

NEW BUSINESS

Signed by Stations

KFEL, Denver

Montgomery Ward Co., 3 spots; Star Auction Co., 1 spot daily exc. Sun., 1 year; Clark Gardner Nursery, Osage, Ia., 5-min. disk daily exc. Sun., 2 mos.; Morton's and Samuel's Shops, newscasts daily, 8 mos., Ted Levy agency; Chevrolet Dealers, late sports review, 10 mins. daily exc. Sun., 1 year; The Brown Derby, 12 spots, Max Goldberg agency; Storz Brewing Co., Omaha, 26 spots, Buchanan-Thomas agency.

WWJ, Detroit

Acme White Lead & Color Works, 30 s.a. and 13 t., through Henri, Hurst & Donald, Chicago; People's Outfitting Co., 21 s.p., through Fink & Doner; Goodall Worsted Co., Sanford, Me. (Palm Beach), 32 s.a., through Lawrence Gumbiner Adv'g, N. Y.; Ned's Auto Supply Co., 113 s.p., through Simons-Michelson; Square Deal Miller (jeweler), 78 s.p., through Roderick Aid-ads; Life Insurance Co. of Detroit, 52 t., through Simons-Michelson; Industrial Morris Plan Bank, 65 s.p., through Milton Alexander Co.; Frazer Paint Co., 21 s.a., through Simons-Michelson; Detroit White Lead Works, 36 t.a., through Simons-Michelson.

WMAZ, Macon

Lucas & Jenkins Theaters, 23 spots to advertise May as Movie Month; Canada Dry and Hi Spot, 60 spots, through J. M. Mathes Inc., Sparks Motor Co., 13 quarter-hours using station's new mobile transmitter; Southern Mortgage Co., 52 spots; Idle Hour Nurseries, renews Sunday quarter-hour for six months; White Lily Flour, renews for 52 weeks, through James A. Green agency; also Huckabee Auto Co., Central Sash & Door, Recreation Park, National Life Insurance Week, Kernaghan-Goodman Jewelers, Lakeside Park, Johnson Bros. Furniture, and Chattanooga Medicine Co. (Black Draught) from The Purse Co., Chattanooga.

WHO, Des Moines

Reliance Mfg. Co. (Big Yank work shirts), disk series, through Mitchell-Faust Adv'g Agency, Chicago.

ONE MINUTE INTERVIEW

BILLY JONES and ERNIE HARE

"It is difficult for any gag writer to be original because there are so few original jokes. A gag in itself has to be pretty good to go over these days. You have to depend on situation more than anything else. In other words, you have to fit the gag to the situation rather than build a situation around a gag. Furthermore, your continuity has to be easy flowing and logical."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 32 of a Series

WDAY—Fargo, N. Dak.

5,000 watts—940 kc.

E. C. REINEKE, President

BARNEY LAVIN, Commercial Mgr.

WDAY, the oldest broadcasting station in the Northwest was founded May 22, 1922. Earl C. Reineke was its founder and is today the president of WDAY, Inc. He has been active manager of the station from its beginning.

WDAY has operated constantly from the time it began operations. Through the years it has had the following boosts in power after starting with 50 watts: 250, 1,000, 2,500 and today 5,000 watts.

In its technical equipment, WDAY ranks right up with the best. Transmitter and studio equipment since 1927 have been constructed by Julius Hetland who is today WDAY's chief engineer.

WDAY covers North Dakota, northern half of South Dakota and western Minnesota.

Programs That Have Made Station History

4. Marshall Field's "The Musical Clock"

THE distinction of piling up the greatest number of broadcast hours by a commercial program on any station or chain in the country is claimed by "The Musical Clock" sponsored by Marshall Field & Company and aired over WBBM, Chicago.

What's more, Miss Halloween Martin, announcer for the program, also claims a championship in having more broadcasting hours to her credit on one program under one sponsor than any other radio announcer.

One announcer, one radio program, one sponsor, 12 hours a week for seven years—that's the summary in a pea-shell.

On April 15, 1937, Miss Martin completed seven years as the voice of the Marshall Field & Co. "Musical Clock." For two hours every weekday morning of the year—from 7 to 9 a.m., CST—she presents, through Columbia's Chicago Radio Station WBBM, a well-balanced program of recorded music.

No late riser, Miss Martin awakens each weekday morning at 5:30 with the aid of three alarm clocks, in order to start the program at 7 a.m. In her first seven years as the "Lady of the Musical Clock," Miss Martin announced some 65,000 musical numbers during nearly 4,400 hours of broadcasting — a record probably unmatched by any existing local or national programs now on the air.

Starting in April of 1930, the "Musical Clock" has maintained the same sponsorship, assumed almost the status of a public service. The time is announced each five minutes. Frequently the temperature in downtown Chicago is announced, thus giving Chicago families a hint on what to wear for the day. All of this is incidental to the program itself, which consists of a well-selected group of musical numbers including popular, classical, vocal and orchestral selections. Some 40 recordings are broadcast each morning.



PROMOTION



Star Radio Sales Ideas

Star Radio Programs Inc. has distributed the "Morning Bulletin Board" Sales Package to its stations featuring the popular morning variety show. The folder was prepared by the sales promotion division of Star Radio, which operates for the sole benefit of its subscribing stations. Placed in the hands of a prospective sponsor, it gives him the complete picture of the program from a sample script to station rates. The smaller stations are finding the folder a valuable aid to their sales departments.

Folder contains sales ideas and merchandising plans which can be used by the sponsor, cooperating

with the station, in conjunction with the broadcasting of the "Bulletin Board." In many cases, the plans in the Sales Package have been carried out with excellent results. The department, under the direction of W. C. Gartland, has also prepared merchandising plans and sales helps for stations using the women's program, "Good Morning, Neighbor!"

Short Story Title Contest

A new twist to the contest idea has been given by WKY, Oklahoma City, in a series of noon-day programs called "Short Stories of the Air," sponsored by a group of local laundries. The listeners are given

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1250 kc., 250 watts, unlimited.

Hearst Radio, Inc., Washington, D. C. CP for new booster station. 1310 kc., 250 watts, operate synchronously with WOL.

EXAMINER'S RECOMMENDATION

WHOM, Jersey City, N. J. CP for change in power to 250 watts, 1 Kw. day, 1450 kc., unlimited, be denied.

Utility Disk Release Set for September 27

Kansas City—"Phenomenon," the new disk feature developed by KMBC for utility company sponsorship, has been set for national release Sept. 27. Carter Ringlep of KMBC sales staff is now in Topeka auditioning the disk for Kansas Power & Light Co.

For Better Weather Forecasts

H. R. Gross, news editor of WHO, Des Moines, has opened a radio campaign for a better weather forecasting system, claiming the present U. S. Weather Bureau daily map service is only half sufficient.

KANS Coverage Map

A new coverage map has just been issued by KANS, Wichita, Kas. According to the tabulation, KANS reaches about 38 per cent of the population of Kansas.

WBRY, Waterbury

Marion Berryman (beautician), "Serenade to Beauty", Sunday music disk program.

free theater tickets for the best names suggested for the dramatized short stories.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

May 14

Greetings from Radio Daily

to

Sally Joe Nelson
Marie Nelson
Carleton Brickert
Sam Blake

May 15

Walter Cassel
Bert Shefter

May 16

Norman Ross
Buck Owens
William Kephart