
 Bob Daugherty (Used Cars).

**KFDM—Beaumont**  
 Thames Drug Co.  
 Neches Creamery (Ice Cream).  
 DeZauche Hatchery, Opelousas, La.  
 Bean Lumber Co., Port Arthur, Tex.  
 Smith Bluff Lumber Co., Nederland, Tex.  
 O'Neal Furn Co.  
 Calder & A. B. C. Stores (Groceries).  
 Texas Coffee Co.  
 Beaumont Bakery.

**KTAT—Fort Worth**  
 Annett Shop (Ladies' Wear).  
 Caravella Beauty Shop.  
 Ziodine Co. (Tooth Paste, Shaving Cream).  
 Florentine Institute (Health Center).  
 Fort Worth Gas Co.  
 Independent Petroleum Ass'n.  
 Johnson Warehouse Co.  
 Liddell & McKinley (Calif. Lawn Sprinkler).  
 Martha Washington Candy Co.  
 Wesco Food Products Co. (Mayonnaise).  
 Love Charm Co., St. Louis (Cosmetics).  
 Lillard Stock Farm, Arlington, Texas.  
 International Proprietaries, New York ("Tanlac").  
 Henna Foam Corp., New York (Shampoo).

**Belco Co., St. Paul (Perfume).**  
**KTLC—Houston**  
 L. B. White Co. (Wall Paper).  
 Nu-fut Products Co. (Foot Powder).  
 Buyshare Inv. Co. (Real Estate).  
 Radio Girl Perfume.  
 Harris-Hahlo Co. (Women's Wear).  
 J. Wexler (Jewelry).  
 Jno. W. Beal Realty Corp.  
 Mid-Coast Realty Corp.  
**KTRH—Houston**  
 National Enameling & Stamping Co.  
 Milwaukee (Nesco Stoves, etc.).  
 Chevrolet Motor Co.  
 Piver Perfumers, Chicago.  
 De Forest Radio School, Dallas.  
 Harris Cream Top Milk Co.  
 Morning Glory Creameries.

## The only full-time net-work station within 75 miles of SYRACUSE

Advertisers are well acquainted with the excellent trading area of Central and Northern New York. WFBL, located at "the Hub of the Empire State," is the only station in this territory with full time network programs and naturally receives practically undivided attention and interest from the 1,634,000 listeners which it serves.

Whether your problem is to cover that section between the Albany and Buffalo trading areas, or to try out a single station where you are reasonably sure of success, you will find WFBL a profitable selection because of its dominating position and reasonable rate.

# WFBL

has the finest of transmitting equipment, 100% modulation, crystal control to insure for its listeners and its advertisers the highest quality of service. Tell your story to this audience whose confidence has been built up through eight years of continuous operation and progressive service.

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

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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**

# 1656

That is the number of program periods placed, from February 1st to March 24th, by advertisers who know that

## WORC

covers the great WORCESTER market, intensively, completely—for more than 15 hours every day.

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

Member, Columbia Broadcasting System and Yankee Network

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

### AGENCIES BROADCASTING BUREAU, Ltd.

520 No. Michigan Ave.  
CHICAGO, ILLINOIS  
WHITEHALL 4915

IOWA'S  
RESPECTED

## 250 WATT STATION

# K F J B

MARSHALLTOWN

Broadcasting from Iowa's Geographical Center

# 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 surrounding towns.

Complete facilities for transcription programs.

**NEW OFFICES AND STUDIOS**  
1224 Huron Rd., Cleveland, Ohio

Rettig's Pure Cream Ice Cream.  
Settegast-Kopf Co. (Funeral Directors).  
Mays & Britton (Real Estate).  
Krupp & Tuffly, Inc. (Men's Clothing, Shoes, etc.).  
Dollahite-Levy Co.  
Union Bottling Works.  
Je Nan's Millinery Shoppe.  
Cox & Blackburn (Frigidaire).  
Rice-Copeland Co. (Refrigerators).

**KTSA—San Antonio**  
Joske Bros. (Munsingwear).  
Nash Hardware Co., Ft. Worth.  
Sanfelder Manufacturing Co., Chicago (Beauty Mold).  
International Shoe Co., New York.  
Cherry Blossom Shops (Bread, Cakes and Pastry).  
French Booterie.

**KGKO—Wichita Falls**  
P. B. M. Co. (Munsingwear).  
Philco Radio Sales Co.  
National Enameling & Stamping Co., Milwaukee.  
Northwest Motors, Inc.

**UTAH**  
**KDYL—Salt Lake City**  
National Tea Importing Co. ("Lady Jane" Mayonnaise, etc.).  
Ambrosia, New York (Skin Cleaner-Beauty Aid).  
I. Miller Shoes.  
Dinnerette Foods Products, Ogden, Utah (Mayonnaise, Relish, etc.).  
Keith-O'Brien Co. (Department Store).

**VIRGINIA**  
**WRVA—Richmond**  
Southern Dairies, Washington, D. C.  
Clark Teaberry Gum Co., Pittsburgh.  
Kimbrough McCarthy & Christian (Real Estate).

Lee Baking Co., Charlottesville, Va.  
Old Dutch Market (Foods).  
**WASHINGTON**  
**KJR—Seattle**

Cleno Dye Works.  
Hochberg's.  
Argonaut Coffee Shop.  
Ducrest Patented Steel.  
Stump Puller & Tools Mfg. Co.  
University Marmon Co.  
National Macaroni Mfrs. Assn., Chicago.  
Albert Dickinson Seed Co., Chicago.  
Wm. A. Bacon (Stocks).  
Bonita Mines, Inc.  
Rings Brake Service.  
A. F. Ghiglione & Sons.  
Metropolitan Theatre.  
Pacific Hatchery, Tagent, Ore.  
Auburn Savings & Loan Assn., Auburn, Wash.

Autoradioe.  
Radio & Television Institute, Chicago (School).  
M. G. Caplan.  
Calirox Cookie Co.  
Louls Hagen Beauty Shoppe.  
The Barbasol Co., Indianapolis (Shaving Cream).

Grant Rees Optical Co.  
E. I. Du Pont de Nemours & Co., Wilmington, Del. (Paints and Varnishes).  
Belmont Dye Works.  
Dorne Hotel.  
Major B. W. Field (Realty).  
Hotel McGrath & Cafe, North Bend, Wash.

Malmo & Co., (Nurseries).  
Moler Barber College.  
F. W. Fitch & Co., Des Moines, Iowa (Hair Tonic).  
The Lowe Bros., Dayton, Ohio (Paint and Varnish).  
L. T. Piver, Inc., Chicago (Perfume).  
Rellance Mfg. Co., Chicago.

Powder River Rug Co.  
Puget Sound Window Cleaning Co.  
Ready Malt Co.  
Philadelphia Storage Battery Co., Philadelphia, Pa. (Radios).  
Hillerich & Bradshy Co., Inc., Louisville (Grand Slam Golf Clubs).  
Walter Baker Chocolate Co., New York.  
Silver Cab Co.  
Thompson's Hotel & Cafe, North Bend, Wash.

Uncle Tom's Cabin.  
Washington Service Bureau.  
Pine-A-Rol Products, Inc. (Hair Products).

**KOMO—Seattle**  
Woods Super-Service Stations (Auto Supplies).  
Pine-A-Rol Products (Cosmetics).  
Eberling Erwin & Co. (Stocks and Bonds).  
Benevolent & Protective Order of Elks (Good Will).  
Marquis Products Co., Portland, Ore. (Salad Dressing).  
Phoenix Hosiery Co., Milwaukee.  
Electrol Sales Co. (Oil Burners).  
Charis Corp., Allentown, Pa. (Foundation garments).

## Enter Madam . . .

### the Charming Widow Mason!

Have you heard Cecil and Sally since the Widow Mason has laid siege to the heart of Uncle Thomas? What a fine step-mother she would make for Sally. Listeners are getting worried; almost as worried as Cecil and Sally. And right in the midst of this trouble, Sybil, that girl next door, is trying to get Cecil in her clutches. Poor Sally. But brighter days are ahead. Cecil's Aunt Bess is coming to the rescue.

Do your listeners enjoy this funny, lovable continued comic strip? What an audience builder it has become. They listen because they love these lovable youngsters; and because it's a continued story with six ten-minute chapters every week (fifteen minutes with theme music and sponsor's copy) they listen every night; watch the clock for Cecil and Sally time for fear they'll miss a single installment.

What a spot for a sponsor! Consistent, proved audience; concentrated attention. Every word of the advertising message heard and absorbed. And real appreciation.

And the agency—well, this solves that production problem. Space left for the advertising messages in the announcement; fill in, send to the station and the job is done. A fool-proof, sure-fire program on clear, natural transcriptions of excellent quality; a national program, nationally popular at less than the cost of local talent.

Send for two things: the new Cecil and Sally booklet for the sales department, and a set of sample recordings.

## PATRICK AND COMPANY

865 Mission St.  
SAN FRANCISCO

New World Life Insurance Co.  
 Thermoid Rubber Co., Trenton, N. J.  
 (Brake Lining).  
 Public Opinion, Spokane, Wash. (Magazine).  
 Van Duyn's Chocolates, Inc.  
 Bon Marche (Dept. Store).  
 Bainbridge Players (Theatre Tickets).  
 Chicago, Milwaukee, St. Paul & Pac.  
 Ry Co.  
 Gruen Watch Makers Guild.  
 National Merchant Tailors Ass'n.

**KFPY—Spokane**

Akamae Shop (Women's Apparel).  
 William T. Barnard Co. (Chrysler Deal).  
 E. S. Burgan & Son (Department Store).  
 The Crescent (Department Store).  
 Fidelity Savings & Loan Ass'n.  
 Hart & Dilatash (Pharmacists).  
 Paas Dye Co.  
 Auburn Sales & Service Co.  
 Eldridge-Buick Co. (Buick Dealer).  
 Ray-Dio-Ray Clinic.  
 Nims Cafe.  
 Symmes Upstairs Store (Furniture).  
 Uptown Brake Service (Garage).

**WEST VIRGINIA**  
**WSAZ—Huntington**

Kibler Clothcraft Co. (Men's Clothing).  
 Acme Motor Car Co. (New and Used Cars).  
 Dairymen's Ass'n.  
 Munsingwear Co., Chicago.  
 Emmons-Hawkins Hdw. Co.

**WVVA—Wheeling**

Hong Foo Lung (Restaurant).  
 R. T. Moores (El Glyco).  
 Chas. Norteman (Packing).  
 Kingley Co. (Dept. Store).  
 Stone & Thomas (Dept. Store).  
 Dr. Paul Cannarella (Turkish Baths).  
 Germania Tea Co., Pittsburgh (Reducing Prep.).  
 S. M. Rice Co. (Millinery).  
 Arfield's (Millinery).  
 Betty Gay Shop, Inc., New York (Dress Shop).

Scott Motor Co. (Chrysler Dealer).  
 Earle Chemical Co. (Rebene-Foot Ease).  
 Wheeling Elec. Co.  
 Dulaney-Miller Co. (Oakland-Pontiac).  
 Auto Tire Shop (Tires).  
 Gee Electric Co. (Elec. Supply).  
 Gilbert (Enna Jettick Shoes).  
 Washington Restaurant.  
 Chapline Hotel.  
 Clarence J. Bertschy (Funeral Home).  
 Bowser Lumber Co., Sistrville, W. Va.  
 Imperial Ice Cream.

Book Shoe Co.  
 Key Cable Co., Clarksburg, W. Va.  
 Geo. E. Stifel Co.  
 Ed. Wagner Storage Co.  
 F. & S. Shoe Co.  
 Neals Store (Dress Shop).  
 C. Hess & Sons (Haberdashery).  
 Peter Check (Ladies' Tailor).  
 Edward Shively (Dry Cleaning).  
 Roxan Drug Co.  
 Patrician Booterie.  
 Italian and American Restaurant.  
 Chevrolet Chronicles, Detroit (Motors).  
 Hazins, Inc. (Dress Shop).  
 Shoe Hospital.  
 Ross T. Chew (Wall Paper).  
 Hopkins Motor (Dodge Dealer).  
 Home Pearl Laundry.  
 Ohio Valley Battery & Ignition Co.

**WISCONSIN**  
**WISJ—Madison**

Real Silk Hosiery Mills, Indianapolis.  
 Oakland-Pontiac Motor Car Co., Detroit.  
 American Farming Pub. Co., Chicago.  
 Walter Field Co., Chicago (Mail Order House).  
 American Agricultural Chemical Co., New York (Fertilizers).  
 McKay Nursery Co.  
 J. W. Jung Seed Co., Randolph, Wis.  
 Dolan Poultry Farms.

**WTMJ—Milwaukee**

Espenhain's (Department Store).  
 Nat'l Enameling & Stamping (Heaters and Ranges).  
 Williams Oil-O-Matic Heating Corp., Bloomington, Ill.  
 L. J. Mueller Furnace Co.  
 E. I. Du Pont de Nemours & Co., Inc., Wilmington, Del. (Paints, Varnish and Enamel).

**WRJN—Racine**

Phoenix Hosiery Co., Milwaukee.  
 Munsingwear Co., Chicago (Underwear).

**WYOMING**

**KDFN—Casper**

Oakland Motor Co., Detroit.  
 E. A. Stephens Fur Co., Denver.  
 Gantt Hardware Co.  
 Indian Ice & Cold Storage Co.  
 Wyoming Wholesalers Ass'n.  
 John Jourgeson (Devoe Paints).  
 Gene Payne Co., Douglas, Wyo. (John Deere Farm Machinery).  
 Douglas Dry Goods Co., Douglas.

April, 1931



**\$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

# Going!

# Going!

# Gone!

At the present rate of demand, radio station time will soon be an almost inaccessible commodity.

Advertisers, who can induce good stations to accept long term, non-cancellable contracts —

One year, —

Two years, —

Three years, —

will have a decided advantage.

Some Afternoon  
Time Available

## K·M·B·C

"Midland Broadcast Central"

Midland Broadcasting Co.

Pickwick Hotel

Kansas City - Missouri

# CHAIN ADVERTISERS

[ Concluding the list of advertisers using time on the national or regional networks and their advertising agencies. ]

Company	Product and Chain	Agency
Allied Quality Paint Group... Cleveland	Paints (NBC)	Henri, Hurst & McDonald, Inc. 58 E. Washington St., Chicago
American Pop Corn Co..... Sioux City, Iowa	Pop Corn (NBC)	Coolidge Adv. Co. 308 Ins. Ex. Bldg., Des Moines
American Radiator & Std. Sanitary Corp. 40 W. 40th St., New York	Boilers & Radiators. (NBC)	Blaker Adv. Agency 420 Lexington Ave., New York
Angelus Campfire Corp..... 531 S Sangamon St., Chicago	Marshmallows (Yankee Network)	Batten, Barton, Durstine & Osborn, Inc. 332 S. Michigan Ave., Chicago
Associated Oil Co..... 79 New Montgomery, San Francisco	Gasoline & Oil (NBC)	Lord & Thomas and Logan 225 Bush St., San Francisco
Barnsdall Refineries, Inc..... Petroleum Bldg., Tulsa, Okla.	Gasoline & Oil (CBS)	Stanley J. Ehlinger Advertising Commercial Bldg., Tulsa, Okla.
Berwick Cake Co..... 22 Palmer St., Roxbury, Mass.	Cake (Yankee Network)	The Goulston Co. 35 Court St., Boston
The Best Foods, Inc..... 297 Fourth Ave., New York	Food Products (NBC)	McMullen, Sterling & Chalfant 522 Fifth Ave., New York
The Blue Valley Creamery Co.. 1137 Jackson Blvd., Chicago	Butter (NBC)	Rogers & Smith 20 N. Wacker Dr., Chicago
Borden Sales Co., Inc..... 350 Madison Ave., New York	Condensed Milk, etc. (NBC)	Young & Rubicam, Inc. 285 Madison Ave., New York
Boston Food Products Co..... 554 Western Ave., Brighton, Mass.	Corned Beef Hash (Yankee Network)	Chambers & Wiswell 260 Tremont St., Boston
Bourjois, Inc..... 35 W. 34th St., New York	Cosmetics (CBS)	Redfield-Coupe, Inc. 274 Park Ave., New York
The Brazilian-American Coffee Prom. Committee, 64 Water St., New York	Coffee (NBC)	N. W. Ayer & Son, Inc. 200 Fifth Ave., New York
C. A. Briggs Co..... 418 Main St., Cambridge	Candy (Yankee Network)	Fred W. Janvrin Agency 32 Union St., Boston
Burnham & Morrill Co..... Portland, Me.	Canned Goods (Yankee Network)	Lavin & Co. Statler Bldg., Boston
California Conserving Co..... 110 Market St., San Francisco	Catsup, etc. (NBC)	Emil Brisacher & Staff Crocker Bldg., San Francisco
Campana Corp..... Batavia, Ill.	Cosmetics (NBC)	McCann-Erickson, Inc. 910 S. Michigan Ave., Chicago
Campbell Cereal Co..... Northfield, Minn.	Breakfast Food (Yankee Network)	Rogers & Smith 20 N. Wacker Dr., Chicago
Campbell Soup Co..... Camden, N. J.	Soups, Beans, etc. (NBC)	F. Wallis Armstrong Co. Locust & 16th Sts., Phila.
Canadian Pacific Ry. Co..... Montreal, Canada	Railroad Travel (NBC)	Albert Frank & Co., Inc. 165 Broadway, New York
Carbide & Chemical Co..... 30 E. 42nd St., New York	Pyrofax Gas (NBC)	N. W. Ayer & Son 200 Fifth Ave., New York
Champion Radio Works, Inc.. Danvers, Mass.	Radio Tubes (Yankee Network)	Chambers & Wiswell 260 Tremont St., Boston
Coca-Cola Co..... Plum St., Atlanta	Coca-Cola Beverage (NBC)	D'Arcy Adv. Co., Inc. 1501 Locust St., St. Louis
Colgate-Palmolive-Peet Co.... 919 N. Michigan Ave., Chicago	Palmolive Soap (NBC)	Lord & Thomas and Logan, Inc. Palmolive Bldg., Chicago
Consolidated Cigar Co..... 730 Fifth Ave., New York	Cigars (CBS)	Young & Rubicam, Inc. 285 Madison Ave., New York
Cream of Wheat Co..... 730 Stinson Blvd., Minneapolis	Cream of Wheat (NBC)	J. Walter Thompson Co. 410 N. Michigan Ave., Chicago
Crowell Publishing Co..... 250 Park Ave., New York	Collier's Magazine (NBC)	Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., New York
Delano Potter & Co..... 45 Commercial St., Boston	Tea & Coffee (Yankee Network)	Wolcott & Holcomb 80 Federal St., Boston
Drake Baking Co..... Brooklyn, N. Y.	Drake's Cake (CBS)	McMullen, Sterling & Chalfant, Inc., 250 Park Ave., New York
Durkee-Mower Corp..... Lynn, Mass.	Marshmallow Cocoa (Yankee Network)	Harry M. Frost Co. 260 Tremont St., Boston
Dwinell-Wright Co..... 311 Summer St., Boston	Coffee (Yankee Network)	Lavin & Co. Statler Bldg., Boston
Eastman Kodak Co..... Rochester, N. Y.	Kodaks (CBS-NBC)	J. Walter Thompson Co. 420 Lexington Ave., New York

Company	Product and Chain	Agency
Fels & Co. 73rd & Woodland Ave., Phila.	Laundry Soap (NBC)	Young & Rubicam, Inc. Atlantic Bldg., Philadelphia
First National Stores, Inc. 5 Middlesex Ave., Somerville, Mass.	Chain Stores (Yankee Network)	Richardson, Alley & Richards Statler Bldg., Boston
Florsheim Shoe Co. 541-571 W. Adams, Chicago	Shoes (NBC)	McJunkin Adv. Co. 228 N. La Salle St., Chicago
Follmer, Clogg & Co. Lancaster, Pa.	Umbrellas (NBC)	Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., New York
Forhan Co. 200 Sixth Ave., New York	Tooth Paste (CBS)	Erwin, Wasey & Co. 420 Lexington Ave., New York
E. Fougera Co. 41 Maiden Lane, New York	Vapex (NBC)	Small, Kleppner & Seiffer, Inc. ✓ 469 Fifth Ave., New York
I. J. Fox Fur Co. 393 Fifth Ave., New York	Furs (CBS)	John J. Morgan Agency 60 Battery March St., Boston
Fruit-Pudding Co. of America 505 Water St., Baltimore	Pudding (Yankee Network)	Wood, Putnam & Wood 178 Tremont St., Boston
W. P. Fuller & Co. 301 Mission St., San Francisco	Paints, Varnishes, etc. (NBC)	McCann-Erickson, Inc. 114 Sansome, San Francisco
Funk & Wagnalls Co. 354 Fourth Ave., New York	Books, Literary Digest (NBC-CBS)	Samuel C. Croot Co., Inc. — 28 W. 44th St., New York
General Baking Co. 420 Lexington Ave., New York	"Bond" Bread (CBS)	Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., New York
General Foods Corp. 250 Park Ave., New York	Coffee (NBC)	Erwin, Wasey & Co., Inc. 420 Lexington Ave., New York
General Ice Cream Corp. Schenectady, N. Y.	Fro-Joy Ice Cream (NBC)	Erwin, Wasey & Co., Inc. 420 Lexington Ave., New York
General Mills, Inc. Cham. of Com., Minneapolis	Flours & Cereal (NBC)	Batten, Barton, Durstine & Osborn, Inc., No. Western Bk. Bldg., Minneapolis
Gentles Baking Co. 35 Mildred Ave., Milton	Health Bread (Yankee Network)	Harry M. Frost Co. 260 Tremont St., Boston
Gold Dust Corp. 88 Lexington Ave., New York	Cleansing Powder (NBC)	Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., New York
Barbara Gould, Inc. 392 Fifth Ave., New York	Beauty Preparations (CBS)	Redfield-Coupe, Inc. 247 Park Ave., New York
James Graham Mfg. Co. 695 Bryant, San Francisco	Wedgewood Ranges (NBC)	L. W. Farwell Agency Hearst Bldg., San Francisco
W. H. Graham Corp. 1770 Washington St., Roxbury, Mass.	Undertakers (Yankee Network)	Direct
Dorothy Gray 683 Fifth Ave., New York	Cosmetics (NBC)	Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., New York
The Great Atlantic & Pacific 420 Lexington Ave., New York	Food Products (NBC)	Paris & Peart 369 Lexington Ave., New York
Great Northern Railway Co. 4th & Jackson Sts., St. Paul	Railroad Travel (NBC)	McJunkin Adv. Co. 228 N. La Salle St., Chicago
Hamilton Umbrella Co. 216 Tremont St., Boston	Durp Weave Umbrellas (Yankee Network)	Direct
Hartwell & Son Boston	Coal (Yankee Network)	Direct
Herbal Flaxolyn Corp. Newburgh, N. Y.	Flaxolyn (Yankee Network)	Small, Kleppner & Seiffer ✓ 17 E. 45th St., New York
Edna Wallace Hopper 536 Lake Shore Dr., Chicago	Beauty Preparations (NBC)	Faxon, Inc. 400 N. Michigan Ave., Chicago
Howard Clothes, Inc. 1268 Broadway, New York	Men's Clothing (CBS)	Peck Adv. Agency, Inc. ✓ 271 Madison Ave., New York
F. M. Hoyt Co. Amesbury, Mass.	Peanut Products (Yankee Network)	A. W. Ellis Co. 24 School St., Boston
Interwoven Stocking Co. 390 George St., New Brunswick, N. J.	Hosiery (NBC)	United Adv. Agency 8 W. 40th St., New York
Jeddo Highland Coal Co. Jeddo, Pa.	Coal (Yankee Network)	Donald G. Frost, Inc. 17 Battery Pl., New York
Johnson Educator Food Co. 100 Sydney St., Cambridge	Crackers (Yankee Network)	John W. Queen 5 Park Square, Boston
Johnson & Johnson George St., New Brunswick	Baby Powder, Cream etc. (NBC)	Young & Rubicam, Inc. 285 Madison Ave., New York
Katterman & Mitchell New York	Silks (NBC)	Direct
Kellogg Co. Battle Creek, Mich.	Kaffee Hag Coffee (NBC)	N. W. Ayer & Son, Inc. W. Washington Sq., Phila.
Kelvinator Sales Corp. 14250 Plymouth Rd., Detroit	Elec. Refrigeration (NBC)	MacManus, Inc. Fisher Bldg., Detroit

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**BUFFALO** is the largest grain distributing port in the world.

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**BUFFALO** is the sixth port of America.

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**W G R**  
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South  
Dakota,  
Northwest  
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Minnesota,  
Most of  
Nebraska

## Most popular agricultural station

Broadcasting news, markets, and the most popular entertainment from 6 a. m. to 12 midnight, with full time and 1000 Watts, eight million people in the great North Mid-West depend on

# WNAX

Besides the full coverage mentioned above, the popularity of WNAX programs attracts part time listeners in Montana, Wyoming, Colorado, Kansas, Oklahoma, Missouri, Illinois, Indiana, Michigan, Wisconsin and even into Canada.

Top of the dial—526 Meters, 570 Kilocycles—and full Western Electric Equipment with 90% Modulation insures wide and clear reception continuously. Member Columbia Broadcasting System.

Build your business in this splendid market, at moderate cost, as we have built our business by marvelous strides—and as others have increased their business, the facts on which are yours on request.

## HOUSE OF GURNEY INC.

YANKTON, S. D.

Company	Product and Chain	Agency
Kennedy & Co. 91 Commercial St., Boston	Butter, Eggs, etc. (Yankee Network)	Ingalls Adv. Agency 137 Newbury St., Boston
Atwater Kent Mfg. Co. 4700 Wissahickon Ave., Philadelphia	Radios & Speakers (NBC)	Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., New York
C. M. Kimball Winthrop, Mass.	Metal Polish	Wood, Putnam, Wood 178 Tremont St., Boston
Kirkman & Son Bridge & Water, Brooklyn	Soap Products (NBC)	Ewing, Jones & Higgins, Inc. 36 W. 44th St., New York
Knox Hat Co. 711 Fifth Ave., New York	Knox-Dunlap Hats (NBC)	Louis C. Pedlar, Inc. 509 Madison Ave., New York
La Lasine International 529 S. Broadway, So. Boston	Antiseptic (Yankee Network)	Wales Adv. Agency, Inc. N. Y. Central Bldg., New York
Lamont, Corliss & Co. 131 Hudson, New York	Nestle's Chocolate (NBC)	Dauchy Co., Inc. 9 Murray, New York
Francis H. Leggett & Co. 27th & Hudson, New York	Premier Salad Dressing (CBS)	Rudolph Guenther-Russell Law, Inc., 131 Cedar, New York
Lehigh Coal & Navigation Co. 1421 Chestnut St., Philadelphia	Coal (NBC)	Aitken-Kynett Co. 1420 Walnut St., Philadelphia
Lehn & Fink Products Co. 683 Fifth Ave., New York	Pebeco Tooth Paste (CBS)	United States Adv. Corp. 250 W. 57th St., New York
Lever Brothers Co. Cambridge, Mass.	Soap & Soap Flakes (NBC)	J. Walter Thompson Co. 420 Lexington Ave., New York
Levin Bros. Boston, Mass.	Dainty Dot Hosiery	Willard DeLue 80 Boylston St., Boston
Loose-Wiles Biscuit Co. Long Island City, N. Y.	Crackers (Yankee Network)	Newell-Emmett Co., Inc. 40 E. 34th St., New York
P. Lorillard Co. 119 W. 40th St., New York	Old Gold Cigarettes (CBS)	Lennen & Mitchell, Inc. 17 E. 45th St., New York
The Lowe Brothers Co. 450 E. 3rd St., Dayton	Paints (NBC)	Geyer Adv. Co. 3rd Natl. Bk. Bldg., Dayton
Luden's, Inc. 200-242 N. 8th St., Reading, Pa.	Cough Drops (NBC)	R. A. Foley Agency 1600 Arch, Philadelphia
MacFadden Publications, Inc. 1926 Broadway, New York	True Story Magazine (CBS)	Ruthrauff & Ryan, Inc. 128 W. 31st St., New York
Maltine Co. 20 Vesey, New York	Maltine Tonic (NBC)	N. W. Ayer & Son, Inc. 200 Fifth Ave., New York
Manhattan Soap Co., Inc. 441 Lexington Ave., New York	Toilet Soap (CBS)	Peck Adv. Agency, Inc. 271 Madison Ave., New York
Martin-Senour Paint & Varnish Co. 2520 Quarry St., Chicago	Paint & Varnishes (CBS)	Behel & Harvey Adv. Agency 400 W. Madison, Chicago
Maryland Pharmaceutical Co. 2419 Greenmount Ave., Baltimore	Cough Syrup (Yankee Network)	The Joseph Katz Co. 16 E. Mt. Vernon Pl., Baltimore
C. F. Mueller Co. 180 Baldwin Ave., Jersey City	Spaghetti & Macaroni (NBC)	Thomas M. Bowers Adv. Agency 25 E. Jackson Blvd., Chicago
My-T-Fine Corp. 882 Third Ave., Brooklyn	Food Products (Yankee Network)	Wales Advertising Co. 230 Park Ave., New York
National Battery Co. 1728 Roblyn Ave., St. Paul	Storage Batteries (NBC)	David, Inc., Merchants Natl. Bk. Bldg., St. Paul
National Lead Co. of Calif. San Francisco, Calif.	Paints & Varnishes (NBC)	Marschalk & Pratt, Inc. 369 Lexington Ave., New York
National Pickle Packers Assn. 140 N. Dearborn St., Chicago	Pickles (NBC)	Young & Rubicam, Inc. 285 Madison Ave., New York
Neet, Inc. Port Chester, N. Y.	Beauty Preparations (NBC)	Blackett-Sample-Hummert, Inc. 58 E. Washington, Chicago
N. E. Confectionery 254 Massachusetts Ave., Cambridge, Mass.	Necco (Yankee Network)	Lavin & Co. 916 Statler Bldg., Boston
New England Coke Co. 250 Stuart St., Boston	Coke (Yankee Network)	P. F. O'Keefe, Inc. 45 Bromfield St., Boston
Ocean S.S. Co. of Savannah Pier 46, N. R., New York	Steamship Service (NBC)	Aitkin-Kynett Co. 1420 Walnut, Philadelphia
O'Cedar Corp. 4501 S. Western, Chicago	O'Cedar Products (CBS)	Shuman-Haws Advertising Co. 820 Tower Ct., Chicago
Pacific Coast Gas Assn. San Francisco	Gas & Power (NBC)	Hamman-Lesan Co., Inc. 574 Market St., San Francisco
Pacific States Sav. & Loan San Francisco	Financial Institution (NBC)	Leon Livingston Mills Bldg., San Francisco
The Packer Mfg. Co., Inc. 101 W. 31st St., New York	Tar Soap & Shampoos (NBC)	The Blackman Co. 122 E. 42nd St., New York
Paramount Publix Corp. Paramount Bldg., New York	Motion Pictures (CBS)	Hanff-Metzger, Inc. Paramount Bldg., New York
Parke, Davis & Co. Ft. of McDougall, Detroit	Pharmaceutical Supplies (NBC)	Blackman Co. 122 W. 42nd St., New York
E. L. Patch Co. Stoneham, Mass.	Cod-Liver Oil (NBC)	Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., New York

Company	Product and Chain	Agency
Penick & Ford, Ltd. 420 Lexington Ave., New York	Maple Syrup..... (NBC-Yankee)	J. Walter Thompson Co. 420 Lexington Ave., New York
Philadelphia Storage Bat. Co. Ontario & C Sts., Philadelphia	Philco Batteries & Radios (CBS-NBC)	Erwin, Wasey & Co. 420 Lexington Ave., New York
Pond's Extract Co..... 131 Hudson St., New York	Vanishing & Cold Creams (NBC)	J. Walter Thompson Co. 420 Lexington Ave., New York
Procter & Gamble..... 209 Gwynne Bldg., Cincinnati	Soaps & Crisco (NBC-CBS)	The Blackman Co. 122 E. 42nd St., New York
The Quaker Oats Co..... Ry. Exchange Bldg., Chicago	Food Products..... (NBC)	Lord & Thomas and Logan, Inc. 919 N. Michigan Ave., Chicago
Radio Corp. of America..... 233 Broadway, New York	Radios & Radio Speakers (NBC)	Lord & Thomas and Logan, Inc./ 247 Park Ave., New York
R. J. Reynolds Tobacco Co..... Winston-Salem, N. C.	Camel Cigarettes..... (NBC)	N. W. Ayer & Son, Inc. W. Washington Sq., Phila.
Robertshaw Thermostat Co..... Youngwood, Pa.	Thermostats..... (NBC)	Sweeney & James Co., Inc. 1632 Euclid Ave., Cleveland.
Roxy Clothes, Inc..... 915 Broadway, New York	Men's Clothes..... (Yankee Network)	Willard DeLue 80 Boylston St., Boston
Safeway Stores, Inc..... Oakland, Cal.	Groceries..... (NBC)	Bottsford-Constantine Oil Bldg., San Francisco
Scott Furriers, Inc..... 69 Summer St., Boston	Women's Coats & Dresses (Yankee Network)	Sidney Dunn & Co. 77 Summer St., Boston
Scott & Bowne, Inc..... Bloomfield, N. J.	Scott's Emulsion..... (NBC)	Young & Rubicam, Inc. 285 Madison Ave., New York
Silent Glow Oil Burner Corp..... 1000 Park Ave., Hartford, Conn.	Oil Burners.....	Lyman Irish 60 E. 42nd St., Boston
Smith Bros..... Poughkeepsie, N. Y.	Cough Drops & Syrup (NBC)	Hommann, Tarcher & Sheldon, Inc., 551 Fifth Ave., New York
Southern Cotton Oil Trading Co., San Francisco	Wesson Cooking Oil..... (NBC)	Fitzgerald Adv. Agency, Inc. Southern Bldg., New Orleans
Southern Oak Flooring Industries, Little Rock, Ark.	Oak Flooring.....	Robert H. Brooks Co. 802 Boyle Bldg., Little Rock
Sperry Flour Co..... 195 Berry St., San Francisco	Food Products..... (NBC)	D'Evelyn & Wadsworth Agency 405 Montgomery, San Francisco
Standard Brands, Inc..... 595 Madison Ave., New York	Coffee, Yeast, etc..... (NBC & CBS)	J. Walter Thompson Co. 420 Lexington Ave., New York
Standard Oil Co. of Calif..... Standard Oil Bldg., San Fran- cisco	Gasoline & Oil..... (NBC)	McCann-Erickson Co. 114 Sansome, San Francisco
Standard Oil Co. of N. Y..... 26 Broadway, New York	Socony Gasoline..... (NBC)	Batten, Barton, Durstine & Os- born, Inc. 383 Madison Ave., New York
S. W. Straus & Co..... 565 Fifth Ave., New York	Bonds..... (CBS)	J. Walter Thompson Co. 420 Lexington Ave., New York
Street & Smith..... New York	Detective Story Magazine (CBS)	Ruthrauff & Ryan, Inc. 128 W. 31st St., New York
Stromberg-Carlson Mfg. Co..... 1060 University Ave., Rochester, N. Y.	Radios & Speakers..... (NBC)	H. C. Goodwin, Inc. 70 Exchange St., Rochester
Swift & Co..... Union Stock Yards, Chicago	Vigoro..... (NBC)	J. Walter Thompson Co. 410 N. Michigan Ave., Chicago
Joseph Tetley Tea Co..... 483 Greenwich, New York	Tetley Tea..... (NBC)	N. W. Ayer & Son, Inc. W. Washington Sq., Phila.
Toddy, Inc..... 522 Fifth Ave., New York	Toddy Food Drink..... (NBC)	McMullen, Sterling & Chalfant, Inc., 522 Fifth Ave., New York
The Twitchell-Champlin Co..... 29 Sleeper St., South Boston	Canned Goods..... (Yankee Network)	A. W. Ellis Co. 24 Central St., Boston.
Vacuum Oil Co..... 61 Broadway, New York	Mobiloil Motor Oil..... (NBC)	Blackman Co., Inc. 122 E. 42nd St., New York
Virginia-Carolina Chem. Corp..... 11-13 S. 12th St., Richmond, Va.	Plant Foods & Fer- tilizers (NBC)	Batten, Barton, Durstine & Os- born, Inc. 383 Madison Ave., New York
Northam Warren Co..... 191 Hudson St., New York	Cutex Manicure Prep- arations (NBC)	J. Walter Thompson Co. 420 Lexington Ave., New York
G. Washington Coffee Ref. Co..... Hanover Ave., Morris Plains, N. J.	G. Washington Coffee..... (NBC)	Cecil, Warwick & Cecil 247 Park Ave., New York
Webster-Eisenlohr, Inc..... 511 Fifth Ave., New York	Webster Cigars..... (NBC)	Lawrence C. Gumbinner Agency 9 E. 41st St., New York
Wildroot Co..... 1490 Jefferson Ave., Buffalo	Hair Tonic..... (NBC)	Batten, Barton, Durstine & Os- born, Inc. 383 Madison Ave., New York
Williams Oil-O-Matic Htg. Corp., Bloomington, Ill.	Oil Burners..... (NBC)	Roche Advertising Co. 310 S. Michigan Blvd., Chicago
A. Wittnauer & Co..... 402 Fifth Ave., New York	"Longines" Watches..... (NBC)	National Publicity Service 285 Madison Ave., New York

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Over a million  
listeners in a  
prosperous  
territory. ♦

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within a radius  
of 120 miles.

The only guar-  
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Wichita area.

Western Elec-  
tric double  
turn tables,  
both 33 1-3  
and 78 RPM.

1,000 Watts,  
crystal con-  
trol, 100 per  
cent modula-  
tion. ♦ ♦

For these five major reasons 33 national  
advertisers are now using this outstand-  
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with more detailed information on request.

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WICHITA, KANSAS

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KGEZ, Kalispell  
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KFPY, Spokane

### IDAHO

KGKX, Sandpoint  
KGIQ, Twin Falls

### NORTH DAKOTA

KLPM, Minot  
KFJM, Grand Forks

### SOUTH DAKOTA

KSOO, Sioux Falls  
KGCR, Watertown

### WYOMING

KDFN, Casper

### MINNESOTA

KGFK, Moorehead

### NEBRASKA

KGKY, Scottsbluff

## MONTANA RADIO COVERAGE CO.

Butte, Montana

## 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,  
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Phone Harrison 5670

Get the  
*National Slant*  
from Heinl's

## RADIO BUSINESS LETTER

Insurance Building  
Washington, D. C.

SEND FOR SAMPLE COPIES

## General Mills Add New Program

GENERAL MILLS, INC., Minneapolis, producers of Gold Medal flour, have added the Gold Medal Express, an evening musical program broadcast weekly over an NBC network, to their radio schedule, which includes a similar program, the Gold Medal Fast Freight, over a CBS chain and daytime programs over both networks. The agency on this account is Blackett, Sample & Hummert, Chicago.

## Phoenix Sponsors Children's Contest

THE novel promotion stunt of a hosiery designing contest for children under 12 years of age is to be used by the Phoenix Hosiery Company of Milwaukee. Radio programs over 40 stations, backed up by dealer copy in newspapers and window display material, will be used to advertise the contest, which will run from April 23 to May 23.

The radio programs are electrical transcriptions, produced by National Radio Advertising, Inc. Critchfield & Company, Chicago, is the agency.

## Beverages to Broadcast

RADIO and newspapers will be used in the 1931 advertising campaign for O'Keefe's Beverages, Ltd., Toronto, Canada. The account is directed by J. J. Gibbons, Ltd., of that city.

## IN BASEBALL TERMS

It takes a "No Hit—No  
Run" Game to Beat

## HAYNES' RADIO LOG

Users hold such high esteem for its perfection and simplicity. Advertisers and station managers appreciate its power in pulling responses.

Bearing your printed message, this log will produce results that will fulfill your highest expectation!

Write for a sample. It will be our pleasure to send you one.

## HAYNES' RADIO LOG

608 So. Dearborn St.  
CHICAGO

## 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.

### STATION EXECUTIVE

Station Advertising Manager at liberty. All around station man. Thoroughly competent. Can create programs, write continuity, announce or lecture. Hard worker and hustler. Can produce good business and hold it. Desire commission—contract only. State best proposition in answer. I have business waiting to be placed wherever I go. Address Box 403, % Broadcast Advertising Magazine.

## Experienced Commercial Manager Available

In radio since 1924 with successful record of sales for two "clear channel" stations and network.

Previous experience in selling publication space and with advertising agency.

Can prove ability to do good job for a major station or advertising agency—also interested in lease of smaller stations.

Best of references will be furnished to anyone interested in making profits from broadcast advertising.

Quick action desired so wire or write to

Box 404

c/o Broadcast Advertising

440 So. Dearborn St.,  
Chicago, Ill.

## ATTENTION

### Radio Stations Over 500 Watts

Five years' experience. A real producer. References will prove ability. Will be available May 1st. Commission arrangement only. Give full particulars in reply.

Address: Box 405,  
BROADCAST ADVERTISING