



# THE BUSINESS OF BROADCASTING

## STATION ACCOUNTS

sp—studio programs  
t—transcriptions  
sa—spot announcements  
ta—transcription announcements

### WNAX, Yankton, S. D.

Dempster Mill Mfg. Co., Beatrice, Neb. (windmills), 52 sa weekly, thru Coles Inc., Des Moines.  
Haskins Brothers, Omaha (Spark laundry soap), 5 t weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.  
International Harvester Co., Chicago (tractors), 13 sa, thru Aubrey, Moore & Wallace, Chicago.  
Lincoln Airplane & Flying School, Lincoln, Neb., 5p weekly, thru Buchanan-Thomas, Omaha.  
Little Crow Milling Co., Warsaw, Ind. (cereal), 5 sp weekly, thru Rogers & Smith, Chicago.  
Lydia E. Finkham Medicine Co., Lynn, Mass., 5 t weekly, thru Erwin, Wassey & Co., N. Y.  
McConnon & Co., Winona, Minn., 5p weekly, thru McCord Co., Minneapolis.  
Mantle Lamp Co., Chicago (Alladin lamps), 2 t weekly, thru Presba, Fellers & Presba, Chicago.  
Morton Salt Co., Chicago (smoked salt), 3 t weekly, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.  
Olson Rug Co., Chicago (rugs), 3 sp weekly, thru Presba, Fellers & Presba, Chicago.  
Omar Inc., Omaha (Wonder flour), 6 sa weekly, thru Hays MacFarland & Co., Chicago.  
Pennsylvania Salt Mfg. Co., Philadelphia (Lewis lye), 5 sa weekly, thru Sherman K. Ellis & Co., Chicago.  
Pierce's Medicines, Buffalo (Golden Medical Discovery), 5 ta weekly, thru H. W. Kastor & Sons, N. Y.  
Reid, Murdoch & Co., Chicago (Monarch food), 12 sa weekly, thru Rogers & Smith, Chicago.  
Smith Mother Nature Brooder Co., St. Louis (brooder houses), 5p weekly, thru Shaffer, Brennan, Margulis, St. Louis.  
Smith Bros. Mfg. Co., Carthage, Mo. (Big Smith work clothes), 3 sa weekly, thru R. J. Potts & Co., Kansas City.  
Standard Brands, New York (Fleischmann's yeast), 10 ta weekly, thru Kenyon & Eckhardt, N. Y.  
Standard Oil Co. of Indiana, Chicago, 6 ta weekly, thru McCann-Erickson, Chicago.  
Storz Brewing Co., Omaha, 83 sa, thru Buchanan-Thomas Adv. Co., Omaha.  
Vick Chemical Co., Greensboro (proprietary), 28 sa weekly, thru Morse International, N. Y.

### WPTF, Raleigh, N. C.

Carolina Sales Corp., Greenville, N. C. (refrigerators), 5 sp weekly, direct.  
Sheaffer Pen Co., Fort Madison, Ia., 54 sa weekly, thru Russel M. Seeds Co., Chicago.  
Weil Fertilizer Co., Goldsboro, N. C., 30 sa weekly, 2 sp, direct.  
Armour Fertilizer Co., Atlanta, weekly t, thru Gotschaldt-Humphrey, Atlanta.  
Raleigh Tractor & Equipment Co., Raleigh, N. C., 39 sa, direct.  
Carter Coal Co., New York (Olga Coal), 52 t, thru Ralph H. Jones Co., N. Y.  
Anacin Co., Jersey City (proprietary), 156 t, thru Blakett-Sample-Hummert, N. Y.  
Beeman's Laboratory, Atlanta (cold tablets), 78 sp, 26 sa, thru Harvey-Massengale Co., Atlanta.  
Dr. Pepper Co., Dallas (beverage), weekly t, thru Benton & Bowles, N. Y.

### WOR, New York

Megowen-Educator Food Co., Lowell, Mass. (crackers), weekly sp, thru Badger & Browning, Boston.  
Wene Chick Farms, Vineland, N. J., 3 sp weekly, thru Shaffer, Brennan, Margulis Adv. Co., St. Louis.  
North American Accident Insurance Co., Newark, 2 sp weekly, thru Franklin Bruck Adv. Corp., N. Y.  
Look Magazine, New York, 3 sp weekly, thru Raymond Spector Co., N. Y.

### WRVA, Richmond

International Salt Co., Scranton, 3 sp weekly, thru Simperts Co., N. Y.

### WAPI, Birmingham

Beech-Nut Packing Co., Carajoharie, N. Y. (chewing gum), 6 ta weekly, 10 weeks, thru Newell-Emmett Co., N. Y.  
E. R. Partridge Inc., Atlanta (Carhartt overalls), 6 ta weekly, thru Harvey-Massengale Co., Atlanta.  
Chattanooga Medicine Co., Chattanooga, 5 sp weekly, thru Nelson-Chesman Co., Chattanooga.  
Armour & Co., Chicago (meat etc.), sp series, thru Lord & Thomas, Chicago.  
Comet Rice Mills, Beaumont, Tex., 7 sa weekly, thru Freitag Adv. Agency, Atlanta.  
Consolidated Drug Trade Products, Chicago, 6 t weekly, thru Benson & Dall, Chicago.  
Bristol-Myers Co., New York (Minit-Rub), 6 ta weekly, thru Young & Rubicam, N. Y.  
Olson Rug Co., Chicago, 6 sp weekly, thru Presba, Fellers & Presba, Chicago.  
Ward Baking Co., New York, 6 sa weekly, thru Sherman K. Ellis & Co., N. Y.  
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 10 ta weekly, thru Sherman & Marquette, Chicago.

### KMPC, Beverly Hills, Cal.

Garfield Tea Co., Brooklyn (headache powders and tea), 3 sa weekly, thru Breen-Brodie, N. Y.  
Zerbst Pharmaceutical Co., Kansas City (Zerbst cold remedy), 7 sa weekly, thru Barrons Adv. Co., Kansas City.  
Parker-Bouldin Co., St. Paul (lipstick), 3 sp weekly, thru L. Raymond Co., Los Angeles.

### WINS, New York

Ward Baking Co., New York (Tip-Top Bread), 12 sa weekly, 9 weeks, thru Sherman K. Ellis & Co., N. Y.  
Twentieth Century Fox Film Corp., New York ("Tall, Dark and Handsome"), 6 sa, 3 days, thru Kayton-Spiro Co., N. Y.

### WGN, Chicago

Bristol-Myers Co., New York (Minit Rub), 3 sp weekly, thru Young & Rubicam, N. Y.  
American Chicle Co., Long Island City (Adams Clove Gum), 3 t weekly, 13 weeks, thru Badger & Browning & Hershey, N. Y.  
National Refining Co., Cleveland (White Rose Gas), 27 ta, thru Sherman K. Ellis & Co., N. Y.

### KPO, San Francisco

Cardinet Candy Co., Oakland, weekly sp, thru Tomaschke-Elliott, Oakland.  
Manhattan Soap Co., New York (Sweet-heart Soap), 5 ta weekly, thru Franklin Bruck Adv. Corp., N. Y.  
John Brownink Co., Oakland (jams), 2 sa weekly, thru Emil Reinhardt, Oakland.  
American Pop Corn Co., Sioux City, Ia. (pop corn), 3 sa weekly, thru Buchanan-Thomas Adv. Co., Omaha.  
Swert Products Co., Oakland (soap), 4 sa weekly, thru Lord & Thomas, San Francisco.  
Sperry Flour Co., San Francisco, sa series, thru Westco Adv. Agency, San Francisco.

### KGO, San Francisco

Washington Cooperative Egg & Poultry Assn., Seattle, 2 sa weekly, thru Birchard Co., Seattle.  
Denalan Co., San Francisco (dental plate cleanser), weekly sa, thru Rufus Rhoades & Co., San Francisco.  
International Harvester Co., Chicago (tractors), 3 sa weekly, thru Aubrey, Moore & Wallace, Chicago.

### WOAI, San Antonio

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 3 t weekly, BBDO, N. Y.  
Colgate-Palmolive-Foot Co., Jersey City (Palmolive), 5 sa weekly, thru Ward Wheelock Co., N. Y.  
W. A. Sheaffer Pen Co., Fort Madison, Ia., 7 ta weekly, thru Russel M. Seeds Co., Chicago.

### WQXR, New York

General Foods Corp., New York (Sanka coffee), weekly sp, 13 weeks, thru Young & Rubicam, N. Y.  
Treat Co., New York (potato chips), 9 sa weekly, 13 weeks, thru Arthur Rosenberg Co., N. Y.

### CKCL, Toronto

John Northway & Son, Toronto (Ladies wear chain), 3 t weekly, thru Frontenac Broadcasting Co., Toronto.  
Beaudry Ltd., Montreal (suspenders), 7 sp, thru James Fisher Co., Montreal.

### WORL, Boston

M. J. Breitenbach Co., New York (Pepto Mangan), 12 sa weekly, thru Morse International, N. Y.

## NOW THEY LOOK LIKE THIS

See page 26



PICTURED ON PAGE 26 in the same (l to r) order are FCC Commissioner T. A. M. Craven, 1913 graduate of Annapolis, who was fleet radio officer with the U. S. Asiatic Fleet, 1915-17, and in charge of coastal and transoceanic radio operations, 1917-20, retiring as a commander in 1930; Leo J. Fitzpatrick, executive vice-president of WJRB, Detroit, and WGAR, Cleveland, who served 21 months in the Navy, first as press agent for Sousa's Band, then after training at Great Lakes and at the New London Submarine School, as a sub spotter; A. W. (Sen) Kaney, NBC Chicago manager of continuity acceptance, who was an ensign in the Navy.

## Educational Drive Is Begun by AFA

### Local Advertising Clubs Will Cooperate in Campaign

A UNIFIED national campaign with a common objective and common theme—the rebuilding of public faith in business and advertising—has been undertaken by the Advertising Federation of America, which describes its effort as one designed to “remove from the public mind doubts and questions raised through the activities of those who are working steadily to undermine our American way of living.”

Local advertising clubs have been asked to cooperate in a nationwide campaign to demonstrate the educational and social values of advertising, and as an added inducement the AFA is offering an award for the most constructive work done by any affiliated advertising club with due consideration for its size and the size of community in which it is located. The award, reports for which are to be submitted not later than next May 10, will be a feature of the AFA annual convention in Boston, May 25-29.

### Purpose of Drive

The aims and methods of the campaign are outlined as follows in an AFA bulletin just issued:

I. A constructive educational program directed: (1) to the public at large through the use of radio, newspapers, business papers, outdoor and direct mail, and through news stories in newspapers, business papers, general magazines and educational publications; (2) to individuals and special groups through speakers' committees to supply speakers and discussion leaders to civic and service clubs, schools, Parent-Teacher associations and women's clubs; and through the organization of forums, clinics, special consumer day programs, and other forms of direct contact.

II. An aggressive counter-offensive against the opponents of advertising through: (1) School surveys to expose subversive teachings and those textbooks which present an unfair and untrue picture of American methods of business, industry and advertising; (2) A study of proposed municipal, state and federal legislation affecting advertising; to encourage helpful measures and to correct or defeat harmful bills; (3) Cooperation with other civic groups to promote an understanding and through understanding, a greater belief in the American system.

III. And finally, a public relations program through which each club will demonstrate to its own community the importance of its business and industrial enterprises and encourage local business and industry to study and improve wherever necessary their public and employe relations.

### KIRO's Quick Jump

FROM 250 watts several years ago to 50,000 watts on 710 kc., is the record of KIRO, Seattle. On Feb. 4 the FCC authorized the CBS outlet to increase its power from 10,000 to 50,000 watts, make changes in its directional antenna and install new equipment.