

NETWORK ACCOUNTS

(All time EST unless otherwise indicated)

New Business

ATLANTIC REFINING Co., Philadelphia (White Flash oil products) on Sept. 14 started *That Atlantic Family on Tour*, with Frank Parker on 36 CBS stations keyed from WCAU, Saturdays, 7-7:30 p. m. (EDST). Agency: N. W. Ayer & Son Inc., N. Y.

SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars) on Sept. 14 started musical program on 9 CBS stations (with-out WABC), Saturdays, 6:45-7 p. m. Agency: Neisser-Meyerhoff Inc., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Oct. 2 starts *Andre Kostelanetz Orchestra, Lily Pons* (Wed.), *Nino Martini* (Sat.) on 91 CBS stations, Wed. & Sat. 9-9:30 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

E. R. SQUIBB & SON, New York (drug products) on Sept. 19 starts *World Peaceways*, Thursdays, 9:30-10 p. m. (EDST). Agency: Geyer, Cornell & Newell Inc., N. Y.

BUICK MOTOR Co., Flint, Mich. (autos) on Sept. 24 broadcasts (one time only) Max Baer-Joe Louis boxing match on combined NBC-WJZ-WEAF networks including Canada, 10 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

CHARIS Corp., Allentown, Pa. (foundation garments) on Sept. 15 starts *Sisters of the Skillet* on 53 CBS stations, Sundays, 1:45-2 p. m. (EDST). Agency: John L. Butler Co., Philadelphia.

PINEX Co., Fort Wayne, Ind. (cold remedy) on Oct. 20 starts program on 24 NBC-WJZ stations, Sundays, 3:15-4 p. m. Agency: Philip O. Palmer & Co. Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 30 starts *The O'Neils* on 32 NBC-WEAF stations, Mon. thru Fri., 3:45-4 p. m. Agency: Blackman Adv. Inc., N. Y.

PINAUD Inc., New York (cosmetics) on Sept. 23 starts *Pinaud Program* with Paul Pearson orch. and Jeannine on 3 MBS stations, Mon. thru Fri., 7:15-7:30 p. m. (EDST). Agency: Lord & Thomas, N. Y.

UNITED CIGAR STORES DELAWARE Corp., New York, on Oct. 1 starts *Isham Jones Orchestra* on 2 Mutual stations (WOR, WGN), Tuesdays, 8:30-9 p. m. Placed direct.

ROGER & GALLET, New York (cosmetics) on Oct. 25 starts *Bob Crosby Orchestra* on 18 NBC-WJZ stations, Fridays, 8:15-8:30 p. m. Agency: Marschalk & Pratt Inc., N. Y.

PEPSODENT Co., Chicago (Pepsodent tooth powder, Junis cosmetics) on Oct. 7 starts *Al Pearce & His Gang* on NBC-WEAF network, Mon., Wed., Fri., 5-5:30 p. m. Agency: Lord & Thomas, Chicago.

BETTER SPEECH INSTITUTE OF AMERICA, Chicago, on Sept. 29 starts *Words to the Wise* on NBC-WJZ network, Sundays, 3-3:15 p. m. Agency: Auspitz & Lee, Chicago.

KGIR BUTTE

WALTER BIDDICK CO.
Western Representative

AMERICAN ROLLING MILL Co., Middletown, O., on Oct. 28 starts *Armco Iron Master* on NBC network, Mondays, 10:30-11 p. m. Agency: Gardner-Greist Co., Chicago.

Renewal Contracts

SHELL EASTERN PETROLEUM PRODUCTS Inc., New York (gasoline) on Oct. 5 renews *Shell Chateau, Al Jolson*, on 38 NBC-WEAF stations, Saturdays, 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

JOHN H. WOODBURY Inc., Cincinnati (cosmetics, soap) on Sept. 30 renews *Dangerous Paradise* on 22 NBC-WJZ stations, Mon., Wed., Fri., 7:45-8 p. m. Agency: Lennu & Mitchell Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on July 1 renewed *Oxydol's Own Ma Perkins* on 34 NBC-WEAF stations, Mon. thru Fri., 3:30-3:45 p. m. (EDST) starting Sept. 30 at 3:15-3:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Crisco) on July 1 renewed *Vic & Sade* on 34 NBC-WEAF stations, Mon. thru Fri., 3:15-3:30 p. m. (EDST), starting Sept. 30 at 3:30-3:45 p. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on July 1 renewed *Home Sweet Home* on 19 NBC-WEAF stations, Mon. thru Fri., 3:3-3:15 p. m. (EDST), starting Sept. 30 at 10:15-10:30 a. m. Agency: Blackman Adv. Inc., N. Y.

SPERRY FLOUR Co., San Francisco (flour and Wheathearts), on Oct. 1 renews *Martha Meade-Hazel Warner* on 6 NBC-KPO stations, Tues., Thurs., 10:30-11 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

CARDINET CANDY Co., Inc., Oakland, Cal., on Oct. 1 renews *Night Editor with Hal Burdick*, narrator, on 5 NBC-KPO stations, Tuesdays, 7:30-7:45 p. m. (PST.) Agency: Tomaschke-Elliott Inc., Oakland, Cal.

LANGENDORF UNITED BAKERIES Inc., San Francisco (bread & pastry), on Sept. 30 renews *Langendorf Pictorial with Rush Hughes*, commentator, on 3 NBC-KPO stations, Mon. thru Fri. (5 days), 4:45-5 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

STANDARD OIL CO. OF CALIFORNIA, San Francisco (gasoline & motor oils), on Oct. 10 renews *Standard School Broadcast* on 6 NBC-KPO stations, Thursdays, 11-11:45 a. m. (PST.) Agency: McCann-Erickson Inc., San Francisco.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

COCOMALT Co., Hoboken, N. J. (chocolate malt) on Sept. 30 extends contract for *Buck Rogers* on 15 CBS stations, Mon. thru Thurs., 6-6:15 p. m., repeat at 7 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

STANDARD OIL CO. OF CALIFORNIA, San Francisco (gasoline & motor oils) on Oct. 3 renews *Standard Symphony Hour* on 5 NBC-KPO stations, Thursdays, 8:15-9:15 p. m. (PST.) Agency: McCann-Erickson Inc., San Francisco.

PACIFIC COAST BORAX Co., New York (20 Mule Team borax) on Oct. 3 renews *Death Valley Days* on 18 NBC-WJZ stations, Thursdays, 9-9:30 p. m. Agency: McCann-Erickson Inc., N. Y.

STANDARD BRANDS Inc., New York (Fleischmann's yeast) on Oct. 6 renews *The Bakers Broadcast*, with *Robert L. Ripley, Ozzie Nelson Orchestra*, on 47 NBC-WJZ stations, Sundays, 7:30-8 p. m. Agency: J. Walter Thompson Co., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint) on Sept. 8 renewed *Smilin' Ed McConnell* on 44 CBS stations, keyed from WHK, Sundays, 6:30-6:45 p. m. (EDST). Agency: Henri, Hurst & McDonald Inc., Chicago.

HECKER H-O Co., Buffalo (cereal) on Sept. 16 renews *Bobby Benson & Sunny Jim* on 9 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EDST). Agency: Erwin, Wasey & Co. Inc., N. Y.

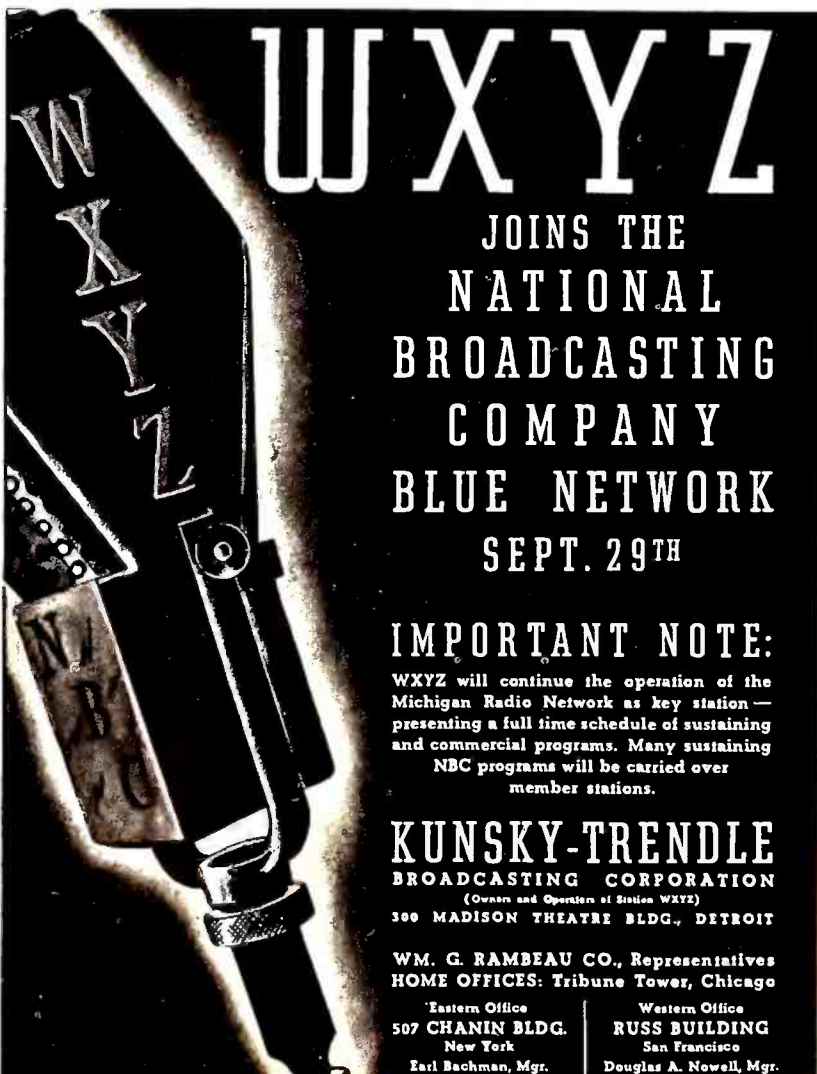
COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on Oct. 4 renews *Palmolive Beauty Box Theatre* on 59 NBC-WJZ stations, Fridays, 9-10 p. m., with repeat at 11:30 p. m. Agency: Benton & Bowles Inc., N. Y.

WE CLASP NO HANDS ACROSS THE SEA!

If your sales-prospects dwell in lonely Canadian cabins or on moonlit Mexican mesas, we beg you not to use Station WAVE! Our listeners are the 1,000,000 mere Americans who live in Kentucky's one richest trading area. These good folk listen to WAVE because we're the nearest, clearest NBC station—virtually within eye-sight of 320,000 local people.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS... 940 K. C.



WXYZ

JOINS THE
NATIONAL
BROADCASTING
COMPANY
BLUE NETWORK
SEPT. 29TH

IMPORTANT NOTE:
WXYZ will continue the operation of the Michigan Radio Network as key station—presenting a full time schedule of sustaining and commercial programs. Many sustaining NBC programs will be carried over member stations.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
300 MADISON THEATRE BLDG., DETROIT

WM. G. RAMBEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago

Eastern Office 507 CHANIN BLDG. New York Earl Bachman, Mgr.	Western Office RUSS BUILDING San Francisco Douglas A. Nowell, Mgr.
--	---