

CONTACT

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Victory Hour

WE have laid great stress in this *Contact* on the Dodge Victory Hour, and on the national comment it aroused because it stimulated the imaginations of the thirty million people who heard the program over the radio. In addition, millions of people read of it in advertisements and read editorial discussions of the event. The event, coordinated with other efforts to secure public attention, gained almost instantaneous access to the vast public to which Dodge Brothers desired to appeal.

Victory Hour achieved its purpose of sending thousands of people to Dodge showrooms all over the country on the day of the initial showing.

The forces which combined to create this event were E. G. Wilmer, president of Dodge Brothers, Inc., M. H. Aylesworth, president of the National Broadcasting Company, George Harrison Phelps, of Detroit, and Edward L. Bernays, counsel on public relations.

“All America Used as a Radio Studio

“Will Rogers Presides in His Pacific Home Over Coast-to-Coast Program

“47 Stations in Huge Chain

“Millions Throughout the Nation Listen in on Unique Dodge ‘Victory’ Broadcast

WILL Rogers speaking from his Beverly Hills home in California, Paul Whiteman’s orchestra playing in New York, Fred and Dorothy Stone singing in a dressing room between the acts of ‘Criss Cross’ in the Erlanger Theatre in Chicago, and Al Jolson singing in a room in the Roosevelt Hotel in New Orleans, played a continuous act over the radio last night.

“It was the most widespread hookup ever attempted and it was accomplished without a hitch”

“But the ‘stages’ were widely separated. Forty broadcasting stations worked in unison to put on the performance for a vast audience sitting at receiving sets all over the country, and beyond.

“Every State in the Union was virtually linked into one radio ‘studio’ by means of 20,000 miles of wire to carry the voices of the participants from the microphones of the forty-seven stations in what was known as the Dodge ‘Victory’ program. In addition, 10,000 miles of additional wires were used as a ‘Morse’ circuit, by which telegraphers at the

various linked stations and intervening test localities reported the condition of the vast chain to central headquarters.

“The concert cost more than \$67,000, or more than \$1,000 per minute of operation. Of that amount it was estimated that approximately \$25,000 was paid as fees to the four artists, about \$35,000 went to the telephone and mechanical facilities incorporated in the giant chain and about \$7,600 was paid purely for the stations’ time on the air”

“S O S insurance, which the sponsors of the broadcast had contemplated taking for the hour to cover possible losses due to an interruption of the program, was abandoned because of prevailing good weather throughout the United States, according to Edward L. Bernays, New York representative of Dodge Brothers, Inc.

“Mr. Bernays said United States weather depots across the country indicated at a late hour yesterday afternoon that no doubtful or stormy areas existed to make it appear that S O S insurance was desirable.

“After the program a telegram was received from Mr. Wilmer expressing great satisfaction with the results, and Mr. Bernays, who managed things at this end, predicted a new era in radio entertainment and advertising.

“Among those who sent congratulatory messages commenting on the significance of the Victory were President Faunce of Brown, who said that ‘this achievement in broadcasting proves that science has brought all Americans into one neighborhood,’ and John Hays Hammond who called the program ‘ambitious, enterprising and commendable.’

“Henry Goddard Leach, editor of *The Forum*, declared that it was a ‘remarkable achievement.’

“Lee De Forest said that the American people had become so familiar with the daily miracles of radio that ‘few except communication engineers can even remotely appreciate the immense triumph of engineering and science which the broadcast hour signalizes tonight.’

“Louis Marshall said:

“Prophecy as to the future possibilities of radio development seems utterly futile when confronted by the astounding achievement of this evening.” —*The New York Times*.

“Many a nobody who isn’t known by anybody, becomes a somebody and is known by everybody and everybody tells him they knew him when he was nobody and they knew he would be somebody some day.” —*Judge*.

Coordinated

THE *New York Telegram*, discussing Dodge Victory Hour, in nearly a full page of editorial and comment, led by David Casem and Pitts Sanborn, had this to say, in part:

"It was a triumph for radio.

"Edward L. Bernays, representing Dodge Brothers in New York, told the writer that from the standpoint of American business it was a significant event. 'We consider it a great success in view of the enormous amount of interest already aroused. We attribute this success to the co-ordination of newspaper advertising and radio broadcasting. In connection with the campaign on the "Victory Six" we feel that a message which goes to the public both through the eye and ear stimulates the imagination more than either alone.

"We were impressed with the transmission. Everybody was heard equally well everywhere. It was marvellous from every standpoint.

"To bring together fifty-odd artists at one time—but not in one place—was a herculean task,' said Mr. Bernays.

"When the program was first discussed attempts were made to reach the various artists. Jolson was sick in North Carolina. Paul Whiteman was touring in the Middle West, tied up with various phonographic and other contracts. Fred and Dorothy Stone's dressing rooms at the Erlanger Theatre in Chicago were too small. And Will Rogers was travelling in Presidential suites and trains in Mexico.

"Telephone calls and emissaries, plus \$7,500, got Jolson, although there was always a last-minute abnegation about his going to New Orleans. At the last minute telegrams came from him from Los Angeles imploring to be let off from a trip to New Orleans. But we were obdurate and to New Orleans Jolson went.

"Whiteman's contracts were finally hurdled for the Victory Hour—another \$5,000. How they stretched the Stone dressing room we have yet to find out. At 3 A.M. news on this was still lacking.

"As for Will Rogers, the new telephone connections brought affirmative vocal response from Mexico City.

"And so the difficulties of programing were overcome and the matter was in the hands of the radio engineers, who handled their work so effectively.

"Two matters of international moment came up in connection with the Victory Hour. In one case Lloyd's of London, offered to insure the Victory Hour for \$1,000 a minute indemnity against S O S interference for 5 per cent, or \$3,000 for \$60,000 indemnity. However, the reports from the New York office of the U. S. Weather Bureau were so promising as to the good weather conditions throughout

the country and on the seaboard that we did not accept the offer.

"The weather reports have since been justified and we saved \$3,000.

"The other matter was that of the radio waves breaking down international law and border lines and bootlegging into Canada. Montreal and Toronto stations wanted to broadcast the programs in Canada, but copyright complications arose and they could not do so. However, that did not prevent hundreds of thousands of Canadians from listening in to the radio waves which had crossed the border.

"What this will mean in the maintenance of the law is difficult to say.

"The cost of the Victory Hour was divided as follows:—Artists, \$25,200; wire facilities and service engineers, \$36,000; station time, \$7,000."

Appraisal

THE broadcasting event described in other columns of this issue, was the initial step in an extensive advertising campaign directed by George Harrison Phelps, Incorporated. Edward L. Bernays is the counsel on public relations. In addition to the telegrams printed on page one, numerous telegrams poured in, commenting on the event and discussing its importance. We print here extracts from a few highly disinterested sources:

"As an achievement in publicity it is wonderful as a means of selling automobiles. I shall be tremendously interested in the results if they are measurable. As a threat to periodical advertising it does not disturb me. The more business realizes the value of advertising the more ways it will find to achieve it."

—MERLE THORPE, Editor, *The Nation's Business*.

"It certainly marks a new epoch for human communication and opens up wonderful possibilities for better entertainment, for more rapid and widespread influences of advertisers and leaders of public opinion, and for effecting a national *esprit de corps*. If the right influences are set going by such means, the world's progress will be promoted."

—PROFESSOR IRVING FISHER.

"As a sales and merchandising event the announcement of the Dodge Brothers Victory Six car from forty-six radio stations is an achievement which beggars the imagination. The realization that some 30,000,000 people may be approached at the same time about the same proposition whether it be concerned with merchandising, amusements, politics, education or religion, is an accomplishment which only the thought of this age could conceive. I am inclined to sit in admiration of the mind or minds which could vision such a stupendous undertaking."

—DAVID BELASCO.

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"Tonight's radio program marks a new achievement in the field of radio broadcasting. The significance of this event is found in the entertainment of millions of people. Although almost one hundred thousand dollars represents the initial cost the public received it free surrounded by home environment and personal comfort. The American public must commend the National Broadcasting Company for its enterprising spirit which made possible such an enjoyable evening for millions of people."

—WILLIAM GREEN, President, American Federation of Labor.

"The event marks a new step in the development of a means of communication that has captivated the imagination of the public. Advertising that serves the buying public as well as the advertiser in facilitating the distribution of goods economically is performing a service of recognized value. I congratulate both Mr. Wilmer and Mr. Aylesworth on the success of the program."

—C. K. WOODBRIDGE, President, International Advertising Association.

Flying Start

"DODGE Brothers, Inc., is off to a flying start with its new Victory Six, presented to the public through a record-breaking radio advertising program Wednesday evening. In Dodge display rooms here and throughout the country huge crowds inspected the new machine yesterday, and orders began to pour in. It is reported the company's schedule contemplates that the bulk of its 1928 production will be in this car.

"Edward L. Bernays, of No. 9 East 46th Street, representing Dodge Brothers in this city, said: 'We consider it a great success from Dodge Brothers' standpoint and attribute this success to the co-ordination of newspaper advertising and radio broadcasting.'"

—*The New York World.*

Buying Stimulated

THE effect of important and dramatic events on the market is well known. This clipping from the *Wall Street Journal* gives an interesting instance:

"Radio Corp. turned against the shorts in vigorous style. After dipping below 100 on the early drive, the stock ran up to a new record high at 104 $\frac{3}{4}$, compared with the previous close of 101. Arthur Cutten has joined the bullish forces in Radio, and has recently been an important buyer of the stock. Fisher interests, with whom Cutten worked on Baldwin's rise, are also reported to be on the bull side of Radio.

"Radio Corp. has been harboring an extensive short interest. Bearish professionals have been heavy sellers, basing their operations on the fact that earnings last year

were only about \$5 a common share, and the best that can be expected in the way of dividends in 1928 is an annual rate of \$1.

"However, the buying of Radio has been largely of long-pull variety, stimulated by such developments as last week's radio concert by Dodge Brothers, which was estimated to have reached 30,000,000 listeners. This noteworthy project was pointed out as demonstrating the possibilities of the radio field.

"As the principal unit in the industry, receiving royalties from practically every other important company in the business, Radio Corp. is believed to be on the threshold of substantial expansion of its earning power."

Fashions in Attractions

"I have almost decided to invite Will Rogers to become a Contributing Editor to the 8-Pt Page. He is the fashion. When Mr. Ford wants to attract attention to his new car, he invites Mr. Rogers to go riding with him, and Mr. Rogers thanks him for his buggy ride in his syndicated box in umpty-teen newspapers—all for nothing.

"When Mr. Morrow wants to get Mexico onto the front page, he invites Will down there to spend a week or so and help give Lindy a little extra publicity when he flies down to Mexico City for the Christmas holidays.

"Truth is, Will is a sort of traveling window display. Crate him up and ship him almost everywhere, and when you open up the crate he bobs up like a jack-in-the-box and draws a crowd that blocks our national Main Street!"

—*Advertising and Selling.*

"Increase in Foreign News—and Sales

"AMERICAN interests in other countries, and in the facts about the problems of other nations, cannot help but increase, judging by the vast amount of foreign news which is demanded by our daily press. Significant of this broadening of our interest is a statement in a circular advertisement of the *New York Times* that that paper itself is spending \$10,000 a week on foreign news, \$50,000 having been spent this year for news from China. Book counters reflect this public interest."

—*Publishers' Weekly*

The New Public

"THE directors of the United States Steel Corporation have devised an excellent solution of the problem of finding a successor to Judge Gary. In a sense there is to be no successor to him, for the unusual circumstances that attended Elbert Gary's connection with the birth and

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development of the corporation placed the Judge in a position almost unique in American corporate organization.

"He not only acted as chairman of the board of directors but performed a great many of the executive duties as well. While taking a lively interest in the detailed management of the corporation the Judge was at pains to represent and explain the corporation to the public. Judge Gary came to combine all these functions partly because of his personality and partly because of the need for guiding his great organization through the troubled period of trust busters and muck-rakers.

"Times, however, have changed. The Steel Corporation no longer is in need of a public defender; it has become an accepted institution."
—*The New York Sun*.

The great muckraking era has ended. But to our mind that in no sense implies that there is no longer need for the man who must act as interpreter between the public and business. The public relations problems of big business are different from the problems of a few decades ago when the large industry was the ogre trust. Today the public expects more participation in the benefits of big business, and on the other hand, the broad visioned men of big business realize that the public is the consumer, and that labor represents in a mass, enormous capital and purchasing power. The public relations counsel becomes increasingly important as the wishes and beliefs of the public become important to big business.

Business Reflects Living Conditions

"Schulte To Start 1,000-Store Chain

"New Retail Shops Will Handle Variety of Merchandise from 5 Cents to \$1

"David A. Schulte, head of the Schulte Stores and prominently identified with the tobacco and perfume industries, will be President of a new chain of retail stores now being put together. This new chain, national in scope, will handle a variety of merchandise along the lines of the Kresge and Grant chain, according to an announcement made last night by Edward L. Bernays for Mr. Schulte.

"Commenting on the general idea of chain stores Mr. Schulte said:

"Chain stores are permanent factors in our economic and present day life because they bring a saving and a service to the consumer. In this new chain, to be developed to 1,000 stores, will be carried a great variety of general merchandise, scaled in 5 cent units, from 5 cents to \$1. They will keep pace with the changing living condition and will be located in villages and cities throughout the country."

"Mr. Bernays said in behalf of Mr. Schulte that the

executives and personnel of the new chain were yet to be selected from men experienced in the general merchandise chain field."
—*The New York World*.

"And This Is News!"

"Girl Bites Dog When He Refuses to Give Up Ball

Special to *The New York Telegram*.

"SIOUX Falls, S. D., Dec. 13.—This is news, indeed.

"Bouncer, canine pet of Jerome Smith, is recovering from a badly bitten nose today, while Smith's daughter, Lorraine, stands as justification for Charles A. Dana's news valuation.

"Bouncer, while playing with a rubber ball yesterday, refused to give it up to Lorraine. She leaned over and bit the reluctant Bouncer's nose."

The Correct Picture

MARY Swain Routzahn of the Russell Sage Foundation, in *The Woman's Press* tells of the difficulty of *Being Honest with the Public*, since understatement and omission may really give an untrue picture of a condition, while on the other hand over-emphasis is likewise to be avoided:

"From a practical standpoint, even when our intentions are the best, there are difficulties in presenting both sides of the case through letters, news stories, and other media for reaching the public. If, for example, we give out a news story of the year's work of a settlement and mention that one woman's club broke up in a quarrel, this item will inevitably be played up by the headline writer as though it were the most important occurrence of the year. Our honest purpose to present a well rounded story by including the unfortunate incident may result in giving it undue emphasis, while some excellent results appear less significant."

More Prohibitions

FIELD prohibition officers "should not appear in the press either in print or by photograph and a violation of this rule will be considered sufficient cause for dismissal or other disciplinary action," according to the manual of instruction sent out by the Bureau of Prohibition Enforcement.

This new type of prohibition—against publicity—does not yet apply to merchants, manufacturers, writers, artists or politicians.

It is still legally permissible for Rockefeller to give dimes in the presence of the cameraman, for Mrs. Coolidge to shake hands with a girl scout while the film clicks the deed into immortality, or for Jacques Seligmann and Company to permit reviews of their art exhibits to appear in the public prints.