

Big Department Stores Join In Sponsoring Network Series

Special Hookup to Be Used by Retailers in Several Cities for Morning Program of Famous Artists

A NEW departure in institutional advertising for department stores, the creation of a special radio network linking seven stations with eight department stores in as many cities as cosponsors will be inaugurated March 19 when the first of a series of Thursday morning programs will be carried under the title of *Morning Matinee*. Big name artists will be heard on all of the programs, which will be heard at 9-9:45 a. m. (EST) and which are tentatively scheduled for 13 weeks.

The special hookup comprises WOR, Newark, as key station; WCAE, Pittsburgh; WGAR, Cleveland; WDR, Hartford; CKLW, Windsor-Detroit; WIRE, Indianapolis, and WNAC, Boston. Since the stations are all members of other networks, it is emphasized by those in charge of the project that this network is entirely special and has no relationship whatever with either NBC, CBS or MBS.

The sponsoring stores are R. H. Macy & Co., New York; Boggs & Buhl, Pittsburgh; May's, Cleveland; Alfred Steiter, Hartford; Kern Ernst, Detroit; Carson, Pirie, Scott & Co., Chicago; L. S. Ayers, Indianapolis, and Jordan-Marsh, Boston. Significantly, Macy's controls WOR, but WNAC is owned by the Shepard interests which also operate the Shepard stores of Boston and Providence.

W. L. Chesman, radio director of Donahue & Coe, New York agency, is handling the account and arranged the special network, for which the sponsors will pay proportionate shares of the cost for time, talent and wires. The first show features Ben Bernie and his orchestra and Gladys Swathout, with Nellie Revell as master of ceremonies. Each week the orchestra and guest star will be changed, Vincent Lopez with Vivian Segal being scheduled for March 26, Henry King and Irene Rich for April 2 and Jack Denny's orchestra for April 9.

Talent cost, it is disclosed, will be apportioned according to radio set distribution in the various communities. Though the program is largely institutional, with the partial object of attracting tributary purchasers into the cities to buy at the sponsor stores, there will be three 1½-minute station breaks in each program, or one every 15 minutes, for the commercials. Each store will broadcast its own commercials from its local station.

According to Mr. Chesman, the idea behind the program is to bring top-notch talent to the support of department stores without resorting to transcriptions. He indicated that other stations and additional sponsors may be linked to the hookup later.



MR. INSULL

True Story to Sponsor Over Inter-City and MBS

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) will take over the *Good Will Court* now heard on WMCA and sponsor it on a combined Inter-City and MBS network, starting June 2. The program will be keyed from WOR, and heard Tuesdays 10-10:30 p. m. Heretofore the program has been a 45-minute sustaining.

The *Good Will Court* presents members every day life who tell of their experiences and tribulations before judges from the New York Courts. A. L. Alexander, originator of the broadcast, serves as master of ceremonies and also acts as censor to see that nothing offensive is broadcast. The judges never attend any of the previous meetings between the persons to be broadcast, who are anonymous, and Mr. Alexander. It is also understood that the *NBC Court of Human Relations* will be cancelled when the new series takes the air. The *Good Will Court* is said to have a very large listening audience in the New York Metropolitan area. Ruthrauff & Ryan Inc., New York, has the account.

Egg Dye on 38 Stations

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand Easter egg colors) will promote their products on 38 stations in a concentrated drive the week before Easter, April 5-11. The sponsor will use 100-150 word live announcements four times during the week between the hours of 4-6 p. m. One exception to this schedule is KGU, Honolulu, where the announcements will be broadcast 6 times. Stations are KFPW, KFI, KGO, KOA, WOL, WFLA, WSB, WLS, WIRE, KFH, WHAS, WWL, WBAL, WNAC, WJR, KSTP, KMBC, KSD, WOW, WNEW, WKBW, WMCA, WHAM, WSOC, WCKY, WHK, WKY, KOIN, WFIL, WJAS, WDOD, WMC, KRLD, KTRH, KDYL, KJR, WISN, KGU. Menken Adv. Inc., New York, placed the account.

Seventh Day Adventists

SUCCESS of its one-time effort on the Inter-City Group March 8 has led the Seventh Day Adventists, Tacoma Park, Md. (church), through John Ford of Washington, to contract direct with Inter-City for a new 52-week series. The entire Inter-City network, with the exception of WCBM, Baltimore, has been signed, the program to originate at WOL, Washington, and to be heard Sundays, 10:15-10:30 a. m.

Western Electric Earnings

NET INCOME of \$2,620,279, or 44 cents a share, was reported for 1935 by Western Electric Co. Inc., comparing with a loss of \$7,751,548, according to the company's consolidated statement for last year. Total net sales rose from \$91,807,396 in 1934 to \$105,416,801 last year, of which \$97,554,415 consisted of net sales to Bell Telephone companies.

ANOTHER FELLOW'S VIEWPOINT

Radio and Newspaper Executives Promote Each Other's Medium at Los Angeles Advertising Forum

CARL HAVERLIN, sales manager of KFI-KECA, Los Angeles, and Charles Arnn, advertising manager of the *Illustrated Daily News*, spoke before the Friday Advertising Forum of the Los Angeles Advertising Club Feb. 28, the speakers trading subjects with Mr. Haverlin talking on newspaper advertising, and Mr. Arnn on radio advertising.

Here is what Mr. Arnn said about radio:

Radio is a prime means of entertainment. It not only gets into the home, but travels with the automobile.

Radio is the most dynamic medium of the day. It is a quick and flexible medium. The advertiser can change his appeal almost up to the minute of broadcast. Radio creates no antagonism as does the editorial policy of many newspapers.

Radio gets into the home when the family is in a mood to buy.

Through constant repetition, a name or a message may make a stronger appeal through the ear than through the eye.

Radio is unequaled as a medium for reaching the child.

Radio does not give the advertiser "editorial" support because it has learned from the newspaper that it is a thing very much to be avoided.

TIE-IN stickers help to merchandise the "Drive Safely" programs on WFBL, Syracuse, sponsored by the Bresee Chevrolet Co. Stickers read "Drive Safely" with Chevrolet. Tune in WFBL 5 p. m. every Monday, Wednesday and Friday." They are distributed from the Bresee show rooms and are used on the windshields of all dealer cars.

New Insull Chain With 17 Stations To Start in April

Program Schedules Planned As Lineup Is Completed

INAUGURATION of the Affiliated Broadcasting Co. as a new regional network of 17 stations in the Midwest will take place between April 15 and May 1, according to a formal statement issued by Samuel Insull, president of the project and former Chicago utility magnate, from his radio headquarters in the Civic Opera Bldg., Chicago. Mr. Insull asserted that the hookup will comprise the following stations:

Wisconsin—WRJN, Racine; WCLO, Janesville; WHBY, Green Bay; WOMT, Manitowac; KFIZ, Fond du Lac; WHBL, Sheboygan.

Indiana—WWAE, Hammond; WTRC, Elkhart; WLBC, Muncie; WBOV, Terre Haute; WEOA, Evansville.

Illinois—WCLS, Joliet; WJBL, Decatur; WTAX, Springfield; WHBF, Rock Island.

Minnesota—WDGY, Minneapolis.

Missouri—WIL, St. Louis.

Completion of this lineup of stations, said Mr. Insull in his statement, will permit the ABC staff to devote its main energies now to the development of program schedules. Vice president in charge of operations of the new network is Ota Gygi, former concert violinist and theatrical producer, who was associated with Ed Wynn in the Amalgamated Broadcasting System network in the East.

New York Office Opened

GEORGE ROESLER, one-time commercial manager of KOIL, Omaha, and recently head of his own organization of station representatives, has joined ABC as national sales manager. In addition to his Chicago office, Mr. Roseler announced the establishment of a New York office at 60 E. 42d St. and a Detroit office in the New Center Bldg.

Malcolm Eagle, formerly with Keith and Orpheum as an artists representative and recently program director of WCFL, Chicago, will be production manager, and Max Halperin, formerly with WFAA-WBAP, Dallas-Fort Worth and former Chicago manager of *Variety*, is program manager.

Chief engineer is Frank Golder, formerly with Southwest Broadcasting System and recently technical director of the Colorado Network. Mr. Golder reports that the central studios are now practically complete, with RCA equipment on order to be delivered late in March. Sales promotion manager is Gene Fromherz, formerly with First United Broadcasters, and publicity director is Bruce Robertson, one-time editor of *Broadcast Advertising*.

According to early press reports, friends of the former utility magnate are backing him in the new enterprise, in which he was first interested by Mr. Gygi. One of Mr. Insull's colleagues is Eustace J. Knight, who holds the office of secretary-treasurer, and who was formerly connected with the banking and accounting ends of the utility industry.