

Coverage of Total Market by Media

COMMODITY	Typical Weekly Magazine	Typical Monthly Magazine	10 Class Magazines Combined	Columbia Network
Women's Shoes Over \$10	22.1%	19.8%	29.6%	84.1%
Men's Shoes Over \$10	18.8%	16.0%	18.0%	79.9%
Women's Shoes Under \$10	12.9%	11.1%	10.4%	64.3%
Men's Shoes Under \$10	12.1%	10.5%	9.0%	65.5%
Men's Suits Over \$50	21.4%	18.7%	25.4%	83.3%
Men's Suits Under \$50	11.2%	9.8%	8.2%	63.3%
Watches Over \$25	19.2%	16.4%	19.0%	80.0%
Watches Under \$25	11.1%	9.6%	6.4%	64.8%
Sterling Silverware	19.5%	17.0%	21.8%	80.4%
Plated Silverware	12.6%	10.9%	9.2%	67.9%
Automobiles Over \$3,000	24.5%	22.3%	37.1%	86.3%
Automobiles \$2,000-\$3,000	22.6%	20.2%	29.7%	84.6%
Automobiles \$1,000-\$2,000	15.8%	13.3%	11.5%	76.0%
Automobiles Under \$1,000	11.9%	10.1%	7.2%	67.4%
Paints and Varnishes	12.2%	10.3%	7.3%	68.1%
Electric Refrigerators	11.8%	10.2%	6.9%	67.4%
Electric Washing Machines	9.6%	8.5%	5.7%	60.9%
Electric Vacuum Cleaners	10.5%	9.1%	6.2%	63.9%
Cameras (except boxtype)	18.7%	16.8%	23.0%	78.1%
Life Insurance	15.6%	13.6%	14.8%	72.8%

our market after we find out what class or classes they are." (Italics ours.)

An interesting sidelight on the amount of research necessary for the survey, and an indication of the thoroughness with which some of the companies cooperated, is contained in the fact that one insurance company specially tabulated more than \$100,000,000 of life insurance policies to determine into what income groups the policy holders fell, and in what proportion.

Basis of Comparison

WITH REFERENCE to the difficulty of arriving at a satisfactory basis for determining circulation in advertising, three important parallels are enunciated:

(1) If "gross circulation" for a magazine be considered as the total number of copies printed, then gross circulation for a radio program must be considered the total number of radio sets within reach of the signal which carries it.

(2) If the gross circulation of a magazine is whittled down to "regular subscribers," the only comparable figure for radio broadcasting would be the number of "regular listeners" to the station or network over which it was broadcast.

(3) If the net circulation of a radio program is measured by the number of radio owners who actually listen to it during a given 15-minute period, then the true net circulation of a magazine advertisement must be measured by the number of people who actually read it in a given issue.

Two to One for Radio

FIGURES are then adduced to show that it is possible to arrive at an estimate of the actual net circulation of printed and broadcast advertising messages. It is pointed out that Dr. Gallup found that among magazine readers, the average full page advertisement was actually read, wholly or in part, in about 7 per cent of the total copies delivered. Dr. Starch, in a continuous study of the subject over a period of months, found the figure as low as 4.3 per cent in general monthly magazines, 6.1 per cent in women's magazines, and 8.1 per cent in weekly magazines, for people who read "most or all" of the average full-page ad. For radio, hundreds of programs

have been measured by the coincidental telephone method to determine the actual number of listeners. The average of these hundreds of records shows slightly more than 12 per cent listening, in all the radio homes covered by the station or network. This 12 per cent must be compared with the 6 or 7 per cent for the magazines, giving a differential of about two to one in favor of radio.

Chart for Advertisers

TO CONVERT the coverage data from gross circulation to net circulation, two percentages must be combined. In the case of women's shoes priced over \$10, the market is 84 per cent covered by radio; 12 per cent of radio homes will listen to the average program; therefore, 10 per cent of the entire market will be reached by the individual program. For the weekly magazine, the market coverage is 22 per cent; a full page ad will be read in 7 per cent of the copies sold, so the net circulation is 7 per cent of 22 per cent, or 1 1/2 per cent.

Adding greatly to the usefulness of the survey, and making it of interest to a much wider audience, is a section devoted to enabling advertisers whose products are not covered by the survey to obtain the same pertinent data for themselves. Skeleton sets of figures are provided, so that an advertiser who ascertains the proportions of his sales made in different income levels can correlate the two sets of figures, and determine what his coverage and circulation will be for each income level for the four media treated in the survey—weekly, monthly and class magazines, and radio.

Atwater Kent Returning

THE ATWATER KENT Hour, one of commercial radio's first great features, will return in September, according to an announcement July 6 by Batten, Barton, Durstine & Osborn, New York, on behalf of A. Atwater Kent, the radio manufacturer. The program, which went off the air on June 28, 1931, after having presented concert stars every Sunday night since Oct. 4, 1925, with Josef Pasternack's orchestra, will be carried on a big network, possibly NBC-WJZ. The exact time and network lineup have not yet been determined.

Earlier News Time Agreed on in East

Press-Radio Bureau Releases To Go on Air at 6:30 p. m.

EARLIER broadcasting times for news dispatches of the Press-Radio Bureau will go into effect in the Eastern and Central time zones July 16. This development, outlined in the last issue of BROADCASTING, was brought about by the publisher members of the Publishers National Radio Committee. The fact that the change from 9 p. m. to 6:30 p. m., local station time, was proposed by the spokesmen of the newspapers, and not by those representing radio or the press associations, is considered especially significant in radio circles. As was expected, the broadcasters have agreed to adhere as closely as possible to the new release time, instead of holding up the news until later in the evening. This is understood to be the objective sought by the publishers.

To Avoid Scoops

UNDER the original program, while 9 p. m. was stipulated as the earliest time for release of the service, the networks could not clear time for it until after 11 p. m. In the meantime, independent stations carrying independent news reports were able to scoop those subscribing to Press-Radio service.

Emphasis still is placed on the fact that the arrangement constitutes only a "program," and that even the word "agreement" would be too strong to define the delicate relationship that exists between the broadcasters and the news interests. Despite this delicacy, however, the networks have informally agreed for their part to clear time as soon as contractual obligations permit so that the service can be broadcast on the stations which they own or operate at 6:30 p. m., local time. As the independent stations are represented on the governing committee of the bureau only by the spokesmen for the networks (in the absence of a representative of the NAB), it is presumed that a majority of these stations also agreed to put the service on the air at the earliest available time after 6:30, and to clear the 6:30 period as soon as conflicting contracts expire.

Complicated by DST

DURING the summer, when there is no uniformity of time even in any one state, owing to the haphazard adoption of daylight saving time, it is impossible for the news to be fed to a majority of the stations by network wires. It would be available for New England, for example, where most cities are on daylight saving. But so far as CBS is concerned, it is doubtful whether the New England stations, being members of the Yankee Network, will avail themselves of the opportunity offered. CBS cannot even feed upstate New York, for while Buffalo and Albany have daylight saving, Rochester and Syracuse have not. However, the southern stations in the Eastern time zone will be able to pick their reports off the network wire at 7:30, EDST, when CBS will feed its Dixie Network with the news, from New York.

The vast majority of independent stations taking the service will re-

Gimbel's Buy Remaining 50% Interest in WIP



Mr. Gimbel

SALE of the half interest in WIP, Philadelphia, held by the Keystone Broadcasting Corp., was consummated the week of July 9, with Gimbel Brothers, department store, purchasing the Keystone. Gimbel Brothers now owns the station 100 per cent, and has installed Benedict Gimbel, Jr., as general manager and Frank Lamb as executive vice president in charge of operations. The purchase price is understood to have been around \$150,000. Mr. Gimbel, who formerly was manager of WIP, returns to that job as successor to H. Bart McHugh, resigned. Mr. Lamb was formerly Philadelphia assistant to Kenneth Collins, advertising manager of the Gimbel stores and former advertising manager of R. H. Macy & Co., New York. The president of Keystone was Benjamin Golder, former Congressman from Philadelphia.

Paramount's Recordings

THROUGH an arrangement with Paramount Pictures Distributing Corp., World Broadcasting System is making a series of transcriptions of songs, skits and dramatizations from Paramount pictures, which will be available for local sponsorship by theatres showing the movies in WBS station cities. The transcriptions will be made in Hollywood, the first two being drawn from Mae West's "It Ain't No Sin" and Ben Bernie's "Shoot the Works." The programs will be shown in advance of the picture release in the cities concerned.

Chain Restaurant's Spots

JOHN R. THOMPSON Co., Chicago (chain restaurants), sponsoring Quin Ryan, manager and commentator of WGN, Chicago, as the "World's Fair Reporter" over WGN, daily except Sunday at 6:45 p. m., CDST, ran spot advertising in June directing attention to the program from the Chicago station in 17 cities of Illinois, Indiana, Iowa, Ohio, Michigan, Wisconsin, Nebraska, Kentucky and Missouri. Broadcasts come from radio room of the Thompson's Restaurant at the Fair. Mitchell-Faust Advertising Co., Chicago, handled the campaign.

ceive it henceforth by Western Union, members of both NBC and CBS having been grouped according to geography, regardless of network affiliation, and regional distributing points have been set up to reduce the cost of transmission. How many of these points will be needed or the approximate cost to stations in different areas had not been finally determined at the time of going to press.

The Press-Radio Bureau will continue to operate under the slogan of "news service during all broadcasting hours" so that bulletins will be supplied from 6:30, local time, until closing, on any matters of "transcendent importance."

Studebaker Makes Every Penny Count

Auto Manufacturer Carefully Plans Its Radio Programs; Sponsor Provides Dealers With Merchandising Aids

By MORROW KRUM

Roche, Williams and Cunyngnam, Inc., Chicago

A REVIEW of the long career of the Studebaker Sales Corporation of America in broadcasting brings forth two interesting illustrations of how radio advertising may be successfully coordinated with the retail marketing of a major-expenditure product. Perhaps no other manufacturer of automobiles has employed radio so skillfully.

Studebaker's radio budgets have always been carefully husbanded. Although these expenditures have been generous they have never approached the huge spendings of other advertisers. Yet Studebaker is known today as a prominent and aggressive radio advertiser. In other words, every penny of the radio budget and every minute of the broadcast time has been made to pay a generous dividend.

Agency Cooperation

IN THE FIRST place, it may be said that all of Studebaker's broadcasting has been the result of close cooperation between Studebaker sales executives and executives of Roche, Williams, Cunyngnam, Inc., Studebaker's advertising agents. The two men who have had final authority and deep interest in each program are Paul G. Hoffman, Studebaker's president, and John Pierre Roche, the agency's president.

Studebaker's first adventure in radio took place in January, 1929, and, although that may not seem long enough ago to place Studebaker on the list of pioneers, it will be recalled that at that time "nobody wanted Sunday night" and Studebaker was able to pick its own hour on that night. At that time Studebaker was making a determined effort to establish the high performance and unusual stamina of Studebaker automobiles in the public mind. Proving ground and speedway tests, cross-country runs and hill-climbs and all manner of performances were executed by Studebaker engineers; so Studebaker went on the air with the "Studebaker Champions."

The program was designed to be outstanding amid the "band programs" then on the air. It was decided that the orchestra would play popular numbers in a semi-classical manner and that semi-classical numbers would be played in a popular manner. It was a job of rearranging and the man who did most of the arranging, Carroll Huxley, is today one of radio's foremost arrangers.

Success Immediate

THE STUDEBAKER Champions were immediately successful. The public liked the music, the vocal numbers, and the plugs were cleverly devised to win favor, rather than tune-outs.

So much for that phase of Studebaker's ether "ad"-venturing. In the fall of 1933 Studebaker prepared to introduce new models. The "Champions" had been off the

ONE of the oldest automobile manufacturers on the air, Studebaker will become one of the largest in August when it starts a second program on CBS. It already has a weekly half hour on the NBC-WEAF network. The secret of Studebaker's success on the air, according to Mr. Krum, is that all programs have been carefully planned to provide the maximum results in good will and advertising. In addition, the sponsor has flooded dealers with merchandising material and cooperated closely with the agency handling its account.



MR. KRUM

air. There had been no sustained period with a waiting audience. Yet Studebaker wanted to go on the air and to have an audience waiting for its advertising message.

So Studebaker "got a big bass drum." For five successive nights a 15-minute coast-to-coast network program featuring a sure-fire name act was broadcast. These short programs were in the manner of teasers, leading the public to an hour's broadcast on the sixth night when all of the name acts appeared.

Merchandising Aids

THIS "TEASER" plan was unusually effective. Each of the name acts was big enough to draw an audience and their combined presence on the big program made it a real sell-out. The idea was so successful that it is now a definite part of Studebaker's radio program. Name acts employed on the recent programs include Crosby, Etting, Humber, Smith, Morgan, Gershwin, Downey, Barrymore and Froman.

During the years since 1929 Studebaker has given its dealers excellent support in the matter of merchandising materials, show-window posters, local scripts and transcriptions for "tie-in" programs and liberal local newspaper advertising. Dealers have followed the factory's lead and have used radio aggressively. The results have been most satisfactory and

the entire Studebaker dealer organization is thoroughly sold on the use of the air.

Two Pepsodent Features Rivals for Net Audience

AMOS 'N' ANDY'S new early broadcast time, 6:45 p. m., CDST, on an NBC-WJZ network east from Chicago and the southeast supplementals, put them opposite the Pepsodent Co.'s "Goldbergs" on an NBC-WEAF network from July 2 to 12. On July 12 the boys left on their two-months vacation and the Goldbergs went off the air, with Frank Buck taking the vacant spot on an NBC-WJZ network for the Pepsodent Co., of Chicago.

NBC-WJZ network west, south central, southwest, northwest, mountain and Pacific coast stations continued to get the black face comedians at 10 p. m., CDST. Incidentally, the new time for Amos 'n' Andy in Chicago left them without WMAQ as an outlet for the first time since they became Amos 'n' Andy in March, 1928. WMAQ carried the "Goldbergs" and WENR alone was the outlet for Amos 'n' Andy.

"Kidding the Product"

"KIDDING the product has become an accepted way of putting the advertising message over in an entertaining manner," Martin B. Campbell, manager of WFAA, Dallas, told the Dallas Advertising Club July 6. He cited Jack Benny's manner of chiding the commercial burbs in his former Chevrolet program and in his present General Tire programs, and declared that Ed Wynn's interruptions of Graham McNamee's commercial plugs enhance the interest in the Texaco programs.

WAAF Back on Air

WAAF, Chicago, which was completely burned out along with the plant of its newspaper operator, the Chicago Drivers Journal, during the Chicago stockyards fire in May, returned to the air the week of June 25, using a new transmitter atop the Exchange Building and new studios in the Palmer House.

Food Air Feature Costs Store Chain Practically Nothing

Manufacturers Pay for Time; Kitchen Furnished Free

KOIL, Council Bluffs, Omaha, has a 45-minute daily program for which it secures regular rates but which is costing the sponsor, United Food Stores, practically nothing. The program takes the air from a fully equipped electric kitchen in the city's largest department store, and neither the equipment nor space costs either station or sponsor anything.

The time is paid for by United Food Stores, but the store managers secure payment, in turn, from the manufacturers of the products that the United Food Stores handle. It is barely possible, it is said, that during the winter season the United Stores may make money from these makers of the goods it sells.

Store Donates Space

BRANDEIS Department Store furnishes space gratis for the kitchen because of the incidental advertising it secures thereby and because crowds are attracted to the store to witness the broadcasts which go on while meals are prepared in the kitchen. Storz Electric Co., Omaha dealer in General Electric products, furnishes the kitchen, complete, for the incidental advertising it secures. Neither Storz nor Brandeis get direct advertising plugs on the program.

The meals are prepared on the program by a woman member of the staff who was chosen for her practical knowledge of a kitchen and her "showmanship" rather than expert familiarity with home economics. The commercial plugs are not given by the woman, however; they are recited, a dozen or more through the program, by a male announcer. Entertainment is varied, running from instrumental soloists and musical groups to singers.

Attendance at the kitchen averages 500 women a week. To them are given, directly, the recipes the United Food Stores distribute. These recipes are of the meal prepared that day. Listeners can secure these recipes by calling at any one of 109 United Food Stores in Omaha.

Others Eager to Join

WHILE the present program is broadcast from an electric kitchen in a department store, the sponsor manager says he would be willing to take the program if it originated in a studio kitchen. Other electricity concerns and gas companies have offered to equip a kitchen free in a studio or elsewhere, according to John M. Henry, manager of KOIL.

"The kitchen has proved itself worthwhile to the sponsor," said Mr. Henry, "especially in view of his ability to pass along the cost. And operating it is economical to the station. The sponsor pays for the talent, and the woman and man announcer are regular members of the staff. Operating the kitchen has not necessitated increasing our overhead a nickel."

The contract with the United Food Stores is for a year and is for exclusive sponsorship.