

8-8:30 p. m. (repeat, 10:30-11 p. m.). Agency: Benton & Bowles, New York.

**GENERAL MILLS**, Minneapolis (flours and cereal products), continues *Gold Medal Hour* on 32 stations, Mon. thru Fri., 2-3 p. m. Agency: Blackett-Sample-Hummert, Chicago.

**S. C. JOHNSON & SON**, Racine, Wis., (floor wax), continues *Attorney at Law* through the summer until *Fibber McGee* returns in Sept., on 64 stations, Tues., 9:30-10 p. m. Agency: Needham, Louis & Brorby, Chicago.

**KOLYNOS Co.**, New Haven (tooth-paste), continues *Just Plain Ed* on 19 stations, Mon., Tues., Wed., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, Chicago.

**KRAFT-PHENIX CHEESE Corp.**, Chicago (cheese and Miracle Whip, salad dressing), continues *Kraft Music Hall* on 66 stations, Thurs., 10:11 p. m. Agency: J. Walter Thompson Co., Chicago.

**LADY ESTHER Ltd.**, Chicago (cosmetics), continues *Lady Esther Sarsnade* on 49 stations, Tues., 8:30-9 p. m. shifting on Sept. 2 to Fri., 10:10-10:30 p. m. Agency: Lord & Thomas, Chicago.

**LEWIS-HOWE Co.**, St. Louis (Tums), continues *Vocal Varieties* on 31 stations, Tues., Thurs., 7:15-7:30 p. m. (repeat, 11:15-11:30 p. m.). Agency: H. W. Kastor & Sons Adv. Co., Chicago.

**LIGGETT & MYERS TOBACCO Co.**, New York (Chesterfield cigarettes), continues *Chesterfield Daily Sports Column* on 51 stations, Mon. thru Sat., 6:30-6:45 p. m. Agency: Newell-Emmett Co., New York.

**MIDWAY CHEMICAL Co.**, Chicago (Flydd, Aero White), continues *Mrs. Wiggins of the Cabbage Patch* on 19 stations, Mon. thru Fri., 10:15 a. m. Agency: Blackett-Sample-Hummert, Chicago.

**PHILIP MORRIS & Co.**, New York (cigarettes), continues *Johnny Presents* on 59 stations, Tues., 8-8:30 p. m. (repeat, 11:30-midnight). Agency: Blow Co., New York.

**NATIONAL BISCUIT Co.**, New York (Biscuits and Shredded Wheat), continues *Den Harding's Wife* on 6 stations, Mon. thru Fri., noon-12:15 p. m. Program advertises Shredded Wheat thru Sept. 2. Agency: Federal Adv. Agency, N. Y. Beginning Sept. 5 program will advertise biscuits. Agency: McCann-Erickson, New York.

**PACIFIC COAST BORAX Co.**, New York (20 Mule Team Borax), continues *Death Valley Days* on 30 stations, Fri., 9:30-10 p. m. Agency: McCann-Erickson, New York.

**CHAS. H. PHILLIPS CHEMICAL Co.**, New York (Milk of Magnesia products), continues *Lorenzo Jones* on 23 stations, Mon. thru Fri., 11:15-11:30 a. m.; *Stella Dallas* on 41 stations, Mon. thru Fri., 4:15-4:30 p. m.; *Waltz Time* on 25 stations, Fri., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, New York.

**PILLSBURY FLOUR MILLS Co.**, Minneapolis (flour), continues *Woman in White* on 35 stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

**PRINCESS PAT Ltd.**, Chicago (cosmetics), continues *Tale of Today* on 7 stations, Sun., 6:30-7 p. m. Agency: Gale & Pietsch, Chicago.

**PROCTER & GAMBLE Co.**, Cincinnati (Camay), continues *Pepper Young's Family* on 57 stations, Mon. thru Fri., 3:30-3:45 p. m. Agency: Pedlar & Ryan, New York.

**PROCTER & GAMBLE Co.**, Cincinnati (Chippo), continues *Road of Life* on 26 stations, Mon. thru Fri., 11:45-noon. Agency: Pedlar & Ryan, New York.

**PROCTER & GAMBLE Co.**, Cincinnati (Dreft), continues *Kitty Keene* on 13 stations, Mon. thru Fri., 11:45-noon. Agency: Blackett-Sample-Hummert, Chicago.

**PROCTER & GAMBLE Co.**, Cincinnati (Drene), continues *Jimmie Fidler* on 54 stations, Tues., 10:30-10:45 p. m. and on 30 stations, Fri., 10:30-10:45 p. m. Friday broadcast on Sept. 30 shifts to 7:15-7:30 p. m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

**PROCTER & GAMBLE Co.**, Cincinnati (Ivory flakes), continues *Story of Mary Martin* on 56 stations, Mon. thru Fri., 3-3:15 p. m. Agency: Compton Adv., New York.

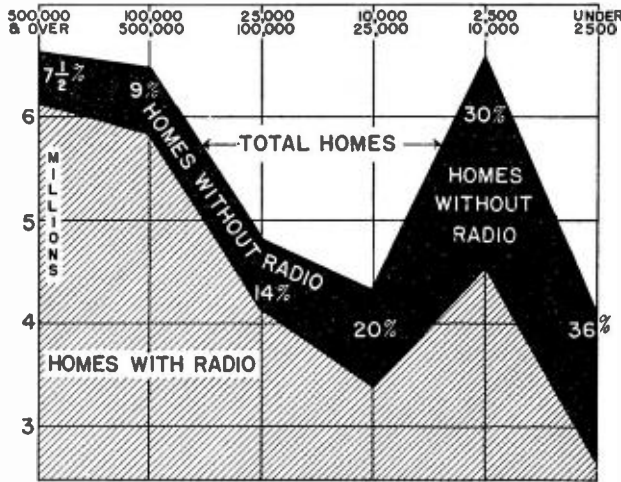
**PROCTER & GAMBLE Co.**, Cincinnati (Ivory soap), continues *The O'Neills* on 20 stations, Mon. thru Fri., 12:15-12:30 p. m. Agency: Compton Adv., New York.

**PROCTER & GAMBLE Co.**, Cincinnati (Oxydol), continues *Ma Perkins* on 58 stations, Mon. thru Fri., 3:15-3:30 p. m. Agency: Blackett-Sample-Hummert, Chicago.

**PROCTER & GAMBLE Co.**, Cincinnati (White Naphtha), continues *Guiding Light* on 61 stations, Mon. thru Fri., 3:45-4 p. m. Agency: Compton Adv., New York.

**RALSTON PURINA Co.**, St. Louis (Ry-Krisp), continues *Marion Talley* on 35 stations, Sun., 5-5:30 p. m. Agency: Gardner Adv. Co., St. Louis.

## The More the Population, the More Radios



ONLY 7 1/2% of the homes in counties with populations of 500,000 and over are without radios, according to an analysis of the county-by-county radio census of the Joint Committee on Radio Research [BROADCASTING, May 15] made by *Household Magazine*. The higher the population, the higher the ratio of set ownership, this publication found. In counties ranging from 100,000 to 500,000 population, 9% of the homes were without radios; 25,000 to 100,000, 14%; 10,000 to 25,000, 20%; 2,500 to 10,000, 30%; under 2,500, 36%. There are, however, few counties in the sparse population categories, and the Joint Committee's estimate for the country as a whole showed that 82% of all homes had radios as of Jan. 1, 1938—91% of the urban homes and 69% of the rural homes, the latter embracing homes on farms and in villages of under 2,500.

**REGIONAL ADVERTISERS**, New York (gas for domestic uses), continues *Mystery Chef* on 9 stations, Tues., Thurs., 9:45-10 a. m. (repeat, 1-1:15 p. m.). Agency: McCann-Erickson, New York.

**RICHARDSON & ROBBINS**, Dover, Del. (boned chicken), continues *The Revelers* on 5 stations, Wed., Fri., 7:30-7:45 p. m. Agency: Chas. W. Hoyt Co., New York.

**SEALTEST Inc.**, New York (ice cream and milk), continues *Your Family and Mine* on 40 stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: McKee & Albright, New York.

**STANDARD BRANDS**, New York (Chase & Sanborn coffee), continues *Chase & Sanborn Hour* on 70 stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., New York.

**STANDARD BRANDS**, New York (Tenderleaf tea), continues *One Man's Family* on 59 stations, Wed., 8-8:30 p. m. (repeat, Sun., 8:30-9 p. m. PST). Agency: J. Walter Thompson Co., New York.

**STANDARD BRANDS**, New York (Royal Desserts Hour on 49 stations, Thurs., 8-9 p. m. Agency: J. Walter Thompson Co., New York.

**STEWART-WARNER Corp.**, Chicago (refrigerators, radios, auto accessories), continues *Hovacs Heidt* on 22 stations, Sun., 10-10:30 p. m. Agency: Hays MacFarland & Co., Chicago.

**WANDER Co.**, Chicago (Ovaltine), continues *Little Orphan Annie* on 6 stations, Mon. thru Fri., 5:45-6 p. m. Agency: Blackett-Sample-Hummert, Chicago.

**R. L. WATKINS Co.**, New York (Dr. Lyon's toothpowder), continues *Manhattan Merry-Go-Round* on 32 stations, Sun., 9-9:30 p. m. *Backstage Wife* on 30 stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert, New York.

**WYETH CHEMICAL Co.**, New York (Freezons), continues *John's Other Wife* on 19 stations, Thurs., Fri., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, New York.

### NBC-BLUE

#### New Business

**ACME WHITE LEAD & COLOR WORKS**, Detroit (paints), on Sept. 27 starts *Smiling Ed McConnell* on 28 stations, Tues., Thurs., 10:30-10:45 a. m. Agency: Henri Hurst & McDonald, Chicago.

**ADAM HAT STORES**, New York (hats), on Oct. 5 starts series of 17 boxing bouts on 37 stations, various dates chiefly Fridays, 10 p. m. until finish of

fights. Agency: Glickman Adv. Co., New York.

**BALLARD & BALLARD Co.**, Louisville (Oven Ready biscuits), on Sept. 16 starts *Smiling Ed McConnell* on 18 stations (mixed Blue and Red), Fri., Sat., 10:15 a. m. Agency: Henri Hurst & McDonald, Chicago.

**BOWEY'S Inc.**, Chicago (Dair-Rich chocolate milk drink), on Sept. 26 starts *Terry & the Pirates* on 19 stations, Mon., Tues., Wed., 5:15-5:30 p. m. Agency: Stack-Goble Adv. Co., Chicago.

**MUSTEROLE Co.**, Cleveland (Musterole), on Oct. 10 starts *Carson Robison & His Buckaroos* on 35 stations, Mon., 8-8:30 p. m. Agency: Erwin, Wasey Co., New York.

**RALSTON PURINA Co.**, St. Louis (wheat cereal), on Sept. 26 starts *Tom Mix Straight Shooters* on 24 stations, Mon. thru Fri., 5:45-6 p. m. Agency: Gardner Adv. Co., St. Louis.

**SHERWIN-WILLIAMS Co.**, Cleveland (paints), on Oct. 9 starts *Metropolitan Opera Auditions of the Air* on 51 stations, Sun., 6-6:30 p. m. Agency: Cecil, Warwick & Legler, New York.

**VICK CHEMICAL Co.**, Greensboro, N. C. (Vaporub), on Sept. 25 starts a new program not yet selected on 55 stations, Sun., 7:30-8 p. m. Agency: Morse International, N. Y.

**WILLIAM R. WARNER Co.**, New York (Sloan's liniment), on Oct. 21 starts *Warden Lewis E. Luzzes* on 44 stations, Fri., 8-8:30 p. m. Agency: Cecil, Warwick & Legler, N. Y.

**KELLOGG Co.**, Battle Creek, Mich. (Krispies), on Sept. 26 starts *Don Winslow of the Navy* on 21 stations, Mon. thru Fri., 5-5:15 p. m. (shifted from 5 Red stations, Mon. thru Fri., 7-7:15 p. m.). Agency: Hays MacFarland & Co., Chicago.

#### Continuing

**ANACIN Co.**, Jersey City (headache tablets), continues *Easy Aces* on 31 stations, Wed., Thurs., 7-7:15 p. m. Agency: Blackett-Sample-Hummert, New York.

**BI-SO-DOL Co.**, Jersey City (alkalizer), continues *Mr. Keen, Tracer of Lost Persons* on 33 stations, Tues., Wed., Thurs., 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, New York.

**JERGENS-WOODBURY SALES Corp.**, Cincinnati (Woodbury soap and cosmetics), continues *Win Your Lady* on 64 stations, Sun., 9-9:30 p. m.; *Jergens Location*, continues *Jergens Journal* on 64 stations, Sun., 9:30-9:45 p. m. Agency: Lennen & Mitchell, New York.

**KELLOGG Co.**, Battle Creek, Mich. (cornflakes), continues *Singing Lady* on 13 stations, Mon. thru Thurs., 5:30-5:45 p. m. Agency: N. W. Ayer & Son, N. Y.

**LAMONT, CORLISS & Co.**, New York (Ponds creams and powders), continues *Thous We Love* on 33 stations, Mon., 8:30-9 p. m. Agency: J. Walter Thompson Co., New York.

**MILES LABORATORY**, Elkhart, Ind. (Alka-Seltzer), continues *National Barn Dance* on 53 stations, Sat., 9-10 p. m. Agency: Wade Adv. Agency, Chicago.

**NEHI Corp.**, Columbus, Ga. (Royal Crown Cola), continues *Royal Crown Revue* on 68 stations, Fri., 9-9:30 p. m. Agency: James A. Greene Co., Atlanta.

**PROCTER & GAMBLE Co.**, Cincinnati (Camay), continues *Pepper Young's Family* on 19 stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Pedlar & Ryan, N. Y.

**PROCTER & GAMBLE Co.**, Cincinnati (Crisco), continues *Vic & Sade* on 14 stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Compton Adv., New York.

**PROCTER & GAMBLE Co.**, Cincinnati (Ivory flakes), continues *Story of Mary Martin* on 13 stations, Mon. thru Fri., 11-11:15 a. m. Agency: Compton Adv., New York.

**PROCTER & GAMBLE Co.**, Cincinnati (Oxydol), continues *Ma Perkins* on 11 stations, Mon. thru Fri., 10:45-11 a. m. Agency: Blackett-Sample-Hummert, Chicago.

**RADIO CORP. OF AMERICA**, New York (radio receivers), continues *RCA Magic Key* on 111 stations, Sun., 2-3 p. m. Direct.

**STANDARD BRANDS**, New York (Fleischmann's Yeast for health), continues *Getting the Most Out of Life* on 12 stations, Mon. thru Fri., 11:45-noon. Agency: J. Walter Thompson Co., New York.

**SUN OIL Co.**, Philadelphia (motor oil and gasoline), continues *Lowell Thomas* on 20 stations, Mon. thru Fri., 8:45-9 p. m. Agency: Rock, Williams & Cunnyngham, Philadelphia.

**TIME Inc.**, New York (*Time, Life, Fortune*), continues *March of Time* on 44 stations, Fri., 9:30-10 p. m. Agency: BBDO, New York.

**G. WASHINGTON COFFEE REFINING Co.**, Morris Plains, N. J. (instant coffee), continues *Uncle Jim Question Box* on 7 stations, Sat., 7:30-8 p. m. Agency: Cecil, Warwick & Legler, New York.

**R. L. WATKINS Co.**, N. Y. (Dr. Lyon's toothpowder), continues *Alias Jimmy Valentine* on 26 stations, Mon., 7-7:30 p. m. (repeat, 11-11:30 p. m.). Agency: Blackett-Sample-Hummert, N. Y.

**WELCH GRAPE JUICE Co.**, Westfield, N. Y., continues *Jeans Rich for Welch* on 47 stations, Sun., 9:45-10 p. m. (rebroadcast, 11:15-11:30 p. m.). Agency: H. W. Kastor & Sons Adv. Co., Chicago.

**J. B. WILLIAMS Co.**, Glastonbury, Conn. (shaving creams), continues *True or False* on 35 stations, Mon., 10-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

### NBC-PACIFIC COAST

#### New Business

**UNION OIL Co.**, Los Angeles, on Sept. 8 starts for 13 weeks, participation in *Woman's Magazine of the Air*, Thurs., 2:45-3 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

#### Continuing

**RICHFIELD OIL Corp.**, Los Angeles, (petroleum products), on Aug. 15 renews for 52 weeks *Richfield Reporter*, on 6 NBC-Pacific Red stations, Sun. thru Fri., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

**ALBERS BROS. MILLING Co.**, Seattle (cereals), on Oct. 4 renews for 13 weeks *Good Morning Tontis*, on 5 NBC-Pacific Red Stations, (KPO, KHQ, KOMO, KGW, KFI), Tues., 9-9:30 p. m. (PST). Agency: Erwin, Wasey & Co., Seattle.

**CARDINET CANDY Co.**, Oakland, Cal. (candy bars), on June 5 renewed for 13 weeks *Night Editor*, on 10 NBC-Pacific Red stations, Sun., 9-9:15 p. m. (PST). Agency: Tomaschek-Elliott, Oakland.

**SPERRY FLOUR Co.**, San Francisco (flour), on May 30 renewed for 52 weeks *Dr. Kate* on 5 NBC-Pacific Red stations (KFI, KPO, KGW, KOMO, KHQ, KDXL), Mon. thru Fri., 12:45-1 p. m. (PST); on June 15 renewed for 52 weeks *Martha Meade* program on 6 NBC-Pacific Red stations, Wed., Fri., 1-1:15 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

### MUTUAL NETWORK

#### New Business

**P. LORILLARD Co.**, New York (Sensation cigarettes), on Sept. 13 starts for 52 weeks *Don't You Believe It* on 19 stations, Tues., 7:45-8 p. m. (reb. 10:45-11). Agency: Lennen & Mitchell, N. Y.

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