

APR 27 '30 W

Broadcast Advertising

*An Independent Magazine Devoted to Advertising by
Radio. Published at 440 S. Dearborn Street, Chicago.
Subscription, \$2.00 a Year Single Copies, 20c*



APRIL FEATURES

When You Say That—Smile!

A. N. A. Radio Survey Reviewed

What About Television?

Making Afternoons Pay

They Hitched a "Star" to Their Program

Dollar Wasting or Good Advertising?

One Cake on the Air Puts Thousands in
the Oven

Radio Map of the United States

April, 1930

Western Electric Sound Reproducing System for Radio Stations

*The Biggest Step Forward
in Radio Advertising*

LEADING radio stations in principal cities have recognized that high excellence of broadcast from records or "Electrical Transcriptions" requires reproducing equipment such as is best exemplified by the Western Electric Sound System.

This equipment has now been installed in stations (regardless of chain affiliations) to permit excellent national coverage. Many additions are being made weekly. Others promise this installation upon receipt of time orders.

Now, advertisers may be assured perfect broadcasting of their programs—whether music or talk—if the records are properly made.

Write, wire or 'phone our nearest office for detailed and unbiased information on this subject.

SCOTT HOWE BOWEN, INC.

RADIO STATION HEADQUARTERS

CHICAGO
180 N. Michigan Ave.

NEW YORK
274 Madison Ave.

DETROIT
7-242 General Motors Bldg.

**“--- the
Radio Audience
speaking about---
KSTP”**

RECENTLY, in this space, we presented evidence showing an over-whelming preference of advertisers for KSTP as the station best fitted to reach profitably the great radio audience of the Twin Cities and adjacent Northwest markets.

We now present the testimony of the radio audience itself—68% for KSTP as shown by a survey just completed. This survey, conducted by an accredited agency, shows that 56.22% of radio listeners voted for KSTP (as against 17.12% for the station made second choice) which, with half of those indicating no preference, gives KSTP 68% of the audience.

The diagram graphically tells the story of the “preferred” audience you get on KSTP — the Northwest’s leading radio station.

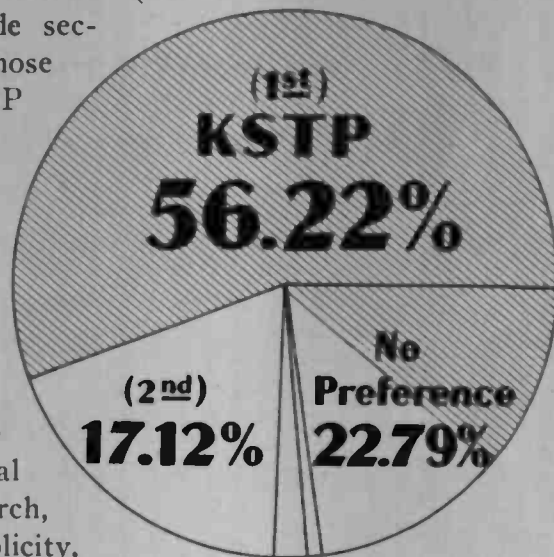
KSTP gives the advertiser most service because it has the largest technical staff — the only full-time staff orchestra — the largest musical library — the most complete research, merchandising, sales, program, publicity, continuity, music and dramatic departments.

KSTP, as the Northwest representative of the NBC, furnishes principal entertainment and service features on both the Red and Blue networks.

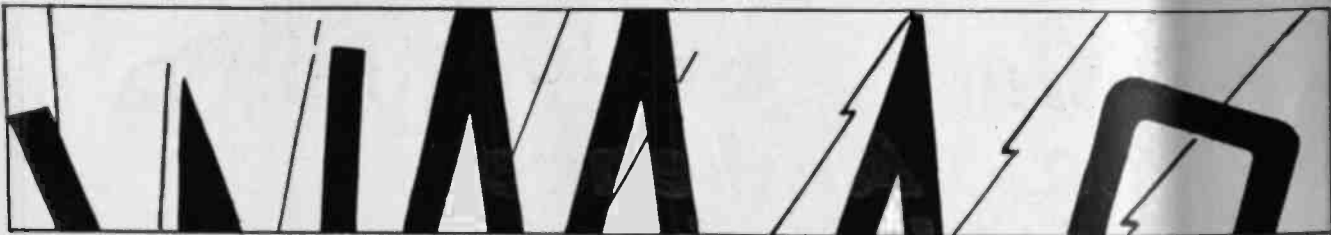
Executive Offices:
St. Paul Hotel, St. Paul, Minnesota

STUDIO
St. Paul Hotel
St. Paul

STUDIO
Hotel Radisson
Minneapolis



**NORTHWEST'S
LEADING RADIO STATION**



BUILT LIKE A NEWSPAPER

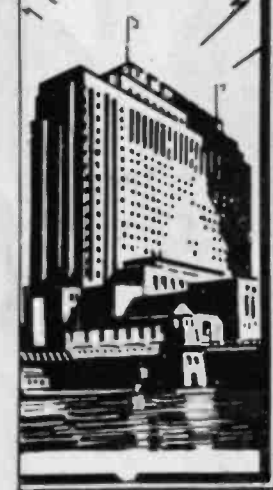


WMAQ's programs present something for every one all day long. And like The Chicago Daily News—the newspaper that owns and controls it—WMAQ is the medium for some of the most successful Chicago advertising schedules!

Boston Store	Illinois Coal Bureau
Bunte Candy Company	Los Angeles Chamber of Commerce
C. D. Peacock	Nunn-Bush Weldon Shoe Co.
Endicott-Johnson Corp.	Packard Motor Car Company
Calsodent Company	Pepsodent Company (Amos 'n Andy)
Chicago Board of Trade	Premier Malt Sales Co.
The Davis Company	The Quaker Oats Company
Elgin National Watch Co.	Wieboldt Stores, Inc.
Eskimo Pie Corp.	Willys-Overland, Inc.
Freeman Shoe Manufacturing Co.	Nahigian Brothers
O'Connor & Goldberg	National Heel Mfrs. Assn.
Gordon Baking Co.	Ten Bruin & Sons
Hinckley & Schmitt	Thos. J. Webb Coffee Co.
Kaempfer's	The Hub
	Vaughn's Seed Store

In addition to C. B. S. Chain advertisers

WMAQ is The Chicago Daily News of the air, holding for broadcast advertisers the prestige of Chicago's Home Newspaper and leading daily advertising medium—an ideal channel for your broadcast message. Address



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; E. J. Van, Circulation manager. Eastern Representative: C. A. Larson, 254 W. 31st St., New York City. Pacific Coast Representative: R. M. McDonald, 703 Market St., San Francisco, California

Entry as second class matter applied for at the post office at Chicago, Illinois, under the Act of March 3, 1879.

Volume 3

APRIL, 1930.

Number 1

When You Say That— *SMILE!*

Advises M. M. Wilson

THE real trouble with advertising over the radio is just that—*advertising.*

If Henry Q. Setowner had his way, his investment in a receiving set would bring him daily dividends of jazz music or baseball games or symphony concerts or whatever happens to be his favorite form of entertainment. But—decidedly but—no advertising would be included.

And if John J. Sponsor had his way, every purchaser of a radio would be required by law to listen to every one of his (Sponsor's) broadcasts. These programs would be devoted entirely to describing his marvelous product, its uses, and the reasons why each listener should run—not walk—to the nearest dealer. But—even more decidedly but—none of the time should be wasted on mere unenlightening, purposeless entertainment.

As things are today, neither one can have his way entirely and most programs are compromises. The advertiser gives his listeners the entertainment they want (as nearly as he can guess what it is) and between numbers sandwiches in as much selling talk as he thinks he can get away with without being tuned out.

But—like all compromises—no one is really satisfied. Henry and



Norman Brokenshire tells Charlie—and the radio audience—all about the superiority of Quaker State Oil

Hannah Setowner want more and better entertainment. And hard-hearted ol' man Sponsor wants more and better advertising.

NOW we come to the bright idea of this tale of grief. If the advertiser could only find some way to translate his advertising into entertainment—without losing its advertising punch—then both he and his audience would be satisfied.

Easier said than done? Not at all.

Where the product is of itself entertaining, this method is now being used to a considerable extent. The R-K-O and True Detective Mysteries broadcasts are good examples.

But this takes in only a few advertisers. What about the great number of advertised articles that are extremely useful but not at all entertaining?

Before I answer your question,

let me ask one of my own. What is the most popular form of entertainment? The answer to that one is: Comedy. (If you don't believe me, buy a seat at any theater presenting a Shakespearean revival. Then try to buy one at any theater featuring Ed Wynn or Eddie Cantor—just try to.)

Returning now to *your* question, all the advertiser has to do is to forget his dignity and translate his sober sales talk into comedian's patter. Then, without losing a single listener, he can put over as long a story as he wishes. More than that, it will stay put, for—and any gray-bearded psychologist will verify this—enjoyable things are the most easily remembered.

Now this would be good even if it were only an untried idea. But it isn't. Some time ago WMAQ'S popular sustaining feature, the Three Doctors, went on the air for a local baking firm on just that basis. Each week they advertised one kind of pie. They described it at length, sang songs about it, cracked jokes and recited poems about that pie; even acted pie dramas. And the listeners literally ate it up.

More recently a national advertiser has taken the idea for his weekly broadcasts over the Columbia network. Let me quote from a typical script.

Following the theme song, the announcer, Norman Brokenshire, opens with:

How do you do, ladies and gentlemen? How do you do? Not that it's going to stop *me*, but it makes conversation. This evening you are going to hear radio history in the making. This is going to be the duller half hour of your lives. Other programs may have unconsciously tried for this record in the past, but—ha ha—we've got it in the bag.

Charlie: What have you got in that bundle, Mr. Brokenshire?

Brokenshire: Words, Charlie—thousands of words. If the words in this manuscript were laid end to end (pause), it would be terrible.

Charlie: Where'd you get it?

Brokenshire: It was prepared for me to read this evening by the Quaker State Oil Refining Company of Oil City, Pa.—and it's called "The History of Petroleum Through the Ages," or "Oil's Well That Ends Well!"

Charlie: What are you going to do with it, Mr. Brokenshire?

Brokenshire: Observe me, Charles—I'm going to tear it up—right now. . . . (Sound of paper tearing.)

idea - -

BETWEEN 15,000,000 and 20,000,000 persons in the United States are unable to read with understanding, says Ray Lyman Wilbur, Secretary of the Interior. This vast percentage of our population, not to be reached by any form of printed advertising, offers a virgin market to the advertiser wise enough to address it through the microphone and loud speaker. Not a good field for grand pianos, perhaps, but well worth going after by a manufacturer of—for instance—chewing gum.

Charlie: Goody—we're going to have a paper chase.

Brokenshire: Ladies and gentlemen—I've changed our minds. This is *not* going to be the duller half hour of your lives—not while Dave Mendoza's good right arm can still wave a baton over the 26-piece Green and White Quaker State Orchestra. Shuffle the cards, Dave—what do you draw?

Dave: "Queen high." . . .

Brokenshire: Let's go. . . .

2. Selections from "Queen High."
Orchestra

Brokenshire: There now, Charlie—isn't that better than oil through the ages? Hereafter I am going to devote my *life* to eradicating advertising from the programs of the Quaker State Oil Refining Company.

Charlie: Oh, Mr. Brokenshire, can't I help?

Brokenshire: Why of course, Charlie. Do you see this? (Blows whistle.)

Charlie: Oh, goody—a drum. Gimme.

Brokenshire: Not a drum, Charlie—it's a whistle. (Blows police whistle once.) See?

Charlie: Let *me*—let *me*. (He blows it once—laughs.)

Brokenshire: That's it. Now listen, if I break down and mention one word of advertising—if, for example, I say "There's an extra quart in every gallon of Quaker State Motor Oil," blow your whistle. How do you like the idea?

Charlie: Swell.

Brokenshire: Now—see if I can catch you—(rapidly) Quaker State Motor Oil is made from 100 per cent pure Pennsylvania crude. . . . (Whistle blows). That's the idea, Charlie. Now, Dave, while Charlie's recovering from the *blow*—earn your salary. . . .

Get the idea? All right. Let's skip a bit and quote only two more parts, particularly devoted to sales talks:

Brokenshire: Charlie! Where'd he go? Aha—he's over playing with the kettle drum again. (Whispers, very confiden-

tially) Ladies and gentlemen—perhaps I had better tell you—just between ourselves—that this unusual broadcast is made possible through the generosity and sense of humor of the Quaker State Oil Refining Company, its distributors and dealers everywhere. Quaker State Motor Oil is really the most desirable lubricant for your automobile, airplane, tractor, bus, or what have you. . . .

Charlie: (Away) Hey. . . .

Brokenshire: (Whispers) Don't let on I told you.

Charlie: What are you up to?

Brokenshire: Why, we're just *up* to the place where Leonard Stokes is going to sing "Soon."

* * *

Brokenshire: What are you looking for, Charlie?

Charlie: My whistle—I've lost it.

Brokenshire: Lost it? Ah-HAH—then I can speak freely. I can tell you just what we mean when we say, "There's an extra quart in every gallon of Quaker State Motor Oil."

You see, it's this way. Ordinary refining leaves about 25 per cent of waste matter in the finished motor oil—that's about a quart in every gallon.

But Quaker State—ah, Quaker State is not refined in the ordinary way. Never, never, never! Quaker State is refined by an exclusive process which removes that 25 per cent of waste and replaces it with fine, full-bodied lubricant.

Found the whistle, Charlie?

Charlie: Not yet.

Brokenshire: Ah ha—so you see, you get four full quarts of lubricant in every gallon of Quaker State Motor Oil. You really *do* get an extra quart.

Found the whistle yet, Charlie?

Charlie: I haven't found it, but I know where it is.

Brokenshire: Where?

Charlie: I s—swallowed it.

Brokenshire: What an appetite—*what an appetite*. Let's have a little dinner music for Charlie, boys.

And that's the way it goes. I don't believe any moral is necessary, but if you must have one, remember the advice passed out by Mr. Owen Wister's Virginian:

"When you say that—smile!"

Adds Recording Division

ARADIO recording division has been established by the Wilding Picture Productions, Inc., Detroit, to be devoted exclusively to the production of electrically transcribed radio programs, says a recent announcement issued by N. E. Wilding, president.

Thrift Urged Over KGKO

THE listeners to station KGKO, Wichita Falls, Texas, must be a thrifty lot, or at least they soon will be, for the Wichita Falls Building and Loan, the North Texas Building and Loan and the William Dwyer Insurance Company have recently begun broadcasting over that station.

A. N. A. SURVEY REplete WITH ERRORS

"The Advertiser Looks at Radio"—A Report
Issued by the Association of National Advertisers

Reviewed by R. B. Robertson

Editor, BROADCAST ADVERTISING

IF YOU are fond of diagrams and graphs and charts and plans and lists and all the other paraphernalia of the statistician, then you will enjoy the 98-page report of Crossley, Inc. (a research organization having no connection with the radio receiving set manufacturer), prepared for and published by the Association of National Advertisers under the title, "The Advertiser Looks at Radio."

If, however, you really want to find out something definite about the advertising end of radio you will probably be disappointed. The plan and purpose of the survey are excellent, but the execution seems extraordinarily inefficient.

Undoubtedly, the most valid way of testing a station's or program's popularity is by interviewing owners of receiving sets within reach of the station. But when the most popular stations with the listeners of Richmond, Va., to take a typical example, are graded from the first choices of 65 persons, the results mean little if anything.

And so, all through the book, conclusions are drawn from entirely inadequate research or from the not always timely opinions of more or less biased authorities. For instance—but let us begin at the beginning.

In the introduction eight questions are given as representative of what the advertiser wants to know. The title, incidentally, really should read "National Advertiser," as only chain programs are considered, except for a superficial discussion of recorded programs. The remainder of the study claims to "present such answers as now exist. They should, however, be regarded as indicative rather than conclusive."

First of all, the advertiser wants to know what is his potential audience. The opening paragraph is so illustrative of the method followed throughout the survey that we are quoting it complete:

"One is impressed not so much by the magnitude of the network claims as by the wide variation in estimates. On the one hand is a company which estimates the number of receiving sets in the United States at 12,656,400 and the number of listeners at 63,282,000. On the other is a company which fixes the number of sets at 9,250,000 and determines the potential audience by adopting as a multiplier the 1920 census figure for number of persons to a family (which is 4.3)."

Being so impressed by the wide variation, one would naturally expect the true number to lie between the variants. But no! The answer, taken from still another source, is 9,000,000 receiving sets with three listeners each. The reviewer happens to be familiar with this last authority and may add that this figure of 9,000,000 sets was as of January 1, 1929. The first day of 1930, the same source estimates the number of receivers in use in this country as 11,800,000. Perhaps if the other estimates were dated, the "wide variation" might disappear. The three listeners are awarded to each set because "any figure in excess of three regular listeners per set seems high."

DISCUSSING station popularity, the survey points out that frequently "remote stations are far more popular in a city than the station located in the city itself." Then, only a few pages farther along, several authorities are quoted to prove that 5,000 watt stations have a normal service range of from 30 to 50 miles. But the interviewers found WMAQ, 5,000 watt Chicago station, to be the most popular in Grand Rapids, Mich., 125 miles away on any radio wave. Whom are we to believe, the authorities or the investigators?

The charts illustrating the relative popularity of radio stations in 42

cities investigated in 1929 are interesting, of course, but the information on which the percentages are based is extremely limited. The percentage of first-choice mentions, or, in a few cases, of total mentions; the number of personal interviews, ranging from 1,401 in Boston to 43 in Houston; and the month in which the interviews were given—that is all. Were housewives interviewed? Or business men? Or advertising men? Or radio editors? Where the total mentions were used, were they weighted (so much for first place, less for second, still less for third, etc.), or were all given equal value? These questions are not answered.

The next section compares the popularity of the three major networks—National Broadcasting Company's Red and Blue, and the Columbia Broadcasting System. The method used is to take one station for each network in each city and, by measuring its popularity, to judge that of the chain. In Chicago, the Red chain is represented by WGN, which carries about five hours a week of chain programs. Obviously, the popularity of this station depends mainly on its local programs, and the popularity of the Red network cannot be measured by that of WGN. To anyone at all familiar with actual radio conditions, the resulting chart is absurd.

If further illustration is needed, again consider Grand Rapids. Its most popular station, we have just been told, is WMAQ, a member of the Columbia System. Yet Columbia is given only 6 per cent of Grand Rapids popularity on this graph, the remaining 94 per cent being divided between the Red and Blue chains.

IN THE chapter on program popularity much space is devoted to the poll of the New York Telegram,

(Continued on page 38)



Clem F. Wade

LATELY there has been a great deal of talk about television. Some stations are already sending out pictures over the air. Others are building special studios or planning to build them, and a considerable number of television applications are now awaiting action by the Federal Radio Commission. The new studios of the Radio Homemakers Club are built like a model apartment, fully equipped, in anticipation of using television. Knowing that every advertiser and advertising man wants to know something about this new medium, its present condition and its future possibilities, "Broadcast Advertising" asked Mr. Wade to tell us what it's all about. The following article is his reply.

YOUR true research man can no more confine his efforts to regulated working periods than he can get along without food. Time after time during the intense experimental periods of the past our engineers worked far into the night and into early morning hours of five and six and enjoyed it. The goal was television for the home and now it is reached.

Quite by accident, during one of these protracted periods, we became convinced of the efficiency of television as an advertising medium. For testing purposes on this particular night it became necessary for one of the engineers to double before the television camera. As he seated himself he lighted a cigarette and a cloud of smoke bathed his face, which, by the way, expressed utmost satisfaction. Within a few

WHAT ABOUT TELEVISION?

By Clem F. Wade

President, WESTERN TELEVISION CORPORATION, Chicago

seconds every man in the laboratory who smoked was puffing contentedly on a cigarette of his own.

The positive power of suggestion by television was demonstrated that night, and a new medium of advertising evolved for the merchandiser. The satisfaction expressed in the face of one smoker was sufficient to induce action. If this crude demonstration is any criterion, does it not seem that even more effective results would follow the broadcast of specially prepared programs, deliberately planned to provoke action?

Television pictures by themselves are not especially entertaining unless written messages appear on the screen, the same as in the silent movies. But when pictures are viewed with a synchronized accompaniment of sound, it is an entirely different matter!

Aside from talking moving pictures, the combination of television with sound is the nearest approach to life itself, and its value to an advertiser lies in that fact. Imagine what it is going to mean to you personally to sit at home and view on a screen across the room the person or persons who are appearing before the microphone! Think what it will mean when each radio listener is also a television observer!

There are, at present, limitations as to what may be broadcast. It is not yet possible to broadcast a baseball game or a football game. Apparatus to make this possible has not yet been perfected. Generally speaking, it is present practice to locate the television pick-up apparatus within the radio studio, although this will not be the case with the installation at WMAQ, Chicago.

This station has just completed a special television studio from which it is planned to broadcast all of their synchronized sight and sound

productions. The microphone is the only reminder of radio in the studio. The amplifying equipment and the television transmitter will be erected in separate rooms nearby.

For the present, broadcasters are making no attempt to locate television studios at points remote from the actual transmitter. Technical problems, which have not yet received sufficient study, enter into the situation, but such practice may become ordinary as time goes on.

For this reason radio fans will have to content themselves with happenings within the television studio, and more exactly those which take place within the field of sensitive photo electric cells.

For many months the Western Television station, W9XAO, and the Nelson Brothers Bond & Mortgage station, WIBO, have broadcast sight and sound twice daily, afternoons and evening.

A three-quarter length picture is ordinarily to be expected in television, but larger pictures can and will be produced regularly. For experimental purposes the engineers, on several occasions, have utilized laboratory space as a large studio, and broadcast, exceedingly well, a boxing match between two youngsters of the neighborhood, a ballet dancer in full length, and an instrumental trio. The equipment being furnished the Chicago Daily News and the Ohio Television Corp. of Cincinnati, which will operate a television station in conjunction with WKRC, will permit pictures of this quality.

The size and arrangement of existing studios decides whether or not television is to be broadcast from the regular sound studio. The question does not concern studio excellence, but is rather one of availability of space and picture detail which the management desires to transmit.

Compared to radio, the audience which an advertiser can reach by television today is pitifully small. The audience, however, is there and waiting for the production of receivers in quantity, and at a fair price. The situation, as far as the broadcasting of television is concerned, might well be compared to the early days of KDKA, when it was the only station on the air and people desired radio but did not have the means for reception.

Then radio fans had to build their own sets from mediocre parts. Results were not entirely satisfactory, and many thinking radio men are of the belief that the advance of radio has been retarded several years because manufacturers were thus hurried into production by impatient fans long before their product was ready for them.

This is not the case with television. While no claim is made that perfection has been attained in the television receivers of our manufacture, it is believed that a high state of initial development in the new art has been attained.

A finished piece of apparatus to provide commercial "fool proof"

words

TO many people, an announcer of radio programs seems to have the easiest job on record. But it's really harder than it sounds. A reporter recently posed as an applicant for a post at the mike and was given an audition. He gave up when asked to read this aloud:

"The sea ceaseth and it suffices us."

television for the home constantly has been the aim of the engineers. The result of their labors should be in the hands of the trade within a few weeks, four or five at the outside.

A de luxe console will contain the entire equipment for the reception of sight and sound broadcasting. This includes the ordinary radio receiver and loud speaker, a short wave receiver for television, and the televisor. A second console model will contain only the televisor and short wave receiver. A smaller model contains only the televisor, housed in a cabinet. In this instrument the picture, instead of being projected on a screen placed in front of the televisor as in the case of the two console models, is seen by looking directly into a larger aperture located in front.

The 50,000 persons who annually attend Northwestern University's "Circus" at Evanston, Ill., one of Northwestern's most popular traditional events, will this year be offered the opportunity to view television.

For twelve continuous hours on Friday (May 2) and an equal period on Saturday, a synchronized sight and sound program, broadcast by W9XAO in Chicago, will be re-

ceived on a battery of televisors in University buildings on the Evanston campus. The climax will occur in Patten gymnasium, during the Television Ball, on Saturday night, when a (television) picture of heroic proportions will be put on the screen.

The efficacy of radio broadcasting does not now offer field for debate. Favorable results obtained in this field will carry over into television, to eliminate the long period of indecision which characterized radio advertising.

That a commercial television contract has already been signed by one of the leaders in its field, now broadcasting over a national network, lends substance to this conclusion. Certainly the new art is so pregnant with possibilities that study of its progress, only touched upon in this article, is suggested.

Radio Committees Will Standardize Practices

A JOINT meeting of the radio committee of the American Association of Advertising Agencies and the commercial committee of the National Association of Broadcasters will be held in New York, April 25, for the purpose of further standardizing broadcast advertising practices.

Among the topics to be discussed as suggested by John Benson, of the A. A. A. are the following:

1. Abrupt withdrawal of local stations in national chain programs.
2. Differential between national and local rates.
3. Agency contract and relations.
5. Jobbing time on the air.
6. Standard conditions and forms for information.
7. Spot and record broadcasting.
8. Function of the special representative.

H. K. Carpenter, chairman of the commercial committee of the N. A. B. suggested the following:

1. Basis for advertising rates.
2. Variation in rates between stations.
3. Agency and Selling commissions.
4. Broadcasting medicinal preparations and Radio cure-alls.
5. Selection of talent.
6. Form of continuity and amount of advertising copy.
7. Electrical transcriptions.
8. Time and Cash discounts.
9. Length of contracts and guarantee of specific time (standard contract).
10. Bases for estimating coverage.
11. Local and foreign rates.
12. Local tie-ins on chain commercial programs.

The executive committee of the N. A. B. as well as members of the commercial committee will meet at the New York offices of the association April 24.



The television console shown here holds two receiving sets, one for sight and one for sound, a loud speaker and a televisor, also a screen on which the picture appears.

MAKING AFTERNOONS PAY

One Station Manager Finds *that* Any Time Is Good Time— If *the* Feature Fits

WHEN commercial broadcasting had its beginnings five or six years ago advertisers who timidly and largely out of curiosity began to experiment with it countenanced no other time than that between 8 P. M. and 10 P. M. In fact, at that early time many stations confined their schedules to the better evening hours. Even at this late day the majority of air advertisers, or practically all whose appeal must reach general rather than specialized audiences, battle for these preferred periods.

However, it did not take long for the evening hours to fill up, or for the station managers to invent programs of appeal to women for the mornings. Mornings were selected rather than afternoons because it was common sense to realize that women had work to do in the mornings and were more apt to be within ear shot of the radio, although there was later proved a decided and emphatic reversal of this opinion in the case of rural audiences.

At the end of several years, station managers invariably found their evening and morning time in demand, but the problem of popularizing the afternoons to a point attractive to sponsors still remained unsolved. Time will undoubtedly prove a remedy. The evenings with larger audiences came first and the mornings followed as the second best bet, and as the medium advances in importance and general acceptance, the afternoon hours will fall into line of their own accord.

But why wait for time? This was the conclusion of Louis Wasmer, owner of KHQ, Spokane. Mr. Wasmer's station has always had an abundant commercial schedule and a constant waiting list for preferred hours. He wanted to convert some of the advertisers waiting for evening and morning time to afternoon



Air-minded in more ways than one, Louis Wasmer, KHQ's progressive owner, at the right, is an enthusiastic aviator as well.

sponsors, and he went at the task in a business-like and logical way.

First he realized that the afternoons offered primarily specialized audiences and that the advertising would have to fit. Women's shoes, yes. Men's shoes, no, and so on. His second step was to emulate the example of other media such as newspapers and periodicals. When they launched new departments to fit the needs of specialized advertisers, these departments were built around some definite feature or general classification of interest. Recipe columns, household exchanges, and the like, are generally found on food pages.

Mr. Wasmer looked for a program that would focus the right kind of attention. He analyzed listener mail, and from the analysis was able to size up his audience accurately. Then he considered the utilitarian angles of the program along with the problems of the women most apt to be home in the afternoons. The chief problem was

the children when they came home from school. He decided that the feature he wanted must appeal to both women and children. Comedy was what he decided to get.

But comedy is undoubtedly the most difficult program material to secure. Mr. Wasmer wrote to several firms syndicating features to stations. He continued to move cautiously. When various offerings were received he studied them for appeal and their fitness for the specialized audience he confronted. Then he studied their use and the results achieved on other stations.

He found one that was recorded and required no preparation or program overhead other than the flat cost of the service from the syndicate. The feature was a happy characterization of two normal young Americans who get into all the scrapes and adventures of youth common to every home, but who at the same time are absolutely clean and free of any kind of prejudice.

(Continued on page 38)

Broadcast Advertising

HITCHING A STAR TO THEIR PROGRAM

*Gave SILENT GLOW a
Strong Direct Mail Tie-up*

A COUNTRY newspaper, built around the radio activities of fictitious inhabitants of the town of Jonesport, Me., has proven to be a highly profitable form of direct-by-mail advertising recently adopted by the Silent Glow Oil Burner Corporation of Hartford, Conn.

The "Jonesport Star" is the offspring of the weekly radio broadcast over Station WTIC, Hartford, which is devoted to the doings of the Seth Parker Singin' School. This school consists of a group of convincingly rural and highly amusing Jonesporters who meet weekly at the Parker home for a "sing."

The first programs featured the newspaper only incidentally, Seth Parker, the editor, reading excerpts from it. The company, however, was looking for some form of outside tie-up with the broadcast and decided to actually publish the paper weekly, correlating the news items in it with Seth's discussion of town doin's. It was an instant success,

the list of subscribers mounting to 5,000 in seven weeks.

In inaugurating this campaign, the Silent Glow Company worked on the theory that while it is not difficult to interest a prospect temporarily, this sporadic interest does not usually result in sales. Some arrangement must be worked out whereby interest is sustained over an extended period of time.

Before hitting upon the idea of the "Star," the company considered the use of booklets and similar media, but recognized the essential weakness of a piece of propaganda that held the attention for a moment, only to be forgotten. They were also looking for some form of advertising that would effectively combine with the radio, utilizing the opening wedge made by the broadcast to get into the prospect's hands a fuller, more detailed sales message.

The two forms of advertising work admirably together. The same entertainment feature that made the



Phillips Lord, creator of Seth Parker and the "Jonesport Star"

prospect listen to the radio program is given to him regularly by mail, and this in turn keeps up the interest in the program. It also ties in with the newspaper and the radio broadcast, as frequent references are made in the Star to the radio broadcast, and vice-versa. At the same time, every "subscriber" to the Star is followed up by a representative of the country.

The Silent Glow organization, by this sustained advertising, becomes identified with a weekly event that brings amusement and entertainment to the homes of the prospects, and that is eagerly anticipated. The listeners become intimately acquainted with the lives, private and public, of the Jonesport characters. The accident to Ludica Getchet's cow is common concern. Friction in the Unitarian choir, and the great checker tournament between the Republicans and the Democrats (conducted without hard feelings, according to the Star) are followed with close attention and some partisanship.

The paper is cleverly edited so that each issue ties up with the pre-

(Continued on page 40)



The Seth Parker Singin' School in action, with Seth keeping time and Ma Parker at the piano

Are Sponsored Broadcasts DOLLAR WASTING?

The ARTICLE

RADIO A FAILURE IN PROMOTING SALE

Colorado Springs Store Makes Test of
Its Pulling Power, Then Returns
to Newspaper Space

By T. W. Ross

An interesting comparison of the results of local radio and newspaper advertising was obtained recently in an experiment in Colorado Springs, Colo. One of the large men's stores, The Robbins Clothing Company, decided to advertise its annual clearance sale by radio, as a test. No newspaper copy was used to announce it, only store window cards and banners supplementing a daily half-hour radio broadcast by a local station.

For three days clerks were instructed to ask shoppers where they learned about the sale. Not one buyer had heard of the sale over the radio, the majority having seen the store windows only. The management then went into the local newspapers with small copy calling attention to the radio programs which would give details of the sale. Still the response was without a single result.

Finally the store abandoned the radio and resumed its advertising with large copy in the newspapers. Immediately the clerks noted a difference and the sale went on as usual.

Advertising men watched the experiment with much interest and also heard the radio station's manager's retort:

"Well, one of our advertisers has been on the air for six months without a direct return"—with additional interest.

It was also pointed out that the Robbins program on the air was not the customary phonograph record music, but was furnished by an organist of ability.

Newspaper-Owned Stations Deny Editorial Attack of "Editor & Publisher"

Slightly disgusted, considerably amused at this bitter attack, "Broadcast Advertising" decided to find out the facts and wrote to those concerned. Their answers, printed on the opposite page, give a slightly different account from that of Mr. Ross, who is news director of the Colorado Springs *Gazette-Telegraph*. He is either naturally exuberant over the failure of a rival medium, or a victim of misinformation, or both.

"While the broadcast in question did not produce the desired results, neither Mr. Robbins nor this agency have expressed themselves further than to that effect. We hardly believe that such a statement could be construed as condemning either radio or the station broadcasting the program."

So says the agency that handled the campaign, and "Broadcast Advertising" is inclined to agree with them. But perhaps this publication is wrong and *Editor & Publisher* right when it condemns all sponsored broadcasts as "dollar wasting." In an attempt to get an absolutely unbiased answer, letters were sent to the managers of newspaper-owned broadcasting stations, asking them, as representatives of both broadcasting and the press, to give their views on the matter.

Of the more than a dozen replies received to date, not one agrees with *Editor & Publisher*. Some express surprise at the editorial statements of that publication. Other answers verge on the profanely vitriolic. But

The EDITORIAL

DOLLAR WASTING

Some of the local merchants who are fascinated by the novelty of radio advertising, in various cities, will be interested in the experience reported in our news columns of a Colorado Springs clothing house. It was decided to use a half-hour broadcast to aid an annual clearance sale instead of the usual newspaper space and the merchant instructed his clerks to inquire from customers whether they had learned of the sale from the radio announcement, the store window display or banners in the street. None admitted having heard the radio announcement.

Still convinced that radio must be a selling instrument the merchant used small space in the local press to call attention to his radio announcements, but this also was without result. Finally the store abandoned radio and resumed large copy in the newspapers and the sale immediately met success. The money local advertisers are wasting today on this unproved broadcast medium is chargeable directly to personal vanity or curiosity. How remarkable that a business man will put up money to have some tiresome business generality read over the air on the theory that it will be vitalized by a phonograph record or an amateur musician's humdrum performance!

COMPLETE refuting of an attack on broadcasting as an advertising medium has been the result of an investigation following the appearance of a partially true news story and denunciatory editorial in a periodical which seems to fear that radio will put the newspapers out of business.

The March 8th issue of *Editor & Publisher* carried a story from Colorado Springs, signed by T. W. Ross, and headlined "Radio a Failure in Promoting Sale," which is reproduced on this page. In brief, it told how a clothing company used radio to advertise a sale "without a single result." "Not one buyer had heard of the sale over the radio."

The same number contained an editorial entitled "Dollar Wasting," also reproduced herewith, which retold the story with the addition of a moral: "The money local advertisers are wasting today on this unproved broadcast medium is chargeable directly to personal vanity or curiosity." The assumption is that using the radio is vanity, but using the newspaper is wisdom.

Or Are They GOOD ADVERTISING?

all are emphatic in their belief in the efficacy of broadcasting as an advertising medium. The general feeling is well expressed by William S. Hedges, president of station WMAQ, a subsidiary of the *Chicago Daily News*:

"Having been associated for many years with a newspaper which has had the vision to regard broadcasting as another vehicle of service to the public and having seen the development of newspaper and radio go hand in hand, I cannot join in the opinion of some newspaper publishers that radio is a dangerous competitor. Of all advertising media there are none closer to the public nor more responsive to the market than the newspaper and radio. The intelligent use of both is certain to be profitable."

Other comments on *Editor & Publisher's* conclusions are:

"As far as seriously setting out to answer the editorial, it would make one feel rather foolish to accord such absurdity any consideration. If radio were not profitable, then the charitable activities of the largest advertisers in the United States are certainly enormous."—Ingham S. Roberts, sales manager, KPRC-*Houston Post Dispatch*.

"As far as this editorial being an effective argument for newspaper advertising, we feel it is just a little unsound. We believe that in order for a merchant to get the most from advertising he

The STATION

Hathaway Advertising Service

Sub 213
Ferguson
Building
Colorado Springs
Colorado

March 28, 1930.

To the Editor:

Mr. Robbins of Robbins on the Corner has given us your letter of March 20 regarding the article in "Editor and Publisher" about his recent radio advertising.

As the article stated a daily half hour of organ music was used to announce Robbins' Semi-Annual Clearance Sale. The broadcast period was from 12:15 P. M. till 12:45 P. M. for six consecutive days and organ music was used—remote control from a local theatre. Announcements were prepared by this agency.

We regard the article written by Mr. Ross, who, incidentally, is news director of the Colorado Springs Gazette-Telegraph, as an expression of natural exuberance which the personnel of any medium that has been successful in an advertising campaign might feel over a rival medium that had failed in any degree.

While the radio broadcast in question did not produce the desired results, neither Mr. Robbins nor this agency have expressed themselves further than to that effect. We hardly believe that such a statement could be construed as condemning either radio or the station broadcasting the program.

Respectfully yours,
(Signed) GIFFORD GILLASPY,
The Hathaway Advertising Service.

The AGENCY



March 27, 1930.

To the Editor:

Do you believe it to the interest of radio advertising to answer the article edited by Mr. Ross, one of the hirelings of our local newspaper? The entire fact is that radio advertising in this region is cutting into the newspaper's revenue and gaining rapidly. We are not saying much but we are gradually adding new subscribers to our long list of clients.

We know that Mr. Ross is either a liar or must have been badly informed. Quite a number of our clients have been consistently using the facilities of KFUM ever since this station has taken on commercial advertising. Of course, they are getting good results or they would not continue spending money throughout the entire year with us . . . and we would not want them to continue using KFUM if they were not getting good results.

In fact, we have obtained many new accounts within the past month since the local sheet has taken an open stand against us. It has made many local merchants realize more than ever that we are giving the newspaper some real competition.

Thanking you for your letter and for the interest shown in the matter.

Very truly yours,
(Signed) J. J. MAY,
Manager KFUM.

should use both newspaper and radio."—Richard O. Lewis, general manager, KTAR-*Arizona Republican*.

"Such an illustration is about as near zero in the matter of evidence as anything could be. We have had similar experiences. We have had advertisers on the air that got no results and got good results in the paper. Then we have had advertisers that obtained good results on the air and none through the paper. Then again we have had them get good results both through the paper and radio and poor results through both."—C. W. Corkhill, manager, KSCJ-*Sioux City Journal*.

"In our opinion, *Editor & Publisher* was quite correct in the line, 'How remarkable that a business man will put up money to have some tiresome business generality read over the air on the theory that it will be vitalized by a phonograph record or an amateur musician's humdrum performance.' However, are they fair when they do not qualify this statement, but let it stand as an editorial comment without remarking that it is just as remarkable for business men to put their money into printed advertising and fill up space with pictures of themselves and their plants, and expect results?"—W. J. Damm, promotion manager, WTMJ-*Milwaukee Journal*.

"It has been the experience of the *Times* that its radio station has, through its programs, added advertising linage to the paper in greater quantity than it has taken linage from the paper."—R. B. Lum, general manager, WDAE-*Tampa Daily Times*.

"Our experience in radio advertising has been that the advertiser gets the best result by tying in radio with his white space, but we have had no clients on the radio, even though they did not use white space, who were dissatisfied."—Credo Harris, general manager, WHAS-*Courier Journal and Louisville Times*.

"The *Atlanta Journal* has maintained its broadcasting station for eight years with no definite, tangible or conclusive proof that we are doing the right thing, yet we are more sold than ever on its usefulness to us and the community."—Lambdin Kay, director, WSB-*Atlanta Journal*.

"The success of advertising over the air is being brought to mind almost daily in reports from our local and national advertisers who skeptically venture into the medium only to become enthusiastic and regular users."—H. D. Burke, station manager, WJAG-*Norfolk (Neb.) Daily News*.

Possible explanations for the campaign's failure are advanced by two writers. C. R. Hunt, general manager, KOIN-*Portland News*, says:

"It is only too bad that a town like Colorado Springs, which is not a commercial city, but a tourist city, should be picked on to make a test of this kind. Any test made in that city would not

convince the writer that it would hold good in any other part of the United States. I only wish we had the opportunity of making a test of this kind in Portland; results would be just the opposite."

The organ is blamed by J. W. Laughlin, managing director, KPO-*San Francisco Chronicle*, who calls it a "fill-in activity" and continues:

"So far as we know, we were the first station in the United States to install a pipe organ in our studios; that was over eight years ago. Experience has taught us that this instrument can only be used in the background and as a unit it attracts very little attention. To illustrate my point, I consider it would be just as fair to measure the results obtained from an advertisement inserted in the classified columns as against the results obtained from an outstanding diversified program."

Nearly every letter contained examples of successful campaigns. One, mentioned by James W. Clark, sales promotion manager, WKY-*Daily Oklahoman and Oklahoma City Times*, closely parallels the Colorado Springs case. The station did not know it was being tested until the advertiser wrote them as follows:

"We are well pleased with our advertising over WKY, which we used for the first time in December. Between Christmas and New Year's we had a special sale of suits and overcoats. We did not announce this in the newspaper, but we did announce it over the radio, to prove to ourselves that radio was a good advertising medium. The result of the sale was far beyond our expectations. We herewith renew our contract."



J. Leslie Fox

"Twice the shepherd boy called wolf when there was no wolf."

THIS old story came to my mind as I sat at my desk today reading a news story from Colorado Springs, Colo., which tells how a local merchant tried the "great experiment"—radio—to promote a sale. Needless to say, the "experiment" was a complete failure. Otherwise there would have been no story.

WOLF! WOLF!

An Editorial by J. Leslie Fox

Director KFH, Wichita, Kansas

This article tells in detail just how radio was given every "break" by this merchant and in true melodramatic style places the poor, helpless sale on the table in front of the whirling saw of circumstances—but just before the death dealing instrument bit into the trembling flesh of the victim, in rushed the hero in the form of the local newspaper and saved our darling Nell.

Knowing as I do the situation in Colorado Springs—knowing the earnest, hard working bunch of boys who are struggling to make a success of the local station, and having been told by them how the local papers delight in every opportunity to slip a gleaming stiletto between their ribs, I am not surprised at the story which appeared under the signature of one T. W. Ross.

Here, however, is where I got my real, honest-to-goodness surprise. Accompanying this story is an editorial comment from *Editor and*

Publisher of March 8th in which this good journal quite lustily sounds the tocsin and to unsuspecting victims of radio cries "Wolf! Wolf!" in the following words:

"The money local advertisers are wasting today on this unproved broadcast medium is chargeable directly to personal vanity or curiosity. How remarkable that a business man will put up money to have some tiresome business generality read over the air on the theory that it will be vitalized by a phonograph record or an amateur musician's humdrum performance."

IN THE first place, I have an idea that the news story from Colorado Springs was written purely for local consumption. I have an idea that the complete story of why the radio campaign failed was forgot-

(Continued on page 39)

Broadcast Advertising

PUT ONE CAKE *on the Air*

and It Will Put

THOUSANDS

in the Oven

Says Elizabeth Carter

Home Economics Expert, RADIO HOUSEHOLD INSTITUTE

TWO and a half years ago, the Radio Household Institute sent its first morning broadcast over the Red network of the National Broadcasting Company at 11:15 in the morning, Eastern Standard Time. The response to that broadcast, a few hundred letters from women who had listened in and enjoyed the program, was considered most encouraging. Two and a half weeks ago, a single fifteen-minute broadcast received a response of nearly 20,000 letters!

The reason for this tremendous growth is plainly apparent. The Radio Household Institute gives women *actual, practical, definite* help on every sort of problem connected with homemaking. This help is authoritative. It is compiled by people who *know* what they're talking about, and is sponsored by the Institute as a whole. Guesswork has nothing to do with these programs. Every recipe given over the air, or sent out to the listeners in the daily free offers, has been tested and re-tested and is *known* to be perfect. Any information given out about menus, or diet, or child health and welfare, or any of the numerous subjects covered in the programs, has been received from authorities and is absolutely reliable.

The set-up of the Radio Household Institute stresses its institutional quality. Composed of a group of experts on various phases of homemaking, the personality of the Institute is something more than the total of the personalities of its staff. Individuals may be added or dropped from time to time without in any way affecting the Institute itself.

THE DAILY programs present an interesting variety—no two are just alike, but every one contains definite information on homemaking problems. This variety in presentation is one of the most interesting features of the Institute, and one vital reason for its popularity. Although the program is different every week, it might be interesting to describe a typical week's talks:

On Monday Miss Carter, home economics expert, talked about making chocolate cake. She gave recipes and general information on cake baking, and Mr. Bren-



Elizabeth Carter

ton, in the role of a young husband, took part in the dialogue, making the program conversational and lively instead of a straight, one-voice cooking talk, which is so apt to be dull and monotonous.

On Tuesday Mrs. Milton discussed the question, "Shall we let our children eat between meals?" Mrs. Milton is an authority on child health and training. She gave recipes and menus, and quoted medical authorities who have expressed opinions on this much-argued subject.

On Wednesday Miss Byrnes, usually cast as an unsophisticated young bride whose intentions are better than her housewifely ability, acted out an amusing little domestic sketch with Mr. Brenton. In these sketches the advertised product, of course, plays an important part in solving some domestic difficulty. The product is always brought in very naturally, and there is in-

cluded general homemaking information.

On Thursday Mr. Thomas contributed a piano solo, which added color and variety to the program. Mr. Thomas is program director as well as musician. And on Saturday (the Institute does not broadcast Friday) a well-known guest speaker—the chef of one of New York's largest hotels—talked about his favorite dessert recipes.

This variety of program keeps the listeners interested. They never know what to expect, but they do know that whatever the program, it will be full of practical homemaking help.

In the Institute programs the story of the product is told simply and effectively, in a way that can and will be remembered. But it is not done by direct selling talk, expanded to cover fifteen minutes. Rather, it is done by suggesting and by showing the product in actual use. In this way the listener becomes interested in the product. The various selling points are brought to her attention subtly during the same time that she is being entertained or helped with her own special problems.

EACH program is planned to build up sympathetic acceptance in the mind of the individual listener. She must feel always that *her* interests are paramount—that the Institute is on the air primarily to help her in her own individual problems. The advertising in each broadcast is never thrust down the listener's throat, but is given in such a way that it is of definite help to the listener, and thus of greatly increased value to the advertiser.

Every broadcast contains enough actual substance so that the women will turn from their radio sets at the end of fifteen minutes feeling well repaid for the time they have spent listening in. A recent broadcast on the subject of cakes furnishes an example. The advertised product was a specialized cake flour, but the broadcast contained little stereotyped selling talk. Miss Carter devoted the program to cakes made with only one egg, because at that season eggs were very high priced. She read a tested recipe for Orange Tea Cakes, stressing the point that with this recipe, calling for only one egg, eighteen delicious

little cakes could be made. In addition to giving the recipe, she actually demonstrated the way to make these cakes, describing in detail each step in the process and giving her listeners many general suggestions in regard to cake baking at the same time.

These baking suggestions covered such points as measuring, creaming the shortening, sifting, and also gave hints on frosting cakes, how to tint frosting, and so on. As Miss Carter went ahead with the demonstration of how to make eighteen cakes with only one egg, she explained that the reason for the recipe's amazing economy was the special cake flour, which is so light and delicate that it takes the place of extra eggs and more shortening. She pointed out that it is naturally impossible to get the same results with any other flour, because this cake flour is especially milled from selected wheat, which contains just the right amount of delicate gluten to give cakes a marvelous tenderness and flavor.

In addition to the recipe for the tea cakes, Miss Carter offered to send her listeners three other recipes for unusual one-egg cakes and the frostings to go with them, as well as a detailed bulletin, prepared in the Institute kitchen, and called "How to Frost Your Cakes."

More than 4,000 women responded to this broadcast, writing in to ask for the cake recipes and the bulletin. Their feeling was *not* that they had been listening to an advertisement—rather, they felt that for fifteen minutes they had been re-

ceiving important help with the problems of baking, sent to them over the air by a real friend—the Radio Household Institute. They were delighted to hear about the delicious cakes that could be made with just one egg because of the special cake flour used. They felt that the Institute had done them a real favor; and the Institute *knew* that many more customers had been created for the flour.

THIS is only one example of what happens every day. One morning Mrs. Milton discussed the problem of child health. Of course, she had time only to touch on a few highlights, but she offered her listeners a comprehensive booklet called "Child Health" which had been compiled by authorities on the subject. Over 6,000 women wrote in for a copy of the booklet and their letters were tremendously enthusiastic and grateful. The company that sponsored the program had obtained a splendid new hearing for its product, which had been introduced into the talk in a perfectly natural way.

These free booklets, recipes, menus, and so on, which the Institute offers its listeners in connection with each daily program, are of great help in interesting the audience. The free material sent out covers a wide range of subjects. If the program has been devoted to cooking, it is composed of recipes, menus, all sorts of baking bulletins, and so on. If the program deals with the subject of silverware and table setting, the free material may cover anything from detailed hints on entertaining to the latest rules for Auction Bridge or directions for giving a Fortune Telling Party!

A talk which discusses the quickest and easiest way to wash clothes may be followed with an offer of a complete bulletin on the new spring curtains—how to select them, hang them, and, of course, how to wash them. The free material always ties in directly with the advertised product and is always accompanied by a letter which re-states, in friendly phrasing, the selling story of the product.

One of the most interesting features of the Institute is the Special Answer Department, which has grown up as a natural development of the increasing audience and

television

A TELEVISION theatre, whose performances were broadcast over two wave lengths, through two stations, was opened on April 7, at Lincoln Park, N. J. The sound was transmitted by WRNY, New York, the television by W2XER, station of the Jenkins Television Corporation. An audience of 20,000 is estimated to have seen and heard the opening broadcast at 50 special receivers, set up in clubs and theatres throughout the Jersey City district.

bulging mail bag. The women who regularly listen in have come to regard the Radio Household Institute as a personal friend and adviser, and they write in with every imaginable problem. These letters range all the way from "How can I make Bobby drink milk?" to questions on table etiquette, interior decorating, making pin money, giving parties, and even pleas for advice on affairs of the heart!

Every one of these letters receives an individual answer, written by one of the specially qualified writers on the Institute staff. The desired information is tracked down, no matter how difficult this may be, for no letter is allowed to go unanswered. In this way thousands of new friends are made—and kept!

And these letters have given the Institute a new idea—to draw listeners close enough so that they will write in their own suggestions, to be tested, accepted, and then shared with the rest of the vast audience. In other words, the listeners will come to think of the Institute as a sort of clearing house for good homemaking ideas—a woman's club of the air, without dues or duties.

In thus closely identifying each listener with the Institute a most receptive audience is being created—friendly toward the Institute and toward its products. And in this way the Institute cannot only hold its present audience, but can increase that audience almost indefinitely.

The aim of the Radio Household Institute is to be of definite service to the listener-in; to give her actual daily help with her homemaking problems, and to be regarded by her as a real friend. In so doing, the advertised product and the selling talk must be presented always interestingly, always helpfully, both to the listener and the sponsor; and the programs must have that endless variety which is the essence of effective radio advertising.

For one cake on the air—presented in an interesting program—puts a thousand in the oven; perhaps *ten* thousand!

Presby Opens Radio Department

THE Frank Presby Company, advertising agency of New York City, has recently established a radio department, with Fulton Dent in charge.

April, 1930

bug killer

A LICENSE to use radio waves to kill fruit insects has been granted to the Electro-Spray Corporation of Wenatchee, Wash., by the Federal Radio Commission, over the opposition of its short wave engineer, E. K. Jett, who testified that the damped waves would cause interference and, so far as he knew, had no special killing power.

International Harvester Uses WDAY

THE International Harvester Company of America has decided to test broadcast advertising and has selected WDAY at Fargo, N. D., for the trial station. Other recent long time contractors for WDAY time include: Stone-Ordean-Wells (Empress coffee); J. C. Penny Company; The Wander Company; Skelly Oil Company; American Maize Products Company; I. G. A. Stores; Semesen-Bayer Company; Atwood and Company (coffee), and Mantle Lamp Company.

New Advertisers at KFWI

RADIO station KFWI, San Francisco, has recently added the following firms to the list of advertisers using its facilities: Del Monte Creamery, National Permanent Wave Company, Galenkamp Shoes, Rosenthal Shoes, Walkover Shoe Stores, Lo-Fare Cab Company and J. T. Casey.

Food Account to Doremus

LEIGHTON INDUSTRIES, operators of thirty-six lunch rooms and cafeterias and seventeen retail bakeries on the Pacific coast, have appointed Doremus and Company, advertising agency, to handle their advertising. Broadcasting, newspapers and car cards will be used.

New Zenith Campaign

BROADCASTING, newspapers, magazines, outdoor advertising, car cards, business and export papers, direct mail and dealer helps will all be included in the 1930 advertising campaign of the Zenith Radio Corporation of Chicago, to begin in May. The Peck Advertising Agency, New York City, will direct the campaign.

Detroit Times on Air

THE Detroit Times is sponsoring a daily broadcast over station WJR, called "Today's Best Story." For the initial broadcast, the microphone was taken into the hospital for an interview with a wounded bandit.

Station WMAQ Incorporates

RADIO station WMAQ, Chicago, formerly owned by the *Chicago Daily News*, is now owned by a subsidiary corporation, WMAQ, Inc. The transfer of the license has been authorized by the Federal Radio Commission. The officers of the new corporation are: Walter A. Strong, publisher of the *Daily News*, chairman of the board; William S. Hedges, president; Judith C. Waller, vice-president and station manager; Donald J. Walsh, secretary; L. E. Aldrich, treasurer, and Arthur E. Hall, assistant treasurer. Bill Hay, chief announcer, is sales director of WMAQ and Walter R. Lindsay is chief engineer.

Raleigh Begins Series on N. B. C.

THE Brown & Williamson Tobacco Corporation, Louisville, Ky., makers of Raleigh cigarettes, have recently gone on the air with a weekly series featuring the reincarnation of Sir Walter Raleigh as master of ceremonies, over a coast-to-coast hook-up of the National Broadcasting Company.

Davis Baking Powder Goes on Air

A NEW series of broadcasts over stations WLW, Cincinnati, and WOR, Newark, featuring Judge J. Ezra Butternut of New Hampshire, self-styled authority on everything, is sponsored by the Davis Baking Powder Company.

Van Allen Directs National Pectin Products Account

THE National Pectin Products Company, Chicago, has appointed the Van Allen Company, advertising agency in that city, to direct its advertising. Broadcasting, newspapers and business papers are the present media.

Glare-Eze Lenses on WIL

THE manufacturers of Glare-Eze lenses, designed to relieve eyestrain caused by artificial light, are sponsoring an extensive broadcast campaign over station WIL, St. Louis. Many local advertisers are also using this station for their spring advertising.

New WHEC Accounts

THE Rochester Gas and Electric Corporation, Sperry Gerard Milling, Brewster Gordon & Company, Theronoid of Rochester, Sergeant Motors and the Underwriters' Board of Rochester are new users of time over radio station WHEC, Rochester, N. Y.

Ball & Davidson Handle These Broadcast Accounts

BALL & DAVIDSON, Inc., Denver advertising agency, is directing the broadcast activities of the following firms: National Tire Stores, Morey Mercantile Company, Kuner-Empson Company, Kilpatrick Baking Company, Kindel Bedding and Furniture Company and Robert F. Clark Company.

Malted Milks on Air

JOINING the large number of food products now on the air, the manufacturers of two brands of malted milks have given broadcasting a prominent place in their new advertising programs.

The campaign for Thompson's Malted Milk, a weekly series over the C. B. S. network, is being handled by Carroll Dean Murphey, Inc., and will also include newspapers, magazines, business papers and direct mail. The Niana Pure Food company has named the Van Allen Company to direct the campaign on its Polly Ann chocolate malted milk, which will use newspapers and business papers as well as radio. Both manufacturers are located in Waukesha, Wis., both agencies in Chicago.

Washington Baker Begins Broadcasting

BROADCASTING, newspapers and billboards are being used throughout the state of Washington in an advertising campaign featuring the new bread of the Wessel Baking Company of Seattle. The Izzard Company of that city is conducting the campaign.

Van Allen to Handle Railway Advertising

A BROADCAST campaign, backed up with newspaper advertising, is being planned to advertise the Litchfield & Madison Railway, which has appointed the Van Allen Company Chicago agency to direct the campaign.

MacManus Directs Cannery Campaign

THE nation-wide broadcasting campaign of the National Cannery Association, announced last month, will be carried on under the direction of MacManus, Inc., Detroit advertising agency.

Chain Stores on Air Over KTAB

THE J. C. Penny Company, operating a chain of dry goods stores, has recently gone on the air over the Pickwick station, KTAB, San Francisco.

Form Radio Agency

THE Radio Advertising Agency, with offices in the Metropolitan building, Boston, has recently been organized by Roy Marks and Joe Jacobs, local advertising men.

Music Account to Barthe

RADIO, direct-mail and newspapers will be used in the advertising campaign of the Clarke Music Company of Syracuse, N. Y., which has appointed G. F. Barthe & Company, advertising agency of that city, to direct the account.

New Advertisers at WSPD

THE Lakeside Biscuit Company, Toledo, and the Mona Motor Oil Company of that city have recently begun broadcast campaigns over radio station WSPD, Toledo.

vernacular

BROADCASTING has its own language, a few words of which are quoted here from the glossary that is running serially in the "Voice of Columbia."

"Hot Mike"—A microphone in operation.

"Nemo"—A program originating elsewhere than in the studios of the key station.

"On the Nose!"—Concluding a program exactly on time—a factor of importance in a business where seconds are split into fractions!

"Blasting"—Distortion caused by overload of the microphone.

"Squawker"—A singer, good or bad, high or low.

Curiosity Builds Audience For Radio Advertisement

AN adaptation of the "Watch this space" idea as used on billboards, car cards and in newspaper display space has been introduced into radio by the Bott Advertising Agency, Little Rock, Ark.

The solemn tolling of a bell came to listeners to a Little Rock station recently, followed by the announcement that this was the Liberty Bell. Then came a few quotations about Liberty. This continued for several nights, when the formation of a new co-operative association, the Liberty Home Stores, was announced and the listeners were told that the next day's papers would give them full details.

Carrying out the Liberty Bell idea, the printed advertisement explained that this organization had been formed to fight the chain stores and listed bargains available at the members' stores.

Motor Equipment Association to Begin Broadcasting

FEATURING the slogan, "Care Will Save Your Car," the Motor Equipment Association, Chicago, is preparing a radio campaign to teach car owners the value of keeping their machines in good condition. The broadcasts will be backed up by the association banner, displayed in the printed advertisements of member manufacturers and jobbers.

Canadian Pacific Sponsors

International Broadcasts

BROADCASTING two programs a week over an international network of the National Broadcasting Company, the Canadian Pacific Railways are beginning a campaign advertising summer travel. The broadcasts, although both popular, are of different types. Both programs originate in the studios of CKGW, Toronto, Canada.

Palmer Agency Devoted Exclusively to Radio

THE recently formed Palmer Company, handling broadcast accounts exclusively, moved from 307 to 520 North Michigan avenue, early in April.

Prior to founding his own company, P. O. Palmer, manager, was with the Thomas Cusack Company, outdoor advertising, for 17 years, and more recently he was connected with Bailey, Walker & Tuttle, Chicago.

Among the accounts handled by the company are the Grennan Bakeries, The Martin-Senour Company, Purity Bakeries, Martin Varnish Company, and the Olson Rug Company.

F. R. Steel Now With Critchfield

F. R. STEEL, formerly of the F. R. Steel Company, advertising agency, is now with Critchfield & Company as head of the radio department.

The accounts brought to the Critchfield agency by Mr. Steel include American Farming Magazine, Popular Mechanics Magazine, Gatzert Company, Snyder & Company, Haywood Equipment Company, J. W. Jung Seed Company, Photoplay Magazine, Vaporite Valve Co., H. O. Stone & Co., National Watch & Jewelry Co., W. D. Boyce Co., Farm Mechanics Magazine, North American Institute, National Salesmen's Training Ass'n, Field & Stream Magazine, and Black Mask Magazine.

Squibb Sponsors Broadcast Series Featuring Will Rogers

A SERIES of thirteen Sunday evening broadcasts, featuring one of radio's highest paid artists, Will Rogers, is being presented over the Columbia coast-to-coast network, under the sponsorship of E. R. Squibb & Son, drug manufacturers.

Refineries Sponsor Historical Broadcasts

THE Barnsdall Refineries, Inc., Tulsa, Okla., America's oldest refinery, is celebrating its seventieth birthday by beginning a series of broadcasts over a network of midwest Columbia stations. The programs will feature famous events in the country's industrial history.

Associated Oil Sponsors Baseball Broadcasts

THE Associated Oil Company will sponsor broadcasts of this year's Pacific Coast League baseball games at Recreation Park, San Francisco, over station KPO, San Francisco. This is KPO's sixth consecutive year of sports broadcasting.

Joe Grein to Broadcast

RADIO will be used by C. Wendall Muench & Co., Chicago advertising agency, in its new campaign for Joe Grein and J. Pahlis, manufacturers of malt and hop extracts. Other media are newspapers, magazines and direct mail.

BROADCAST PERSONALITIES



Stanley E. Hubbard, KSTP, St. Paul



George Junkin, KMOX, St. Louis



Perce Harvey, WIBW, Topeka, Kansas



F. E. Van Vechten, WHEC, Rochester, N.Y.



Henry Field, KFNF, Shenandoah, Ia.



Frederick R. Huber, WBAL, Baltimore



H. H. Johnson, KMMJ, Clay Center, Neb.
April, 1930



C. O. Chatterton, KGW, Portland, Ore.



Ira R. Nelson, WAAM, Newark, N. J.

COMMERCIAL RADIO STATIONS AND THEIR TIME ON THE AIR

This list of broadcasting stations accepting advertising accounts has been prepared for the use of advertisers and advertising agencies in planning local and spot campaigns. This list differs from all other such lists in two important ways. First: it shows the exact time each station is actually on the air. This does not mean, of course, that all of the time shown is available, but it does mean that no other time can be had from that station. Second: instead of a number of station officials, only one is named, the man to whom all correspondence regarding the purchase of time should be addressed. "Broadcast Advertising" believes this information will be of assistance and will welcome any suggestion as to how it can be made more so.

ALABAMA

WBRC—2300 5th Ave., Birmingham. 1000 watts daytime, 500 watts nighttime; 930 kc. J. C. Bell, general manager. Full time.

ARIZONA

KFXV—Flagstaff. 100 watts; 1420 kc. Ben Fidler, station manager. No other data up to press time.

KOY—621-623 North Central Ave., Phoenix. 500 watts; 1390 kc. Earl A. Nielson, station manager. Full time.

KTAR—Heard Bldg., Phoenix. 1000 watts daytime, 500 watts nighttime; 620 kc. R. O. Lewis, manager. Time schedule: Every day A. M., 7-1; P. M., 2-11:15.

KPJM—Prescott. 100 watts; 1500 kc. No other data up to press time.

KGAR—6th Ave. and 12th St., Tucson. 250 watts daytime, 100 watts nighttime; 1370 kc. Frank Z. Howe, manager. Time schedule: Week days A. M., 8-10, 11:30-12; P. M., 12:01-1:30, 4:30-10. Sunday A. M., 11-12; P. M., 3:30-4:30, 6-10.

KVOA—Tucson. 500 watts; 1260 kc. Lieut. Robert M. Riculh, owner. No other data up to press time.

ARKANSAS

KTSH—Chamber of Commerce Bldg., Hot Springs. 10,000 watts; 1040 kc. Campbell Arnoux, commercial manager. Time schedule: Monday A. M., 8-9, 10-11, 11:30-12:30; P. M., 3-4, 5-6, 7-9:30. Tuesday A. M., 8-9, 10-11, 11:30-12:30; P. M., 3-4, 5-6:30, 7-8, 9:30-11. Wednesday A. M., 8-9, 10-11, 11:30-12:30; P. M., 3-4, 5-6, 7:30-8, 9-10, 11-12. Thursday A. M., 8-9, 10-11, 11:30-12:30; P. M., 3-4, 5-6, 7-8, 9-12. Friday A. M., 8-9, 10-11, 11:30-12:30; P. M., 1:30-2, 3-4, 5-6, 7:30-8, 9-10, 11-12. Saturday A. M., 8-9, 10-11, 11:30-12:30; P. M., 1:30-2, 3-4, 5-6:30, 7-9. Sunday A. M., 11-12:30; P. M., 7-8, 9-11.

KGHI—% Hotel Marion, Little Rock. 100 watts; 1200 kc. F. E. Bolls, commercial manager. Time schedule: Week days A. M., 9:45-11; P. M., Monday, Wednesday, Thursday and Friday, 12-2, 6:30-10; P. M., Tuesday, 12-2:30, 6:30-10; P. M., Saturday, 12-2, 4-5, 6:30-10; Sunday, A. M., 11-12; P. M., 12-4, 6:30-9.

KGJF—9th and Battery Sts., Little Rock. 250 watts; 890 kc. K. W. Griffith, director. No other data up to press time.

KLRA—A. O. U. W. Bldg., Little Rock. 1000 watts; 1390 kc. Ray Winters, director. No other data up to press time.

CALIFORNIA

KMPC—1625 Wilshire Blvd., Beverly Hills. 500 watts; 710 kc. Glen Rice, manager. Time schedule: Week days except Friday, 7 A. M.-6 P. M., 9 P. M.-1 A. M. Friday, 7 A. M.-6 P. M., 9 P. M.-midnight. Sunday, 8 A. M.-10:30 P. M.

KELW—Burbank. 500 watts; 780 kc. P. D. Allen, manager. Full time.

KFVD—Hal Roach Motion Picture Studio, Culver City. 250 watts; 1090 kc. John W. Swallow, general manager. Time schedule: Week days, 7 A. M.-12 noon, 12 noon-sundown. Monday, Wednesday and Friday, 8:40 P. M.-1 A. M. Tuesday, Thursday and Saturday, 8 P. M.-1 A. M. Sunday, 8 A. M.-12 noon, 12 noon-sundown, 8:30 P. M.-1 A. M.

KMJ—Van Ness, Fresno. 100 watts; 1210 kc. Ed S. Riggs, business manager. Time schedule: A. M., Sunday, 11-12, Monday and Friday, 8-8:30. Tuesday and Thursday, 9:30-12; P. M., every day, 3-11.

KFWB—6425 Hollywood Blvd., Hollywood. 1000 watts; 950 kc. Gerald King, manager. Time schedule: Monday, Tuesday, Wednesday and Thursday, 8 A. M.-mid-

night. Friday and Saturday, 8 A. M.-2 P. M. Friday, 4 P. M.-12:40 A. M. Saturday, P. M., 4-11. Sunday, 8:30 A. M.-2:30 P. M.; P. M., 6:30-11.

KNX—5555 Marathon Blvd., Hollywood. 5000 watts; 1050 kc. Naylor Rogers, manager. Time schedule: Week days, 6:45 A. M.-1 A. M. Sunday, 9 A. M.-10:30 P. M.

KFQU—Holy City. 100 watts; 1420 kc. Chet E. Boone, manager. Time schedule: Week days, 11:30 A. M.-4:30 P. M. Monday and Saturday, P. M., 7-8, 11-1 A. M. Tuesday and Friday, P. M., 7-8, 10-1 A. M. Wednesday and Thursday, P. M., 7-8, 12-2 A. M. Sunday, 10 A. M.-1 P. M.; P. M., 10-11.

KMIC—219 N. Market St., Inglewood. 500 watts; 1120 kc. Frank N. Bull, director. Time schedule: Monday and Tuesday, A. M., 8-10, 12 noon-7 A. M. Wednesday and Friday, A. M., 8-10, 12 noon-2 P. M., 5-7 A. M. Thursday, A. M., 8-10, 12 noon-2 P. M.; P. M., 5-7:30, 10:30-7 A. M. Saturday, A. M., 8-10, 12 noon-7:30 P. M., 10:30 P. M.-7 A. M. Sunday, P. M., 12:30-2:30, 4:30-6:30.

KFOX—220 East Anaheim St., Long Beach. 1000 watts; 1250 kc. Hal G. Nichols, manager. Time schedule: Every day (22 hours), 5 A. M.-3 A. M.

KGER—435 Pine Ave., Long Beach. 1000 watts; 1360 kc. H. R. Conner, manager. Time schedule: Week days, except Tuesday, A. M., 8-12 noon; P. M., 12-12:15, 12:30-6, 6:30-12 midnight. Tuesday, A. M., 7:30-12; P. M., 12-12:15, 12:30-6, 6:30-12 midnight. Sunday, 8:30 A. M.-12 midnight, except for time given KPSN on first, second and fourth Sunday of the month.

KECA—1000 South Hope St., Los Angeles. 1000 watts; 1430 kc. Carl Haverlin, commercial manager. Time schedule: Daily, P. M., 3-11.

KFI—1000 South Hope St., Los Angeles. 5000 watts; 640 kc. Carl Haverlin, commercial manager. Full time.

KFQZ—Los Angeles. 250 watts; 860 kc. Monroe Manning, manager. No other data up to press time.

KGJF—Washington and Oak Sts., Los Angeles. 1000 watts; 1200 kc. Ben S. McGlashan, manager. No other data up to press time.

KHJ—7th and Bixel Sts., Los Angeles. 1000 watts; 900 kc. C. M. C. Raymond, commercial director. No other data up to press time.

KMTR—1025 North Highland Ave., Los Angeles. 500 watts; 670 kc. Time schedule: Week days, A. M., 6-12 noon, 12 noon-1 A. M. Sunday, A. M., 6-12 noon, 12 noon-11 P. M.

KTM—3636 Beverly Blvd., Los Angeles. 1000 watts daytime, 500 watts nighttime; 780 kc. Henry A. Hohman, manager. Time schedule: Week days, A. M., 6-10; P. M., 1-5, 8-1 A. M. Sunday, A. M., 8-10; P. M., 1-5, 8-midnight.

KFWM—1520 8th Ave., Oakland. 1000 watts; 930 kc. W. L. Gleason, general manager. Time schedule: Monday, Wednesday and Friday, A. M., 8-9; P. M., 1:30-6, 7:30-8. Tuesday and Saturday, A. M., 8-9, 11-12; P. M., 1:30-6, 7:30-11. Thursday, A. M., 8-9, 11-12; P. M., 1:30-6, 7:30-11. Sunday, A. M., 9-12; P. M., 12 noon-2:30, 6-7:45, 9:15-12 midnight.

KLX—Oakland. 500 watts; 880 kc. Preston D. Allen, manager. No other data up to press time.

KPSN—Pasadena. 1000 watts; 1360 kc. No other data up to press time.

KFBK—% The Bee, Sacramento. 100 watts; 1310 kc. G. C. Hamilton, manager. Time schedule: Tuesday, 10 A. M.-1:30 P.

M. Friday, 9 A. M.-1:30 P. M. Daily, P. M., 5-10.

KFXM—5th and E Sts., San Bernardino. 100 watts; 1210 kc. J. C. Lee, commercial manager. Time schedule: Week days, 8 A. M.-1:30 P. M. Monday, Tuesday, Thursday and Friday, P. M., 5-11. Wednesday, P. M., 5-7. Saturday, P. M., 5-12. Sunday silent.

KFSD—Roof of U. S. Grant Hotel, San Diego. 1000 watts daytime, 500 watts nighttime; 600 kc. Walter B. Neill, commercial manager. Time schedule: Monday, 8:45 A. M.-2 A. M. Tuesday, Wednesday, Thursday, Friday and Saturday, 8:45 A. M.-12 midnight. Sunday, 9:30 A. M.-10 P. M.

KGB—Pickwick Terminal Hotel, San Diego. 250 watts; 1330 kc. Robert G. Blinow, manager. Full time.

KFRC—1000 Van Ness Ave., San Francisco. 1000 watts; 610 kc. Edwin W. Wilson, commercial manager. Full time.

KFWI—1182 Market St., San Francisco. 500 watts; 930 kc. Joseph Klein, commercial manager. Time schedule: Monday, Wednesday and Friday, A. M., 7-8, 9-1:30 P. M.; P. M., 6-7:30, 8:30-1 A. M. Tuesday, Thursday and Saturday, A. M., 7-8, 9-11; P. M., 12-1:30, 6-7:30, 11-1 A. M. Sunday, A. M., silent; P. M., 2:30-6, 7:45-9:15.

KGO—111 Sutter St., San Francisco. 7500 watts; 790 kc. Harry F. Anderson, sales manager. 8 A. M.-midnight daily.

KJBS—1380 Bush St., San Francisco. 100 watts; 1070 kc. Ralph R. Brunton, manager. Time schedule: Week days, 6:45 A. M.-local sunset time. Sunday, 8:30 A. M.-local sunset time.

KPO—901 Market St., San Francisco. 5000 watts; 680 kc. J. W. Laughlin, managing director. Full time.

KTAB—5th and Mission Sts., San Francisco. 1000 watts; 560 kc. M. E. Roberts, managing director. Full time.

KYA—983 Market St., San Francisco. 1000 watts; 1230 kc. Clair E. Morrison, manager. Full time.

KQW—87 E. San Antonio St., San Jose. 500 watts; 1010 kc. Ira L. Smith, commercial director. Full time.

KDB—Faulding Hotel, Santa Barbara. 100 watts; 1500 kc. Dwight Faulding, general manager. No other data up to press time.

KWG—Corner Sutter and Miner Aves., Stockton. 100 watts; 1200 kc. Hal White, manager. Time schedule: Week days, A. M., 9-10:30; P. M., 12 noon-2, 4:30-10. Sunday silent.

COLORADO

KFUM—12 S. Nevada, Colorado Springs. 1000 watts; 1270 kc. Jack May, manager. Time schedule: Week days, A. M., full time; P. M., 6-10. Sunday, 8 A. M.-12:30.

KFEL—Argonaut Hotel, Denver. 500 watts; 920 kc. Frank L. Bishop, commercial manager. Time schedule: Week days, A. M., 5:30-8:30, 10-12:30 noon. Monday, Wednesday and Saturday, P. M., 3-4:30, 6-7:30. Tuesday, Thursday and Friday, P. M., 3-4:30, 6-7:30, 9-midnight. Sunday, A. M., 9-12; P. M., 1:30-7.

KFXF—202 Continental Oil Bldg., Denver. 500 watts; 920 kc. T. C. Ekrem, manager. Time schedule: Week days, A. M., 8:30-10. Monday, Wednesday and Saturday, P. M., 9-12 midnight. Tuesday, Thursday and Friday, P. M., 12:30-3, 4:30-6, 7:30-9. Sunday, A. M., 9-10; P. M., 12:30-1:30, 7-12 midnight.

(Continued on page 22)

Johnson & Johnson Give Time on Air to "Hospital Day"

E. E. DICKSON, advertising manager of Johnson & Johnson, makers of surgical supplies, talcum powders, etc., has announced that this company will devote radio time on the evening of May 6 to advertise National Hospital Day, May 12. This day is set aside as "open house" by many hospitals in the U. S. and Canada, for the better acquaintance of the public and the hospitals.

Agency Publishes Booklet on Radio

AN attractive and interesting booklet entitled "Radio—Will It Pay for Me?" has recently been issued by Critchfield & Company, Chicago advertising agency for distribution to its clients and prospects who are interested in broadcasting.

Millers and Bakers at WBRC

THE H. C. Cole Milling Company, Ward Baking Company and Donovan Provision Company are now broadcasting over station WBRC, Birmingham, Ala. Other new advertisers at this station are Dosters, Inc., Park's Air College and W. G. Patterson, Inc.

KYA Gets New Advertisers

THE San Francisco Mining Exchange, Metropolitan Guarantee Building-Loan Association, Scientific Laboratories of America and several strictly local accounts have recently begun broadcasting over station KYA, San Francisco.

Eastman Broadcasts Twice Weekly

THE Eastman Kodak Company is now on the air twice each week. On Thursday nights the Columbia Broadcasting System carries the Kodak "Mid-Week" hour and on Friday the National network features the Eastman "Week End" programs.

Ferguson Advanced at WLW

THE appointment of R. L. Ferguson as commercial manager of stations WLW and WSAI, Cincinnati, to succeed John L. Clark, who is now general manager of the two stations, has been announced by Powell Crosley, Jr., president of the Crosley Radio Corporation, which operates the stations.

Stove Campaign Over Northwest Stations

THE Montag Stove Works is sponsoring a series of weekly programs over the stations of the Northwest Broadcasting System and also KSL, Salt Lake City. This campaign, which features air heaters and furnaces, is handled by Gerber and Crossley, Inc., Portland, Ore., advertising agency, and also includes newspaper and outdoor advertising.

April, 1930

A RADIO MAP of the UNITED STATES (See Pages 20 and 21)

FOR a long time the need for a good radio map has made itself felt. Anyone buying advertising time over more than one station frequently wants to know how far apart two stations are, what their power is, how many radio sets in their territory, and similar information.

Heretofore the only maps available were those prepared by individual stations, which naturally featured these and excluded other stations or pushed them into the background. Now "Broadcast Advertising" has had prepared a Radio Map of the United States, which occupies pages 20 and 21 of this issue.

In addition to station information, the number of receiving sets in each state is shown, estimated as of the first of the year. For ready reference, those figures are reproduced below.

The figures were obtained as follows: A year ago, the analytical department of *Radio Retailing*, a McGraw-Hill publication, obtained from manufacturers and distributors all over the country the number of receiving sets sold in each territory. These figures, incidentally, were considered exact enough to be used by the United States Department of Commerce and cited by them as the best available.

In 1930, *Radio Retailing* published only the estimated total number of sets in use in the whole country. As this magazine is published for retail radio dealers and is continually pointing out to them the large number of homes still unequipped with receiving sets, its estimates are not likely to exaggerate the sets already in use. In fact, the figure of 11,800,000, given by *Radio Retailing* as the total sets in use on January 1, 1930, is considerably smaller than any other estimate.

As no other authoritative source was available, "Broadcast Advertising" took the state figures for 1929 and increased each one proportionately, so that the total for the coun-

try equals 11,800,000. In this way it is reasonably sure that there is no overstatement.

Alabama	114,700
Arizona	23,600
Arkansas	129,800
California	847,830
Colorado	103,840
Connecticut	197,650
Delaware	16,520
District of Columbia	67,260
Florida	196,700
Georgia	154,820
Idaho	19,820
Illinois	915,440
Indiana	302,900
Iowa	282,850
Kansas	186,440
Kentucky	142,190
Louisiana	112,690
Maine	69,620
Maryland	195,290
Massachusetts	486,750
Michigan	509,760
Minnesota	283,440
Mississippi	73,390
Missouri	350,460
Montana	25,370
Nebraska	150,100
Nevada	4,130
New Hampshire	27,730
New Jersey	467,280
New Mexico	21,240
New York	1,506,630
North Carolina	168,150
North Dakota	54,870
Ohio	733,370
Oklahoma	197,060
Oregon	99,360
Pennsylvania	967,600
Rhode Island	53,100
South Carolina	90,270
South Dakota	55,100
Tennessee	137,120
Texas	421,500
Utah	30,330
Vermont	19,700
Virginia	153,990
Washington	207,330
West Virginia	107,020
Wisconsin	308,800
Wyoming	9,090

Total 11,800,000

Chewing Gum to Broadcast

BROADCASTING occupies a prominent place in the advertising plans of the Clark Brothers Chewing Gum Company, Pittsburgh. The advertising is directed by Edward M. Power Company, Inc., of that city.

Del Monte on Air

THE California Packing Corporation, San Francisco, is sponsoring a series of weekly broadcasts over the N. B. C. network. Del Monte Coffee, a new product, is being featured.

(Continued from page 18)

KLZ—Shirley-Savoy Hotel, Denver. 1000 watts; 560 kc. F. W. Meyer, commercial manager. Full time.
KOA—712 Security Bldg., Denver. 12,500 watts; 830 kc. R. Merritt Baker, commercial manager. Time schedule: Monday, 7 A. M.—1 P. M., 2:30 P. M.—midnight. Tuesday, 7 A. M.—2 P. M., 3:15 P. M.—midnight. Wednesday, 7 A. M.—3:45 P. M., 4:55 P. M.—midnight. Thursday, full time. Friday, 7 A. M.—3 P. M., 4 P. M.—midnight. Saturday, 9:45 A. M.—12:15 P. M., 4:30 P. M.—midnight. Sunday, 10:55 A. M.—midnight.
KFFA—Greeley. 1000 watts daytime, 500 watts nighttime; 880 kc. Charles F. Valentine, director. No other data up to press time.
KGFH—113 Broadway, Pueblo. 500 watts daytime, 250 watts nighttime; 1320 kc. C. P. Ritchie, manager. Full time.
KGIW—Trinidad. 100 watts; 1420 kc. No other data up to press time.

CONNECTICUT

WICC—1044 Main St., Bridgeport. 500 watts; 1190 kc. Ed. W. Hall, general manager. Time schedule: Daily, A. M., 8-12; P. M., 12 noon-7:30. Application made for nighttime broadcasting.
WTIC—Hartford, Conn. 50,000 watts; 1060 kc. P. W. Morency, manager. Time schedule: Monday, Wednesday and Friday, P. M., 7-12. Tuesday, Thursday and Saturday, 7 A. M.—7 P. M. Sunday, P. M., 8-12.
WDRC—Hotel Taft, New Haven. 500 watts; 1330 kc. Franklin M. Doolittle, station manager. No other data up to press time.

DELAWARE

WDEL—922 Shipley St., Wilmington. 350 watts until local sunset, 250 watts thereafter; 1120 kc. E. W. Smith, business manager. Time schedule: Monday, 12 noon-11:30 P. M. Tuesday and Thursday, 11 A. M.—12:30 P. M. Wednesday, 11:30 A. M.—10:30 P. M.
WILM—1217 Market St., Wilmington. 100 watts; 1420 kc. Joseph H. Martin, president. Full time.

DISTRICT OF COLUMBIA

WJSV—339 Pennsylvania Ave., Washington. 10,000 watts; 1460 kc. Ira W. Henderson, commercial manager. Full time.
WMAL—712 11th St., Washington. 250 watts; 630 kc. M. A. Leese, manager. Full time.
WOL—Annapolis Hotel, Washington. 100 watts; 1310 kc. LeRoy Mark, business manager. Time schedule: Week days, A. M., 7:30-8 P. M. Sunday, 10 A. M.—1 P. M.
WRC—National Press Bldg., Washington. 500 watts; 950 kc. Vincent F. Callahan, commercial manager. Time schedule: Monday, Tuesday, Wednesday, Thursday, Friday, 6:45 A. M.—midnight. Saturday, 6:45 A. M.—1 A. M. Sunday, A. M., 8-10, 11 A. M.—midnight.

FLORIDA

WFLA—Clearwater. 2500 watts daytime, 1000 watts nighttime; 620 kc. W. Walter Tison, director. Time schedule: Monday, Wednesday and Friday, 10 A. M.—2 P. M.; P. M., 3-5, 7:30-1 A. M. Sunday, P. M., 2-5.
WRUF—Gainesville. 5000 watts; 830 kc. Gaeland Powell, manager. Time schedule: Week days, 10 A. M.—8:08 P. M. (sunset in Denver) Sunday, A. M., 10:55-12:05; P. M., 3:30-5:00.
WQAM—219 McAllister Hotel, Miami. 1000 watts; 560 kc. Norman MacKay, commercial manager. Time schedule: Week days, full time. Sunday, A. M., 9-12 noon; P. M., 2:30-9.
WIOD—Miami Beach. 1000 watts; 1300 kc. Jesse H. Jay, manager. No other data up to press time.
WDBO—Fort Gatlin Hotel, Orange Ave., Orlando. 1000 watts daytime, 500 watts nighttime; 1120 kc. K. W. Skelton, manager. Time schedule: Week days, 11 A. M.—2 P. M.; P. M., 4-11. Sunday, 11 A. M., church service, P. M., 3-9.
WCOA—City Hall, Box 1407, Pensacola. 500 watts; 1340 kc. J. E. Frenkel, director. Time schedule: Week days, A. M., 10:30-11. Monday, Wednesday and Friday, P. M., 12 noon-1, 8-10. Tuesday, P. M., 12 noon-1. Thursday, P. M., 12 noon-1, 10-12. Saturday, P. M., 12-1, 10-1 A. M. Sunday, 12 noon-12:30.
WSUN—Chamber of Commerce, St. Petersburg. 2500 watts daytime, 1000 watts nighttime; 620 kc. Eddie Squires, manager. Time schedule: Tuesday, Thursday and Saturday, 10 A. M.—1 P. M.; P. M., 2-4, 7:30-midnight.
WMBR—907 Florida Ave., Tampa. 100 watts; 1370 kc. F. J. Reynolds, manager. Time schedule: Week days, 10 A. M.—12 noon; P. M., 12 noon-10. Sunday, A. M., silent; P. M., 12 noon-6.

WDAE—201-209 Allied Bldg., Tampa. 1000 watts; 1220 kc. R. B. Lum, manager. Time schedule: Week days, full time. Sunday, P. M., 1-3, 5:30-8.

GEORGIA

WGST—Atlanta. 500 watts; 890 kc. C. J. Straub, advertising director. Time schedule: Week days, A. M., 9-11:30; P. M., 2:30-6, 8-midnight. Sunday, A. M., 7-11:30; P. M., 3:30-5, 6-7:30, 9-midnight.
WSB—Atlanta. 5000 watts; 740 kc. Lambdin Kay, director. No other data up to press time.
WMAZ—Second St., Macon. 500 watts; 890 kc. Edward K. Cargill, Time schedule: Week days, A. M., 7-9, 11:30-2:30 P. M.; P. M., 6-8. Sunday, 11:30 A. M.—3:30 P. M.; P. M., 5-6, 7:30-9.
WTOC—Savannah. 500 watts; 1260 kc. Harold P. Danforth, director. Full time.
WTFI—Toccoa. 500 watts; 145 kc. W. T. Hamilton, station manager. No other data up to press time.

IDAHO

KIDO—Elks' Temple, Boise. 1000 watts; 1250 kc. C. G. Phillips, manager. Full time.
KID—Second floor, J. C. Penney Bldg., Idaho Falls. 500 watts; 1320 kc. Jack W. Duckworth, manager. Time schedule: Week days, 8 A. M.—4 P. M. Monday, Wednesday and Friday, P. M., 7:30-12. Tuesday, Thursday and Saturday, P. M., 6-7:30. Sunday, P. M., 7-8:30.
KGIQ—262 3rd St., West, Twin Falls. 250 watts; 1320 kc. S. M. Soule, manager. Time schedule: Monday, Wednesday and Friday, 6:30 A. M.—7:30 P. M. Tuesday, Thursday and Saturday, 6:30 A. M.—12:30 A. M. Sunday, 10:30 A. M.—12:30 A. M.

ILLINOIS

KYW-KFKX—Chicago Herald & Examiner, Chicago. 10,000 watts; 1020 kc. Homer Hogan, manager. Full time.
WBBM—410 N. Michigan Ave., Chicago. 25,000 watts; 770 kc. Ralph L. Atlas, Time schedule: Week days, 7 A. M.—12 noon. Monday, Wednesday, Friday and Saturday, P. M., 12 noon-6, 8-10, 12 midnight-1 A. M. Tuesday and Thursday, P. M., 12 noon-6, 8-12, 12 midnight-1 A. M. Sunday, 9 A. M.—12 noon; P. M., 12 noon-6, 6-12, 12 midnight-3:30 A. M.
WCFL—623 S. Wabash Ave., Chicago. 1500 watts; 970 kc. Franklin C. E. Lundquist, business manager. Time schedule: Week days, 7 A. M.—8:15 P. M. (continuous). Sunday, 9 A. M.—8:15 P. M. (continuous).
WCHI—Chicago. 5000 watts; 1490 kc. Lee Pastor, commercial manager. Time schedule: Week days, 10:30 A. M.—4 P. M. Monday, Tuesday and Thursday, 10 P. M.—2 A. M. Wednesday, 8 P. M.—2 A. M. Friday, 8:30 P. M.—2 A. M. Saturday, 9:30 P. M.—2 A. M. Sunday, 10:30 A. M.—2 A. M.
WCRW—Embassy Hotel, 2756 Pine Grove Ave., Chicago. 100 watts; 1210 kc. Clinton R. White, owner. Time schedule: Week days, 11:30 A. M.—1:30 P. M.; P. M., 6-7, 9-10. Sunday, P. M., 6-7, 9-10.
WENR—310 S. Michigan Ave., Chicago. 50,000 watts; 870 kc. Morgan L. Eastman, manager. Time schedule: Week days, A. M., 10:15-11:15; P. M., 3:30-7. Week days, except Saturday, 8:30 P. M.—midnight. Sunday, 8 A. M.—12:30; P. M., 3:30-6, 8-midnight.
WGES—128 N. Crawford Ave., Chicago. 500 watts week days, 1000 watts Sundays; 1360 kc. Joseph R. Preston, commercial manager. Time schedule: Week days, A. M., 9-11. Monday, Tuesday, Wednesday and Saturday, P. M., 1-1:15, 3-3:15, 4-7, 9-10:30. Thursday and Friday, P. M., 1-1:15, 3-3:15, 4-7, 9-10:30, 12-2 A. M. Sunday, P. M., 12 noon-1, 4-7:30, 9:40-10:45, 12-2 A. M.
WGN—435 N. Michigan Ave., Chicago. 25,000 watts; 720 kc. Vernon H. Pribble, manager. Time schedule: Week days, 8 A. M.—12:30 midnight. Sunday, 11 A. M.—12 midnight.
WIBO—6312 Broadway, Chicago. 1500 watts; 560 kc. Jas. MacPherson, manager. Time schedule: Week days except Monday, 6:30 A. M.—5 P. M. Monday, 6:30 A. M.—6 P. M. Monday and Saturday, 7 P. M.—1:30 A. M. Tuesday and Wednesday, 6:30 P. M.—1:30 A. M. Thursday and Friday, 6 P. M.—1:30 A. M. Sunday, 8 A. M.—4:30 P. M., 7 P. M.—8 P. M.
WJJD—Palmer House, Chicago. 20,000 watts; 1130 kc. C. A. Howell, manager. Time schedule: Daily, 7 A. M.—8:30 P. M.
WLS—1230 W. Washington Blvd., Chicago. 5000 watts; 870 kc. C. G. Gilbert, commercial manager. Time schedule: Week days, A. M., 6-10:15, 11:45-3:30 P. M. Week days, except Saturday, 7 P. M.—8:30 P. M. Saturday, 7 P. M.—midnight. Sunday, A. M., silent; P. M., 12:30-3:30, 6-8.
WJKS—155 N. Clark St., Chicago. 1250 watts daytime, 500 watts nighttime; 1360 kc. M. F. Edelson, commercial manager.

Time schedule: Week days, A. M., 7-9, 11-12 noon. Monday, Tuesday, Wednesday and Saturday, P. M., 1-4, 7-9, 10:30-1 A. M. Thursday and Friday, P. M., 1-4, 7-9, 10:30-midnight. Sunday, 10:45 A. M.—1 P. M.; P. M., 1:30-4:30, 7:30-9:30, 10:30-midnight.
WMAQ—400 W. Madison St., Chicago. 5000 watts; 670 kc. Bill Hay, sales director. No other data up to press time.
WSBC—1241 S. Michigan Ave., Chicago. 100 watts; 1210 kc. N. Shalin, manager. Time schedule: Every day, A. M., 10-11:30; P. M., 1:30-3:30, 5-6, 8-9, 11-1 A. M.
WHFC—6138 W. 22nd St., Cicero. 100 watts; 1420 kc. R. W. Hoffman, manager. Time schedule: Week days, 8 A. M.—1:30 P. M.; P. M., 6-8, 11-1 A. M. except Saturday, Saturday, P. M., 6-2 A. M. Sunday, 9 A. M.—5 P. M., 8-1 A. M.
WJBL—134 S. Water St., Decatur. 100 watts; 1200 kc. Martin Hansen, manager. Time schedule: Week days, A. M., 8:30-12 noon; P. M., 12 noon-1, 2:30-4, 5:30-9. Sunday, A. M., 9-12 noon; P. M., 7:30-9.
WEHS—Evanston. 100 watts; 1420 kc. Time schedule: 4 P. M.—8:30 P. M., five days per week.
WKBS—P. O. Box 412, or 231 Duffield St., Galesburg. 100 watts; 1310 kc. Paul Palmquist, manager. Time schedule: Week days, A. M., 10-11. Monday, Wednesday and Friday, P. M., 12-1, 4-10. Tuesday, Thursday and Saturday, P. M., 12-1, 5-10. Sunday, 7:45 A. M.; P. M., 8-10.
WJBC—2nd and Joliet St., LaSalle. 100 watts; 1200 kc. Mrs. G. W. Wiltman, business manager. Time schedule: Week days, A. M., 7:30-8, 9-10. P. M., Monday, Tuesday, Wednesday, Thursday and Friday, 12 noon-2, 6-8. P. M., Saturday, 12 noon-2, 6-8, 12-1. Sunday, P. M., 12:30-2.
WMBD—115 N. Madison St., Peoria. 1000 watts daytime, 500 watts nighttime; 1440 kc. Chas. C. Adams, manager. Time schedule: Week days, A. M., 9-10; P. M., 12 noon-1, 4-7, 9-12. Sunday, 11 A. M.—12 noon, 12 noon-2 P. M.
WTAD—600 State St., Quincy. 500 watts; 1440 kc. W. J. Rothschild, manager. Time schedule: Week days, 10 A. M.—1 P. M.; P. M., 3-4, 7-9. Sunday, 12 noon-1 P. M., 3-4, 7-9.
KFLV—Hotel Faust, Rockford. 500 watts; 1410 kc. Peter MacArthur, manager. Time schedule: Week days, except Saturday, A. M., 10:30-12:30 noon. P. M., 3-4, 5:30-6, 8-10. Saturday, 11:30 A. M.—12:30 noon; P. M., 5:30-6, 8-10. Sunday, A. M., 8:30-9, 10:40-12:15; P. M., 3-4, 7:30-10.
WHBF—Rock Island. 100 watts; 1210 kc. No other data up to press time.
WDZ—Star Store Bldg., Tuscola. 100 watts; 1070 kc. James L. Bush, owner. Time schedule: Week days, except Saturday, 8:30 A. M.—2 P. M. Saturday, 8:30 A. M.—12:30 noon. Sunday, P. M., 1-4.
INDIANA
WHBU—Box 311, Anderson. 100 watts; 1210 kc. A. L. McKee, manager. Time schedule not available at time of going to press.
WKBV—932 Eastern Ave., Connersville. 150 watts daytime, 100 watts nighttime; 1500 kc. Wm. O. Knox, owner. Time schedule: Monday and Friday, A. M., 9:30-10:30. Monday, Wednesday and Friday, P. M., 7-9. Sunday, P. M., 7:30-8:30.
WGBF—618 1/2 Main St., Evansville. 500 watts; 630 kc. J. F. Burton, director. Time schedule: Week days, 7:15-12 noon. Monday, Wednesday and Friday, P. M., 12 noon-7. Tuesday and Thursday, P. M., 12 noon-7, 8-10. Saturday, 12 noon-1 A. M. Sunday, A. M., 9-12 noon; P. M., 2-11.
WOWO—215 W. Main St., Fort Wayne. 10,000 watts; 1160 kc. C. R. Durbin, manager. Time schedule: Full time until 5 P. M. Sunday, Monday, Wednesday and Friday. Full time until midnight Tuesday, Thursday and Saturday.
WFBM—Indianapolis. 1000 watts; 1230 kc. Blythe Q. Hendricks, manager. No other data up to press time.
WKBK—540 1/2 N. Meridian St., Indianapolis. 500 watts; 1400 kc. W. C. Bussing, manager. Time schedule: Week days, 7 A. M.—1:30 P. M. Monday, P. M., 4-10:30. Tuesday, P. M., 4-11. Wednesday, Thursday and Friday, P. M., 4-12 midnight. Saturday, P. M., 2-12 midnight. Sunday, A. M., 8-11; P. M., 12 noon-10.
WRAF—719 Michigan Ave., La Porte. 100 watts; 1200 kc. Chas. Middleton, owner. Full time.
WBOW—The Wabash Bldg., Terre Haute. 100 watts; 1310 kc. N. C. Ruddell, manager. Time schedule: Week days, A. M., 7:15-12 noon. Monday, P. M., 12 noon-2, 5-7:30. Tuesday, P. M., 12 noon-2, 5-10:30. Wednesday, P. M., 12 noon-2, 5-9:30. Thursday, P. M., 12 noon-2, 5-9. Friday, P. M., 12 noon-2, 5-11. Saturday, P. M., 12 noon-1, 5-12:30 A. M. Sunday, A. M., 9:30-12 noon; P. M., 12 noon-3, 7-10:30.

"CONTINENTAL"

Now Offers the Finest Array of Talent in the United States as well as the Finest Electrical Transcriptions

—Because Hollywood now has the finest of artists and actors from every part of the United States for the purpose of recording talking pictures, as well as the cream of recording technicians due to the requirements of the motion picture "talkie" industry. Continental operates its own recording plant and thus provides transcriptions ranking first in quality.

CONTINENTAL now offers:

Boswell Sisters programs

A trio of well-known talking picture stars, with harmony perfectly blended. Produced in 15-minute and half-hour programs.

Aviation programs

Produced by Lieutenant-Commander Roman J. Miller, U. S. Navy (Retired), formerly pilot of Dirigible Los Angeles and Shenandoah. Produced only as 15-minute features.

Jughead and Sugarfoot Negro Dialogue programs

A very interesting continuity released as daily 15-minute program, with these two lovable Negro characters in a series of amusing incidents. Truly an outstanding program as a daily feature.

Al Martin Hollywood Revue programs

Presenting different motion picture stars on each program as masters-of-ceremonies and featured artists, produced by Al Martin, well known writer of humorous dialogue and motion picture titles, produced as 15-minute and half-hour programs.

Kenneth Gillum "Sixty Smiles a Minute" programs

Featuring Kenneth Gillum and Duke Atterbury, Orpheum stars known as the "Duke and the Count," solid comedy with music. Produced as 15-minute or half-hour programs.

Don Warner Feature programs

Offering Don Warner, internationally famous pianist in single piano numbers and two-piano arrangement with Ron Wilson, produced in 15-minute and half-hour programs.

Jacques Jou-Jerville programs

Symphony orchestra with soloists, produced in 15-minute and half-hour programs.

Radio Varieties programs

Male quartettes, trios, vocal and instrumental specialties, each produced with motion picture celebrities as masters-of-ceremonies, produced in 15-minute and half-hour programs.

Radio stations are invited to write in for sample recordings of the different programs outlined above, which are now in production. Additional programs will be offered each month.

A very attractive brochure, descriptive of Continental talent offerings, has been prepared for your perusal. Write for your copy today. There is no charge or obligation. These programs are prepared as sustaining programs, and also a number of additional programs are offered to National advertisers.

"When better electrical transcriptions are made—they will bear the name CONTINENTAL".

As for placement of your radio programs—Continental now offers a complete coverage of the United States and Canada, with a selection from over 250 stations. We shall be pleased to submit further particulars. Full co-operation to recognized advertising agencies.



WSBT—225 W. Colfax Ave., South Bend, 500 watts; 1230 kc. Leslie C. Morehouse, manager. Time schedule: Monday, Tuesday, Thursday and Friday, A. M., 9:30-10, 11:15-12 noon. Wednesday, A. M., 9:30-9:30, 11:15-12 noon. Monday, P. M., 3:30-5, silent after 5. Tuesday, P. M., 3:30-5, 6-8. Wednesday, P. M., 3:30-5, 10-11. Thursday, P. M., 3:30-5, 8:30-10, 11-12. Friday, P. M., 3:30-5, 8-12. Saturday, P. M., 12 noon-1, 7:30-8, 10-11. Sunday, A. M., 10:45-12 noon; P. M., 12 noon-1:30.

IOWA

KWCR—Cedar Rapids. 100 watts; 1310 kc. Harry F. Paar, manager. No other data up to press time.

KSO—Berry Seed Co., Clarinda. 500 watts; 1380 kc. Joe Faassen, manager. Time schedule: Week days, A. M., 6:30-8, 11:45-1:15 P. M.; P. M., 3-4, 6:30-8, 9-10, except Saturday. Saturday, P. M., 3-4. Sunday, A. M., 11-12:15 noon.

WOC—Brady St., Palmer School of Chiropractic, Davenport. 5000 watts; 1000 kc. Frank W. Elliott, business manager. Time schedule: Monday, Wednesday and Friday, A. M., silent. Monday and Wednesday, P. M., 5-midnight. Friday, P. M., 4-midnight. Tuesday, Thursday and Saturday, A. M., 7:15-noon. P. M., Tuesday and Thursday, 12 noon-5. Friday, P. M., 4-midnight. Saturday, P. M., 12 noon-4. Sunday, A. M., 8-12 noon (alternate). P. M., 5-11:30 (alternate), 12 noon-5 (alternate).

WHO—Liberty Bldg., Des Moines. 5000 watts; 1000 kc. R. C. Wells, acting manager. Time schedule: Monday, Wednesday and Friday, A. M., 7-12 noon. Monday and Wednesday, P. M., 12 noon-5. Friday, P. M., 12 noon-4. Tuesday, Thursday and Saturday, A. M., silent. Tuesday, Thursday and Saturday, P. M., 5-12 midnight. Sunday, A. M., 8-12 (alternate); P. M., 5-12 midnight (alternate).

KFJY—1112 Central Ave., Fort Dodge. 100 watts; 1310 kc. C. S. Tunwall, owner. Time schedule: Week days, A. M., 9:30-11 P. M., 12:30-3, 6:30-8. Sunday, P. M., 1:30-2:30.

KFJB—1603 W. Main St., Marshalltown. 250 watts daytime, 100 watts nighttime; 1200 kc. Phil Hoffman, manager. Time schedule: Week days, A. M., 2 hours; P. M., 6 hours. Sunday, A. M., 1 hour; P. M., silent.

KTNT—800 E. Second St., Muscatine. 5000 watts; 1170 kc. S. Baker, advertising

manager. Time schedule: Week days, except Saturday, 6 A. M.-6:15 P. M., 11:05 P. M.-12:05 midnight. Sunday, A. M., 9-10; P. M., 12 noon-1, 2:30-4:30.

WIAS—218 E. Main St., Ottumwa. 100 watts; 1420 kc. M. W. Poling, manager. Time schedule: Week days, A. M., silent. Monday, Wednesday and Thursday, P. M., 12 noon-1, 2:30-3:30, 5-6, 7:30-9. Tuesday, P. M., silent. Friday and Saturday, P. M., 12 noon-1, 2:30-3:30, 5-6. Sunday, A. M., 10:45-12 noon; P. M., 2:30-3:30.

KICK—Red Oak. 100 watts; 1420 kc. No other data up to press time.

KFNF—407 Sycamore St., Shenandoah. 1000 watts daytime, 500 watts nighttime; 890 kc. R. E. Dearmont, commercial manager. Time schedule: Week days, A. M., 6-8:30, 9-12 noon. Monday and Friday, P. M., 12 noon-5, 6-7:30, 9-10:30. Tuesday, P. M., 12 noon-5, 6-7:30, 8:30-10:30. Wednesday, P. M., 12 noon-5, 6-7:30, 9-11. Thursday, P. M., 12 noon-5, 6-7:30, 8:15-10:30. Saturday, P. M., 12 noon-5, 6-7:30, 8-12. Sunday, A. M., 8-9:30, 10:45-12 noon; P. M., 12 noon-12:15, 2-4, 5:30-9.

KSCJ—415 Douglas, Sioux City. 1000 watts; 1330 kc. C. W. Corkhill, manager. Time schedule: Week days, A. M., 8:30-12 noon. Monday, P. M., 12 noon-1, 3-7, 8-11. Tuesday, Thursday and Friday, P. M., 12 noon-1, 3-7, 8-9. Wednesday and Saturday, P. M., 12 noon-1, 3-7, 8-10:30. Sunday silent.

WMT—Waterloo. 500 watts; 600 kc. Harry Shaw, business manager. Time schedule: Week days, 6 A. M.-11 P. M. Sunday, 8 A. M.-4 P. M., 6 P. M.-10 P. M.

KANSAS

WLBK—Huron Bldg., Kansas City. 100 watts; 1420 kc. W. B. Flinney, commercial manager. Full time.

WREN—Lawrence. 1000 watts; 1220 kc. Vernon H. Smith, manager. Time schedule: Week days, A. M., 7-11; P. M., 12 noon-1:15, 3-11. Sunday, A. M., 7-12; P. M., 2-11.

KFKB—Milford. 5000 watts; 1050 kc. No other data up to press time.

WIBW—502 National Reserve Bldg., Topeka. 1000 watts; 580 kc. Perce Harvey, Jr., commercial manager. Time schedule: Week days, except Saturday, A. M., 6-8, 9-10, 10:30-12:30 noon; P. M., 1:30-4:30, 5:30-11. Saturday, A. M., 6-8, 9-12:30 noon; P. M., 1:30-11. Sunday, A. M., 8-10, 11:30 A. M.-10 P. M.

KFH—124 1/2 S. Market St., Wichita. 1000 watts; 1300 kc. J. Leslie Fox, manager. Time schedule: Week days, A. M., 7-8, 8:30-11, 11:30-12 noon. Monday, P. M., 12 noon-2, 3-5:30, 6:30-7:30, 9-11. Tuesday, P. M., 12 noon-2, 3-9, 10-11. Wednesday and Friday, P. M., 12 noon-2, 3-6, 7-9, 10-11. Thursday, P. M., 12 noon-2, 3-11. Saturday, P. M., 12 noon-2, 3-10, 11-12 midnight. Sunday, A. M., 8-10; P. M., 2-5:30, 7-8, 8-9 alternated with 9-10, 10-11.

KENTUCKY

WCKY—6th and Madison Aves., Covington. 5000 watts; 1490 kc. Lee Goldsmith, manager. Time schedule: Week days, A. M., 7-11; P. M., 7-11. Sunday, A. M., 8-9; P. M., 7-10:15.

WFIW—17th and Campbell, Hopkinsville. 1000 watts; 940 kc. D. E. Kendrick, manager. Full time.

WHAS—300 W. Liberty St., Louisville. 10,000 watts; 820 kc. W. L. Coulson, commercial manager. Full time.

LOUISIANA

WDSU—Hotel DeSoto, 400 Baronne, New Orleans. 1000 watts; 1250 kc. J. H. Uhalt, owner. Time schedule: Daily, 9:30 A. M.-1:30 P. M., 3:30 P. M.-midnight.

WJBO—Orpheum Theater, New Orleans. 100 watts; 1420 kc. Valdemar Jensen, manager. Full time.

WWL—6363 St. Charles, New Orleans. 5000 watts; 850 kc. J. E. Parquet, manager. Time schedule: Daily, full time to 6 P. M. Monday, Wednesday, Friday, Saturday and Sunday, P. M., 6-9. Tuesday and Thursday, P. M., 9-12.

KTBS—Dixie Gardens, Box 1642, Shreveport. 1000 watts; 1450 kc. J. M. Temple, manager. Full time.

KWEA—Shreveport. 100 watts; 1210 kc. No other data up to press time.

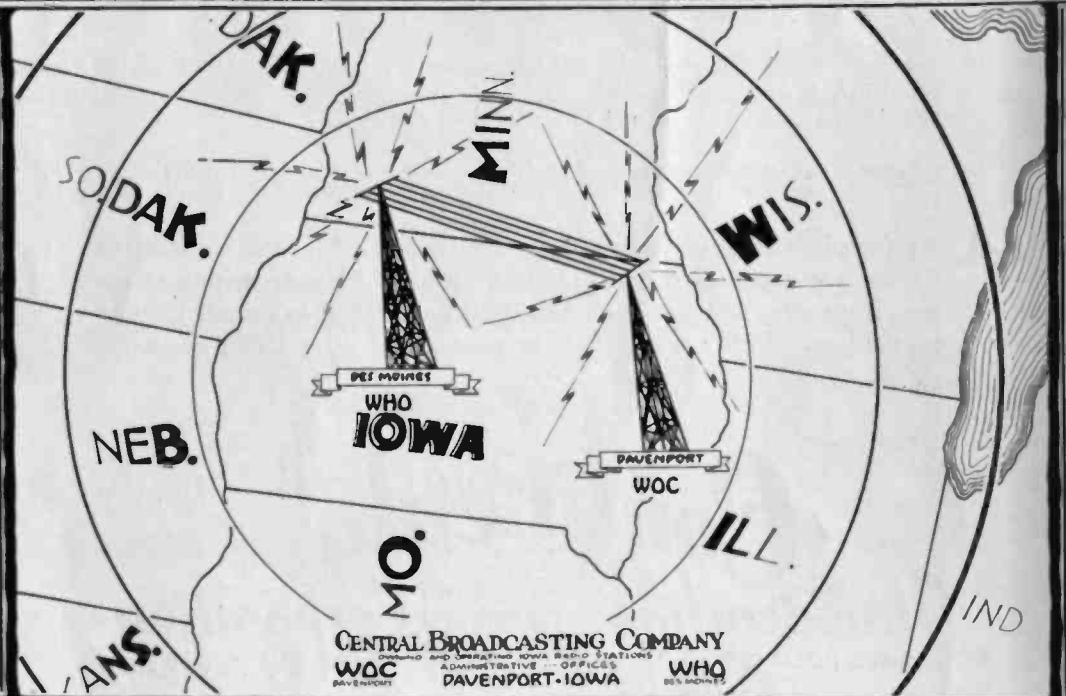
KWKH—Shreveport. 20,000 watts; 850 kc. W. K. Henderson, owner. Time schedule: Week days, A. M., 6-8. Monday, Wednesday, Friday and Saturday, P. M., 4-6, 8-midnight. Tuesday and Thursday, P. M., 4-9. Sunday, P. M., 7:45-midnight.

MAINE

WLBZ—100 Main St., Bangor. 500 watts; 620 kc. Henry C. Wing, manager. Full time.

WCSH—Congress Square Hotel, Portland. 500 watts now, 1000 watts after May 1; 940 kc. L. T. Pitman, commercial manager. Time schedule: Week days, 8:15 A. M.-11 P. M. Sunday, 9 A. M.-11:15 P. M.

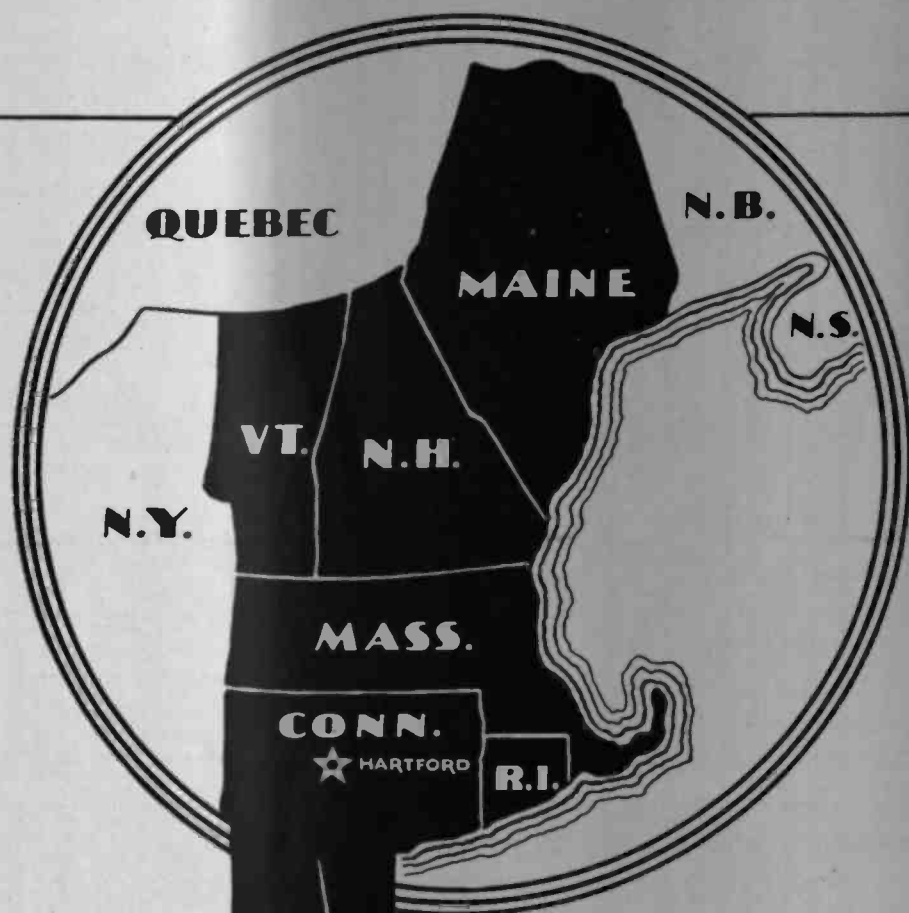
TWO 5000 WATT STATIONS: NATIONAL CLEARED CHANNEL



THE VALLEY AREA WITH A POPULATION OF 13,630,541!!!!

Test Your Radio Program

Here



NEW England has long been considered an ideal "testing ground" for preliminary advertising campaigns as well as for new products. You can "test out" a radio program here; then you can analyze and check results accurately.

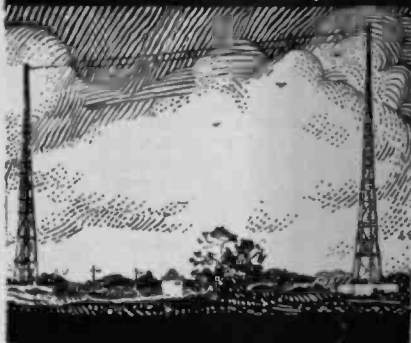
WTIC offers you a splendid opportunity to test New England because of its ideal, new, high-

power transmitter, which serves New England consistently. With latest technical equipment, WTIC gives absolute fidelity of reproduction and delivers a strong signal of consistent volume. This 50,000 Watt station is doing a thorough sales job for many national clients. We will be glad to help you arrange programs. Why not send for facts?

The Travelers Broadcasting Service Corp.

HARTFORD - CONNECTICUT

**50,000
WATTS**



W T I C

Consistent Coverage of New England

MARYLAND

WBAL—Lexington Bldg., Baltimore, 10,000 watts; 1060 kc. Stanley W. Barnett, station manager. Time schedule: Monday, Wednesday and Friday, 8 A. M.—7 P. M. Sunday, 8 A. M.—8 P. M. Tuesday, Thursday and Saturday, 7 P. M.—12 midnight.
WCAO—848 N. Howard St., Baltimore. 500 watts daytime, 250 watts nighttime; 600 kc. Jack Stewart, commercial manager. Time schedule: Week days, 7 A. M.—12 midnight. Sunday, 10 A. M.—11 P. M.
WCBM—Kelth Theater Bldg., Baltimore. 250 watts to local sunset, 100 watts thereafter; 1370 kc. Charley Schwarz, manager. Full time.
WFBR—Baltimore. 250 watts; 1270 kc. A. D. Willard, Jr., business manager. No other data up to press time.

MASSACHUSETTS

WBIS—1 Winter Pl., Boston. 1000 watts; 1230 kc. Claire Crawford, director. Time schedule: Week days, A. M., 7:30-9; P. M., 1-2. Sunday, silent.
WBZ-WBZA—Hotel Statler, Boston. 15,000 watts WBZ, 500 watts WBZA; 990 kc. Time schedule: Monday, Tuesday, Wed-

nesday and Thursday, 8 A. M.—11:15 P. M. Friday, 8 A. M.—11:30 P. M. Sunday, 10:30 A. M.—12 midnight.

WEEI—39 Boylston St., Boston. 1000 watts; 590 kc. Charles W. Burton, manager. Full time.
WLOE—Room 204, 5 Winthrop Sq., Boston. 250 watts to local sunset, 100 watts thereafter; 1500 kc. John Weare, treasurer. Full time.
WNAC—1 Winter Pl. Boston. 1000 watts; 1230 kc. R. L. Harlow, manager. Full time.
WSAR—10 Bedford St., Fall River. 250 watts; 1450 kc. William T. Welch, owner. Time schedule: Week days, 9 A. M.—2 P. M., 5 P. M.—9 P. M. Sunday, 10:45 A. M.—2 P. M.
WLEX—Lexington. 500 watts; 1410 kc. Gerald Harrison, director. Time schedule: Monday, Tuesday, Wednesday, Thursday and Saturday, P. M., 1-11. Friday, P. M., 1-7:30, 9-11. Sunday, P. M., 1-2, 9-11.
WLEY—Lexington. 100 watts; 1370 kc. William E. Torrey, director of sales. No other data up to press time.
WNBH—New Bedford Hotel, New Bedford. 100 watts; 1310 kc. Irving Vermilya, owner. Full time.
WORC—60 Franklin St., Worcester. 1000 watts; 1200 kc. Jas. E. Coyle, commercial manager. Time schedule: Week days, A. M., 10-11; P. M., 1-3, 6:30-10:30. Sunday, 10 A. M.—noon; P. M., 2-4, 7-10:30.
WTAG—18 Franklin St., Worcester. 250 watts; 580 kc. John J. Storey, manager. Time schedule: Week days, A. M., 8:30-12 noon. Monday, Friday and Saturday, P. M., 12 noon-1:15, 6-11:15. Tuesday, P. M., 12 noon-1:15, 4:30-11:45. Wednesday, P. M., 12 noon-1:15, 6-11:45. Thursday, P. M., 12 noon-1:15, 5-11:15. Sunday, P. M., 1-11.

MICHIGAN

WBCM—Center and Water Sts., Bay City. 500 watts; 1410 kc. K. J. Lamoreaux, commercial manager. Time schedule: Daily, 8 A. M.—12 midnight.
WHDF—Calumet. 250 watts daytime, 100 watts nighttime; 1370 kc. No other data up to press time.
WGHP—Macabee Bldg., Detroit. 1000 watts; 1240 kc. Douglas F. Storer, general manager. No other data up to press time.
WJR—Fisher Bldg., Detroit. 5000 watts; 750 kc. J. F. Patt, assistant manager. Full time.
WMBC—LaSalle Hotel, Detroit. 250 watts daytime, 100 watts nighttime; 1420 kc. Thos. H. Ragan, manager. Time schedule: Week days, full time. Sunday, 2 P. M.—12 midnight.
WWJ—Second and Lafayette, Detroit. 1000 watts; 920 kc. R. L. Kelly, station manager. Time schedule: Week days, 8:15 A. M.—12:03 midnight. Sunday, A. M., 10:30-12 noon; P. M., 1-12:03 midnight.
WDFD—511 1/2 S. Saginaw St., Flint. 100 watts; 1310 kc. Frank D. Fallant, general manager. Full time.
WASH—154 Louis St., Peninsular Bldg., Grand Rapids. 500 watts; 1270 kc. P. Doornink, manager. Time schedule: Week days, 11:30 A. M.—3:30 P. M.; P. M., 5-6, 7-8. Sunday, A. M., 10-11:30; P. M., 1-4, 6:45-9, 10-11.
WOOD—217-19 Watson Bldg., Grand Rapids. 500 watts; 1270 kc. Harold MacDonald, manager. Time schedule: Week days, A. M., 7:30-11:30; P. M., 6-7, 8-11:15. Sunday, A. M., 9-10, 11:30-12 noon; P. M., 12-1, 4-6:30, 9-10.
WIBM—Jackson. 100 watts; 1370 kc. Dale Robertson, manager. No other data up to press time.

MINNESOTA

WEBC—Spalding Hotel, Duluth. 2500 watts to local sunset, 1000 watts thereafter; 1290 kc. W. C. Bridges, manager. Time schedule: Monday and Wednesday, A. M., 6:29-9:05, 10:15-10:30, 11:45-12 noon. Monday, P. M., 12 noon-2:45, 5-11. Wednesday, P. M., 12 noon-2:45, 4-4:15, 5-11. Tuesday, A. M., 6:29-9:05, 10:15-10:30, 11:45-12 noon; P. M., 12 noon-3:45, 5-11. Thursday, A. M., 6:29-9:05, 10:15-10:30, 11:45-12 noon; P. M., 12 noon-2:45, 4-4:20, 5-11. Friday, A. M., 6:29-9:30, 10-10:30, 11:45-12 noon; P. M., 12 noon-2:45, 4:15-4:30, 5-11. Saturday, A. M., 6:29-9:30, 10:15-10:30, 11-12 noon; P. M., 12 noon-3, 5-11. Sunday, A. M., 9-12 noon; P. M., 12 noon-10:20.
WCCO—Nicollet Hotel, Minneapolis. 7500 watts; 810 kc. E. H. Gaminons, vice-president. Full time.
WDGY—309 West Broadway, Minneapolis. 1000 watts; 1180 kc. Dr. Geo. W. Young, manager. Time schedule not available.
WHDH—818 Superior Blvd., Minneapolis. 500 watts; 1180 kc. M. R. Bass, manager. Time schedule: Week days, A. M., 6:30-9:30. Monday and Wednesday, P. M., 7-8. Tuesday, Thursday, Friday and Saturday, P. M., silent. Sunday, silent.
WRHM—Andrews Hotel, Minneapolis. 1000 watts; 1250 kc. No other data up to press time.
KSTP—St. Paul Hotel, St. Paul. 10,000 watts; 1460 kc. E. D. Jencks, commercial manager. Full time.

MISSISSIPPI

WRBQ—Greenville. 100 watts; 1210 kc. No other data up to press time.
WGCM—Great Southern Hotel, Gulfport. 100 watts; 1210 kc. Frank J. Kroulik, manager. Time schedule: Week days, 11:30 A. M.—12:30 noon. Monday, Wednesday, Thursday and Saturday, P. M., 2:30-4, Tuesday and Friday, P. M., 2:30-4, 8-10:30. Sunday, P. M., 3-6.
WCOC—Great Southern Hotel, Meridian. 1000 watts daytime, 500 watts nighttime; 880 kc. T. C. Billups, station manager. Full time.
WQBC—1717 Washington St., Vicksburg. 300 watts; 1360 kc. E. M. Price, manager. No other data up to press time.

MISSOURI

KFVS—Cape Girardeau. 100 watts; 1210 kc. No other data up to press time.
WMBH—Joplin. 250 watts daytime, 100 watts nighttime; 1420 kc. Time schedule: Week days, A. M., silent. Monday, Tuesday, Wednesday, Thursday and Friday, P. M., 12:15-1:30, 6-7:30, 8-9:30. Saturday, P. M., 12:15-1, 6-7:30. Sunday, A. M., 10:50-12; P. M., 12-1:10, 7-9:30.
KMBC—Aladdin Hotel, Kansas City. 1000 watts; 950 kc. Arthur B. Church, manager. Full time.
KWKC—Werby Bldg., 39th and Main Sts., Kansas City. 100 watts; 1370 kc. R. E. Holbrook, manager. Time schedule: Week days, A. M., 8-11; P. M., 2-11. Sunday, 12 noon-4.
WDAF—Star Bldg., Kansas City. 1000 watts; 610 kc. H. Dean Fitzer, director. No other data up to press time.
WHB—Hotel Baltimore, Kansas City. 500 watts; 860 kc. John T. Schilling, director. Time schedule: Daily, 7 A. M.—3:30 P. M.
KFEQ—Hotel Robidoux, St. Joseph. 2500 watts; 680 kc. Clarence Koch, manager. Time schedule: Daily, 6 A. M.—sundown.
KGBX—19th and Frederick Ave., St. Joseph. 100 watts; 1310 kc. H. A. Jerry Hall, program director. Time schedule: Week days, A. M., 6:30-8, 11:30-12 noon. Monday and Friday, P. M., 12 noon-1, 4:30-9. Tuesday, P. M., 12 noon-1, 4-10. Wednesday and Thursday, P. M., 12 noon-1, 4:30-10. Saturday, P. M., 12 noon-2, 4:30-10. Sunday, A. M., 11-12 noon; P. M., 12 noon-1:30, 3-8:30.
KMOX—Hotel Mayfair, St. Louis. 5000 watts; 1090 kc. J. H. Higgs, commercial manager. Full time.
KWK—Hotel Chase, St. Louis. 1000 watts; 1350 kc. Thomas P. Convey, president. Full time.
WIL—Melbourne Hotel, St. Louis. 250 watts daytime, 100 watts nighttime; 1200 kc. L. A. Benson, general manager. Time schedule: Daily except Thursday, 7 A. M.—midnight. Thursday, 7 A. M.—7:45 P. M., 9 P. M.—midnight. Sunday, noon-6 P. M.

MONTANA

KGHL—Billings. 500 watts; 950 kc. Eric Thornton, manager. Full time.
KGIR—121 W. Broadway, Butte. 500 watts; 1360 kc. E. B. Craney, manager. Full time.
KFBB—Park Hotel, Great Falls. 2500 watts daytime, 1000 watts nighttime; 1280 kc. Jessie Jacobsen, manager. Full time.
KGEZ—Buffalo Blk., Kallapell. 100 watts; 1310 kc. John E. Parker, manager. Time schedule: Week days, A. M., 11-12 noon; P. M., 12-2, 5:30-8.

"In the Land of the Sky"
W W N C
"The Voice That Speaks in the Home"

MEMBER

**COLUMBIA
 BROADCASTING
 SYSTEM**



THE ONLY
 station in the
 "playground of
 Eastern America"
 providing 16
 hours of **GOOD**
 program every
 day... with one
 of the **BEST**
 audiences in
 America. Liked
 by listeners be-
 cause it does not
 abuse their con-
 fidence.



**CITIZEN
 BROADCASTING CO.
 INC.**

**815 Flatiron Building
 ASHEVILLE, N. C.**

Rate card on request—rates published in
STANDARD RATE AND DATA.

W J A C

Johnstown - Penna.

The only station that consistently covers the Johnstown area—center of the iron, steel and coal industry—during daylight hours.

Owned and Operated by

Johnstown Automobile Co.

Write for Rate Card

WLS First Station to Guarantee Radio Advertising

GUARANTEE

WLS, The Prairie Farmer Station, refuses to broadcast dishonest advertising and positively guarantees its audience fair and honest treatment in dealing with its advertisers.

WLS

THE PRAIRIE FARMER STATION - - CHICAGO

BURRIDGE D. BUTLER, PRES.

1230 W. WASHINGTON BLVD.

SEVERAL months ago WLS set a precedent in the broadcasting field by announcing that the same guarantee applicable to black and white would govern all radio advertising contracts. This forward step was taken in recognition of the fact that radio advertising must have the confidence of listeners if it would secure profitable returns.

Today, WLS enjoys an unparalled listener confidence.

It is such confidence that secured 410,375 letters during 1929 and 272,733 letters the first three months of 1930.

It is such confidence that secured for one manufacturer, with half hour programs, more than 16,000 inquiries at the dealer's stores, from eight broadcasts, or an average of 2000 inquiries a program.

It is such confidence that secured 27,685 inquiries from a series of 22 half hour programs or an inquiry cost of 26 cents each.

It is such confidence that secured 1,227 inquiries from 2 fifteen min-

ute daytime broadcasts for an account appealing to women.

It is such confidence, combined with the services of an experienced production department including specialists in radio copy, music and productions, a trained staff of announcers and modern mechanical facilities, that will insure the success of your radio advertising campaign when broadcast by WLS.

You are invited to have the WLS Production Department develop your broadcast advertising plans. This involves no obligation. Address C. G. Gilbert, Commercial Manager.

**The Prairie
Farmer
Station**

WLS

**1230
W. Washington
Boulevard,
CHICAGO**

NEBRASKA

KMMJ—Clay Center. 1000 watts; 740 kc. H. H. Johnson. Time schedule: Week days, 5 A. M.—5:45 P. M. Sunday, 5 A. M.—3:30 P. M.
KFAB — Lincoln. 5000 watts; 770 kc. Dietrich Dirks, manager. Time schedule: Daily, A. M., 6-12 noon. Monday, Wednesday, Friday and Saturday, P. M., 12 noon-8, 10-12. Tuesday and Thursday, 12 noon-8. Sunday, 12 noon-6 P. M.
KFOR—136 S. Twelfth St., Lincoln. 250 watts daytime, 100 watts nighttime; 1210 kc. No other data up to press time.
WJAG—116 North 4th St., Norfolk. 1000 watts; 1060 kc. T. A. Bandell, advertising director. Time schedule: Week days, 7 A. M.—7 P. M. Sunday, 11 A. M.—6 P. M.
KOIL—Box 1214, Fontenelle Hotel, Omaha. 1000 watts; 1260 kc. George Roesler, commercial manager. Time schedule: daily, A. M., 6-10:30, 11:30-midnight.
WAAW — 600 Omaha Grain Exchange Bldg., Omaha. 500 watts; 660 kc. James Tompkins, advertising manager. Time schedule: Daily, 6 A. M.—6 P. M.
WOW — 14th and Farnam Sts., Omaha. 1000 watts; 590 kc. Marie Klensy, commercial manager. Time schedule: Monday, A. M., 7:15-10, 10:45-12 noon; P. M., 12 noon-4:30, 5-8, 9-11:30. Tuesday, A. M., 7:15-10, 10:45-12 noon; P. M., 12 noon-4:30, 5-9:30, 10:30-11:30. Thursday, A. M., 7:15-10, 10:45-12 noon; P. M., 12 noon-4:30, 5-11:30. Friday, A. M., 7:15-12 noon; P. M., 12 noon-4:30, 5-11:30. Saturday, A. M., 7:15-10, 10:45-12 noon; P. M., 12 noon-11:45. Sunday, A. M., 7-8:30, 9-11:30; P. M., 12:30-5, 6-6:30, 7-11.
KGBZ—715 Grant Ave., York. 1000 watts daytime, 500 watts nighttime; 930 kc. Geo. R. Miller, manager. Time schedule: Week days, A. M., 5-6, 7:30-9:30, 11-12:30. Monday, P. M., 2-3:30, 5-6:30. Tuesday and Saturday, P. M., 2-3:30, 5-6:30, 8:30-midnight. Wednesday and Friday, P. M., 2-3:30, 5-6:30, 8:30-10. Thursday, P. M., 2-3:30, 5-6:30, 7-midnight. Sunday, A. M., 9:15-11:15; P. M., 1:30-3, 4:30-6, 7-8:30.

NEVADA

KOH—38 W. First St., Reno. 100 watts; 1370 kc. Time schedule: Week days, A. M., 8-12 noon; P. M., 12 noon-8. Sunday, 10 A. M.—2 P. M.; P. M., 7-10.

NEW HAMPSHIRE

WBRL—Tilton. 500 watts; 1430 kc. No other data up to press time.

NEW JERSEY

WCAP—Asbury Park Chamber of Commerce, Asbury Park. 500 watts; 1280 kc. Thomas F. Burley, business manager. Time schedule: Monday, A. M., 9-10:30; P. M., 5-8. Tuesday, A. M., 9-12 noon; P. M., 5:30-midnight. Wednesday, A. M., 9-11; P. M., 4:30-8. Thursday, A. M., 9:30-12 noon; P. M., 5-midnight. Friday, A. M., 9-12 noon; P. M., 6:45-9. Saturday, A. M., 10-10:30; P. M., 3-midnight. Sunday, A. M., 1-4; P. M., 5-6, 8-midnight.
WPG — City Hall, Atlantic City. 5000 watts; 1100 kc. Edwin M. Spence, commercial manager. Time schedule: Week days, A. M., 11:30-12 noon; P. M., 12

noon-2, 4-6, 8-12 midnight. Sunday, P. M., 4:30-6, 9:15-12.
WBMS — 6 Banta Pl., Hackensack. 250 watts; 1150 kc. W. W. West, managing director. Time schedule: Monday, Wednesday, Friday and Sunday, A. M., silent. Tuesday and Saturday, A. M., 8-10; P. M., 6-9. Wednesday, P. M., 3-6. Thursday, A. M., 10-12; P. M., 9-12. Monday and Friday, P. M., 12 noon-3. Sunday, P. M., 12 noon-2, 5:45-7:30.
WAAT — 91 Slip Ave., Jersey City. 300 watts; 1070 kc. D. D. Hollenback, manager. Time schedule: Week days, 8:30 A. M.—6 P. M. Sunday, 8:30 A. M.—3:15 P. M.; P. M., 4:30-6.
WIBS — Jersey Observer Bldg., Jersey City. 250 watts; 1450 kc. H. J. Lepper, managing director. Time schedule: Divides time with stations WBMS, WNJ and WKBO — Jersey Observer Bldg., Jersey City. 250 watts; 1150 kc. Time schedule: Divides time with stations WBMS, WNJ and WIBS. Monday and Friday, A. M., 10-12 noon. Wednesday, A. M., 8-10. Monday, P. M., 9-12 midnight. Tuesday, P. M., 3-6. Wednesday, P. M., 6-9. Thursday, P. M., 12 noon-3. Friday, P. M., 8-10. Saturday, P. M., 3-6. Sunday, 2-3:30, 9:30-12 midnight.
WAAM — 1060 Broad St., Newark. 2000 watts; 1250 kc. Ira K. Nelson, manager. Time schedule: Week days, A. M., 7-9, 10-12 noon. Monday, P. M., 10-1 A. M. Tuesday, Thursday and Saturday, P. M., 2-4:30, 6-9. Wednesday and Friday, P. M., 2-4:30, 9-1 A. M. Sunday, A. M., 11-12:30 noon.
WNJ—Newark. 250 watts; 1450 kc. Herman Lubinsky, general manager. No other data up to press time.
WOR—1440 Broadway, New York City. Studio. Newark. 5000 watts; 710 kc. Walter J. Neff, commercial department. Full time.
WPAP—Pallsade. 250 watts; 1010 kc. No other data up to press time.
WODA — 115 Ellison St., Paterson. 1000 watts; 1250 kc. Richard E. O'Dea, general manager. No other data up to press time.
WJBI—Red Bank. 100 watts; 1210 kc. No other data up to press time.
WOAX—600 Ingham Ave., Trenton. 500 watts; 1280 kc. F. J. Wolff, owner. Time schedule: Monday, Tuesday, Thursday and Friday, 11:30 A. M.—2 P. M. Wednesday and Saturday, 11:30 A. M.—2 P. M., 6 P. M.—midnight. Sunday, A. M., silent; P. M., 8-midnight.
KGGM — Franciscan Hotel, Albuquerque. 500 watts; 1230 kc. W. E. Whitmore, manager. Time schedule: Week days, A. M., 10-12 noon; P. M., 12 noon-2, 6-9. Sunday, noon-2 P. M.
NEW YORK
WMBO — 95 Genesee St., Auburn. 100 watts; 1310 kc. George Stevens, manager. Time schedule: Monday, Tuesday, Wednesday and Thursday, 11:30 A. M.—1:30 P. M.; P. M., 5-7:30. Friday, A. M., 11:30-2; P. M., silent. Saturday, silent. Sunday, A. M., 9:30-11:15; P. M., 4-7:30.
WBBC—Brooklyn. 500 watts; 1400 kc. No other data up to press time.

WLTH — 305 Washington St., Brooklyn. 500 watts; 1400 kc. S. J. Gellard, commercial manager. Time schedule: Monday and Friday, A. M., silent. Monday, P. M., 1:30-4, 9-10:30. Tuesday, A. M., 11:30-1:30 P. M.; P. M., 7:30-9. Wednesday, A. M., silent; P. M., 4-6, 10-1:30 A. M. Thursday, A. M., 9-11:30. Saturday, A. M., 11-1:30 P. M. Thursday and Saturday, P. M., 6-7:30. Friday, P. M., 1:30-4, 9-10. Sunday, P. M., 1:30-3, 10:30-midnight.
WMBQ — Brooklyn. 100 watts; 1500 kc. Lillian E. Kiefer, commercial manager. No other data up to press time.
WSGH — Brooklyn. 500 watts; 1400 kc. Charles L. Bennett, general manager. No other data up to press time.
WEBR—735 Main St., Buffalo. 200 watts; until local sunset, 100 watts thereafter; 1310 kc. H. H. Howell, president. Full time.
WGR—Rand Bldg., Buffalo. 1000 watts; 550 kc. Full time.
WKBW—Rand Bldg., Buffalo. 5000 watts; 1480 kc. Full time.
WKEN—Rand Bldg., Buffalo. 1000 watts; 1040 kc. C. M. Allen, manager. Time schedule: Week days, 7:30 A. M.—6:59 P. M. Sunday, 12 noon-6:59 P. M.
WMAK—Rand Bldg., Buffalo. 750 watts; 900 kc. Time schedule Monday, Wednesday and Friday, full time. Sunday, half time.
WCLB—Long Beach. 100 watts; 1500 kc. Henry S. Nadelweiss, general manager. Time schedule: Week days, A. M., silent. Monday and Friday, P. M., 2-6, 8-10. Tuesday, P. M., 2-6. Wednesday, P. M., 2-6, 10-midnight. Thursday, P. M., 2-6, 6-8. Saturday, P. M., 3-6, 6-9. Sunday, A. M., 9-11; P. M., 11-midnight.
WBNY—New York City. 250 watts; 1350 kc. Dr. S. N. Baruch, manager. No other data up to press time.
WCDA—27 Cleveland Pl., New York City. 250 watts; 1350 kc. Time schedule: Daily, A. M., silent. Saturday and Sunday, P. M., 9-midnight. Monday, P. M., 3-6. Tuesday, P. M., 6-9. Wednesday, P. M., noon-3. Thursday, P. M., 5:30-8:30. Friday, P. M., noon-4:30.
WGBS—Hotel Lincoln, 44th St., New York City. 500 watts daytime, 250 watts nighttime; 600 kc. Dailey Paskman, director. Full time.
WHAP—Suite 112, 154 West 57th St., New York City. 1000 watts; 1300 kc. Franklin Ford, director. Time schedule: Monday, Wednesday, Friday and Sunday, A. M., silent. Tuesday and Saturday, A. M., 8-12 noon. Thursday, 8 A. M.—1 P. M. Monday, P. M., 4-8. Tuesday, P. M., 4-6. Wednesday, P. M., 12-4, 6-9. Friday, P. M., 12-2, 8-midnight. Saturday, P. M., 4-6, 8:30-11:30. Sunday, P. M., 9-10:45.
WHN—1540 Broadway, New York City. 250 watts; 1010 kc. No other data up to press time.
WKQB—New York City. 250 watts; 1350 kc. No other data up to press time.
WMCA—1697 Broadway, New York City. 500 watts; 570 kc. No other data up to press time.
WMSG—New York City. 250 watts; 1350 kc. No other data up to press time.
WOV—New York City. 1000 watts; 1130 kc. John Iracl, general manager. No other data up to press time.

WIBW

ASSURES the advertiser thorough coverage of the rich rural and small town market of Kansas.

Member Columbia Chain
580 Kilocycles

The Capper Publications

TOPEKA, KANSAS

"We Never Miss a Single Episode"---
is the Predominating Comment in

CECIL *and* SALLY

—FAN MAIL—

THE constant and cumulative audience built by this recorded serial comic strip of the air eliminates the guess work of broadcasting circulation. With Cecil and Sally in "The Funniest Things" as a vehicle to carry the daily advertising messages, the commercial manager of a station can assure the advertiser proved circulation.

One station spotted Cecil and Sally in the middle of the afternoon and made the time before and after easy to sell through proved audience.

An oil company with six products gives each one a boost each week with Cecil and Sally presentation nightly.

A department store in the north ties in the next day's bargains with Cecil and Sally each night.

An automotive accessory manufacturer with six key approaches devotes one night each week to each of the six with Cecil and Sally.

A radio magazine sold 15,000 extra copies with a front cover of Cecil and Sally.

A chain of grocery stores in the south presents Cecil and Sally at noon to advertise the daily specials to women.

A milk company in the west tells women every morning why they should use more milk and gives twelve reasons a week.

An electric power company used Cecil and Sally nightly presentations to launch a new merchandizing campaign for appliances.

A chain of drug stores builds good will and brings in trade by giving away pictures.

A leading metropolitan newspaper found listener interest sufficient to warrant a Sunday Rotogravure full page of Cecil and Sally.

Cecil and Sally insure focused attention and listener concentration for the advertising message. The advertiser who sponsors them gets more than the privilege of providing background music for living room chatter.

Exclusive to one station in each city
— Sample Recordings Available.

PATRICK AND COMPANY
865 Mission St. San Francisco

WRNY—27 W. 57th St., New York City. 250 watts; 1010 kc. R. T. Kiddle, president. Time schedule: Divides time with stations WQAO, WPAP, WHN. Monday, Tuesday, Thursday and Saturday, 10 A. M.—1 P. M. Sunday, P. M., 4:30-7:30. Monday, P. M., 6-9. Tuesday, P. M., 5:30-11. Thursday, P. M., 9:30-no late limit. Friday, P. M., 3:30-9. Saturday, P. M., 8-no late limit.

WOKO—Poughkeepsie. 500 watts; 1440 kc. H. C. Smith, manager. Time schedule: Week days, 10 A. M.—7 P. M.; P. M., 8-9:30. Sunday, 10 A. M.—7 P. M.

WHAM—111 East Ave., Rochester. 5000 watts; 1150 kc. Ben T. Weaver, commercial manager. Time schedule: Monday and Wednesday, 8 A. M.—2:30 P. M.; P. M., 5-11:30. Tuesday, 8 A. M.—midnight. Thursday, 8 A. M.—2:15 P. M.; P. M., 4:20-11:45. Friday, 8 A. M.—11:45 P. M. Saturday, 8 A. M.—2 P. M., 5 P. M.—midnight. Sunday, 9:30 A. M.—11 P. M.

WHEC—40 Franklin St., Rochester. 500 watts; 1440 kc. F. E. VanVechten, manager. Time schedule: Monday, 7:30 A. M.—8:30 P. M. Tuesday, Thursday and Friday, 7:30 A. M.—10 P. M. Wednesday, 7:30 A. M.—10:30 P. M. Saturday, 7:30 A. M.—

11:30 P. M. Sunday, A. M., 10:30-12 noon; P. M., 4-5:30, 7-8.

WGY—Schenectady. 50,000 watts; 790 kc. Clyde Krime, commercial manager. Full time.

WFBL—Jefferson and Warren Sts., Syracuse. 1000 watts; 1360 kc. Charles F. Phillips, manager. Full time.

WSYR—Syracuse. 250 watts; 570 kc. C. B. Meredith, owner. Time schedule: Week days, 8 A. M.—midnight. Sunday, 10 A. M.—9 P. M.

WWRL—4130 58th St., Woodside, Long Island. 100 watts; 1500 kc. E. E. Hawley, commercial director. No other data up to press time.

NORTH CAROLINA

WWNC—815 Flatiron Bldg., Asheville. 1000 watts; 570 kc. C. H. Smith, commercial manager. Full time.

WBT—Wilder Bldg., Charlotte. 5000 watts; 1050 kc. E. J. Gluck, general manager. Time schedule: Week days, 8:15 A. M.—12 midnight. Sunday, 10 A. M.—11:30 P. M.

WNRC—Greensboro. 500 watts; 1440 kc. Wayne M. Nelson, manager. Time schedule: Monday, Tuesday, Wednesday, Thursday and Friday, A. M., 10-11. Monday, Tuesday, Wednesday and Thursday, P. M., 12:30-2:30. 6:30-9:30. Friday, P. M., 12:30-2:30. 6-9:30. Saturday, silent. Sunday, 11 A. M.—2:30 P. M.; P. M., 5:30-9:30.

WPTF—Fayetteville St., Raleigh. 1000 watts; 680 kc. Robert L. Bridger, commercial manager. Time schedule: Week days, 8:15 A. M.—sunset in San Francisco. Sunday, 9:45 A. M.—sunset in San Francisco.

NORTH DAKOTA

KFYR—Bismarck. 500 watts; 550 kc. P. J. Meyer, commercial manager. Time schedule: Operating full time except 12:30 noon-1:15 daily and 7:30 P. M.—9 P. M. Tuesday and Thursday (schedule 7:30 A. M.—10 P. M. otherwise).

KDLR—Devils Lake. 100 watts; 1210 kc. Bert Wick, manager. Time schedule: Week days, A. M., 7-12; P. M., 7-10, except Saturday. Saturday, P. M., 7-10. Sunday, A. M., 11-12 noon; P. M., 6-8.

WDAY—Fargo. 1000 watts; 940 kc. E. C. Reineke, manager. Time schedule: Monday, Tuesday, Wednesday and Friday, 7 A. M.—10 P. M. Thursday and Saturday, 7 A. M.—11 P. M. Sunday, 8 A. M.—11 P. M. KFJM—Dacotah Hotel, Grand Forks. 100 watts; 1370 kc. D. Le Masurier, manager. Time schedule: Week days, A. M.,

8-10:30. Monday, Tuesday, Wednesday, Thursday and Friday, P. M., 12 noon-1:30. 5-8. Saturday, P. M., 12 noon-1:30. 5-12 midnight. Sunday, 10:45 A. M.—9 P. M. KGCU—Mandan. 100 watts; 1200 kc. No other data up to press time.

OHIO

WADC—Box 29, Akron. 1000 watts; 1320 kc. R. C. Ringlep, commercial manager. Time schedule: Week days except Saturday, 10 A. M.—midnight. Saturday, 11 A. M.—12 midnight. Sunday, A. M., 10:30-11:45; P. M., 1-12 midnight.

WFJC—Beacon Journal Bldg., Akron. 500 watts; 1450 kc. L. J. Callinan, manager. Time schedule: Daily, 12 noon-3:30 P. M., 7 P. M.—midnight.

WEBC—Cambridge. 100 watts; 1210 kc. Charles A. Wharton, advertising manager. No other data up to press time.

WFBE—Park View Hotel, Cincinnati. 100 watts; 1200 kc. Earl Fuller, general manager. No other data up to press time.

WKRC—Hotel Alma, Cincinnati. 500 watts; 550 kc. E. S. Mittendorf, general manager. Time schedule: Week days, A. M., 8:45-12 noon. Monday, Tuesday, Wednesday, Thursday and Friday, 12 noon-12 midnight. Saturday, 12 noon-1 A. M. Sunday, 10:30-12 noon. 12:30 P. M.—11:30 P. M.

WLW—Cincinnati. 50,000 watts; 700 kc. John L. Clark, general manager. Time schedule: Week days except Saturday, 6:30 A. M.—2 A. M. Saturday, 9 A. M.—2 A. M. Sunday, 9:30 A. M.—2 A. M.

WSA—3401 Colerain Ave., Cincinnati. 500 watts; 1330 kc. John L. Clark, general manager. Full time, 9:30 A. M.—12 midnight.

WHK—Engineers' National Bank Bldg., Cleveland. 1000 watts; 1390 kc. H. Howlett, commercial manager. Full time.

WJAY—1428 Schofield Bldg., Cleveland. 500 watts; 610 kc. J. H. Jones, Jr., president. Time schedule: Daily, 7 A. M.—6 P. M.

WTAM—1367 East 6th St., Cleveland. 50-000 watts; 1070 kc. John F. Royal, director. Full time.

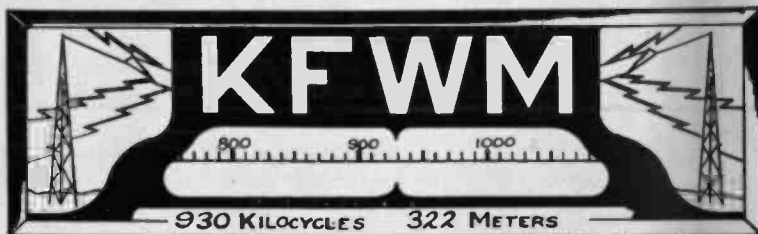
WAIU—American Insurance Union Citadel, Columbus. 500 watts; 640 kc. C. C. Hollenback, manager. Time schedule: Week days, except Saturday, 7:30 A. M.—12 noon; P. M., 12 noon-9:47. Saturday, 7:30 A. M.—12 noon; P. M., 12 noon-2. Sunday, 10 A. M.—12 noon, 12 noon-9:47 P. M.

On the Air
Since
1922

KGCU
HONOLULU
The Radio Service of
The Honolulu Advertiser

—1000 watts
—Crystal controlled
—75,000 radio auditors
—One Hundred Million
Dollar Market

KGCU
HONOLULU
HAWAII



KFWM's Trained Commercial Staff with years of merchandising and advertising experience in both Radio and the Printed Page, assures you complete tie-up with your general advertising campaign, thus giving you maximum returns from your advertising appropriation.

Food Lines Are a Specialty with us. We have two Food Merchandise experts on our staff, who are personally acquainted with the Retail and Wholesale Food Merchants of Northern California.

KFWM's Programs are built to the standard of pleasing all members of the average family of five—the average family being the common man's family, the working man's family, and the middle class family, the ninety per cent just plain-American folks. If this is the market you want to reach, then use KFWM. This type of audience accounts for the astounding results obtained by advertisers using KFWM as their good-will builder.

KFWM's Equipment is a 1000-watt, 100% modulation, crystal-controlled transmitter. Beautiful, clear reception, rated among the best in the West.

KFWM's Transmitter Located at the north end of San Francisco Bay, hits the dial of the 1,500,000 people in the San Francisco metropolitan area with equal powerful force, and is in the center of the 455,000 Receiving Sets of Northern California.

KFWM Is the Only Station completely serving each of the East San Francisco Bay communities of ten cities and over 600,000 people. All of these are united as a trading territory, which is served by KFWM, this Community's Leading Broadcasting Station. This East Bay Community is the key merchandising center of Northern California, and is so recognized by all merchandising men and newspapers. Don't overlook this distinct trading area and its leading Radio Station, KFWM, in your next Publicity and Advertising Campaign. Consult our representatives, The Bureau of Broadcasting, Chicago; Scott, Howe, Bowen, New York City, or McElhiney & Associates, Los Angeles, or write to

Radio Station K F W M

Educational Broadcasting Corporation
1520 8th Ave. Oakland, Calif.

Ask for our Rate Card and Prospectus—they are Free

“For The Sponsor Who Insists On Something Different!”

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INCORPORATED

LITTLE BUILDING--BOSTON, MASS.

“HEADQUARTERS FOR TESTED RADIO FEATURES”

WCAH—31 W. Spring St., Columbus. 500 watts; 1430 kc. S. E. Smith, manager. Time schedule: Week days, A. M., 8-12 noon. Monday, P. M., 12 noon-7, 10-1:30 A. M. Tuesday, Thursday and Saturday, P. M., 12 noon-9. Wednesday, Friday and Sunday, P. M., 12 noon-7, 9-midnight. Sunday, A. M., 10-12 noon.

WSMK—U. B. Bldg., Dayton. 200 watts; 1380 kc. R. Good, commercial manager. Time schedule: Week days, A. M., 7-12; P. M., 12-3, 4-12 midnight. Sunday, A. M., silent; P. M., 6-11.

WJW—Richland Trust Bldg., Mansfield. 100 watts; 1210 kc. Kenneth L. Blackstone, manager. Time schedule: Week days, except Saturday, A. M., 8:30-12 noon; P. M., 4-9. Saturday, A. M., 8:30-12 noon; P. M., 5:30-12 midnight. Sunday, A. M., 10:30-12 noon; P. M., 4-10.

WHBD—Mount Orab. 100 watts; 1370 kc. H. Nelson Detrick, manager. Time schedule: Week days, A. M., 10-noon; P. M., noon-3, 6-11. Sunday, A. M., 10:30-11:30; P. M., 12 noon-10.

WCSS—Springfield. 500 watts; 1450 kc. R. W. Stolzenbach, assistant manager. Time schedule: Week days, except Friday,

A. M., 10:30-noon. Friday, A. M., 11:30-12:30. Monday and Saturday, P. M., 8:30-10. Tuesday, P. M., 6:30-8:30. Wednesday, P. M., 9:30-11:30. Thursday, P. M., 6-8. Friday, P. M., 7-9. Sunday, A. M., 10:30-11:45.

WSPD—Commodore Perry Hotel, Toledo. 1000 watts daytime, 500 watts nighttime. 1340 kc. C. D. Ansted, assistant general manager. Time schedule: Week days, 8 A. M.-12:30 midnight. Sunday, 9 A. M.-12:30 midnight.

WKBN—Youngstown. 500 watts; 570 kc. Frank Proudfoot, commercial manager.

OKLAHOMA

KGFF—Alva. 100 watts; 1420 kc. G. W. Louthan, manager. Full time.

KOCW—New Chickasha Hotel, Chickasha. 500 watts; 1400 kc. J. A. Teeters, commercial manager. Time schedule: Monday and Wednesday, A. M., 9-10, 10:05-11, 11:30-12 noon; P. M., 12 noon-1:30, 3:30-4:30, 6-10. Tuesday, Thursday, Friday and Saturday, A. M., 9-10, 11:30-12 noon. Tuesday, Thursday and Friday, P. M., 12 noon-1:30, 3:30-4:30, 6-10. Saturday, P. M., 12 noon-1:30, 3:30-4:30, 6-10, 11:30-12 midnight. Sunday, A. M., 12:01 midnight-3:30, 9:45-10:30, 10:50-12 noon; P. M., 4-7.

KCRC—Enid. 250 watts daytime, 100 watts nighttime. 1370 kc. H. A. Kyler, manager. Time schedule: Week days, A. M., 5:30-8:30, 10-12; P. M., 12-2, 6-9:15. Midnight Tuesday-5:30 A. M. Wednesday. Midnight Friday-5:30 A. M. Saturday. Sunday, 10 A. M.-9 P. M.

KFJF—400 Security Bldg., Oklahoma City. 5000 watts; 1480 kc. Dudley Shaw, managing director. Full time.

WKY—Oklahoma City. 1000 watts; 900 kc. No other data up to press time.

WBBZ—315 E. Grand Ave., Ponca City. 100 watts; 1200 kc. Morton Harvey, manager. Full time.

KVOO—Wright Bldg., Tulsa. 5000 watts; 1140 kc. H. A. Hutchinson, manager. Time schedule: Week days except Thursday, A. M., 7-11, 11:45-12 noon. Monday, P. M., 12 noon-1:30, 3-4, 5:15-9. Tuesday, P. M., 12 noon-1:30, 3-4:30, 5:30-9. Wednesday, 12 noon-1:30, 3-4, 5:30-9. Thursday, A. M., 7-12 noon; P. M., 12 noon-1:30, 3-4, 5-5:30, 9-12. Friday, P. M., 12 noon-1:30, 3-4, 9-12. Saturday, P. M., 12 noon-1:30, 3-4, 5-7, 10-12. Sunday, A. M., 9:15-12 noon; P. M., 12 noon-1, 2-5:30, 8-10.

OREGON

KFJI—Astoria. 100 watts; 1370 kc. Geo. Kincaid, manager. Time schedule: Week days, A. M., 9-12 noon. Monday, Thursday and Friday, P. M., 12 noon-1, 5-8. Tuesday, P. M., 12 noon-1, 5-11. Wednesday and Saturday, P. M., 12 noon-1, 5-12 midnight. Sunday, A. M., 11-12 noon; P. M., 12 noon-2:30.

KORE—Eugene. 100 watts; 1420 kc. No other data up to press time.

KEX—201 Terminal Sales Bldg., Portland. 5000 watts; 1180 kc. R. A. Case, manager. Time schedule: Monday and Wednesday, 7 A. M.-7:30 P. M., 9 P. M.-1 A. M. Tuesday, Thursday and Saturday, 7 A. M.-7 P. M., 8 P. M.-1 A. M. Friday, 7 A. M.-8 P. M., 9 P. M.-1 A. M. Sunday, P. M., 12 noon-2, 5:30-12 midnight.

KGW—The Oregonian, Oregonian Bldg., Portland. 1000 watts; 620 kc. Paul R. Heltmeyer, manager. Full time.

KOIN—Broadway and Salmon Sts., Portland. 1000 watts; 940 kc. C. Roy Hunt, manager. Time schedule: Week days, 7 A. M.-1 A. M. Sunday, 11 A. M.-1 A. M.

KTBR—223 Weatherly Bldg., Portland. 500 watts; 1300 kc. M. E. Brown, commercial manager. Time schedule: Week days, A. M., 7-10:30. Monday, Thursday and Saturday, P. M., 2:30-5, 6-7, 8-midnight. Tuesday, Wednesday and Friday, P. M., 2:30-5, 6-7. Sunday, A. M., 9-12; P. M., 12-5, 7-10:30.

KWJJ—Portland. 500 watts; 1060 kc. John Egan, commercial manager. No other data up to press time.

KXL—Multnomah Hotel, Portland. 100 watts; 1420 kc. H. B. Reid, general manager. Time schedule: Daily, 6:30 A. M.-12 noon. Monday, Wednesday and Thursday, 12:30 P. M.-1 A. M. Tuesday, P. M., 12:30-3:30, 5-1 A. M. Friday, P. M., 12:30-6:30, 9-1 A. M. Saturday, 12:30-unlimited. Sunday, 12 noon-1 A. M.

PENNSYLVANIA

WCBA—Dime Savings & Trust Bldg., Allentown. 250 watts; 1440 kc. J. H. Musselman, manager. Time schedule: Week days, A. M., 7:30-11, 12 noon-1, 5:30-12 midnight. Wednesday and Thursday, P. M., 12 noon-1, 5:30-12 midnight. Tuesday, Thursday and Saturday, P. M., silent. Sunday, A. M., 10-12 noon; P. M., 5:30-12 midnight.

WSAN—Allentown. 250 watts; 1440 kc. A. J. D. Haines, advertising manager.

WHP—104-A S. 4th St., Harrisburg. 500 watts; 1430 kc. W. S. McCachren, owner. Time schedule: Monday, A. M., 7-10:30, 11:55-12 noon; P. M., 12 noon-1, 4:45-10. Tuesday, Thursday and Saturday, A. M., 7-10:30, 11:55-12 noon; P. M., 12 noon-1, 4:45-12 midnight. Wednesday and Friday, A. M., 7-10:30, 11:55-12 noon; P. M., 12 noon-1, 4:45-9. Sunday, 10 A. M.-9 P. M.

WJAC—Johnstown. 100 watts; 1310 kc. J. C. Tully, managing director. No other data up to press time.

WKJC—16 W. King St., Lancaster. 100 watts; 1200 kc. L. H. Bailey, manager. Time schedule: Week days, A. M., 11-12 noon; P. M., 12 noon-1, 6-8. Sunday (first and third), A. M., 9:30-12 noon; P. M., 12 noon-12:30, 3-4:30, 7-10:30.

WLBW—Drake Theater Bldg., Oil City. 1000 watts; 1260 kc. L. E. Ore, manager. Time schedule: Monday, A. M., 8:30-12 noon; P. M., 12 noon-1, 5-11:30. Tuesday, A. M., 8:30-12 noon; P. M., 12 noon-3, 4:30-12 midnight. Wednesday, Friday and Saturday, A. M., 8:30-12 noon; P. M., 12 noon-1, 5-12 midnight. Thursday, A. M., 8:30-12 noon; P. M., 12 noon-3, 5-1 A. M. Sunday, A. M., 10:15-12 noon; P. M., 12 noon-12:30, 2:30-12 midnight.

WCAU—Universal Broadcasting Bldg., Philadelphia. 10,000 watts; 1170 kc. Leon Levy, president. Time schedule: Daily, 8 A. M.-12 midnight.

WELK—Broad and Wood Sts., Philadelphia. 100 watts; 1370 kc. A. Kilger, commercial manager. No other data up to press time.

WFAN—Hotel Lorraine, Philadelphia. 500 watts; 610 kc. H. Bart McHugh, Jr., manager. Time schedule: Week days, A. M., 11-12 noon; P. M., 12 noon-12:30, 2-3:30, 4:30-6:30, 7:30-12 midnight. Sunday, A. M., silent; P. M., 3:30-9.

WFI—Philadelphia. 500 watts; 560 kc. No other data up to press time.

WIP—Gimbel Brothers, 3th and Market Sts., Philadelphia. 500 watts; 610 kc. Edward A. Davies, manager. Time schedule: Week days, A. M., 9-11. Monday, Wednesday and Friday, P. M., 12:30-1:30, 3-4:30, 6:30-12 midnight. Tuesday, Thursday and Saturday, P. M., 12:30-1:30, 3-4:30, 6:30-7:30. Sunday, A. M., 10-12 noon; P. M., 12 noon-3:30, 9-12 midnight.

WLIT—8th and Market Sts., Philadelphia. 500 watts; 560 kc. A. T. Hill, manager. Time schedule: Week days, 11 A. M.-1 P. M., 2 P. M.-3 P. M., 4:30 P. M.-6 P. M. Monday, Wednesday and Friday, 7:30 P. M.-midnight. Tuesday, Thursday and Saturday, 7:30 P. M.-8 P. M. Alternate Sunday mornings. Every Sunday afternoon, 1:30-4:30 P. M. Alternate Sunday evenings from 6:30 P. M.-9:15 P. M.

WPEN—217 Broad St., Philadelphia. 250 watts daytime, 100 watts nighttime; 1500 kc. Full time.

KOKA—William Penn Hotel, Pittsburgh. 50,000 watts; 980 kc. Time schedule: Week days, 8 A. M.-12 midnight. Sunday, 11 A. M.-midnight.

KQV—2108 Investment Bldg., Pittsburgh. 500 watts; 1380 kc. Paul J. Miller, manager. Time schedule: Week days, A. M., 9:30-12 noon; P. M., 12-1, 3-11:30. Sunday, A. M., 10-11; P. M., 1-10.

WCAE—% Gimbel's Store, Pittsburgh. 1000 watts; 1220 kc. J. L. Kaufman. Full time.

WJAS—Law and Finance Bldg., 4th Ave., Pittsburgh. 1000 watts; 1290 kc. H. J. Brennen, manager. Full time.

WRAP—600 Penn St., Reading. 250 watts; 1340 kc. Victor C. Diehm, commercial manager. Time schedule: Monday and Thursday, A. M., 7:30-10:30, 11:45-12 noon. Monday, P. M., 12 noon-1:15, 6-8. Thursday, P. M., 12 noon-1:15, 6-12 midnight. Tuesday, Wednesday, Friday and Saturday, A. M., 7:30-10:30. Tuesday, P. M., 12 noon-2, 6-12 midnight. Wednesday, P. M., 12 noon-1:15, 6-8. Thursday, 12 noon-1:15, 6-12 midnight. Friday, P. M., 12 noon-1:15, 6-11. Saturday, P. M., 12 noon-1:15. Sunday, A. M., 10-12 noon; P. M., 6:30-10:30.

WGBI—116 N. Washington Ave., Scranton. 250 watts; 830 kc. Frank Megurgee, manager. Time schedule: Week days, A. M., 11-12 noon. Monday, Wednesday, Thursday and Saturday, P. M., 12 noon-12:30, 1:30-3:30, 5:50-12 midnight. Tuesday and Friday, P. M., 12 noon-12:30, 1:30-3:30, 5:50-8. Sunday, 10 A. M.-11 P. M.

WBAX—Wilkes-Barre. 100 watts; 1210 kc. A. A. Killian, manager. No other data up to press time.

WBRE—Wilkes-Barre. 100 watts; 1310 kc. Louis B. Baltimore, general manager. No other data up to press time.

RHODE ISLAND

WMBA—19 Broadway, Newport. 100 watts; 1500 kc. L. J. Beebe, owner. Time schedule: Daily, A. M., silent; P. M., 12 noon-1, 4-5, 8-10.

San Francisco

IS THE HEART
OF
NORTHERN

California

KJBS

Has Been Reaching
This Population of
1,500,000 Since
January, 1925

280.2 Meters 1070 Kc.

WESTERN ELECTRIC
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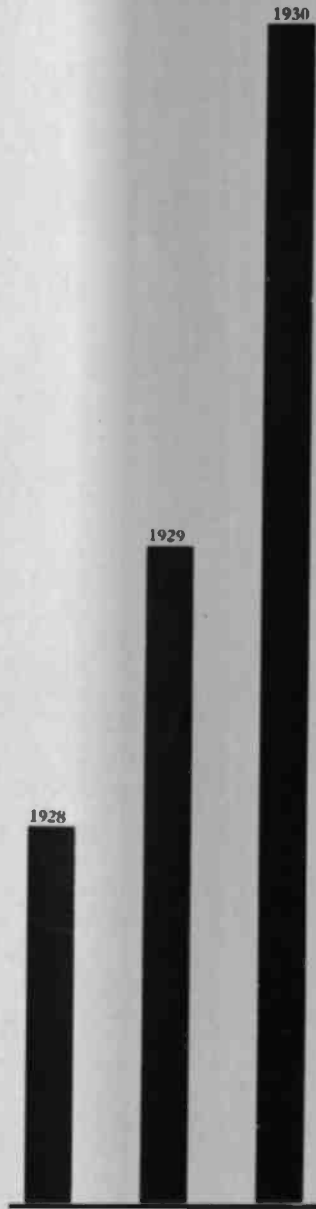
78 R.P.M. 33½ R.P.M.

Write for Booklet and
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KJBS

1380 BUSH STREET
SAN FRANCISCO

Well On the Way to Another SALES RECORD



Comparison of WBBM's revenue for the first quarters of 1928, 1929 and 1930.

A RADIO station may claim leadership in its field by pointing to any one of a dozen different things. But nothing really *shows* leadership, except a lusty sales growth, in the face of all competition.

Talk is cheap. But when advertisers lay their dollars on the line in increasing quantities, year after year, *that* means something.

WBBM's revenue for the first quarter of 1930, shows an increase of 95% over the same quarter in 1929, and 200% over the same quarter in 1928.

There can be but one reason for this. WBBM *must* produce results.

We will gladly send to any agency representative or space buyer a complete report showing the division of WBBM's time by local and C. B. S. sustaining hours; local, national and C. B. S. commercial hours. Just write.

25,000
Watts

WBBM

389.4 Meters
Clear Channel

410 North Michigan Avenue, Chicago

WPAW — 260 Main St., Pawtucket. 100 watts; 1210 kc. Ralph K. Stone, manager. Time schedule: Week days, A. M., 10-12. Monday, Wednesday and Friday, P. M., 12 noon-12:30, 6-9. Tuesday, P. M., 12 noon-12:30, 6-8. Thursday and Saturday, P. M., 12 noon-12:30, 6-8:30. Sunday, silent.

WEAN—126 Mathewson St., Providence. 500 watts daytime, 250 watts nighttime; 780 kc. R. L. Harlow, manager. Time schedule: Daily, 8 A. M.-1 A. M. Full time.

WJAR—Outlet Company, Providence. 400 watts; 590 kc. J. Boyle, pro-director. Time schedule: Week days, except Saturday, A. M., 8:15-12 noon. Monday, P. M., 12 noon-2, 5:30-11:30. Tuesday, P. M., 12 noon-2, 4-11:45. Wednesday, P. M., 12 noon-2, 3-11:45. Thursday, P. M., 12 noon-2, 4:30-11:45. Friday, P. M., 12 noon-2, 5-midnight. Saturday, A. M., 10:45-12 noon; P. M., 12 noon-3:30, 5:30-11:15. Sunday, P. M., 2:45-11.

WLSI—Providence. 100 watts; 1210 kc. Time schedule: Full time with the exception of 10 A. M.-12 noon and 6 P. M.-8 P. M.

SOUTH DAKOTA.

KSOO—Carpenter Hotel, Sioux Falls. 2000 watts; 1110 kc. Joseph Henkin, director. Time schedule: Week days, 7:30 A. M.-6:30 P. M. Sunday, 9 A. M.-6 P. M., 8:30 P. M.-12 midnight.

KGCR—Watertown. 100 watts; 1210 kc. Fred Stuepfnagel, Jr., advertising manager. No other data up to press time.

WNAX — Yankton. 1000 watts; 570 kc. Charles H. Gurney, advertising manager. Time schedule: Week days, 6 A. M.-midnight. Sunday, 9 A. M.-midnight.

TENNESSEE

WOPI—State and 22nd St., Bristol. 100 watts; 1500 kc. W. A. Wilson, owner. Time schedule: Week days, A. M., 11-12 noon; P. M., except Friday, 12 noon-1, 6-9:30. Friday, P. M., 12 noon-1, 6-10:30. Sunday, A. M., 11-12 noon; P. M., 12 noon-2, 5-8:30.

WDOO—615 Market St., Chattanooga. 2500 watts to local sunset, 1000 watts thereafter; 1280 kc. Frank S. Lane, manager. Full time.

WNOX—114-120 Gay St., Knoxville. 2000 watts daytime, 1000 watts nighttime; 560

kc. S. E. Adcock, manager. Time schedule: Week days, A. M., 11:30-12; P. M., except Saturday, 12-2, 6-11. Saturday, P. M., 12-2, 6-midnight. Sunday, A. M., 11:30-12; P. M., 12-2, 6:30-9:30.

WOAN—Lawrenceburg. 500 watts; 600 kc. James D. Vaughan, program director. No other data up to press time.

WGBC—235 S. Lauderdale St., Memphis. 500 watts; 1430 kc. Francis S. Chamberlain, director. Time schedule: Tuesday, Thursday, Saturday and Sunday, full time. Monday, Wednesday and Friday, silent.

WHBQ — Derron Bldg., Memphis. 100 watts; 1370 kc. Thomas Thompson, manager. Full time.

WMC—30 N. Second St., Memphis. 1000 watts daytime, 500 watts nighttime; 780 kc. H. P. Hebert, commercial manager. Full time.

WREC—Hotel Peabody Bldg., Memphis. 1000 watts to local sunset, 500 watts thereafter; 600 kc. H. B. Wooten, manager. Full time.

WLAC—159 4th Ave., No., Nashville. 5000 watts; 1470 kc. Tim Sanders, commercial manager. Time schedule: Daily, A. M., 6-10; P. M., 12 noon-4, 6-10.

WSM—7th Ave. and Union St., Nashville. 5000 watts; 650 kc. George D. Hay, director. Time schedule: Monday, Wednesday and Friday, A. M., 9:30-12; P. M., 12-1:30, 2:30-midnight. Tuesday, A. M., 9-12; P. M., 12-1:30, 3-midnight. Thursday, A. M., 9:30-12; P. M., 12-1:30, 3-midnight. Saturday, A. M., 9:30-12; P. M., 12-1, 6-midnight. Sunday, A. M., 11-12:15; P. M., 3-4, 5-10:15.

WTNT—Nashville. 5000 watts; 1470 kc. J. F. Waldrum, manager. Time schedule: Daily, 10 A. M.-noon; P. M., 4-6, 10-midnight.

WSIX—Springfield, Tenn. 100 watts; 1210 kc. J. Draughon, manager. Time schedule: Week days, P. M., 12 noon-1:30, 6-8:30. Sunday, P. M., 2:30-4.

TEXAS

KFYO—Ablene. 250 watts daytime, 100 watts nighttime; 1420 kc. No other data up to press time.

KGRS — La Belle Park, Amarillo. 1000 watts; 1410 kc. E. B. Gish, owner. Time schedule:

WDAG — Amarillo. 250 watts; 1410 kc. Time schedule: Week days, A. M., 8-10; P. M., 12:45-2:15, 7:30-9. Tuesday, 9:30 P. M.-10 P. M., in addition to daily schedule. Sunday, A. M., silent; P. M., 7:30-9:30.

KUT—Austin. 100 watts; 1500 kc. M. A. English, manager. Full time.

KFDM—Magnolia Petroleum Co., Beaumont. 1000 watts daytime, 500 watts nighttime; 560 kc. L. Smith, commercial manager. Time schedule: Monday, Tuesday, Wednesday and Thursday, A. M., 6:30-12 noon; P. M., 6-10:30. Friday, Saturday and Sunday, A. M., 6:30-12 noon. Friday, P. M., 6-12 midnight. Saturday, P. M., 6-2 A. M. Sunday, P. M., 12 noon-6, 7:30-8:30.

KWWG—Chamber of Commerce, Brownsville. 500 watts; 1260 kc. W. L. Pendergraft, manager. Time schedule: Week days, A. M., 9-10:30, 11-12:30 noon; P. M., 2:30-4:30, 7-11. Sunday, 11 A. M.-12 noon.

KGKB—Brownwood. 100 watts; 1500 kc. E. E. Wilson, manager. No other data up to press time.

KFGI—Box 1508, Corpus Christi. 100 watts; 1500 kc. Dr. E. M. Wilson. Full time.

KRLD—1528 Kirby Bldg., Dallas. 10,000 watts; 1040 kc. A. L. Chilton, manager. Time schedule: Week days, A. M., 2-10, 11-11:30. Monday, P. M., 12:30-5:30, 6-7, 9:30-12:30 midnight. Tuesday, P. M., 12:30-6, 6:30-7, 8-9:30, 11-12 midnight. Wednesday, P. M., 12:30-7, 8-9, 10-11. Thursday, P. M., 12:30-5:30, 6-7, 8-9. Friday, P. M., 12:30-7:30, 8-9, 10-11. Saturday, 12:30-5:30, 6:30-7, 9-12 midnight. Sunday, A. M., 8:15-8:45, 9:30-10:30; P. M., 12:30-7, 8-9, 11-12 midnight.

WFAA—Baker Hotel, Dallas. 50,000 watts; 800 kc. Robert S. Pool, managing director. Time schedule: Week days, A. M., 6-7, 8-9, 10-11; P. M., 12-12:45, 12:45-1, 1:30-2, 2:30-3, 3:30-4, 4:30-5, 5:30-6. Monday, Wednesday and Friday, 6 P. M.-9 P. M. in addition to daylight schedule. Tuesday, Thursday and Saturday, 9 P. M.-midnight in addition to daylight schedule. Sunday, A. M., silent; P. M., noon-3 P. M., 6-9:30.

WRR—Dallas. 500 watts; 1280 kc. John Thorwald, director. No other data up to press time.

KOB—State College, New Mexico. 20,000 watts; 1180 kc. E. E. Wilson, commercial manager, Eagle Broadcasting Co., El Paso, Texas. Time schedule: Full daytime allowed. Monday, P. M., 5-7:30, 8:30-10. Tuesday, P. M., 5-7:30, 8-9. Wednesday, P. M., 5-8, 8:30-10. Thursday, P. M., 5-7:30, 8-9:30. Friday, P. M., 5-8, 9-10. Saturday, P. M., 5-9. Sunday, P. M., 5-9.

KFKB

The

Pioneer Station of Kansas

The outstanding station of Kansas with programs that are so diversified they appeal to the middle west farmer as well as to the city dweller.

5000 WATTS — 1050 KILOCYCLES

CRYSTAL CONTROL — 100% MODULATION

More Power than any other

Kansas Station

Rate Card Mailed on Request

Member National Association of Broadcasters

KFKB

Broadcasting Association Inc.

MILFORD, KANSAS

DO you realize that month by month we can show you the exact expenditures for Radiocasting on all the "Chains" and "Networks"? Each individual buyer of time is listed and expenditure given. A monthly comparative analysis of expenditures enables you to check the growth or recession with absolute accuracy of this mode of advertising.

This is only one of the many excellencies of the

NATIONAL ADVERTISING RECORDS

Small in Cost.

Big in Service.

Let our nearest office show them.

National Register Publishing Company

Sole Selling Agents

245 Fifth Ave., New York

7 Water St., Boston

140 S. Dearborn St., Chicago

Russ Bldg., San Francisco

Chamber of Commerce Bldg., Los Angeles

WDAH—Hotel Paso del Norte, El Paso. 100 watts; 1310 kc. E. E. Wilson, manager. Time schedule: Monday, Wednesday and Friday, A. M., 7-10; P. M., 1-4, 7-10. Tuesday, Thursday and Saturday, A. M., 10-12 noon; P. M., 12 noon-1, 4-7, 10-12. Sunday, A. M., 7:30-12 noon; P. M., 1-3, 7:30-9.

KFJZ—Fort Worth. 100 watts; 1370 kc. W. B. Decker, manager. No other data up to press time.

KSAT—Fort Worth National Bank Bldg., Fort Worth. 1000 watts; 1240 kc. F. P. Nelson, commercial manager. Time schedule: Week days, A. M., 6-7, 8-9, 10-11; P. M., 12:30-2, 3-4, 5-6, 7-8, 9-10, 11-12 midnight. Also Thursday, 12:01 A. M. to 6 A. M. Sunday, silent.

WBAP—Fort Worth. 50,000 watts; 800 kc. A. L. Shuman, advertising director. Time schedule: Week days, A. M., 7-8, 9-10, 11-12; P. M., 1-1:30, 2-2:30, 3-3:30, 4-4:30, 5-5:30; also Monday, Wednesday and Friday, 9 P. M.—midnight; Tuesday, Thursday and Saturday, 6 P. M.—9 P. M. Sunday, 10 A. M.—noon; P. M., 3-6, 9:30-midnight.

KFLX—Galveston. 100 watts; 1370 kc. No other data up to press time.

KFUL—Buccaneer Hotel, Galveston. 500 watts; 1290 kc. Fay M. Nash, manager. Time schedule: Monday and Wednesday, A. M., 11:30-12 noon; P. M., 12 noon-1, 6-7:45. Tuesday, A. M., 11:30-12 noon; P. M., 12 noon-2, 6-7:45, 10-12 midnight. Thursday, A. M., 11:30-12 noon; P. M., 12 noon-1:40, 6-7:45, 10-12 midnight. Friday, A. M., 11:30-12 noon; P. M., 12 noon-1:30, 6-7:45. Saturday, A. M., silent; P. M., 6-7:45, 10-12 midnight. Sunday, A. M., 11-12 noon; P. M., 2-4.

KRGV—Rio Grande National Life Ins. Bldg., Harlingen. 500 watts; 1260 kc. C. J. Niemann, commercial manager. Time schedule: Week days, A. M., 6:30-9, 10:30-11:30; P. M., 12:30-2:30, 4:30-7, 10-11. Sunday, A. M., 8-9:15; P. M., 12:30-2, 7:30-9. **KPRC**—404 Post-Dispatch Bldg., Houston. 2500 watts daytime, 1000 watts nighttime; 920 kc. Ingham S. Roberts, commercial manager. Full time.

KTLC—Houston. 100 watts; 1500 kc. A. M. McWhorter, advertising manager. Full time.

KTRH—Rice Hotel, Houston. 1000 watts daytime, 500 watts nighttime; 1120 kc. J. G. Belcher, commercial manager. Time schedule: Daily, 7 A. M.—12 noon; P. M., 12:30-2:30, 5-midnight.

KGKL—P. O. Box 44, or 50 S. Milton St., San Angelo. 100 watts; 1370 kc. Henry Ragsdale, manager. Time schedule: Week days, except Saturday, A. M., 10:45-12 noon; P. M., 12 noon-1:30, 6:30-10. Saturday, A. M., 10:45-12 noon; P. M., 12 noon-1:30. Sunday, A. M., 10:45-12:15 noon; P. M., 1-2.

KGCI—St. Mary's University, San Antonio. 100 watts; 1370 kc. Sam Liberto, manager. Time schedule: Week days, A. M., 10-11; P. M., 12 noon-1, 4-6, 7-8, 10-11:30. Sunday, A. M., 8-9, 11-12 noon; P. M., 2-3, 7-8.

KONO—St. Anthony Hotel, San Antonio. 100 watts; 1370 kc. Leo G. Weber, manager. Time schedule: Week days, A. M., 8:30-10, 11-12 noon; P. M., 2-3, 6-7, 8-10.

KTAP—401 Majestic Bldg., San Antonio. 100 watts; 1420 kc. W. E. Remy, adver-

tising manager. Time schedule: Week days, 7 A. M.—10 P. M. Sunday, A. M., 9-11; P. M., 4:30-6, 7:30-9.

KTSA—5 Plaza Hotel, San Antonio. 2000 watts daytime, 1000 watts nighttime; 1290 kc. Claude B. Aniol, manager. Time schedule: Week days, A. M., 6-11:30. Monday, Wednesday and Friday, P. M., 2:30-6, 7:45-10:30. Tuesday, Thursday and Saturday, P. M., 2:30-6, 7:45-10, Sunday, A. M., 8:45-11; P. M., 12 noon-2, 4-5, 6-10:30.

WOA1—Navarro and N. St. Mary's Sts., San Antonio. 5000 watts; 1190 kc. J. G. Cummings, manager. Full time.

WACO—4th floor, Amicable Life Bldg., Waco. 1000 watts; 1240 kc. J. M. Gilliam, general manager. Time schedule: Week days, A. M., 7-8, 9-10, 11-12 noon; P. M., 12-12:30, 6-7, 8-9, 10-11. Sunday, A. M., silent; P. M., 1-2, 6-7:30.

KGKO—Perkins Sneider Bldg., Wichita Falls. 500 watts daytime, 250 watts nighttime; 570 kc. D. A. Kahn, manager. Time schedule: Daily, 7:30 A. M.—10:30 P. M.

UTAH

KDYL—6th floor, Ezra Thompson Bldg., Salt Lake City. 1000 watts; 1290 kc. Phillip G. Lasky, commercial manager. Full time.

KSL—35 Richmond St., Salt Lake City. 5000 watts; 1130 kc. Shipley D. Burton, manager. Full time.

VIRGINIA

WGH—Hotel Warwick, Newport News. 100 watts; 1310 kc. Edward E. Bishop, manager. Time schedule: Week days, A. M., 7:30-10; P. M., 12-2, 5-10:30. Sunday, A. M., 11-12 noon; P. M., 12-5, 7:30-10:30.

WTAR—Seaboard Air Line Bldg., Norfolk. 500 watts; 780 kc. Fred P. Pfahler, Jr., advertising manager. Time schedule: Week days, full time. Sunday, 10 A. M.—11 P. M.

WLBG—Petersburg. 250 watts daytime, 100 watts nighttime; 1200 kc. S. K. Vaughan, business manager. No other data up to press time.

WMBG—914 W. Broad St., Richmond. 100 watts; 1210 kc. Wilbur M. Havens, manager. Time schedule: Week days, except Saturday, A. M., 7:30-8:30; P. M., 6-9. Saturday, A. M., 7:30-8:30; P. M., 6-11. Sunday, A. M., silent; P. M., 6-6:30, 9:30-10:30.

WRVA—22nd and Cary Sts., Richmond. 5000 watts; 1110 kc. C. T. Lucy, manager. Time schedule: Week days, A. M., 8:30-12 noon. Monday, Thursday and Friday, P. M., 12-3, 5-12 midnight. Tuesday, P. M., 12-6, 6-12 midnight. Wednesday, P. M., 12-3, 5-1 A. M. Saturday, P. M., 5-12 midnight. Sunday, A. M., 10-12 noon; P. M., 12-1, 3-11.

WDBJ—106 Church Ave., S. W., Roanoke. 500 watts; 930 kc. R. P. Jordan, Time schedule: Full time week days. Sunday, A. M., silent; P. M., 1:30-12 midnight.

WASHINGTON

KXRO—Aberdeen. 75 watts; 1310 kc. William Field, manager. No other data up to press time.

KVOS—Hotel Henry, Bellingham. 100 watts; 1200 kc. Fred G. Goddard, manager. Time schedule: Week days, A. M., 7-12 noon. Monday, Tuesday, Thursday and Friday, P. M., 12-3, 5-11. Wednes-

day and Saturday, P. M., 12-3, 5-12. Sunday, A. M., 10-11; P. M., 7:30-9.

KFWW—Continental Hotel, Seattle. 100 watts; 1420 kc. Edwin A. Kraft, general manager. No other data up to press time.

KJR—Home Savings Bldg., Seattle. 5000 watts; 970 kc. Thos. F. Smart, manager. Full time.

KOL—Arcade Bldg., 1321 Second Ave., Seattle. 1000 watts; 1270 kc. Archie Taft, manager. Time schedule: Week days, full time. Sunday, A. M., silent; P. M., 4-6:30, 9:30-11:30.

KOMO—Cobb Bldg., Seattle. 1000 watts; 920 kc. B. F. Fisher, manager. Time schedule: Monday, Wednesday and Friday, 6:55 A. M.—12:30 midnight. Tuesday, Thursday and Saturday, 7:55 A. M.—12:30 midnight. Sunday, 9 A. M.—11 P. M.

KPCB—Shopping Tower, Seattle. 100 watts; 1500 kc. Harry R. Spence, general manager. Time schedule: Divides time with station KPQ. Week days, A. M., silent; P. M., 6-12 midnight. Sunday, A. M., 11-12 noon; P. M., 12-12:30, 7:30-9:30.

KVL—Calhoun Hotel, Seattle. 100 watts; 1370 kc. Arthur C. Daily, Time schedule: Divides time with station KFBL. Daily, A. M., silent. Monday, Wednesday and Friday, P. M., 12-4, 5-12 midnight. Tuesday, Thursday and Saturday, P. M., 12-6. Sunday, P. M., 4:30-7, 9:30-12 midnight.

KXA—Bigelow Bldg., 4th and Pike Sts., Seattle. 500 watts; 570 kc. Walter C. Logan, commercial manager. Full time.

KFIO—516 Augusta Ave., Spokane. 100 watts; 1230 kc. Arthur L. Smith, manager. Time schedule: Week days; 8:30 A. M.—5:15 P. M. Sunday, A. M., silent; P. M., 2-5:15.

KFPY—Symons Bldg., Spokane. 1000 watts; 1340 kc. Arthur L. Bright, commercial manager. Full time.

KGA—1023 Riverside Ave., Spokane. 5000 watts; 1470 kc. H. E. Studebaker, manager. Time schedule: Week days, A. M., 8-12 noon; P. M., noon-midnight. Sunday, A. M., 10-12 noon; P. M., 12-11.

KHQ—Spokane. 2000 watts daytime, 1000 watts nighttime; 590 kc. No other data up to press time.

KMO—Winthrop Hotel, Tacoma. 1000 watts; 860 kc. Carl E. Haymond, manager. Time schedule: Week days, A. M., 6:45-12 noon; P. M., 12-5, 9-12 midnight. Sunday, A. M., silent; P. M., 12-5, 9-12 midnight.

KVI—Tacoma Hotel, Tacoma. 1000 watts; 760 kc. M. Mylchreest, manager. Time schedule: Daily, full time except between sunset and 9 P. M.

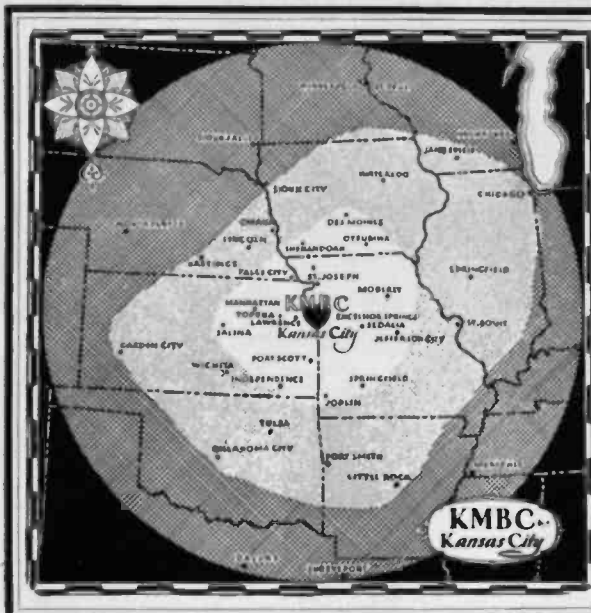
KPQ—Cascadian Hotel, Wenatchee. 50 watts; 1500 kc. E. J. Nagley, manager. Time schedule: Daily, 7 A. M.—6 P. M.

KIT—109 1/2 E. Yakima Ave., Yakima. 50 watts; 1310 kc. C. E. Haymond, owner. Full time.

WEST VIRGINIA

WHIS—Bluefield. 100 watts; 1410 kc. Kenneth Beauge, studio director. Time schedule: Daily, 12 noon-1:30 P. M., 6 P. M.—8 P. M.

WOBU—Hotel Ruffner, Charleston. 250 watts; 580 kc. Time schedule: Week days, A. M., 9:30-12 noon; P. M., 1:30-3, 8-10. Sunday, 11 A. M.—12 noon; P. M., 4-9.



Throwing the Radio Spotlight on the Heart of America

This new KMBC coverage map was made from tens of thousands of letters comprising the January and February (1930) listener response. It indicates a coverage considerably in excess of the normal radius that has been claimed for the station.

It is a significant fact that most national spot advertisers, in selecting a Kansas City station, have chosen KMBC.

OWNED AND OPERATED BY
MIDLAND BROADCASTING COMPANY
 KANSAS CITY, MISSOURI

from Rubber Stamps to Motorships,

"The Voice of Agriculture"

RADIO STATION
WLS

Agricultural Broadcasting Company
BURRIDGE D. BUTLER, President

Controlled and Operated by
PRAIRIE FARMER - Chicago

C. F. DICKSON, Advertising Manager
1230 West Washington Boulevard, Chicago, Ill.

March 8, 1930.

Established
April 12, 1924
344.6 Meters
870 Kilocycles-
5000 Watts

Telephone regarding
Commercial programs at
Hawmarket 7500
J. O. MALAND,
Commercial Manager

Daily Broadcasting
Service on Clear
Channel

81 Hours per Week
Transmitter at
Crete, Illinois

Hotel Sherman Studio
Franklin 1900

EDGAR L. BILL,
Director

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

Dear Mr. Stamm: Attention: Mr. G. W. Stamm.

We want to compliment you upon the excellence of the February issue of Broadcast Advertising.

The new size and the make-up certainly make it an attractive publication, and the information from the various articles should be not only of interest, but of great value to advertisers who are considering radio broadcasting schedules.

We have used a schedule in Broadcast Advertising with excellent results, securing new accounts at very low cost.

Even if we had secured only a few inquiries, we feel that the radio industry needs a publication such as yours, and that we are under a moral obligation to aid you in your efforts to increase the use of broadcast advertising.

Yours very truly,

PRAIRIE FARMER STATION - WLS

J. O. Maland
Commercial Manager.

May we
send you
details?

EACH field of endeavor has a trade paper, constantly working for the betterment of its industry. These papers convey swiftly ideas and methods that would take months or even years to become widespread by word of mouth. They create for their industries millions in revenue.

In addition to its contribution to broadcasting, *Broadcast Advertising* is without question the best advertising medium for those wishing to reach buyers of time on the air.

Broadcast Advertising

440 South Dearborn Street, Chicago

WMMN — 320 Main St., Fairmont. 500 watts daytime, 250 watts nighttime; 890 kc. Gene C. Elz, manager. Time schedule: Week days, A. M., 10:30-12 noon. Monday, P. M., 12-4, 7-7-indefinite. Tuesday, Wednesday, Thursday, Friday and Saturday, P. M., 12-4, 7-indefinite. Sunday, A. M., 10:30-12 noon; P. M., 2:30-4, 7-9.

WSAZ—929½ 4th Ave., Huntington. 250 watts; 580 kc. Time schedule: Week days, A. M., 6-8; P. M., 12-1:30, 3-8, 10-12 midnight. Sunday, A. M., silent; P. M., 9-12 midnight.

WWVA—1229 Main St., Wheeling, 5000 watts; 1160 kc. Holland E. Engle, manager. Time schedule: Monday, full time. 9:30 P. M. Tuesday and Thursday, full time-6 P. M. Wednesday and Sunday, full time-9 P. M. Friday, full time-8 P. M. Saturday, full time-1:45 P. M., 11-indefinite.

WISCONSIN

WTAQ—Eau Claire. 1000 watts; 1330 kc. C. S. Van Gordon, director. Time schedule:

KFIZ—Fond du Lac. 100 watts; 1420 kc. El. Martin, manager. Time schedule:

WHBY—Box 500, Green Bay. 100 watts; 1200 kc. H. T. Shannon, commercial manager. Time schedule: Week days, A. M., 10-11; P. M., 12-1, 6-8.

WKBH—Stoddard Hotel, 400 State St., La Crosse. 1000 watts; 1380 kc. Jos. Callaway, manager. Time schedule: Daily except Saturday, full time-7 P. M.; thereafter, 8-9, 10-11. Saturday, full time.

WIBA—Madison. 100 watts; 1210 kc. Bert W. Horswell, director. No other data up to press time.

WISN—Milwaukee. 250 watts; 1120 kc. No other data up to press time.

WTMJ—The Milwaukee Journal, Milwaukee. 2500 watts daytime, 1000 watts nighttime; 620 kc. Commercial department. Full time.

WIBU—Poynette. 100 watts; 1310 kc. Wm. C. Forrest, manager. Time schedule: Week days, A. M., silent. Monday and Tuesday, P. M., 12-1, 5-8:30. Wednesday, Thursday, Friday and Saturday, P. M., 12-1, 5-8. Sunday, A. M., 9-12 noon; P. M., 2-3, 4-5.

WRJN—Hotel Racine, Racine. 100 watts; 1370 kc. H. J. Newcomb, manager. Time schedule: A. M., week days, except Sat-

urday, silent. Monday, Tuesday and Thursday, P. M., 12-1, 5:30-10. Wednesday, P. M., 12-1, 5:30-12 midnight. Friday, P. M., 12-1, 5:30-11. Saturday, A. M., 11-12 noon; P. M., 12-2, 5:30-12 midnight. Sunday, A. M., silent; P. M., 12-1:30, 6-12 midnight.

WHBL—Press Bldg., 626-636 Center Ave., Sheboygan. 500 watts; 1410 kc. Mona J. Pape, manager. Time schedule: Week days, A. M., 7-12 noon; P. M., 12-1, 3:30-4, 6-8. Sunday, 10:45 A. M.-12 noon.

ALASKA

KGBU — 335 Front St., Ketchikan. 500 watts; 900 kc. G. E. Burleigh, manager. Full time.

HAWAII

KGU—Advertiser Square, Honolulu, T. H. 1000 watts; 940 kc. Webley Edwards, program director. Time schedule: Monday, Tuesday, Wednesday, Friday and Saturday, A. M., 6:15-7:15, 8:30-9:30. Thursday, A. M., 6:15-7:45, 8:30-9:30. Week days except Saturday, P. M., 12-1:15, 4-10:30. Saturday, P. M., 4-7:30, 9:30-11. Sunday, A. M., silent; P. M., 4-10:30.

MAKING THE AFTER-NOONS PAY

(Continued from page 8)

More than that, they were funny enough to get a giggle any time, and both lovable types.

Mr. Wasmer subscribed to the feature and put it on at an hour which gave the children time to get home from school. Two weeks after starting he offered photographs, and in a few days had 1,100 testimonials of regular afternoon listening. Considering fan mail averages, this was ample proof of circulation, and a stack of fan mail letters is generally more convincing than an elaborate survey.

Mr. Wasmer then used the same acumen and judgment he demonstrated when he first addressed himself to the problem of afternoon sponsorship. The focus feature on which he built his afternoon audience was not for sale. It was only a ten-minute program. He had already spotted just before and just after this presentation attractive sustaining programs that were available to sponsors, and although at this writing his entire experiment is less than two months old, these periods which precede and follow his focus of interest are going nicely.

The owner of KHQ, Spokane, solved a problem as any publisher or director of any other advertising medium would have attacked it. He studied his needs and from the analysis he made found the solution. There was no guesswork whatsoever in the entire process. By studying the obtainable audience and by deducing from it the nature of appeal required he has achieved results for himself and pointed the way for other station owners as well

as other advertisers to reach any specialized audience.

The whole story can be summed up in a few words. Pick a feature that fits, and the audience will follow.

THE ADVERTISER LOOKS AT RADIO

(Continued from page 5)

taken in October, 1929. Roxy's Symphony Orchestra is given first place; Amos 'n' Andy 25th. This seems strange until one remembers that at that time the Pepsodent program was less than two months old, an explanation that the report does not find worth including. However, the poll is summed up thus: "If the twenty-five leaders in the Telegram poll indicate anything at all, they show diversified tastes."

Study of this and other counts of program preference lead our text to decide that:

"Practically nothing exists in the nature of an up-to-date study of program preferences by different types of audience.

"It would be to the advantage of the broadcasting companies if they were to obtain a description of their audience as well as a numerical count, as they would be able to demonstrate the low cost of their medium for reaching restricted markets.

"Perhaps its (advertising's) worst fault is its triteness.

"Too many programs are arranged to please a few executives, quite out of touch with popular preferences.

"Of one broadcasting company's accounts, 33 per cent are handled by agencies, 28 per cent by the broadcasting company, 20 per cent by advertisers, and 19 per cent by program bureaux.

"Three or four advertising agencies control most of the radio accounts served by agencies."

Other topics such as record broadcasting, the best time to broadcast, and the effectiveness, accomplishments and cost of broadcasting are also discussed. The general conclusion is that "much information is still needed by advertisers for proper evaluation and intelligent use of this new medium."

Announcing
a greater

KYA

San Francisco's
Newest and Most Modern
Radio Station

The first **Screen-Grid Transmitter** for Pacific Coast broadcasting — 1000 watt R-C-A. 1230 kcys.—243.7 meters. Unlimited time.

Programs of outstanding interest.

Electrically transcribed advertising programs solicited.

Send for Rates
and Schedules

Pacific Broadcasting Corp.

Prospect 3456
988 Market St.

San Francisco, Cal.

WOLF! WOLF!

(Continued from page 12)

ten. It is more than possible that the merchant insisted on poor radio tactics in the presentation of his material.

Now, let me ask two questions of the world at large. First, why take an isolated case of failure from a field of proven successes and hold it up as a horrible example? Second, if local broadcasting is such a miserable failure, why are large manufacturers and agencies contracting time on local stations for spot broadcasting? Surely, so many of them cannot be wrong.

This thought occurs to me as I write: If spot broadcasting on local stations is good for the manufacturer, it is equally good for the local merchant, provided, of course, that his methods and program are right and suited to the merchandise he wishes to sell. This last, of course, applies also to his newspaper advertising.

But why, I ask you, all this hulla-ballo from the *Editor and Publisher*? Such stories and comments were quite common in 1923 and '24, and I thought that they had gone the way of the silent movie, the theater orchestra and bare knees. Since that time nearly all of the large agencies have added radio departments in charge of trained radio executives and are planning network and local broadcast programs just the same as for publications. Radio has not, in most instances, hurt publication advertising. In most cases I believe it has helped it.

No wise broadcaster claims radio to be the great panacea for all advertising ills. Rather, radio fits into the picture perfectly. It dovetails with the newspaper advertisement—completes the picture. Was there ever anything finer than the recent newspaper-radio announcement made by the Standard Oil Company? I'll venture to say that thousands read the Standard Oil Company's advertising the morning after this broadcast who would have missed it entirely if it had not been for the radio program in connection with it.

Radio Station KFH at Wichita has as one of its owners the *Wichita Eagle*. Here is one instance at least where the lion and the lamb have

laid down together to their mutual benefit.

When the present ownership was arranged and the *Eagle* entered the broadcasting field, a conference was held and it was decided that the radio station should be operated as a separate business—competitive, if you please. It was agreed, however, that no radio time was to be given away by space salesmen—nor should space be given away by time salesmen. While we are in competition with each other, we tell the same story, i.e., both *Eagle* space and KFH time are good, but the combination of the two cannot be beat.

Why cannot this same argument be used generally by all newspapers and radio stations? It has proven entirely successful in our own case, as is shown by the following figures:

In 1929 the *Wichita Eagle* gained 3,000,000 advertising lines over 1928.

During the same period KFH enjoyed a 50 per cent increase.

What say we all stop crying "Wolf! Wolf!" and work a little closer together for our mutual good.

Two New Shoe Broadcasts Over Columbia Chain

THE "Shoe Flyer," a quarter-hour weekly broadcast sponsored by the "Shoes Make the Man" campaign, and a half-hour program of the W. L. Douglas Shoe Company of Brockton, Mass., are recent additions on the air over the network of Columbia. Other new advertisers using this chain regularly are the Quaker State Oil Company of Oil City, Pa., and the Philadelphia Battery Company with the Philco Symphony Orchestra.

Will Record Programs Under Western Electric Patents

ELECTRICAL RESEARCH PRODUCTS, INC., subsidiary of the Western Electric Company, has announced that Sound Studios of New York, Inc., is now licensed under Western Electric patents, methods and processes to record and distribute electrical transcriptions for broadcasting purposes.

Congress Cigar Appoints Fertig

THE Congress Cigar Company of Philadelphia, makers of La Palma cigars and extensive users of broadcast advertising, have appointed the Lawrence Fertig Company, Inc., New York advertising agency, to handle their advertising. Their 1930 campaign, which includes two periods on the air over a national network each week, will be the largest in the history of the company.

KWCR

CEDAR RAPIDS, IOWA
A Popular Station in a Populous Area

WE have just completed the installation of new equipment, comprising not only power plant units of the latest type, but a crystal oscillator controlled transmitter, which allows closest adherence to frequency and enables us to broadcast on a 100% modulation with signals at full volume and high quality.

ON FEB. 1 this new equipment was tried out with a test program. Promptly responses were received from Chicago, and points in Kentucky, New York, New Jersey and Louisiana, commenting on the clearness and strength of transmission.

OF course you want this effective station in your schedules.

BY putting quality into its broadcasts, it gets right into the homes of your prospects in the wealthiest broadcast area in the United States.

Write for rates and prospectus

CEDAR RAPIDS
BROADCASTING CORP.
CEDAR RAPIDS, IOWA

HEINL

Keeps You Informed

on the

National Situation

Heinl Radio Business Letter
Insurance Building
Washington, D. C.

PRICE \$10 A MONTH

HITCHING A STAR TO THEIR PROGRAM

(Continued from page 9)

ceding issue, as well as with the broadcast. For example, the Beauty Contest was a lead story for two weeks until Miss Jonesport, in the person of Lizzie Peters was crowned Queen of the County. This event was celebrated with appropriate pictures in the Star and editorial congratulation, given as only Seth Parker could give it.

Typical examples of the quaint humor of the paper are shown by some of the local advertisements.

The Jonesport Sardine Factory makes the claim of "the best of their kind," and an advertisement reading: "For Sale—Four Pullets, Home Evenings. Sam Tuttle," brought forth a deluge of comments.

The back page of the Star is devoted to a full display of the Silent Glow domestic line, and occasional references to the product are made in the text of the paper, although not often enough to be obvious "publicity."

There is no question that originality, humor and persistent main-

taining of interest have made this little country newspaper an important factor in this particular field of advertising and one of the most successful projects of its kind ever attempted.

Cory & Kolbert Direct National Chain Stores Broadcasts

CORY & KOLBERT, Chicago directors in public relations, are directing a thirty-day radio test campaign for the National Chain Store Association over station WLW, Cincinnati. Four half-hour programs a week, two afternoon and two evening, are being used.

The day programs carry home economics talks and discussions of the economic phases of chain store merchandising. The evening broadcasts are short dramas, each ending with a discussion of the chain stores. Listeners are invited to write in concerning the arguments and cash prizes are awarded to winning letters.

Associations Use KFWM

THE California State Retail Grocers' Association, Alameda County Merchants' Association, United States Building and Loan Association, Painless Parker Dental System, United Grocers, L. H. Schrader Stores, Gene Compton's Chain of Restaurants, and the Great Western Power Company are now broadcasting over station KFWM, Oakland, Calif., that station reports.

New Advertisers Over KOIL

THE Brandeis Stores, Raladam Company, Barbara Gould Perfume, Warner Brothers and the Omaha Bee-News are now using time over radio station KOIL, Council Bluffs, Iowa.

New Advertisers at WGBC

NEW advertisers on the air over station WGBC, Memphis, include Fortune's, Inc., ice cream manufacturers, Paul Rever Chain Restaurants and Woolf Bros., boys' clothing.

Northwestern Yeast Appoints Hays MacFarland

THE Northwestern Yeast Company, Chicago, has appointed Hays MacFarland & Company, Chicago advertising agency, to direct the advertising on Yeast Foam, Magic Yeast and Yeast Foam Tablets. A national broadcast campaign is now in progress.

Union Oil Starts 12 Months Radio Campaign

THE Union Oil Company of California recently began using 15 minutes five days a week over ten Pacific Coast stations. The campaign, which will run for a year, is handled through the West Coast office of G. W. McIlhiney & Associates and is placed by Lord & Thomas and Logan.

Central Broadcasting Company Still Owns WOC-WHO

IN a letter to "Broadcast Advertising," Frank W. Elliott, vice-president of the Central Broadcasting Company, Davenport, Iowa, branded as "absolutely incorrect" the rumor that the Peoples Pulpit Association had purchased controlling interest in WOC, Davenport, and WHO, Des Moines. Mr. Elliott's letter continues:

"As far as I know the Peoples Pulpit Association does not have one dollar's worth of stock in the company, although there may be some individuals who are members of the Bible Students' Association, who do have small amounts of stock."

Chamber of Commerce Broadcasts

THE Chickasha Chamber of Commerce has recently gone on the air over station KOCW, Chickasha, Okla. Other new advertisers on that station include the Stephenson Brown Lumber Company, the Border McGregor Hospital, the Home State Life Insurance Company, Baker, Hanna & Blake, wholesale dry goods, and the Chickasha Cotton Oil Company.

Golden Art Hosiery Broadcasts from WSM

THE Golden Art Hosiery Company is now broadcasting over station WSM, Nashville, Tenn. Other new accounts at this station include Lowe Bros. Paint Company, Best Foods, Bourjois, Wander Company, Congoleum-Nairn, Inc., and Leon Taylor Roofing Company.

Varied Advertisers at WTMJ

RADIO station WTMJ, Milwaukee, reports the following new advertising accounts now using its facilities; Nitrogen Company, O'Neill Oil Company, Skelly Oil Company, Charis, Geuder Paeschke & Frey, and the Glidden Company.

YOUR BID

Continuity and Publicity Man

Director of publicity and continuity at large midwestern station seeks connection with chain, station or agency. Skilled in writing studio scripts and commercial programs of all kinds, as well as listener and commercial promotion for direct mail, broadcast, outdoor and publications. Effective as writer of sales plans and contact man. Agency and newspaper copy writing experience. Familiar with entire broadcasting routine. 28. University graduate. Visible record of results. Write Box 401, Broadcast Advertising, 440 So. Dearborn St., Chicago.

Let Us Handle Canada for You

Offices in Toronto and Montreal

WE ARE the largest Radio Advertising Agency in Canada, now taking care of over 250 clients on the air weekly, including chain programs. Well and favorably known to most important Canadian Stations, we have offices in Toronto and Montreal. We are open to act as Exclusive Canadian Agents for manufacturers of Electrical Transcriptions or anything worth while pertaining to Radio Advertising.

What have you?

Associated Broadcasting Co., Ltd.
(formerly Radio Advertisers Services)
407 Lindsay Bldg.
1118 St. Catherine St. West
MONTREAL, CANADA