

## Lehn & Fink Completes Plans for CBS Series

LEHN & FINK Inc., New York (cosmetics, proprietaries) on Oct. starts its 45-minute noontime schedule on 26 CBS stations, breaking the period into three blocks to promote three products.

The first segment, 11:45-12 noon, will present Dr. Allan Roy Dafoe, Dionne quintuplet physician, speaking directly from Callander, Ont., and will promote Lysol. It will be heard Mondays, Wednesdays and Fridays. From 12-12:15 the program will be *The Gumps*, based on the comic strip, and will promote Pebecco toothpaste Mondays through Fridays. The 12:15-12:30 period will promote Hinds Honey & Almond Cream with Ted Malone as talent, also Monday through Friday. Malone will broadcast his *Between the Bookends* program from Kansas City, where it attained popularity on KMBC.

Lysol currently is sponsoring *Life of Mary Sothorn* on 4 Mutual stations but the commercials will be shifted to Hinds cream, a seasonal product, after Sept. 14. Cennen & Mitchell Inc., New York, is agency for Pebecco and Lysol, with William Esty & Co. Inc., New York, handling Hinds cream.

## Wisconsin Campaign

JOHN B. CHAPPLE, Republican candidate for Governor of Wisconsin, inaugurated his radio campaign Aug. 13 when he broadcast the first of a series of sponsored campaign speeches over the Wisconsin group of the Affiliated Broadcasting Co. network, using a seven-station chain composed of KFIZ, Fond du Lac; WCLO, Janesville; WHBL, Sheboygan; WHBY, Green Bay; WKBH, La Crosse; WOMT, Manitowoc; and WRJN, Racine.

## Ford Branch Spots

FORD branch offices in Dearborn, Mich., and Omaha are using announcements on WJR, WXYZ, WWJ, WOW and KOIL as part of Ford dealer campaign. The announcements are broadcast seven days a week on an extensive schedule. Commercials advertise all Ford products. N. W. Ayer & Son Inc., New York, placed the account.

## Scripps-Howard Has Fight

SCRIPPS-HOWARD newspapers will sponsor the Joe Louis-Jack Sharkey fight Tuesday, Aug. 18, on 20 CBS stations. The account was placed direct by arrangements between the network and Karl Bickel, president, and James Hanrahan, vice president, of Continental Radio Co., Scripps-Howard radio subsidiary.

## NBC Promotes Shechter

A. A. SHECHTER, NBC news editor in charge of Esso, Press-Radio, Lowell Thomas and Walter Winchell news broadcasts, on Aug. 13 was promoted to director of special features and news, combining his present duties with those formerly exercised by William Lundell, who resigned recently as special features director. Mr. Shechter will report to John Royal, NBC program vice president.

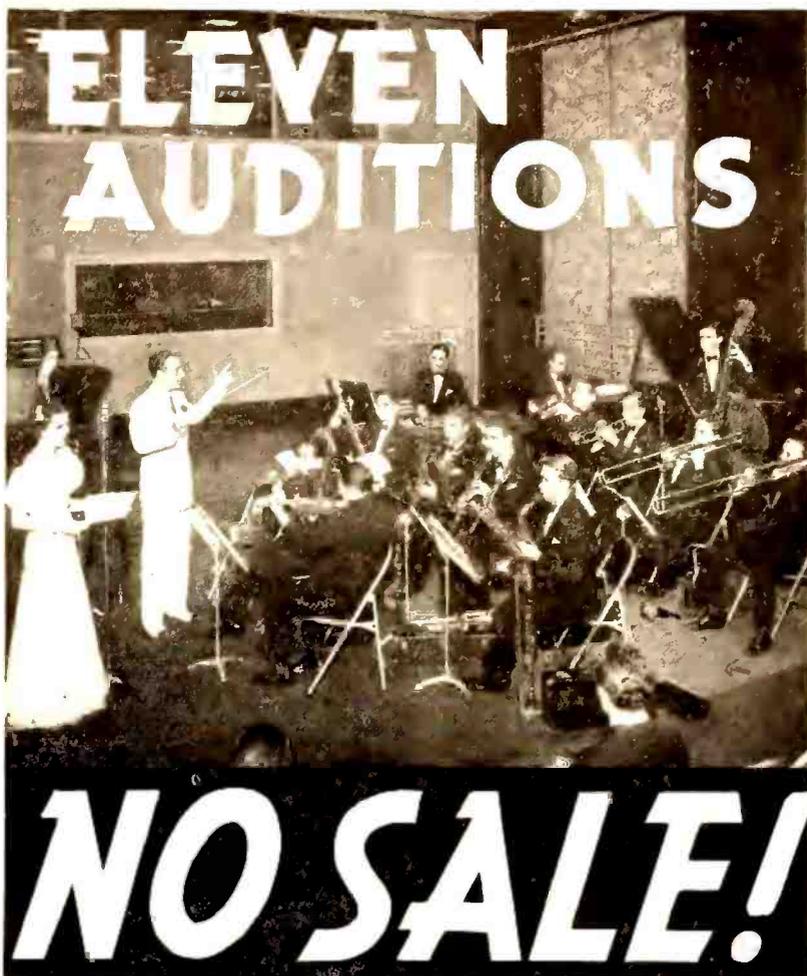
## Special Drene Hookup

PROCTER & GAMBLE Co., Cincinnati, for Drene, has contracted for the 7:30-7:45 p. m. (EDST) period, Wednesdays, starting Sept. 9 for eight weeks, on WEA, New York, NBC-Red key, and WMAQ, Chicago, also NBC-owned, using Frank Parker and Ramona. The program is piped to WMAQ from WEA. P & G also will start a Jack Randolph program on WINS, New York, starting Sept. 6, Monday, Wednesday and Friday mornings, 10:45-11, for 34 weeks. H. W. Kastor & Sons Adv. Co. Inc., Chicago, placed the accounts.

## Squibb in West

E. R. SQUIBB & SONS, New York (toothpowder), on Aug. 10 placed three quarter-hour programs weekly on KFI, Los Angeles; KOMO, Seattle; KFRC, San Francisco, and WDAF, Kansas City. The programs are taken off the line by WBS from WOR, Newark, on which Squibb is broadcasting. The broadcasts feature Ray Giersdorf, vocalist, and Frank Cornwall's orchestra. Geyer, Cornell & Newell Inc., New York, has the account.

JACK LATHAM, radio time buyer for Young & Rubicam Inc., New York, has fully recovered from his recent operation and will be back at his desk on Aug. 17.



# NO SALE!

An elaborate radio program was auditioned for a sponsor who, after hearing it, decided that it would not "fit in" with his product. Station policy dictated that all auditions be recorded, and because of this policy, it was possible to audition this program for various other advertisers, with the result that on the TWELFTH showing, a sponsor was found, whose product tied-in with the program.

The cost of twelve "in the flesh" auditions would have been prohibitive. The cost of making a PRESTO INSTANTANEDOUS RECORDING was trifling.

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