

## NETWORK ACCOUNTS

(All time EST unless otherwise specified)

### New Business

**OAKLAND CHEMICAL Co.**, New York (Dioxogen face cream), on Oct. 10, started *Tico* on a *Shoestring* on MBS, Mon.-Fri., 2-2:15 p. m. Agency: Kleppner & Co., N. Y.

**PENICK & FORD**, New York (syrup), on Nov. 1 starts for 17 weeks participation in *Early Morning News* on 14 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a. m. (PST). Agency: J. Walter Thompson Co., N. Y.

**MACFADDEN PUBLICATIONS**, New York (True Story), on Oct. 11 started *Mary & Bob* on NBC-Blue network, Tues., 9 p. m. Agency: Arthur Kuder, N. Y.

**LADY ESTHER Co.**, Chicago (cosmetics), on Oct. 14, started *Guy Lombardo's* orchestra on 49 NBC-Red stations, Fri., 10-10:30 p. m. Agency: Lord & Thomas, Chicago.

**CALAVO GROWERS** of California, Los Angeles (Avocados), on Oct. 19 starts for 4 weeks Fletcher Wiley's *Housewives Protective League* on 6 CBS Pacific Coast stations, Wed., 12:45-1 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

**WANDER Co.**, Chicago (Ovaltine), on Sept. 28 started for 39 weeks *Little Orphan Annie*, transcribed on 13 Pacific Coast Don Lee network stations, Mon. thru Fri., 5:45-6 p. m. (PST). Agency: Blackett - Sample-Hummert, Chicago.

**GENERAL MILLS**, Minneapolis (Korn Kix), on Oct. 14 started *Curtain Time* on WGN-Don Lee network for 52 weeks, Fri., 10-10:30 p. m. Agency: Blackett - Sample - Hummert, Chicago.

**WAIIT & BOND**, Newark (Blackstone cigars), on Oct. 4 began Eddie Casey football news programs on 7 Yankee stations, Tues., Thurs., Sat., 3:15-4:30 p. m. Agency: BBDO, N. Y.

**GENERAL FOODS Corp.**, New York (Diamond Crystal Salt), on Oct. 4 started Kate Smith talks on CBS network, Tues., Thurs. and Sat., 12 noon. Agency: Benton & Bowles, N. Y.

**LOOSE-WILES Biscuit Co.**, Long Island City, on Oct. 4 started *Sunshine News Reporters* on 9 Yankee stations, Tues., Thurs., 7:30-7:45 p. m. Agency: Newell-Emmett Co., N. Y.

**GILLETTE SAFETY RAZOR Co.**, Boston, on Oct. 4 started in *Gretchen McMullen*, thrice weekly, on 14 Yankee stations. Agency: Ruthrauff & Ryan, N. Y.

**NARAGANSETT BREWING Co.**, Cranston, R. I., on Oct. 1 started in *Yankee News Service*, thrice weekly on 15 Yankee stations. Agency: Arthur Braitsch & Associates, Providence.

**LARUS & BROS.**, Richmond (Domino cigarettes) on Nov. 6 starts six 75-minute programs, Sun., Tues., 9:45 a. m., on 10 Yankee stations. Agency: Cecil, Warwick & Legler, N. Y.

### Renewal Accounts

**CUMMER PRODUCTS Co.**, Bedford. (Engine cleaning fluid), on Oct. 23 renews *Paul Wing's Spelling Bee* for 52 weeks on 22 NBC-Red stations, Sun., 5:30-6 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

## Late Personal Notes

**WILL WHITMORE**, advertising supervisor of Western Electric Co. and editor of *Pickups*, the W-E house organ, returned to his desk Oct. 10 after a business-vacation trip to Texas, during which he visited a number of stations.

**M. P. WAMBOLDT**, head of his own program production company, and his associates, Helen Jane Belke and William Joyce, have joined the Chicago staff of Transamerican. Acquisition of the production firm is said to be the first step in Transamerican's plans for establishing an elaborate program division in Chicago.

**WAITE HOYT**, ex-baseball pitcher and formerly with WMCA, New York, as announcer, will start as sports news commentator for WNEW, New York, on Oct. 17, with a nightly quarter-hour program.

**H. V. KALTENBORN** was guest of honor at a luncheon given by CBS at the Ambassador Hotel, New York, on Oct. 13, at which he was presented with a gift from the CBS affiliate stations in appreciation of his coverage of the Czechoslovakian crisis.

**WADE JONES**, formerly with the *Washington Star*, has joined the CBS publicity staff to take over the night duties of Hal Davis, who has been promoted to day duties.

**RAYMOND GRAM SWING**, radio news commentator, returned to New York from Europe on Oct. 10 on the *Normandie*.

**RICHARDSON & ROBBINS Co.**, Dover, Delaware (boned chicken), on Oct. 12, renewed *The Revelers* on 5 NBC-Red stations, Wed. and Fri., 7:30 p. m. Agency: Charles W. Hoyt Co., N. Y.

**BATHASWEET Corp.**, New York (Bathasweet), on Sept. 19 renewed for 52 weeks *Bathasweet News* on 2 California Don Lee network stations (KHL, KFRG), Mon., Wed., Fri., 7:45-8 a. m. Agency: H. M. Kiese-wetter Adv. Agency, N. Y.

**SWIFT & Co.**, Chicago (All-Sweet Margarine), on Oct. 14 renewed for 52 weeks *Marjorie Mills* on the Yankee Network. Agency: J. Walter Thompson Co., Chicago.

**PARKER DENTAL SYSTEM**, San Francisco (dental chain) on Sept. 27 renewed for a year *The Philistine*, on 5 Don Lee-Mutual stations Tues., Thurs., 8-8:15 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

### Network Changes

**GENERAL FOODS Corp.**, New York (Maxwell House coffee), adds 19 CBC stations to *Good News of 1939* on 70 NBC-Red.

**GENERAL MILLS**, Minneapolis (Korn Kix), on Oct. 10 added 3 NBC-Red stations (KOA, KGIR, KPFA) to *Those Happy Gilmans*, on NBC-Red.

**LEVER BROS. Co.**, Cambridge, Mass. (Lifebuoy) on Oct. 25 shifts *At Johnson Show* on CBS from Hollywood to New York for 6 weeks or more.

**PROCTER & GAMBLE Co.**, Cincinnati on Nov. 7 shifts *The Gospel Singer* to NBC-Red and Blue, 9:30-9:45 p. m.; *Vic & Sade* on NBC-Blue and CBS to NBC-Red, 4:30 p. m.; *Life Can Be Beautiful* to CBS, 1:15 p. m.; new show, *This Day Is Ours* on CBS, Mon.-Fri., 1:45-2 p. m. for Crisco. Agency: Compton Adv., N. Y.

**TRUMAN HINKLE**, formerly of the continuity and sales staff of KVI in Tacoma, is now working out of the station's Seattle office and devoting his time exclusively to sales.

**CARL HUFF**, who on Oct. 10 joined the press department of WOR, Newark, was formerly with the Harold F. Strong Corp., New York, as assistant publicity director and account executive.

**DANIEL S. TUTHILL**, asst. mgr. director of NBC Artists Bureau, on Oct. 10 spoke at the meeting of the New York chapter of the Salesmen's League of America on low radio helps the salesman to sell.

**JIM KANE** of CBS publicity department has been transferred from routine publicity duties to contact work with radio editors in New York. This position was previously filled by Bob Taplinger, now with Warners, and Pat O'Toole, now with a talent agency.

**MARJORIE CUNNINGHAM** has joined the musical staff of WTOL, Toledo, replacing Clare Mast.

**GEORGE CHANCE**, formerly at WMIN, St. Paul, has joined the announcing staff of KDAL, Duluth, replacing Cal Karstedt, who went to KSTP, St. Paul.

**FRANK KOEHLER**, formerly of the NBC guest relations staff, and Clyde A. Tibbs, formerly in agency work in Washington, have joined the sales staff of WRTD, Richmond. Bob Ehrman, formerly program director, has been made public relations director.

**BOB ANDERSON**, for three years radio newscaster and assistant radio editor of the *San Francisco Call-Bulletin*, has resigned that post to join the NBC news staff in San Francisco. NBC on the Coast recently augmented its newscasts and also added Bob Ackerley, formerly of KOMO, Seattle, to its news staff.

**G. M. HASTINGS**, NBC New York audio facilities engineer, is in Hollywood to inspect the network's new western division headquarters.

**WILLARD FARNUM**, formerly of WTMJ and WEMP, Milwaukee, has joined WFLA, Tampa.

**JOE MITCHELL**, chief engineer of WFLA, Tampa, is the father of a girl born recently.

**HENRY GOFF**, formerly of WFLA, Tampa, and WSN, St. Petersburg, has joined WLAK, Lakeland, as sales manager.

**BERNARD M. DABNEY Jr.**, continuity director of WRTD, Richmond, and Virginia Beal, of the Taylor Robertson Agency, Richmond, have announced their engagement.

**FREDERICK GEHRMANN**, continuity editor of Twentieth Century Radio Productions, Hollywood, has written a book, *African Puzzle*, to be published in November by Viking Press, New York.

## Time Fails to Renew

**TIME Inc.**, New York, had not renewed its contract with NBC for a continuance of *The March of Time*, which for the last year has been broadcast Friday evenings on NBC-Blue, 9:30-10, as **BROADCASTING** went to press, and it is believed that the program will be dropped following the broadcast of Oct. 14, last on its current contract. Previous to its move to NBC the program had been heard for several years on CBS, sponsored both by Time Inc. for *Time* and *Life* magazines, and by other advertisers, including Remington Rand and Servel, who exploited the program's popularity to promote their own products. Time agency is BBDO, New York.



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