

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

TRANSCRIPTION accounts reported by WJSV, Alexandria, Va.: Adolph Gobel, Inc., New York (meat products), two 15-minute periods weekly titled "Harry Salter and his Band Box Revue," through Lester Loeb, New York; Bristol-Meyers Co., New York (Ipana toothpaste), one 15-minute period weekly, "Looking Through the Looking Glass," starting Jan. 3; Nyal Drug Stores, Chicago (drug specialties), three 5-minute periods weekly, through Scott Howe Bowen, and Mantle Lamp Co., Chicago (Aladdin lamps), one 15-minute period weekly, "Smiling Ed McConnell," through Philip O. Palmer & Co., Chicago. WJSV also reports the following national spot announcements: Bulova Watch Co., New York, three time signals, daily through The Biow Co., New York; Ass'n of American Soap & Glycerine Products, New York (GPA anti-freeze), weather forecasts nightly, through Newell-Emmett Co., New York, ending Dec. 31 and to be taken over then by Maryland Pharmaceutical Co., Baltimore (Rem) through Joseph Katz & Co., Baltimore.

WFAA, Dallas, reports the following new national accounts: Musterole Co., Cleveland, two 15-minute transcriptions weekly, through Erwin, Wasey & Co., Chicago, and World Broadcasting System; Vick Chemical Co., Greensboro, N. C. (Vick's Drops and Vapo-Rub), 27 daily 1-minute announcements, through Thompson-Koch, Cincinnati; Remington-Rand Co., Buffalo, N. Y. (portable typewriters), 10 daily 1-minute announcements, through Batten, Barton, Durstine & Osborn, New York; Peruna Co., Chicago, 52 daily 1-minute announcements, through Heath-Seehof, Inc., Chicago, and Scott Howe Bowen; Buick-Oldsmobile-Pontiac Sales Co., Detroit, six 1-minute announcements, three times weekly, through Campbell-Ewald Co., Detroit, and World Broadcasting System; United Air Lines, Chicago and Dallas (air transportation), two announcements weekly for 13 weeks, direct.

KOMA, Oklahoma City, reports the following accounts: Southwest Battery Corp., through Ray K. Glenn-Advertising, Oklahoma City; The Wessel Co., Chicago; Los Angeles Soap Co., "Chandu," through Earnshaw-Young, Los Angeles; National Aid Life Insurance Ass'n, Oklahoma City; Oklahoma State Life, Oklahoma City; Crown Drug Co., Kansas City; International Oil Heating Co., through Lloyd & Hill, St. Louis; Cushion Comfort Shoes, Oklahoma City; Yellow Cab Co.; Hotel Will Rogers, Claremore, Okla.; Armour & Co., Chicago, through N. W. Ayer & Sons; Smax Co., (Tarzan of the Apes) through Russell C. Comer, Kansas City; Peruna Co., Chicago, through Scott Howe Bowen; Crazy Water Co., Mineral Wells, Tex.; Sal-O-Dent Laboratories, (Salomint toothpaste) St. Louis; Bowen Air Lines and Bowen Motor Coaches, Fort Worth.

WYETH CHEMICAL Co., New York, (Hill's cascara quinine tablets) on Dec. 20 started "Tom Jones, the Arkansas Traveler," electrical transcription, on WBZ, WBZA, WTAM and KDKA, Tuesday and Thursday afternoons, 13 weeks. World Broadcasting System, New York, handles account.

CHAMBERLAIN Laboratories, Des Moines, Ia., (hand lotion) is sponsoring 15-minute program Friday nights over WBBM, Chicago. Programs which began Dec. 16 and runs 13 weeks, is using live talent and transcription series based on "The Origin of Superstition," and is handled by Ruthrauff & Ryan, Chicago. Mona Motor Oil Co., Lincoln, Neb., (Barnsdall oil products) sponsoring "Fireside Entertainment" transcription running 15 minutes each Friday night for 26 weeks, beginning Dec. 16; Scott Howe Bowen, Chicago, handles account. Station also reports 13 five-minute transcription broadcasts by Dodge Motor Car Co., beginning Jan. 2; handled by Scott Howe Bowen, Chicago. John Canepa & Co., South Bend, Ind., (Red Cross macaroni, spaghetti and egg noodles) is switching to evening time Mondays, Wednesdays and Fridays for 15-minute periods beginning Jan. 2, using Harriett Cruise, blues singer, and Norsemen male quartet; heretofore client had been using same talent six mornings a week for 15-minute periods; handled by Edward J. Long, Chicago. Philip R. Park Laboratories, Los Angeles, Calif., (Parkelp drug product) began series of 15-minute transcriptions three afternoons a week for indefinite period; handled by Scott Howe Bowen.

WALGREEN Co., chain drug stores, sponsored the remote control broadcast of the recent Notre Dame-Southern California football game over WGN, Chicago, which sent Quin Ryan, manager and chief announcer, and Carl Meyers, chief engineer, to the Pacific coast to cover it. This is believed to be the longest commercial remote control ever attempted by any individual station. Line charges alone ran nearly \$3,000. Sponsor mentioned many nationally advertised products it carries in stock, but these did not help bear the cost.

KSL, Salt Lake City, is now producing five programs weekly for Les Parfums Marly, Inc., New York, (perfumes). Account was handled by Norman D. Atkinson, San Francisco representative of Marly.

HOUSEHOLD FINANCE Corp., Chicago, has placed with CKOK, Windsor-Detroit, a 26-week contract for a weekly quarter-hour program.

KTSA, San Antonio, reports the following accounts: International Bible Students Ass'n, New York; Crazy Water Co., Mineral Wells, Tex.; International Refining Co., through Pitluk Advertising Agency, San Antonio; National Aid Life Ass'n, Oklahoma City; International Oil Heating Co., through Lloyd & Hill, Inc., St. Louis; Coleman & Co., Insurance, San Antonio; Reinhard Coffee & Tea Co., San Antonio; Walkover Shoe Co., Boston, Mass.; Hotel Jefferson, St. Louis, through Nelson-Chesman; Liberty Mills, (Heart's Desire Flour) San Antonio; Sal-O-Dent Laboratories, (Salomint toothpaste) St. Louis; Victory-Wilson, Inc., Dallas; Bowen Air Lines, Inc., Bowen Motor Coaches, Fort Worth.

KTAT, Fort Worth: National Aid Life Ass'n, Oklahoma City; International Oil Heating Co., through Lloyd & Hill, Inc., St. Louis; Bowen Air Lines, Inc., and Bowen Motor Coaches, Fort Worth; Victory-Wilson, Dallas; R. J. Allen & Sons, (cigars) Fort Worth; Hotel Jefferson, St. Louis, through Nelson-Chesman Co.; Smax Co., through Russell C. Comer, Kansas City; Sal-O-Dent Laboratories, St. Louis; Trinity Life Insurance Co.

WMAQ, Chicago, reports its stamp talk feature conducted by Ralph Kimble for the past three years over the station has been sponsored by the Numismatic Co., Dallas, Tex., dealers in rare coins. This radio venture is an experiment by the sponsor and is to be conducted for an indefinite period. Account handled direct. Station also reports Pedrick Laboratories, Tulsa, Okla., (Vigo dog food) using daily announcements on a staggered schedule for an indefinite period; handled through Rogers and Gano.

STACK-GOBLE Advertising Agency, Chicago, reports placing accounts for daily weather reports for Paris Medicine Co., St. Louis, (drug products) for indefinite period on KPO, San Francisco, and WGY, Schenectady.

COLGATE PALMOLIVE, PEET Co., Chicago, will sponsor a 15-minute dramatic show for children five afternoons a week over WENR, Chicago, beginning the first week of January, for 13 weeks. Account handled by Lord & Thomas, Chicago.



ITS OWN STUDIO—Bristol-Myers Co., New York, (toilet articles) has established its own radio studio in its New York offices, calling it the Ingram studio, for the beauty talks constituting its Milkweek Cream program "Through the Looking Glass." Program is produced by World Broadcasting System. Spotted on 17 stations now, 16 others are to be added for 1933. Photograph shows Frances Ingram and her secretary at their task.

THE "CHANDU" series five times a week on the CBS-Don Lee network will continue for the Los Angeles Soap Co. But, commencing late in December, the program over KHJ, Los Angeles, and KDB, Santa Barbara, sponsorship was given over to the Rio Grande Oil Co. Sponsorship west of the Mississippi (transcriptions) has for some time been taken by the Beechnut Co. Earnshaw-Young, Los Angeles agency, produces the series.

SEMINOLE PAPER Co., Chicago, (tissues) on Dec. 13 started four 5-minute programs on KDKA, Pittsburgh, Tuesdays and Thursdays, 9:05-9:10 p.m. Paris & Peart, New York, handled account.

STICKNEY & BOOR SPICE Co., Charlestown, Mass., (spices, etc.) on Dec. 23 started a 13-week series, Fridays, 10:45-11 a.m., over WJZ, New York; WBZ, Boston, and WBZA, Springfield, titled "Stickney's Stuffing Program," with Lew White at organ and woman speaker. Badger & Brown, Boston, handles account.

I. J. FOX, New York, (furs) on Dec. 28 started a series of 13 programs titled "Fox Fur Trappers," with Bert Hirsch's orchestra and quartet on WFAF, New York, Wednesdays and Fridays, 7:30-7:45 p.m. Peck Advertising Agency, New York, handles account.

KNOW, Austin, Tex., reports the following national accounts: International Oil Heating Co., through Lloyd & Hill, St. Louis; Bowen Air Lines, Inc., Fort Worth; Sal-O-Dent Laboratories, St. Louis; Bowen Motor Coaches, Fort Worth; International Bible Students Ass'n; Hotel Shoreham, Washington; Montgomery-Ward, Austin.

WACO, Waco, Tex., reports the following national accounts: International Oil Heating Co., through Lloyd & Hill, St. Louis; Bowen Air Lines, Inc., and Bowen Motor Coaches, Fort Worth; Sal-O-Dent Laboratories, Inc., St. Louis; Kuhn Paint Co., Houston; Crazy Water Co., Mineral Wells, Tex.; Texas Mutual Life Insurance Co., Waco.

NEW ACCOUNTS reported by KFRC, San Francisco, include a twice-weekly program for Beechnut Co., and a thrice-weekly transcription for the American Pop Corn Co., Sioux City, Iowa.

NETWORK ACCOUNTS

CENTAUR Co., New York, (Fletcher's castoria) on Jan. 2 starts 24-week series titled "Dr. Dick" as part of Radio Household Institute, Mondays, 10:15-10:30 a.m., PST, over NBC-KGO network, with KFSD, KTAR and Mountain networks. Same sponsor on Jan. 1 renews "Pages of Romance," over NBC-WJZ network, Sundays, 5:30-6 p.m., EST, for 13 weeks. Also renews Radio Household Institute Jan. 2 for 13 weeks over NBC-WFAF network, with Northwest, Southeast, South Central and Southwest groups, Mondays, 11:15-11:30 p.m., EST. Young & Rubicam, New York, handles accounts.

E. R. SQUIBB, New York, (pharmaceutical supplies) on Jan. 8 starts Frank Black, The Revelers and orchestra, over the basic NBC-WFAF network, Sundays, 4:30-5 p.m., for 13 weeks. Account handled direct.

WESTERN CLOCK Co., La Salle, Ill., on Jan. 15 starts a 13-week series over the basic NBC-WFAF network to Chicago, omitting WTIC, titled "Big Ben Dramas," Sundays, 5:15-5:30 p.m. Batten, Barton, Durstine & Osborn, New York, handles account.

TIDE WATER OIL Sales Corp., New York, on Jan. 2 renews the "Three X Sisters" and Paul Specht's orchestra over 16 CBS stations, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m. Lennen & Mitchell, New York, handles account.