

## NETWORK ACCOUNTS

(All times EST unless otherwise specified)

### New Business

**QUAKER OATS Co.**, Chicago (Puffed Wheat & Rice), on Feb. 28 started for 52 weeks, *Diak Tracy*, transcription serial, on 4 Don Lee stations (KHJ, KFRC, KGB, KQW) Mon. thru Fri., 8-8:15 p. m. (PST). Agency: Sherman K. Ellis, Chicago.

**WANDER Co.**, Chicago (Ovaltine) on Feb. 28 started for 52 weeks *Little Orphan Annie*, transcription series, on 8 Don Lee stations (KHJ, KGB, KDB, KFAM, KPMC, KFRC, KALE, KOL), Mon. thru Fri., 5:45-6 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

**ALLIS-CHALMERS MFG. Co.**, Milwaukee (farm machinery), on Feb. 19 started *Renfro Barn Dance* on 4 MBS stations (WLW, WHK, WHKC, CKLW), Sat., 7-7:30 p. m. for 20 weeks. Agency: Russell M. Seeds Co., Chicago.

**KELLOGG Co.**, Battle Creek, Mich. (corn flakes), on Feb. 14 started for 52 weeks, *Howie Wing*, transcription serial, on 23 Don Lee Pacific Coast stations, Mon. thru Thurs., 5:30-5:45 p. m., and on KOL, KALE and KGA, 4:45-5 p. m. Agency: N. W. Ayer & Son, N. Y.

**GENERAL FOODS Corp.**, New York (Postum), on Feb. 28 started for 52 weeks *Lum & Abner*, on 47 CBS stations, Mon., Wed., Fri., 6:45-7 p. m. (EST), with repeat 8:15 p. m. (PST). Agency: Young & Rubicam, N. Y.

**PEPSODENT Co.**, Chicago (tooth-paste), on March 21 starts *Career Woman* on 5 NBC-Pacific Red stations, Mon. thru Fri., 1:15-1:30 p. m. (PST). Agency: Lord & Thomas, Chicago.

**LAMBERT PHARMACAL Co.**, New York (Listerine shave cream), on March 22 starts *True Detective* on 3 Mutual stations (WOR WGN WLW) with eight to be added after daylight saving, Tuesday, 9:30-9:45 p. m. Agency: Lambert & Feasley, N. Y.

### Renewal Accounts

**AMERICAN TOBACCO Co.**, New York (Lucky Strike), on March 30 renews for 13 weeks *Your Hollywood Parade* on 75 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

**C. F. MUELLER Co.**, Jersey City (macaroni), on March 14 renews for 10 weeks *Kitchen Cavalcade* on 7 NBC-Blue stations, Mon. thru Fri., 10:45-11 a. m. Agency: Kenyon & Eckhardt, N. Y.

**GULF OIL Corp.**, Pittsburgh, has renewed *The Rambling Cowboy* twice weekly for 50 weeks on Texas Quality Network. Agency: Young & Rubicam, N. Y.

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## RIGHTS TO BOOKS

Publishers Clarify Stand

On Radio Programs

STATIONS wishing to broadcast dramatized versions of popular novels or any published books should get permission from the publisher before putting such programs on the air. Otherwise, it is contended, they are liable for damages under the laws covering copyright.

BROADCASTING is printing those statements at the request of a group of publishers who say that a number of stations have broadcast dramatic programs obviously taken from copyrighted publications. While in most cases the publishers are glad to obtain this free radio advertising for their books, there are times when such unauthorized broadcasts might interfere with the sale of the broadcast rights to a sponsor and in that case the station would probably be legally liable for the amount lost by the publisher. Again, authors sometimes reserve broadcast rights, in which cases neither broadcaster nor publisher can use the material on the air without the author's permission.

**EMPLOYERS CASUALTY INSURANCE Co.**, Dallas, has renewed *The Music Parade*, Sun., 3 p. m., on Texas Quality Network, to run to Feb. 12, 1939. Agency: Ira E. DeJernett Agency, Dallas.

**GILMORE OIL Co.**, Los Angeles (petroleum products), on Feb. 18 renewed for 52 weeks, *Gilmore Circus*, on 5 NBC Pacific Red stations and KMED, Medford, Ore., Fri., 9-9:30 p. m. (PST). Agency: Botsford, Constantine & Gardner, Los Angeles.

### Network Changes

**LAMONT, CORLISS Co.**, New York (Pond's) on April 4 moves *Those We Love* on 31 NBC-Blue stations from Tues., 8-8:30 p. m., to Mon., 8:30-9 p. m. Agency: J. Walter Thompson Co., N. Y.

**COLGATE-PALMOLIVE-PEET Co.**, Jersey City (Palmolive soap) on Feb. 28 added 6 Calif. Radio System stations for *Hilltop House*, formerly on 56 CBS stations Mon. thru Fri., 5:45-6 p. m.

**COLGATE-PALMOLIVE-PEET Co.**, Jersey City (Supersuds), on Feb. 28 added 6 Calif. Radio System stations for *Myrt & Marge*, formerly on 58 CBS stations, Mon. thru Fri., 10:15-10:30 a. m. (repeat 4 p. m.).

**AMERICAN TOBACCO Co.**, New York (Lucky Strike), on Feb. 22 expanded *Kay Kyser's Kampus Klass* on 2 Mutual stations from 45 minutes to an hour; Tues., 8-9 p. m.

**J. B. WILLIAMS Co.**, Glastonbury, Conn. (shaving cream), on Feb. 21 added 2 stations (CKLW, WAAB) to the 3 MBS stations (WOR, WGN, WLW) already carrying *True or False*, Mon., 10-10:30 p. m. Four more stations (KHJ, KFRC, KDB, KGB) will be added on March 7.

**LEHN & FINK Products Co.**, Bloomfield, N. J. (Hinds), has expanded *Helen's Home* on Texas Quality Network to Mon.-Fri., 8:30-8:45 a. m., keyed from WBAP. Agency: Wm. Esty & Co., N. Y.



**CLINIC**—Titled *From the Outside Looking In*, the job clinic program of WIRE, Indianapolis, has produced an average of more than one job per program for the unemployed. Albert J. Beveridge Jr., WIRE announcer and special events man, the son of the late U. S. Senator Albert Beveridge, famous biographer of Lincoln, handles the program. He is shown at the microphone with some of the unemployed interviewees.

## KQV, Pittsburgh, Joins Revised WLW-Line Net

**HOO KUP** of WLW, Cincinnati, and WMCA, New York (BROADCASTING, Feb. 15), which gives the Cincinnati super-power station two New York outlets for its programs, was accompanied by other changes in the WLW-Line setup. KQV, Pittsburgh outlet of the Line, was added to InterCity Network, eastern regional chain of which WMCA is key. WIP, InterCity station in Philadelphia, replaces WFIL as the outlet for WLW programs in that city.

For the present, at least, both WMCA and WHN will continue as New York outlets, giving sponsors who wish to connect Cincinnati and New York a choice of stations with different rates and also a double chance of finding a clear period in New York. At present both WMCA and WHN are carrying the Line's *Life of Mary Sothorn* series, sponsored by Lehn & Fink for Hind's; WHN carries the Carson Robison series for Musterole, and WMCA broadcasts the *Mad Hatterfields* series for Lion Brand condensed milk, sponsored by Nestle's Milk Products Co. Neither New York station is carrying any sustaining programs of the Line.

## CBS Stock Transactions

REPORT of the Securities & Exchange Commission for January made public Feb. 18, indicates the following transactions in CBS Class A stock. Isaac D. Levy, Philadelphia, CBS director, disposed of 58 shares by gift reducing his holdings to 64,902 shares. Leon Levy, Philadelphia, CBS director, sold 31 shares, bringing his total holdings to 38,100 shares of Class A stock. He also sold 24 shares of Class B stock reducing his B holdings to 44,900 shares.

**WALTER BIDDICK Co.**, Los Angeles, has been appointed exclusive Pacific Coast representative of KARM.



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