

# KOL

# AIRWAVES

Seattle Affiliate with Columbia Broadcasting System

VOL. I

DECEMBER, 1934

NO. 2

To You . . . and You . . . and You

Our Friends of the Ether Waves

Happy Holidays

and a

Joyous New Year

The Staff of KOL, Seattle



NOON HOURS RING WITH CHEERY LAUGHTER AND BRIGHT MELODIES BECAUSE OF THESE ARTISTS OF KOL'S CARNIVAL HOUR

## HOLIDAY AND TRANSMITTER DEDICATION SOUVENIR EDITION

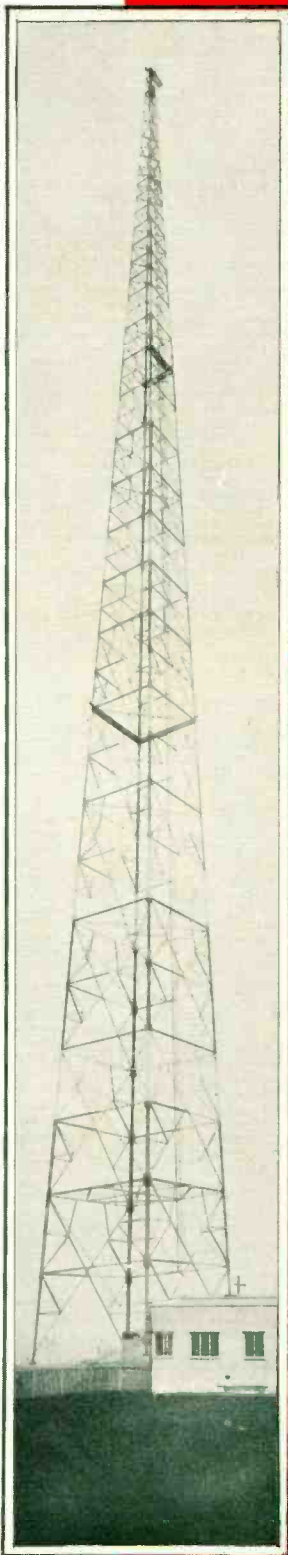
# KOL

## NEW TRANSMITTER AND ANTENNA PROVES EFFICIENCY IN INCREASED COVERAGE!

Promptly on November 18th, power was turned on through the nation's tallest self-supporting radio mast, 490 feet high—KOL's new antenna! At the same time KOL started broadcasting on an increased power of 2500 watts daytime and 1000 watts after sundown.

Immediately reports came in increasing number complimenting KOL on its increased power range, its wiping out of "dead spots," its highest possible fidelity and quality. "The installation of this new antenna and transmitter," said Archie Taft, general manager of KOL, "has given KOL an efficiency beyond our expectations, and now means a thorough coverage in Western Washington—our primary trading area."

A salute to KOL's engineers—the men who guarantee the best reception of your entertainment!



(Left) KOL's new antenna towering above Seattle.

(Top-right) A. D. GUNSTON  
Chief Engineer, KOL

(Right-center) Control room and panel  
in new transmitter

(Lower-right) New transmitter house,  
Harbor Island, Seattle



(Left, top to bottom) (Right, top to bottom)  
CLYDE BOND AL HENDERSON  
ROD McCARDLE FRED RAGSDALE  
KENNY SIEL HERB AUKLAND

# KOL ADVERTISERS

**YOUR FAVORITE PROGRAMS  
ARE SPOTLIGHTED THROUGHOUT  
THE WEEK ON KOL**

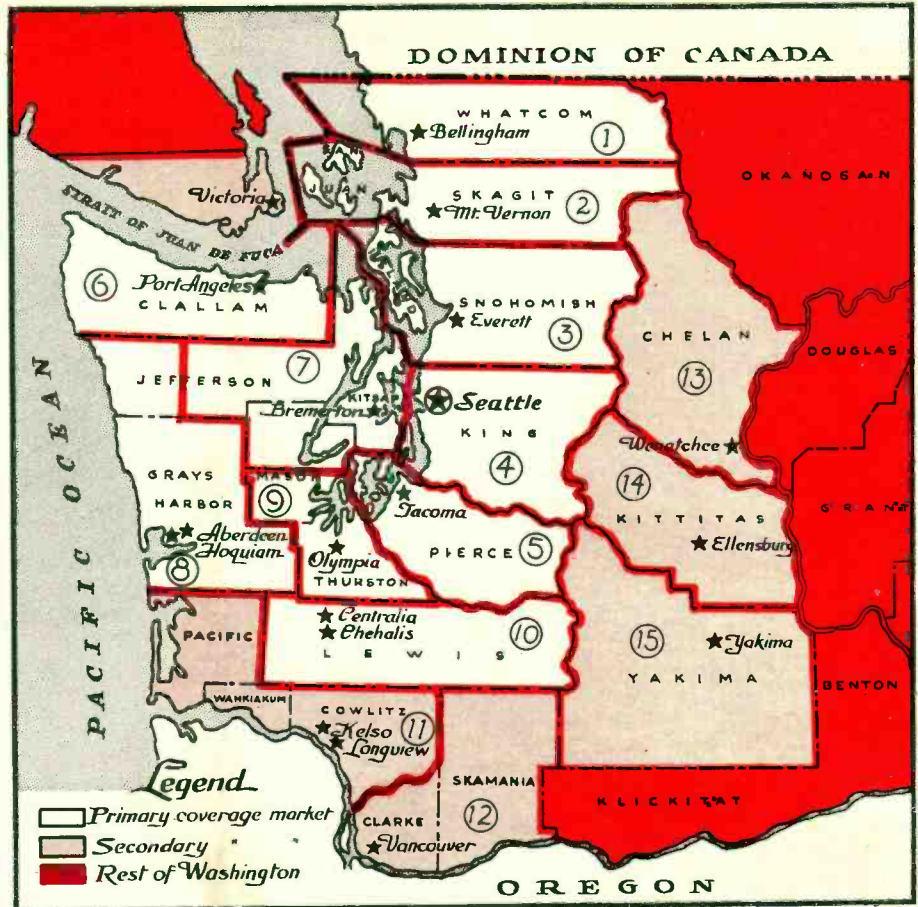
- Organ Reveille
- Country Church of Hollywood
- Roxy Revue
- Chesterfield Program
- Studebaker Champions
- Hodge Podge Lodge
- Voice of Experience
- Beautiful Melodies
- American School of the Air
- The Carnival Hour
- Julie Day
- Happy Go Lucky Hour
- Feminine Fancies
- Billy Bachelor
- Vincent López and Orchestra
- March of Time
- Hollywood Hotel
- Borden's Friday Frolic
- Myrt and Marge
- Edwin C. Hill
- True Story Hour
- Matinee Manner
- Garden of the Air
- Linit Hour of Charm
- Waring's Pennsylvanians
- Camel Caravan
- Krausmeyer and Cohen
- Edgewater Beach Concert Orchestra
- Between the Bookends
- Broadway Melodies
- White Owl Program
- Byrd Antarctic Expedition
- Radio Speaker Stevenson
- Melody Masterpieces
- Comedy Capers
- "The Gumps"
- Bing Crosby
- Chevrolet Program
- Comedy Stars of Hollywood
- The Merry Men
- Wayne King's Orchestra
- Kate Smith
- Blue Monday Jamboree
- Salt Lake Choir
- Columbia Church of the Air
- New York Philharmonic Symphony
- Music by Gershwin
- Ford Motors Program
- Alexander Woollcott
- "The Merrymakers"

—and scores of other equally entertaining programs await you throughout the week as a listener of KOL!

## A CHEER FOR THE PHOTOGRAPHER!

A special tribute is due the Hartsook Studios of Seattle. Even though swamped by an unusual Christmas rush these artists of the camera cheerfully put in extra hours to bring you the unusually fine portraits of this souvenir folder!

## Market and KOL Coverage Map—Seattle and Western Washington



## MARKET INFORMATION

| Area No. | Primary Market Areas  | Urban   | Families Rural | Total   | Radio Sets | Old Reception | New Reception |
|----------|-----------------------|---------|----------------|---------|------------|---------------|---------------|
| 1.       | Bellingham            | 8,344   | 7,650          | 15,994  | 5,908      | Only Fair     | Excellent     |
| 2.       | Mt. Vernon            | 3,617   | 6,160          | 9,777   | 4,461      | Fair          | Excellent     |
| 3.       | Everett               | 9,916   | 13,550         | 23,466  | 11,227     | Spotty        | Excellent     |
| 4.       | Seattle               | 110,420 | 20,350         | 130,770 | 78,603     | Excellent     | Excellent     |
| 5.       | Tacoma                | 31,628  | 13,800         | 45,428  | 24,683     | Good          | Excellent     |
| 6.       | Port Angeles          | 2,995   | 2,995          | 5,990   | 2,048      | Poor          | Good          |
| 7.       | Bremerton             | 4,622   | 9,243          | 13,865  | 7,070      | Excellent     | Excellent     |
| 8.       | Aberdeen              | 8,195   | 6,051          | 14,246  | 6,362      | Fair          | Good          |
|          | Hoquiam               |         |                |         |            |               |               |
| 9.       | Olympia               | 3,843   | 6,400          | 10,243  | 4,224      | Good          | Excellent     |
| 10.      | Centralia             | 3,383   | 7,020          | 10,403  | 4,040      | Fair          | Good          |
|          | Chehalis              |         |                |         |            |               |               |
| Area No. | Secondary Market Area | Urban   | Families Rural | Total   | Radio Sets | Old Reception | New Reception |
| 11.      | Kelso                 | 6,870   | 6,531          | 13,410  | 5,440      | Fair          | Good          |
|          | Longview              |         |                |         |            |               |               |
| 12.      | Vancouver             | 6,000   | 5,168          | 11,668  | 5,773      | Poor          | Good          |
| 13.      | Wenatchee             | 3,531   | 6,390          | 9,921   | 3,638      | Spotty        | Good          |
| 14.      | Ellensburg            | 1,872   | 2,880          | 4,752   | 1,833      | Spotty        | Good          |
| 15.      | Yakima                | 6,682   | 13,960         | 20,642  | 6,981      | Fair          | Good          |

PERTINENT MARKET INFORMATION ON SPECIALIZED COMMODITY SALES AND OUTLETS WILL APPEAR MONTHLY IN THIS SPACE.

## NEW ACCOUNTS FOR KOL

Bender & Kohlstad  
Moonglow Cosmetics  
Bon Marche  
Brewster Cigar Co.  
Don's Sea Foods  
Coast Radio Co.

Dr. J. C. Campbell  
Metropolitan Laundry  
Dr. Frank Robinson  
Fahey-Brockman  
Star Brewery

Imperial Candy Co.  
Van Duyn Chocolates  
Second Avenue Merchants Association  
Studebaker Corp.  
Carew & Shaw



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Chicago

Denver

Los Angeles

San Francisco

## KOL AIRWAVES

A monthly publication devoted to accurate and informative facts concerning radio advertising.

Published by

THE SEATTLE BROADCASTING COMPANY  
General Manager . . . Archie Taft  
Commercial Manager . Norman F. Storm

### KOL

Northern Life Tower  
Seattle, Washington

### TO YOU

It is a happy coincidence that KOL's new installation comes with the holidays! Farther reaching in its power, superior in its quality KOL brings you the world's greatest artists in all their full beauty and enchantment that your homes may be bright and gladsome. As the new year comes on, this improvement in KOL equipment is but concrete evidence of a constant pledge of service . . . to bring the best, always, to you . . . our listeners.

## BEHIND THE "MIKE" WITH YOU



**NORMAN F. STORM**  
Commercial  
Manager



**MARI BRATTAIN**  
Continuity Director



**HECTOR CHEVIGNY**  
Author of "Pioneers"



**ALICE MURRAY**  
Continuity Writer

**LOREN B. STONE**  
Sales  
Representative



**MARY BARD**  
Sales  
Representative



**KATHLEEN JONES**  
Office Manager



**GRACE LARSON** Traffic Director



**ELSIE ANDERSON**  
Secretary



**CLARENCE BERGER**  
Sales  
Representative



**WALTER LOGAN**  
Sales  
Representative



**RICHARD LACKAYE**  
Director of "Pioneers"



**DIRECTOR, CAST and PRODUCTION STAFF IN ACTION FOR "PIONEERS," POPULAR SUNDAY PROGRAM.**



# YOUR FAVORITE ARTISTS AND ENTERTAINERS



"MORNING REVEILLE"  
with Frank and Don  
C.E. ARNE  
'KOL Editorial'



SYLVIA JONES  
Staff Artist



"THE MERRY MEN"  
Directed by Ivan Ditmars



"DOUBLE PIANO"  
with Ivan and Don



KEN STEWART  
Sports Announcer; Master of Ceremonies for "Carnival Hour"



(Above)  
WREN NILES  
Staff Announcer  
and Maestro



ALAN HOWARD  
Chief Announcer,  
doubling in brass as  
"Hollywood Newshawk"



ALUN WILLIAMS  
Staff Artist

# KOL

## MEMBERS -- THE STAFF OF "KOL," SEATTLE

IVAN DITMARS  
Organist and pianist.  
Program and musical director



DON PRINDLE  
Staff Artist and  
continuity  
writer



HAROLD  
BRATSBERG  
"Globe-trotter"  
and Night  
Announcer



EVA GONELLA  
Staff Artist

STEVE BARRETT  
Staff Artist



IRENE  
BARCLAY  
Staff Artist



"MATINEE MANNER"  
KOL'S favorite afternoon melody time



KOL'S MIGHTY ORGAN  
Showing master console in organ room  
and "baby" console in studio

DON ISHAM  
Organist and Pianist



FRANK ANDERSON  
Staff announcer and  
all-around artist