





410 NORTH MICHIGAN AVENUE

CHICAGO

PHONE WHITEHALL 6000

To: The Advertiser-

Subject: WBBM Radio Advertising-

This brief has been prepared and is presented in the hope that a concise statement regarding one of the representative broadcasting organizations of the country may assist you in determining your radio advertising policies.

We have endeavored to make these few pages well worth your reading by confining the matter to facts, statistics, and experience.

Radio is by no means an intangible advertising medium as some would have it regarded. To the contrary, it is a very concrete, dynamic force with unlimited potentialities.

WBBM presentations - backed by experience as old as the radio industry itself - carry the "punch" that has consistently made them paying investments.

Regardless of your present policy toward this newest force in advertising, we invite your careful consideration.

H. Leslie Attans.

RADIO STATION WBBM

WBBM COVERAGE 8:30 P.M., JANUARY 2nd, 1930

The following figures give the number of letters received from one half-hour program over WBBM for each 1,000 radio sets owned in the states named.

Remembering the oft' quoted statement that only one person out of every thousand listeners ever writes to a radio station, it forms a striking illustration of the popularity and listener circulation enjoyed by WBBM.

<u>STATE</u>	<u>RADIO SETS IN THOUSANDS</u>	<u>LETTERS REC'D. FROM ONE PROGRAM</u>	<u>LETTERS PER 1,000 SETS</u>
Illinois	728	7302	10
Wisconsin	221	3984	18
Michigan	430	1432	3.34
Indiana	239	1248	5
Iowa	213	933	4.38
Minnesota	164	267	1.63
N. Dakota	42	176	4.19
S. Dakota	53	223	4.21
Nebraska	139	187	1.35
Kansas	134	251	1.87
Oklahoma	125	159	1.27
Texas	250	330	1.32
Louisiana	83	203	2.45
Montana	37	62	1.68
Mississippi	33	142	4.3
Alabama	60	176	2.93
Georgia	76	127	1.67
Arkansas	62	141	2.28
Tennessee	71	138	1.94
N. Carolina	63	109	1.73
S. Carolina	30	80	2.66
Vermont	31	35	1.13
Florida	85	67	.79

(Seventeen additional states and Canada gave a response ranging from 1/10 to 3/4 letters per 1,000 radio sets.)

DAYTIME COVERAGE

MAIL RECEIVED BY WBBM FROM

THE PROGRAM OF
12:00 to 12:25 P.M.

ON

DECEMBER 30TH, 1929

BREAKDOWN BY STATES

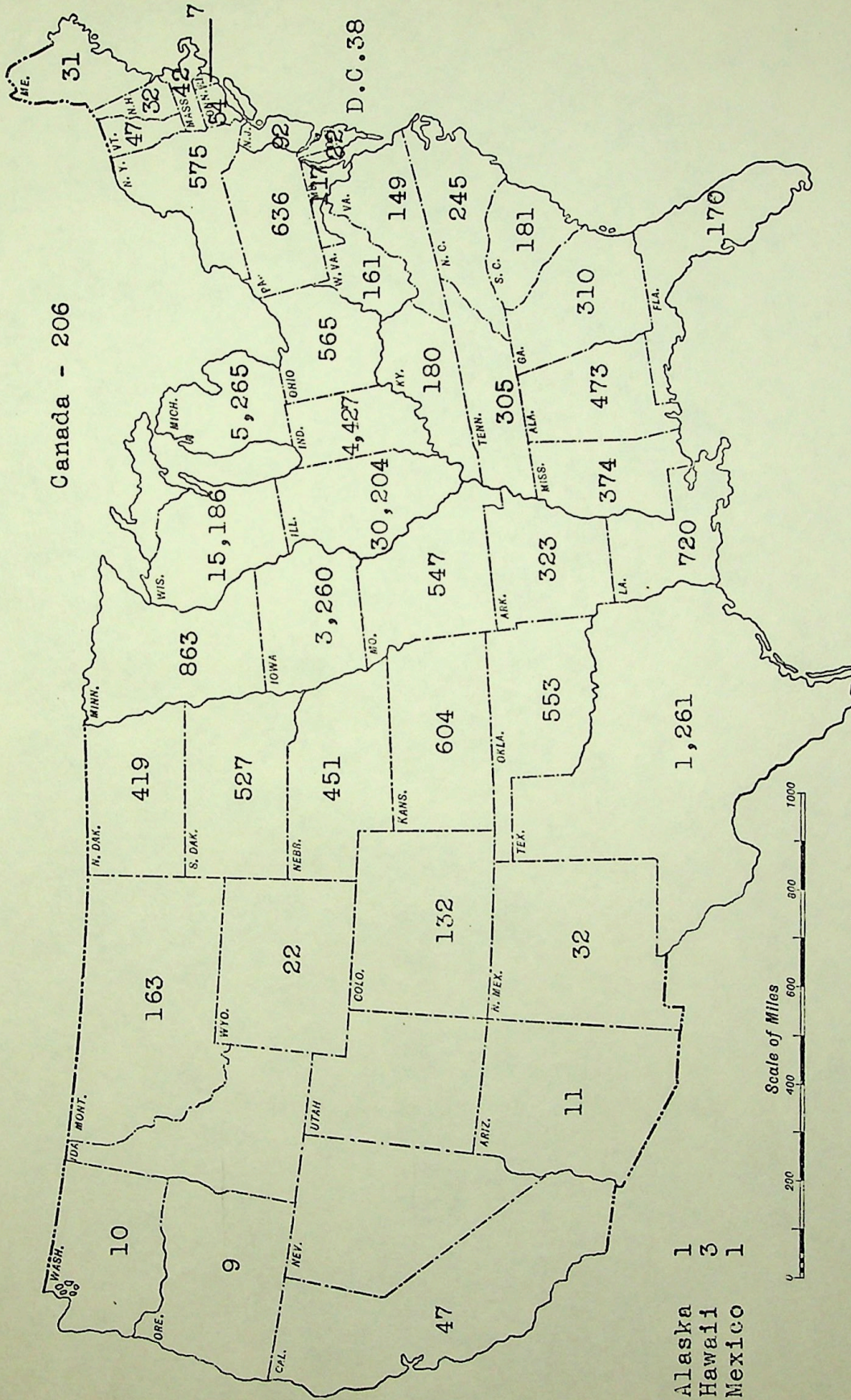
<u>STATE</u>	<u>NO. OF LETTERS</u>	<u>NO. OF COMMUNITIES</u>
Illinois	347	172
Indiana	167	88
Iowa	73	50
Kansas	2	2
Kentucky	1	1
Michigan	119	79
Minnesota	3	3
Missouri	4	4
Ohio	29	25
Oklahoma	2	2
Pennsylvania	5	5
Texas	1	1
Wisconsin	<u>236</u>	<u>130</u>
TOTAL	989	562

(Circle on accompanying map indicates 200 mile radius.)





MADE BY WILSON-JONES CO., CHICAGO, U. S. A.



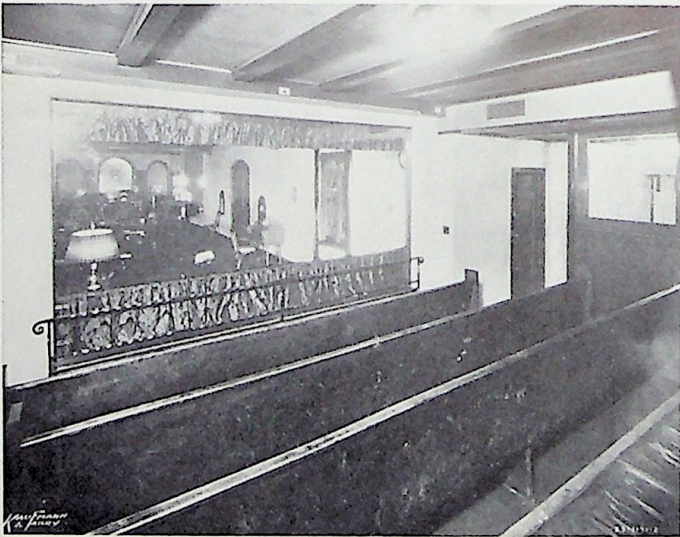
MAIL RECEIVED BY WBBM - JANUARY, 1930 - 70,053 PIECES
 This does not include mail received direct by Advertisers.

NATIONAL AVERAGE: More than 7 letters for every 1,000 Radio Sets in the United States.



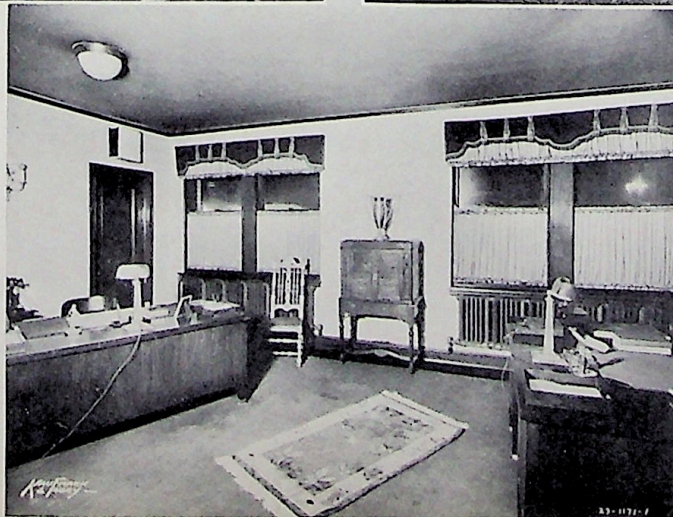
MAIN STUDIO

A CHARMING ENVIRONMENT OFFERS INSPIRATION FOR WBBM'S UNIQUE AND EFFECTIVE PRESENTATIONS. THE SPACIOUSNESS OF THIS STUDIO ACCOMMODATES ORCHESTRAS OF FIFTY PIECES, OR CHORUSES OF AS MANY AS SEVENTY-FIVE. INCLUDED IN ITS EQUIPMENT IS THE LATEST BARTON ORGAN, BUILT ESPECIALLY FOR BROADCAST

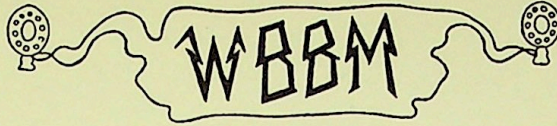


A GALLERY, LOOKING INTO THE MAIN STUDIO, IS AVAILABLE FOR THE ADVERTISER OR HIS GUESTS DURING AUDITIONS OR ACTUAL PRESENTATIONS

SECONDARY STUDIOS ARE MAINTAINED IN ORDER THAT ALL PROGRAMS MAY BE PROPERLY REHEARSED BEFORE PRESENTATION



AN EXECUTIVE OFFICE OF OUR WRIGLEY BUILDING QUARTERS



410 NORTH MICHIGAN AVENUE

CHICAGO

PHONE WHITEHALL 6000

FOREWORD

Radio Advertising is the most flexible and dramatic means of creating consumer acceptance and dealer good-will for a product, an industry or a community.

In a short space of four years radio broadcasting has gained "recognition" and bids fair to become the most widely used of all accepted forms of advertising.

Millions of dollars are being spent each month by local and national advertisers to obtain every objective that has hitherto been sought with other means of advertising. It is most significant that the highly successful advertisers in other fields are readily identified among the foremost users of radio today.

In radio, these advertisers have found a combination of qualities embodied in no other advertising media either individually or collectively-

It has the concentrated coverage of a metropolitan newspaper-

It has the class appeal of a quality periodical-

It has the mass appeal of a general magazine-

And both its coverage and appeal have all the commanding qualities of other advertising media - plus - a new and intimate personalization that can never be approached by any form of the silent or visual methods.

Radio alone offers the personal intimacy of contact by the spoken word. Its "copy" variety is as inexhaustible as language itself combined with all music and audible sound.

The mechanics of present day radio as typified by broadcasts from WBBM's super-power transmitter and as re-converted by the modern receiving set are well nigh faultless.

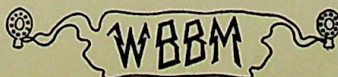
The effectiveness of radio advertising is limited only by the public acceptance of a product properly presented.

Thus radio technique and proper presentation lie within the control of the advertiser if he but exercise a proper care in judiciously choosing a station.

WBBM is beginning its seventh year of successful operation. Both from the standpoint of mechanical perfection and of careful program presentation it has ever been a pioneer and leader.

As one of the oldest commercial stations in the United States, keeping just a step ahead in its broadcast efforts, WBBM has followed the pulse of public desire and attuned its activities to meet the best interests of listener and sponsor alike.

Around this wealth of experience has been built an organization that is particularly capable of co-ordinating all the requisites that make for successful radio advertising.



CHICAGO - THE GREAT CENTRAL MARKET

The Chicago Market and the Central United States Market rank at the very forefront in national commodity consumption.

Chicago, the third largest city in the world, has more than four and a half million people residing in its metropolitan area and nearly one third of the entire population of the United States live within a three hundred mile radius.

Chicago supplies one-eighth of the entire nation's physical needs with an annual manufacturing, wholesale and retail trading volume totaling twelve billion dollars. It is the world's greatest grain, live stock, produce and lumber markets as well as the world's largest railroad center.

Metropolitan Chicago numbers more than 9000 wholesalers and over 60,000 retailers, and these channels of sales and distribution are not only supported by a vast industrial region, but by the richest and most productive agricultural area on the globe.

No other market in the entire world holds such great potential possibilities for the advertiser of today. Here is an empire for sales conquest staggering the imagination of a short fifty years ago.

Almost 50% of the people in this area, over 12 million within the 300 mile radius, are equipped with radio sets capable of hearing the programs that are broadcast from WBBM's powerful transmitter.

WBBM offers an established avenue of contact in this great market, an opportunity to build consumer impulse and desire to the buying point through this one medium.



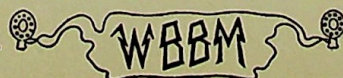
COVERAGE

Within the primary service area, an area that WBBM serves night or day, summer or winter, rain or shine, is a prosperous population of over ten million people, including more than three million regular radio listeners.

Both the great CHICAGO and MILWAUKEE markets lie within sixty miles of WBBM's super-power transmitter. Such density of population and potential market is enjoyed by few stations in the United States.

Statistics for 1929 show within WBBM's normal range of 300 miles, twenty five million population and over twelve million radio listeners. This middle west coverage is shown in the accompanying table.

<u>STATE</u>	<u>SETS</u>	<u>RADIO LISTENERS</u>
Illinois	878,150	3,701,560
Wisconsin	317,500	1,428,750
Indiana	319,375	1,437,180
Iowa	330,000	1,485,000
Michigan	491,250	1,960,000
Minnesota	270,000	1,215,000
Missouri	352,500	1,586,250
Ohio	667,500	2,753,750
	<u>3,626,275</u>	<u>15,567,490</u>



The foregoing statistics were compiled as of July 1, 1929. It will be noted that of the 12,000,000 radio sets now in use better than 30% are located in the states covered heavily by WBBM.

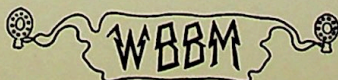
In addition to the heavy Central United States coverage, this station has a remarkable following from coast to coast in the states outside of the 300 mile zone.

Fan mail distribution as shown on another page has been as follows:-

Atlantic States	23%
Central States	66½%
Pacific States	10½%

In addition, a very sizable audience is indicated in the Canadian Provinces, clearly establishing the great penetrative power of WBBM.

Thus it provides an excellent entre into not only the Chicago market but into the middle western and national markets as well.



CIRCULATION AND RATE

WBBM, operating with the ideal combination of high power, nationally cleared channel, excellent transmission equipment and good programs, has built a dependable circulation entirely removed from the realm of guesswork or imagination.

In broadcast advertising, coverage and circulation, while entirely distinct from each other, have a very definite relationship.

Coverage is the area over which a radio station's waves or signals are of sufficient strength to be readily received and enjoyed by any listener who cares to do so.

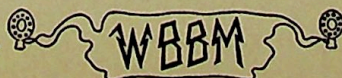
Circulation represents the number of sets which experience has shown are in the habit of listening to a station's programs.

It is not the intent to claim that any specific number of people will listen to a particular program. The actual number of people who will listen to any given radio program depends to some extent on its character and quality.

Circulation figures of a newspaper or a national magazine to the buyer of advertising space simply mean a guarantee that a given number of copies will be distributed. Such figures in nowise insure that all readers will read the copy of every advertisement.

In a very comparable manner, WBBM distributes its advertiser's "copy" to upwards of ten million "readers," as shown by the foregoing figures on coverage.

Returns to the advertiser have consistently indicated that WBBM's claims to "copy" circulation, actual listeners, are just as valid, just as tangible as any claim a newspaper or periodical may furnish regarding the actual number of readers to any specific ad.



In order that WBBM can supply "circulation" figures closely comparable to those furnished by other advertising media, we have taken the results of careful surveys and investigations made by various agencies including that of the Columbia Broadcasting System.

WBBM - 150 mile radius
(From Columbia Broadcasting System figures)

<u>Estimated No. of sets in area</u>	<u>Est. No. Listeners in area</u>	<u>Est. Aver. No. of sets Listening to WBBM- Columbia Programs</u>
1,221,000	6,105,000	2,135,000

WBBM - 300 mile radius

<u>No. of sets</u>	<u>No. of listeners</u>	<u>Average No. of Listeners to WBBM</u>
2,408,320	12,041,600	*2,737,300

*For conservative purposes, and for equalization, it is estimated that but 5% of the listeners in this second area will be tuned to WBBM. This low percent adds 602,300 listeners to the circulation of this station as derived by the Columbia Broadcasting System.

Independent surveys have repeatedly checked with these estimates and the ultra-conservative have accorded a listener audience of around two million people.

To better illustrate the present low cost of radio advertising - WBBM current rates permit of a popular half hour evening broadcast, including excellent talent at a total cost of less than one-fortieth of a cent per listener.

Draw your own comparisons with any other form of advertising. WBBM broadcast advertising has consistently proved lowest in cost.



RESPONSE

Radio advertising may be productive of a wide response from the listening public in the form of mail, if the appeal is designed with this purpose in view.

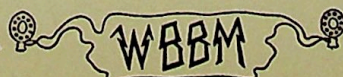
In general, however, the major portion of all advertising effort is directed to influence consumer acceptance and purchase thru the normal retail channels.

Advertisers neither invite nor expect written comment on their newspaper or magazine advertising. Witness the incongruity of a coupon in the corner of each printed advertisement begging the reader's written comment on the type style, the art work or the inks and coloring used.

A sincere offer to the listener, if worthy of the cost in time involved, will meet with even greater response than the same offer made in the columns of printed ads. Such offers or contests, unless they have a definite part in the advertiser's merchandising plan, consume valuable time which might far better be used in furthering the advertiser's real objectives.

Pioneer users of radio spent their time and money in demonstrating and proving the effectiveness and circulation of radio and radio stations so that today a similar usage can only constitute idle and needless repetition and waste.

As an indication of WBBM's listener response, a month's "fan" mail of some 28,000 letters is shown on a following page, distributed by states. Many surveys have indicated that only one person out of several hundred actual listeners write voluntary "fan" mail to a station.



More than 7000 letters and telegrams deluged the station when it announced on one afternoon's program a willingness to broadcast the "out of town" games of the Chicago Cubs, if sufficient listener interest was indicated. Many of these letters bear from 50 to 100 signatures.

In a period of sixteen weeks, 122,000 radio logs were sold to WBBM's audience by means of brief, daily mention.

Of far greater significance than mail response is the report of one advertiser that his company opened 2000 new accounts in one week as the result of its WBBM broadcast advertising.

And of equal importance is the experience of a State Street concern who checks its telephone orders resulting from WBBM broadcasts. This company is now nearing its four-hundredth program presentation from this station - influenced entirely by actual results secured.

Numbered among WBBM's long list of successful users is a Chicago manufacturer who received large orders from its wholesale distributors throughout the middle west "due to an unusual demand" following the third half-hour program in behalf of one of its products.

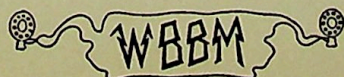
It is results such as the latter that give definite proof of WBBM's effectiveness and have contributed to a 400% increase in radio advertising during the past two years.



ONE MONTH'S TYPICAL "FAN" MAIL DISTRIBUTION

Alabama	94	New Hampshire	260
Arizona	6	Nevada	25
Arkansas	110	New Jersey	1229
California	905	New Mexico	6
Colorado	154	New York	4146
Connecticut	1067	North Carolina	358
Delaware	125	North Dakota	250
Florida	116	Ohio	1414
Georgia	122	Oklahoma	253
Idaho	82	Oregon	451
Illinois	973	Pennsylvania	2914
Chicago	1013	Rhode Island	272
Indiana	451	South Carolina	199
Iowa	457	South Dakota	256
Kansas	224	Tennessee	267
Kentucky	306	Texas	292
Louisiana	45	Utah	3
Maine	369	Vermont	343
Maryland	729	Virginia	355
Massachusetts	1663	Washington	546
Michigan	635	West Virginia	329
Minnesota	729	Wisconsin	491
Mississippi	48	Wyoming	54
Missouri	741	Canada	2587
Montana	54	Alaska	25
Nebraska	383	Hawaii	20

TOTAL 28,946



MECHANICAL FEATURES

Next to the actual wave channel awarded by the Federal Radio Commission, power and technical equipment are two of the most important considerations in the mechanics of broadcasting.

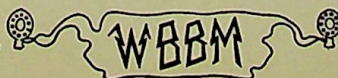
Power is a measure of the area the station will serve consistently and effectively. The excellence and perfection of its equipment is the advertiser's guarantee that his artists and program will go on the air and reach the listener's ear with all their true tone values. WBBM offers the very maximum in all three of these major qualifications.

Studios, central control and general offices are located in the Wrigley Building at 410 North Michigan Avenue, Chicago. The transmitter is situated near Glenview, about twenty-eight miles northwest of Chicago.

Operating on 389.4 meters or 770 kilocycles, WBBM utilizes one of the nationally cleared channels designated for high power and national coverage. This ideal channel tunes in near the center of the dial and gives assurance of clear, distinct reception free from interference.

WBBM's new transmitter is of the 50,000 watt type, using 100% modulation and crystal control. Super-power guarantees ease of reception with static largely eliminated. It also assures coverage over a very large area under adverse conditions.

Contrary to the usual practice of single equipment or, at best, a low power 500 watt standby transmitter, WBBM maintains a high power 10,000 watt auxiliary transmitter ready for instant use in case of any emergency. This doubly assures the advertisers of a scheduled broadcast under all contingencies.



PROGRAM FACILITIES

The question of what constitutes a good radio program is closely bound up with the methods used to make it efficient from the sales standpoint. The objectives of the advertiser must be considered before determining the type of program to be used for the appeal.

Proper program selection, together with the excellency of presentation, have contributed largely to the success of commercial programs over this station.

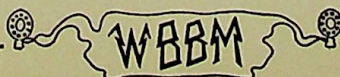
In this selection, the experience acquired by WBBM through building sponsored programs for the past five years is of inestimable value.

A program, per se, must have talent that will best appeal to the class or classes of listeners selected by the advertiser as the best prospects for his product.

It is not the purpose of this discussion to go into the mechanics of program presentation. Talent presented by WBBM has become nationally famous; witness, Guy Lombardo and His Royal Canadians.

The first commercial program broadcast from a Chicago station over a coast-to-coast network originated from the WBBM studios. Programs are regularly presented by this station to be broadcast over national networks.

A wealth of classical and popular talent, and original novelty acts, including many of the nation's favorites, are always available at a nominal cost. The advertiser who elects to use the facilities of WBBM may feel assured that his program will be numbered among the "best on the air."



ADVERTISERS

Here is a partial list of advertisers who have used the program and transmitting facilities of WBBM to attain their objectives in the great midwestern area.

Albert Dickinson Co. Arnold Brothers, Inc. Auburn Chicago Co. Absorene Mfg. Co. Adrosol Company Bulova Watch Co. Buick Motor Co. of Ill. Belmont Company Biltmore Country Club Bird-Sykes Company Brookman Mfg. Co. Curtiss Candy Company Chrysler Illinois Co. C. & E. I. Railroad Cocoa Cod Cutler Shoe Company *Democratic National Committee E. Burnham, Inc. Florsheim Shoe Co. Face-A-Lite Mfg. Co. Guild Travel Bureau, Inc. Gardner Nursery Co. Goodrich Transit Co. Household Finance Corporation Hudson Motor Co. of Ill. Hurley Machine Co. Henry Lytton & Sons, The Hub Harry Alter Co. International Heating Co. International Nickel Co. Inland Tire & Rubber Co. J. W. Marrow Mfg. Co.	Jurgens & Anderson Kolax Company Knickerbocker Mfg. Co. Kissproof Cosmetics Loblaw Groceterias Liquid Veneer Corp. Luden's, Inc. Mangel's Dress Shops Marmon Motor Car Co. Michigan Transit Corp. New Haven Clock Co. National Bank of the Republic Nunn-Bush Shoe Co. Oscar Mayer & Co. Otto Schmidt Products Co. Owl Drug Stores Preserves & Honey, Inc. Prima Company Peter Fox Sons Co. Quaker Products Co. **Republican National Committee R. Cooper, Jr., Inc. Steinite Radio Co. Spiegel May Stern Co. Stoltzner Construction Co. Standard Chemical Co. Studebaker Watch Co. Thompson's Malted Milk Co. Tavannes Watch Co. Vegetized Foods, Inc. Wm. Wrigley Jr. Co.
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COLUMBIA BROADCASTS FROM WBBM

Old Gold Cigarettes DeForest Radio Company Curtiss Candy Company Fada Radio Company Flying Story Magazine Paramount-Publix Theatres Temple Radio Co. Gold Seal Tube Co. Quaker Oats Company Procter & Gamble Royal Typewriter Co. Congress Cigar Co. Tower Manufacturing Co.	Sonora Phonograph Company Sonatron Tube Company Grigsby-Grunow Company Detective Story Magazine Pillsbury Flour Company American Sugar Refining Co. Beechnut Packing Company Richard Hudnut Packer's Tar Soap Benjamin Moore Camay Soap Royal Baking Powder Company
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*Key station special farm network.
 **Exclusive direct connection Chicago Headquarters.



TWO YEARS OF BROADCAST ADVERTISING BY INDUSTRIES

	1928	1927
Radio, phonograph and musical instruments.....	\$2,082,000	\$1,103,000
Automobiles.....	1,249,000	423,000
Drugs and toilet.....	978,000	300,000
Foods and beverages.....	773,000	428,000
Confectionery and soft drinks.....	701,000	260,000
Financial and insurance..	656,000	471,000
Stationery and books.....	602,000	171,000
Furnishings.....	410,000	206,000
Tobacco.....	387,000	37,000
Petroleum products.....	311,000	22,000
Shoes and baggage.....	190,000	33,000
Soap and house supplies..	182,000	91,000
Travel and amusement.....	99,000	23,000
Clothing and drygoods....	62,000	12,000
Jewelry and silverware...	47,000	27,000
Sports.....	45,000	2,000
Building material.....	42,000	30,000
Paint and hardware.....	28,000	18,000
Office equipment.....	23,000	79,000
Machinery.....	14,000	10,000
Garden.....	5,000
Miscellaneous.....	1,407,000	7,000
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	\$10,252,000	\$3,753,000

N.B. First quarter of 1929 shows 100% increase over similar period of 1928.

