TRANSCRIPTIONS

AN INCREASE in transcription [illegible] World Broadcasting System [illegible] lists 12 spon[illegible] regular WBS [illegible] Sponsoring the WBS [illegible] series are:

[illegible] Co., Cincinnati, [illegible] H. W. Kastor & Sons.

[illegible] New York, 13 [illegible] programs, thru Mc[illegible] Inc.

[illegible] Furriers, Inc., New York, 52 [illegible] thru Aaron [illegible]

Frozen Desserts, Inc., Chicago, 13 [illegible] programs, thru Roche, Williams & Cunnyngham.

F. W. Clements Products Co., Rochester, N. Y., 39 fifteen-minute transcriptions, thru Redfield-Coupe, Inc.

Sponsoring WBS one-minute transcription announcements are:

Brown & Williamson Tobacco Corp., Louisville, 26 times, thru Batten, Barton, Durstine & Osborn.

Olds Motor Works, Lansing, Mich., 18 times, thru J. H. Neebe Co.

Welch Grape Juice Co., 45 times, thru H. W. Kastor & Sons.

McCormick & Co., Baltimore, 63 times, thru Van Sant, Dugdale & Co.

Frozen Desserts, Inc., 26 times, thru Roche, Williams & Cunnyngham, Inc.

Procter & Gamble Co., Cincinnati (Drene), 7 times, thru H. W. Kastor & Sons.

B. Kuppenheimer & Co., Chicago, 13 times, direct.

WBS also reports the following specially built programs:

Association of Manufacturers of Steel Barrels, New York, 15 fifteen-minute programs, "Kings and Queens of Sport," on WOR, KDKA and WGN, thru Fishler, Zealand & Co., Inc.

Ford Dealers of America, Detroit, 13 thirty-minute programs, Fred Waring's Pennsylvanians, thru N. W. Ayer & Son.

Studebaker Sales Corp. of America, South Bend, Ind., 13 thirty-minute programs, Richard Himber's orchestra, thru Roche, Williams & Cunnyngham, Inc.

Niagara Hudson Power & Light Corp., Albany, N. Y., 78 fifteen-minute programs, Little Jack Little and orchestra, thru Batten, Barton, Durstine & Osborn.

Eastman Kodak Co., Rochester, N. Y., 13 fifteen-minute programs, Angelo Patri, thru J. Walter Thompson Co.

P. Duff & Sons, Pittsburgh (Ginger Bread Mix), 5-minute programs, WOR, WBZ-WBZA, WEY and KDKA, "Minute Manners," by Mrs. John S. Reilly, thru Batten, Barton, Durstine & Osborn.

General Mills, Inc., Minneapolis, 15-minute programs, "Jack Armstrong," thru Blackett-Sample-Hummert, Inc.

Bristol-Myers Co., New York, 13 fifteen-minute programs, "Thru the Hollywood Looking Glass," with Frances Ingram, thru Thompson-Koch Co.

Armand Co., Des Moines, 13 fif[teen]-minute programs, Lennie Hay[ton] orchestra with Jane Froman [and] Don Ross, thru N. W. Ayer & S[on].

Morten Milling Co., Dallas, 20 fif[teen]-minute programs, "Jimmie Al[len]," thru Earle Racey Advert[ising] Agency.

New York State Fair Commis[sion], Syracuse, N. Y., 13 fifteen-mi[nute] programs with talks by state [offi]cials and music, on WFBL, W[...], WOKO and WTIC.

SAMPLE recordings of NBC's se[cond] series of Recorded Program Ser[vice] releases, titled "Romance and [Mel]ody," have been sent to stations, [ac]cording to Lloyd C. Egner, mana[ger] of electrical transcriptions for N[BC]. The discs feature Jules Lande and [his] singing violin and Eunice Howard [and] William Johnstone, comedians. A[ver]age length of each recording is [...] minutes, allowing time for advert[ising] credits at beginning and conclusi[on of] program.

SYNDICATED BROADCAST FE[A]TURES, 810 Liberty Bank Bl[dg.], Buffalo, N. Y., producers of "Kr[...]meyer and Cohen," transcription se[ries] made by WBS, announces that [the] feature is being sponsored over W[...] Buffalo, and carried as a sustain[ing] over WOWO-WGL, Ft. Wayne, I[nd.], and KOIN, Portland, Ore.

FREE & SLEININGER

DEPENDABLE

Radio Station Representatives

NEW YORK CHICAGO DENVER

LOS ANGELES SAN FRANCISCO SEATTLE

Broadcasts on Elephan[t] As Circus Day Featur[e]

A BROADCAST from an [ele]phant's back was an innovatio[n of] circus day events in Syracuse, [N.] Y., when the Hagenbeck-Walla[ce] circus came to town last mo[nth]. WFBL packed short wave equ[ip]ment, an operator and an a[n]nouncer on one of the largest ele[phants] in the parade and relayed [a] broadcast for 25 minutes. A[n]nouncer Bill McGrath gave a de[scription] of the parade, the crowd[s] and the antics of the elephant. On[e] of the unexpected highlights came when the elephant carrying the broadcast set-up frightened a horse and furnished excitement for the onlookers as well as the radio au[dience]. Another staff announcer, Bill Lundigan, described the parade as it passed a theater. The broad[cast] was shunted from the ele[phant] to the theater marquee and from there to the station studios where Bob Keefe read commercial announcements of the Roy Furni[ture] Co., sponsoring the program.

CALL LETTERS of WGCP, New[ark], have been changed to WHB[I].

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership ... 5th
Radio Ownership 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ

THE MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO.

• what the Advertiser says after—

What the *advertiser* says about RESULTS *after* the schedule is completed is infinitely more important than anything *we* say *before* the schedule is run.

We are reproducing statements from two letters just received at WLS. One is written by an agency executive, the other by an advertiser. Both were written on completion of contracted schedules.

July 19, 1934
The E. E. Hess Company
(Hess Witch Hazel Cream)
Brook, Indiana

"We believe the results obtained per dollar expended have been the cheapest which we have ever received from any form of advertising."

Signed - L. F. Hess

July 20, 1934
Northwest Radio Adv. Company,
Seattle Washington

"I will be glad to have you quote me as follows: 'We have released the Gardner Nursery account over approximately one hundred of the leading stations in the country. WLS produced more response per broadcast than any station we have used, and ranks among the four leading stations in the country for the lowest cost per actual sale.' "

Signed - Edwin A. Kraft, Mgr.

Such letters are the "rule" at WLS. We have scores of others available for your inspection. Let us show them to you. Our representative will be glad to call, whenever you say.

50,000 WATTS

WLS

870 KILOCYCLES

THE PRAIRIE FARMER STATION

1230 W. Washington Blvd.

CHICAGO

Burridge D. Butler, President   Glenn Snyder, Manager

New York Office: Graham A. Robertson 250 Park Avenue

PROSPECTS

STAFFORD-MILLER Co., Brooklyn, N. Y., will shortly introduce a new tooth powder, using radio with other media. Husband & Thomas, New York, is the agency.

UNITED DRUG Co., New York, will use a spot campaign on more than [...] stations to advertise its fall [...]ent sales. Street & Finney, New York, handles the account.

[A]L MOFFAT Co., San Francisco (Scotty Allen's Dog Food) will use radio in a campaign being prepared by James Houlihan, Inc., San Francisco agency.

[T]HE PISO Co., Warren, Pa. (proprietary) have appointed the Watson Advertising Agency, Chicago, to handle their radio campaign. Transcription announcements recorded by Macgregor & Sollie, will be used. The account was formerly handled by the Stack-Goble Advertising Agency, Chicago.

SEGO MILK PRODUCTS Co., Salt Lake City, will use radio in its campaign for its new "Irradiated Milk" and has appointed the L. S. Gillham Co., Salt Lake agency, to handle the account.

MANTLE LAMP Co., Chicago (Aladdin lamps), is planning on using about 20 stations this season with its transcriptions of "Smiling Ed" McConnell. The programs will start about October 1. The account is handled direct.

WILLIAM W. LEE & Co., Waterloo, N. Y. (Save-The-Baby proprietary), makes up lists during September, using radio with other media. Account is placed direct.

[...]OST, Inc., New York (tooth paste), is planning a $250,000 radio and newspaper campaign, to be handled by Erwin, Wasey & Co., New York.

RAP-I-DOL DISTRIBUTING Corp., New York (hair dye), has appointed Redfield-Coupe, Inc., New York, to handle its advertising, including a radio campaign.

UTAH OIL REFINING Co., Salt Lake City, has appointed the L. S. Gillham Co., Salt Lake City, to handle its advertising, including a radio campaign.

DE LONG LABORATORIES, Inc., Hollywood (cosmetics) will use radio in a new campaign to be handled by the Los Angeles office of Ruthrauff & Ryan.

RCA Nets $1,771,580

A NET INCOME of $1,771,580 transferred to surplus was reported August 1 for the first six months of operations of RCA and subsidiary companies in 1934. This compares with a net loss of $1,268,211 for the same six months of 1933. The gross income of the first half of 1934 was $36,604,707, as compared to $27,510,498 during the same period last year.

Reports of the financial standing of the individual RCA subsidiaries are not given in the statement for publication, but the parent company's surplus at the end of the first half of this year is given as $11,040,671.

EMPLOYING the Transatlantic radiotelephone, Bonwit Teller & Co., big New York women's wear store, presented May Birkhead from Paris Aug. 3, discussing the 1934 Paris style openings on WJZ, New York. Miss Birkhead, who is on the European staff of the *New York Times*, spoke for 15 minutes in the early evening. Cecil, Warwick & Cecil, New York, handled the account.

Penn Tobacco Series

PENN TOBACCO Co., Wilkes-Barre, Pa. (cigarettes and pipe tobacco), on July 19 started a new series over WBBM, Chicago, designed to introduce a new brand of cigarettes. Pat Flanagan's broadcasts of the Chicago Cubs games are featured. Flanagan having been released for the new account when the Prima Co., Chicago brewers, dropped its contract July 18. WBBM on July 10 also started a new special series for Sterling Brewers, Evansville, Ind., three times weekly, featuring "Mike & Herman," German-Irish dialect team. Both the Penn Tobacco Co. and Sterling Brewers accounts are handled by the Chicago office of Ruthrauff & Ryan.

Fish, Game Conservation Campaign Utilizes Radio

CALIFORNIA Fish & Game Development Association, a private organization, has been using 15-minute programs on KECA, Los Angeles, weekly with consistent success, according to Carl F. Johnson, president. The first series was designed to give general information about fish and game conservation, the current series aims to educate boys and girls on the need of conserving wild game, while the third starting in August will acquaint the public with possible conservation legislation.

The radio campaign was started in order to enlist the cooperation of the public in conservation efforts.

WIT

Announcing a New

FREQUENCY MONITORING SERVICE

Reference frequencies derived from the Primary Standard of Frequency of the U. S. Bureau of Standards by continuous leased wire service. No local Frequency standard is maintained. All measurements therefore are in accord with paragraph 205 Rules and Regulations of the F.C.C.

For 24-Hour Service Phone GReenwood 2134

WASHINGTON INSTITUTE OF TECHNOLOGY

McLachlen Building   Washington, D. C.

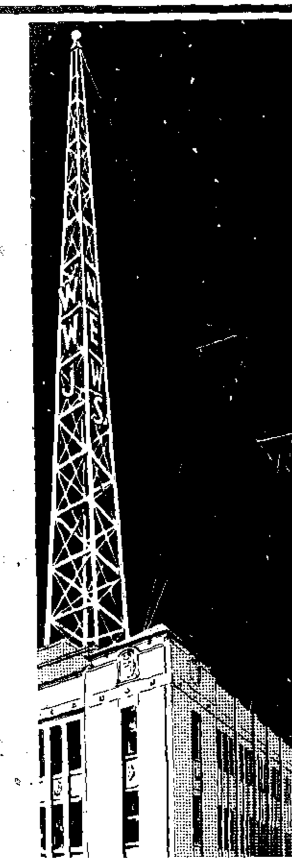
WWJ

America's Pioneer Broadcasting Station, Always First In Listener-Interest In the Great Detroit Market

That WWJ is first in listener-preference in the great metropolitan Detroit area is substantiated by every neutral survey that has ever been made. You can not get first preference among listeners in Detroit and southern Michigan without WWJ.

WWJ was the pioneer station of America—the first to broadcast regular daily programs. It has been on the air daily since August 20, 1920. It established itself as the family radio station for greater Detroit at once and nothing has happened since to affect this unique relationship between WWJ and the people of the great Detroit area.

For thorough coverage of the great Detroit market you must have

Owned and operated by The Detroit News   WWJ   Member of Red Network of the NBC

The First Radio Station in America to Broadcast Regular Daily Programs—Established August 20, 1920