

UNION OIL Co. Los Angeles, has taken on sponsorship for the Sunday night KHJ Merrymakers Frolic. Initial program under the new sponsorship was broadcast Jan. 8. The Don-Lee CBS network will carry the program weekly, with the addition of KOY, Phoenix. Ben Bard, of stage and screen, has been signed as master of ceremonies. Other talent will include the usual merrymakers cast. Union Oil, through the Los Angeles office of Lord & Thomas, discontinued sponsorship of the weekly Domino Club broadcast over KFI and Pacific coast-NBC network to take on the new series.

GENERAL BAKING Co., New York, on Jan. 15 renews Julia Sanderson and Frank Crumit on 26 CBS stations, Fridays, 10:15-10:45 a.m., 52 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.

GENERAL FOODS Corp., New York, on Jan. 5 changed "Cape Diamond Light" program time to Thursdays, 8-8:30 p.m., on NBC-WJZ network.

PROSPECTS

CRAMER CLINIC, 425 Lee Building, Kansas City, Missouri, is planning an exclusive radio advertising campaign, beginning at once, introducing their new pharmaceutical product, Morzo. A popular daily studio feature on KMBC, Kansas City, inaugurates their campaign. They intend to place daily features on many large stations, and daily announcements on many small stations. All advertising is placed direct by Dr. W. R. Cramer, of the Clinic.

H and H CLEANER Co., 134 E. Locust St., Des Moines, (H and H Cleaner for carpets and upholstery) will make up lists in February, including radio. J. H. Chateaubert is president in charge of advertising. Account handled by Coolidge Advertising Co., Des Moines.

CARRY SALT Co., Hutchinson, Kan., makes up lists during January and July, including radio. R. G. Streeter is advertising manager. Potts-Turnbull Co., 300 Dierks Bldg., Kansas City, handles account.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn., (Del Maiz canned products) will make up lists during February, including radio. Ward H. Patton is advertising manager. Account handled by Erwin, Wasey & Co., Chicago.

H. D. MORGAN Laboratories, Ltd., 5846 Waring Ave., Hollywood, Cal., (Burn-Aide, Ezy-2-Tan, Waikiki Tan Lahoni) makes up lists during February, March and April, including radio. A. F. Mackey is advertising manager. Account handled by Emil Brisacher & Staff, Crocker Bldg., San Francisco.

CLEMONS, Inc., New York, (retail clothes) will use radio in a campaign to be handled by W. I. Tracy, Inc., New York.

RADIO DEALERS of New Orleans have combined to raise a fund to carry an advertising campaign over three local stations.

AGENCIES AND REPRESENTATIVES

EDWARD E. VOYNOW, former Chicago manager for Scott Howe Bowen, Inc., has resigned to become middle western manager of Edward Petry & Co., newly formed organization for station representative. His offices are in the Wrigley Bldg., Chicago. George Kercher, former radio editor of the CHICAGO EVENING POST and later in publicity work for NBC and Chicago, will be associated with Mr. Voynow.

JOHN H. WEISER has been transferred from the Seattle to the San Francisco office of Botsford-Constantine & Gardner, Portland, Ore., to take charge of the radio department.

RADIO FEATURES Syndicate, 545 Fifth Ave., New York, announces that it has completed the first of a series of musical programs for stations, with Harry Salter conducting orchestra, William Coty, tenor, and the Personality Quartet. Adolph Gobel, Inc., New York, (meat products) and Milford Garter Co. are sponsors of its offerings, being placed on various stations.

STANLEY TOBIN, formerly a member of the advertising staff of ELECTRIC REFRIGERATION NEWS and of the public relations staffs of Frigidaire Corp. and the Geyer Co., Dayton, O., advertising agency, has joined the publicity department of Brooke, Smith & French, Inc., of Detroit. Before entering the advertising field, Mr. Tobin was connected with a number of newspapers, among them the ENQUIRER and the COMMERCIAL-TRIBUNE, Cincinnati; the HERALD and the HERALD-POST, Louisville; the FREE PRESS, Detroit, and the HERALD, Miami, Fla.

GENERAL TIMBER Service, Inc., St. Paul, Minnesota, announces the appointment of Needham, Louis and Brorby, Inc., Chicago, as advertising and merchandising counsel for the lumber division of the Weyerhaeuser industries. The work of the agency will include the further development of trade-marked and improved lumber, marketed under the 4-SQUARE trade-mark, together with other affiliated products.

LEE ANDERSON Advertising Co., Detroit, formerly Advertisers, Inc., now handles the account of the Chrysler Sales Corp., Detroit, which uses radio with other media. Personnel of the agency: Lee Anderson, president; Burt A. McDonald, vice president-treasurer; R. A. Carey, secretary; R. E. Clayton, space buyer; J. Miller, production manager; Sydney Wells, art director.

CECIL F. BENNETT has joined Needham, Louis and Brorby, Chicago agency, as partner. For six years Mr. Bennett was president of the Otto J. Koch agency, Milwaukee. Before that he was a writer with Lord and Thomas in Chicago. More recently he has been executive vice president of the United States Advertising Corp., Chicago.

WHB, Kansas City, has appointed Free & Sleinger, Inc., at its Chicago representative, according to an announcement by Don Davis, manager.

WOODY KLOSE, former program and production manager of KMOX, St. Louis, and producer of the Phillips 66 Flyers originated at KMOX for CBS, has joined Mortimer W. Mears, St. Louis agency, as radio director.

ARTHUR H. ASHLEY, formerly in charge of radio for William Morris, theatrical agency, has joined Alfred J. Silberstein, New York agency, as radio director.

JOHNSON & JOHNSON, New Brunswick, N. J., which has signed for a daily program on CBS, announces the promotion of T. E. Hicks, formerly manager of salesmen, to vice president in charge of merchandising.

AFFILIATED PRODUCTS, Inc., Chicago (cosmetics) has appointed Blackett-Sample-Hummert & Gardner, Chicago, to handle its whole account. Agency hitherto has handled its radio advertising.

PARIS & PEART, New York agency, has been appointed to handle all the advertising of the Great Atlantic & Pacific Tea Co., New York, starting Jan. 1.

WSM, Nashville, announces the appointment of Edward Petry & Co., New York, Chicago and San Francisco, as its exclusive national representative.

BURTON EMMETT liquidated his holdings in the Newell-Emmett Co., New York agency, on Dec. 31 to regain his health and to devote more time to travel.

UNITED ADVERTISING Agency, New York, now handles the account of Bost, Inc., New York, (Bost tooth-paste).

STUDIO NOTES

CARRYING a special good-will message to the people of New Zealand, written specially by Sir Ronald Lindsay, British Ambassador to Washington, WCKY, Covington, Ky., staged a special 3-hour broadcast from midnight to 3 a.m. recently to reach the Antipodes audience in the late afternoon and early evening. Messages were also carried from other notables and a cabled reply received from the Prime Minister of New Zealand. Program was arranged by L. B. Wilson, manager, and Maurice Thompson, studio director, in response to requests from the South Sea dominion.

WNAC, Boston, claims the distinction of carrying with WEA, New York, the first chain broadcast in America. The log of WNAC reveals that it was hooked up with the New York station on Jan. 4, 1923, or just 10 years ago.

TRACING its history back to the early experiments of Dr. Charles D. Herrold, KQW, San Jose, Cal., lays claim to being 25 years old and the pioneer radio broadcasting station of the world. It celebrates its birthday Jan. 16. Fred J. Hart, president of the station, also asserts KQW was the first to broadcast continuous entertainment.

TYDOL Jubilee, heard over CBS, has changed its entire talent layout. Formerly featuring Paul Specht's orchestra and the three X Sisters, the account is now sponsoring Dolph Martin's orchestra, Clara Willis, vocalist, and the Travelers' Quartet.

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