

RADIO ADVERTISERS

LEAR-AGAIN Inc., Chicago (cold remedy), planning to use radio and other media, has placed its account with Schwimmer & Scott, Chicago.

RANBERRY CANNERS Inc., South Hanson, Mass., has transferred advertising to Gotham Adv. Co., New York.

HARLES MARCHAND Co., New York (Golden shampoo) has placed advertising with Biow Co. Inc., New York.

H. CAMPBELL, formerly advertising and sales promotion manager of Rex Cole Inc., has been named sales manager of the newly-created retail agents department of Remington portable typewriter division of Remington Rand Inc., with headquarters in New York. The division is using prospect lists secured from promotion on the *March of Time* program on CBS.

THE First National Bank and Trust Co., Macon, Ga., has renewed for 52 weeks its twice-weekly quarter-hour musical program on WMAZ. In its 4 months on the air the bank has found that radio is effective in selling its facilities. Especially good results have been achieved for the small-business department handling automobile financing and personal loans.

OS. SCHLITZ BREWING Co., Milwaukee, has appointed McJunkin Adv. Co., Chicago, to handle a forthcoming Schlitz campaign.

UPERBO MFG. Co., Los Angeles, makers and distributors of hot water heaters in the 11 Western states, started its first radio campaign Feb. through Newkirk-Lawrence Agency, Los Angeles, using KECA for 52 weeks with three 15-minute evening recorded programs. Other West Coast stations may later be used.

GILVIE SISTERS LABS Inc., New York (hair tonic) has placed its account with Kelly, Nason & Roosevelt Inc., New York.

P. HARTER, general manager, Sego Milk Products Co., and Pet Milk Sales Corp., Salt Lake City, was in San Francisco early in February to conduct sales meetings. He also conferred with Stanley Swanberg, manager, Botsford, Constantine and Gardner on radio activities for the Sego Milk account.

NELSON BROS. FURNITURE & WAREHOUSE Corp., Chicago, sponsors of the *Man in the Street* broadcasts daily except Friday and Sunday over WBBM, Chicago, at 1 p. m., have added two more of these interviews with passersby each week, broadcast Tuesday and Thursday mornings at 9:30, and a Sunday morning hour of recorded music, 8 to 9, to their WBBM schedule.

LESSNER Co., Findlay, O., has named Benson & Dall Inc., Chicago, to handle its Turpo cold remedy account and not Keen shaving cream, the agency has informed BROADCASTING.

COOS BROS., Los Angeles cafeteria operator, is using time signals on Don Lee outlets in Southern California and orchestra programs on KHJ, Los Angeles. W. Austin Campbell Co., Los Angeles, has the account.

USTIN-HAYNES & Co. Inc., New York (Aspirin) has named Redfield-Whitstone Inc., New York, to service its account.

A CHICAGO section of the American Marketing Society was officially established at a meeting there Feb. 3, with President Frank R. Coutant appointing the following to carry on until regular officers can be elected: L. Edward Scriven, B. B. D. & O.; C. C. Chappelle, H. W. Kastor & Sons Adv. Co.; Stanley P. Farwell, Business Research Corp.

A. NASH Co., Cincinnati (men's clothes) has named Merrill Adv. Co., Cincinnati, to handle its advertising.

DELCO-FRIGIDAIRE Conditioning Corp., Dayton, a division of General Motors, has appointed Lord & Thomas, Chicago to handle its advertising.

Library Programs

(Continued from page 13)

the day of the broadcast with a telephone call. Most of the credit for each broadcast is given to the host of the evening. This one angle has helped the Cold Spring salesmen to sell more new accounts within the past month than the brewery has added at any time since it has been in the territory.

"The record of this account is more significant when you consider that the sale of brewed beverages in New Hampshire is surrounded by rigid regulations. Cash on delivery must be paid for orders delivered to the restaurants; absolutely no price concessions are permitted; no distributor or brewer may contribute anything to the operator of a restaurant serving brewed beverages; even the dimensions of advertising signs for window display are regulated. Nothing in the way of equipment may be contributed by brewer or distributor.

"We are rather proud of the record of this account in view particularly of the fact that this is considered to be the 'off season' for beer and ale. We feel that *Thesaurus* deserves the credit, for without a single exception the programs have gone over. The quality of entertainment has pleased even those who are total abstainers, and the result has been tremendous good will for our clients, above and beyond the stimulation of direct sales.

"We are marketing our programs rather carefully, for the reason that we want every account using *Thesaurus* to show good results. With reasonable cooperation on the part of our clients we know that *Thesaurus* can do the job."

Elgin Watch Plans

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches), is planning to return to the air in March, but to date NBC has not cleared a time satisfactory to the client. J. Walter Thompson Co., Chicago, is handling the account.

WASEY PRODUCTS Inc. (Musterole, Zemo), has signed for the twice-weekly *Carson Robison* series over KYW, Philadelphia. Account is being handled by Erwin-Wasey & Co., New York.

NBC Thesaurus Service Is Enlarged and Revised

CHANGES in the continuity of its transcription library service, based on six months of experience and various suggestions from subscribers, are announced by NBC Transcription Service effective beginning Feb. 10. The changes in *Thesaurus* continuity, it was said, are designed to arouse fresh advertiser and audience reactions.

New continuity will cover 17 1/4 hours a week, an increase of 3 1/4 hours. The more desirable series, like *Musical Clock*, *Dinner Hour*, *Radio Night Club*, will be increased in length or frequency or both, while less popular series will be dropped. Amount of talk will be reduced and physical appearance improved.

Viva Candy Expands

EDGAR P. LEWIS Co., Malden, Mass. (Viva candy bars) is using spot programs in addition to the two quarter-hour and participation programs that have been on the Yankee network since last fall. Over WCOP, Boston, twice weekly, 15-minute programs and a similar schedule over WDEV, Waterbury, Vt., are broadcast. One-minute announcements five days a week are being broadcast over WTIC, Hartford; WNBX, Springfield, Vt.; and WLNH, Laconia, N. H. These additional spot programs began during the last week in January and the first week in February. E. W. Hellwig Co., New York, is the agency.



NO, A CLOCK ISN'T WORTH MUCH WITHOUT HANDS . . .

NOR IS YOUR RADIO PROGRAM WORTH MUCH IN WESTERN MONTANA IF YOU AREN'T USING

KGIR

BUTTE, MONTANA

Representatives
JOSEPH MCGILLVRA • WALTER BIDDICK, CO.
NEW YORK • CHICAGO • PACIFIC COAST

"POWER ENOUGH"

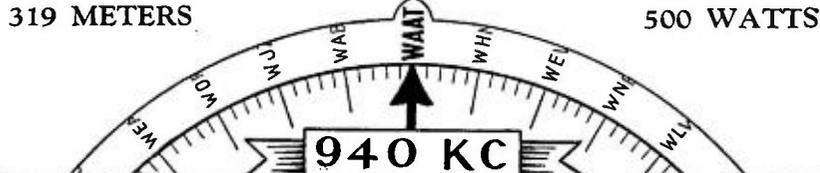
to pay back handsome profits

On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!



WAAT

JERSEY CITY ★ AND SUBURBS

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

1000 WATTS (about (Feb. 15, 1936)	KOMO 920 Kilocycles NBC-Red	5000 WATTS (about (Feb. 15, 1936)	KJR 970 Kilocycles NBC-Blue
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National Representatives — EDWARD PETRY & CO.