

# Network Accounts

All time EST unless otherwise indicated.

## New Business

**PERSONAL FINANCE Co.**, Newark (loan service), on Jan. 23 starts *Doc Barclay's Daughters* on 29 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

**DUART MFG. Co.**, San Francisco (Crema de Milk products), on Jan. 15 starts *Human Interest* on 8 CBS Pacific stations, Sun., 2:30-3 p. m. Agency: Erwin, Wasey & Co., San Francisco.

**YANETTE HOSIERY MILLS**, Dallas, Tex., on Jan. 14 started *Fashion Previews* featuring Lorraine Anderson, Sat., 7:45-8 a. m. (CST) originating in Chicago and aired on following NBC southern network: WREN KYG KGKO KXYZ KRGV KTPS KTHS WMPW WDSU. Agency: Grant Adv. Inc., Dallas.

**CALAVO GROWERS** of California, Los Angeles (avocados), on Jan. 5 started for 4 weeks, *Housewives Protective League* with Fletcher Wiley, commentator, on 6 CBS Pacific Coast stations Thurs., 12:45-1 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

**WANDER Co.**, Chicago (Ovaltine), on Feb. 13 starts *Carters of Elm Street* on 7 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

**NARAGANSETT BREWING Co.**, Cranston, R. I., on Jan. 3 started 39 participations in *Yankee Network News Service*, on 15 Yankee stations. Agency: Arthur Braitsch, Providence.

## Renewal Accounts

**CHAS. H. PHILLIPS CHEMICAL Co.**, New York (milk of magnesia), on Feb. 3 renews *Waltz Time* on 45 NBC-Red stations, Fri., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

**STANDARD OIL Co.**, of California, San Francisco, on Jan. 5 renewed *Standard School* on 12 NBC Pacific stations, Thurs., 11-11:45 a. m. (PST), and *Standard Symphony* on 5 NBC-Pacific stations, Thurs., 8:15-9:15 p. m. (PST). Agency: McCann-Erickson, San Francisco.

**R. L. WATKINS Co.**, New York (Dr. Lyons toothpowder), on Feb. 5 renews for 52 weeks *Manhattan Merry-Go-Round* on 33 NBC-Red stations, Sun., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

**STERLING PRODUCTS**, Wheeling (Bayer Aspirin), on Feb. 5 renews for 52 weeks *American Album of Familiar Music* on 59 NBC-Red stations Sun., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

**AMERICAN HOME PRODUCTS**, New York (Bi-So-Dol), on Jan. 31 renews for 52 weeks *Mr. Keen, Tracer of Lost Persons* on 44 NBC-Blue stations, Tues., Wed., and Thurs., 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

**ANACIN Co.**, Jersey City (Anacin tablets), on Jan. 31 renews for 52 weeks *Easy Aces* on 45 NBC-Blue stations, Tues., Wed., and Thurs., 7-7:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.



**FLORIDA FUN** for fatigued "furriners" might caption this shot. Seated, l. to r., are L. B. Wilson, WCKY, Cincinnati, who spends his winters at Miami Beach and Fred Hopkins, owner of WJBK, Detroit, his guest at the Five O'clock Club, Miami Beach night spot.

**GOSPEL Broadcasting Assn.**, Los Angeles (religious), on Jan. 1 renewed for 52 weeks, *Old Fashioned Revival Hour*, on 86 MBS network stations, Sun., 6-7 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

**LOS ANGELES SOAP Co.**, Los Angeles (White King soap), on Dec 22 renewed for 10 weeks *Early Morning News* on 13 California Don Lee stations, Tues., Thurs., Sat., 7:45-8 a. m. Agency: Raymond R. Morgan Co., Hollywood.

**PACIFIC UNION CONFERENCE**, Seventh Day Adventists, Los Angeles (religious), on Jan. 1 renewed for 52 weeks *Voice of Prophecy* on 13 California Don Lee network stations, Sun., 9:30-10 p. m. Agency: Lisle Sheldon Adv., Los Angeles.

**GENERAL MILLS**, Minneapolis (Corn Kix), on Jan. 17 renews for 13 weeks *The Grouch Club* on 3 California CBS stations (KNX KSFQ KARM) and adds KFPI, KOIN, KIRO, KYI to list, Tues., 9:30-10 p. m. (PST). Agency: Blackett, Sample & Hummert, Chicago.

**GENERAL FOODS Corp.**, New York (Postum), on Jan. 2 renewed for 52 weeks *Lum & Abner* on 41 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. (EST), with rebroadcast, 8:15-8:30 p. m. (PST). KARM, Fresno, Cal., is to be added on Feb. 27. Agency: Young & Rubicam, N. Y.

**LADY ESTHER Co.**, Chicago (cosmetics), on Feb. 3 renews *Lady Esther Serenade* on 47 NBC-Red stations, Fri., 9-9:30 p. m. for 52 weeks. Agency: Lord & Thomas, Chicago.

**LEWIS HOWE Co.**, St. Louis (Tums), on Jan. 10 renewed *Vocal Varieties*, Tues. and Thurs., 6:15-6:30 p. m., on 30 NBC-Red stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

**CUMMER PRODUCTS Co.**, Bedford, O. (Molle shaving cream), on Jan. 10 renewed *Battle of the Sees* on 34 NBC-Red stations, Tues., 8-8:30 p. m. (CST). Agency: Stack-Goble Adv. Agency, Chicago.

**GENERAL MILLS**, Minneapolis (Corn Kix), on Jan. 17 renews *Grouch Club* and adds 4 CBS Pacific stations, making a total of 7 in all, Tues., 9:30-10 p. m. PST. Agency: Blackett-Sample-Hummert, Chicago.

## Like Hour of Charm

**WOMEN'S National Institute**, sponsored by the Women's National Exposition of Arts and Industries, recently sent out a questionnaire to over 200 women music lovers throughout the country to discover their opinion of General Electric Co.'s *Hour of Charm* program on NBC which features Phil Spitalny and his all-girl orchestra with Dorothy Thompson as commentator. According to Mrs. Gertrude E. Fox, chairman of the Institute, "the success and growing popularity of the *Hour of Charm* will undoubtedly influence the appreciation and greater demand for women in the arts." The survey resulted in a 50% return from the women heading radio and musical clubs to whom it was sent and showed a high appreciation of Spitalny's music, with special praise for Dorothy Thompson and for Evelyn with her "magic violin."

**GILMORE OIL Co.**, Los Angeles (petroleum products), on Feb. 17 renews for 52 weeks, *Gilmore Circus*, on 6 NBC-Pacific Red network stations, Fri., 9-9:30 p. m. (PST). Agency: Botsford, Constantine & Gardner, Los Angeles.

## Network Changes

**EUCLID CANDY Co.**, Oakland, Cal. (candy), on Jan. 9 added KSL and on Jan. 18 adds KOY and KGAR to *Headlines on Parade* with Knox Manning on 6 CBS Pacific network stations.

**CARNATION Co.**, Milwaukee (condensed milk), added 27 stations of Maritime, Ontario and Prairie groups of CBC to *Contented Hour* on 63 NBC-Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., New York.

**STANDARD BRANDS**, New York (Fleischmann Yeast), added 27 CBC stations *True or False* on 20 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson, Montreal.

**STANDARD BRANDS**, New York, (Chase & Sanborn coffee) added 27 CBC stations to *Chase & Sanborn hour* on 59 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson, Montreal.

**R. J. REYNOLDS TOBACCO Co.**, Winston-Salem (Camel cigarettes) on Jan. 16 switched *Eddie Cantor's Camel Caravan* on CBS from New York to Hollywood.

**STANDARD BRANDS**, New York, on Feb. 2 switches *Rudy Vallee Variety Hour* on NBC-Red from Hollywood to New York.

## Calling All Fires

**O. A. JOHNSON Insurance Agency**, operated by a full-blooded opportunist, has placed a standing order with KGNF, North Platte, Neb., to broadcast a spot announcement on fire insurance every time a fire occurs in North Platte. The telephone company notifies the station of the exact location of the fire, the announcer on duty breaks into whatever sustaining program is on the air, sounds a fire siren sound effect and reads the location, along with a previously prepared announcement elaborating on the benefits of fire insurance. Timeliness of the announcement is reported to have brought immediate sales results.

**WHEELING STEEL Corp.**, Wheeling (metal products), on Jan. 15 adds WAAB, WDGW, WATL, KTAT to *MBS Musical Steelmakers*, Sun., 5-5:30 p. m. CKLW Jan. 22 and WRVA as soon as time can be cleared.

**PHILIP MORRIS & Co.**, New York (cigarettes), on Jan. 31 renews for 52 weeks *Johnny Presents* on 60 NBC-Red stations, 8-8:30 p. m. (repeat, 11:30-12 midnight); on Jan. 28 changes to Jolynn Green's orchestra on CBS, Sat., 8 p. m.

**AMERICAN TOBACCO Co.**, New York (Lucky Strike cigarettes), on Jan. 28 will renew *Your Hit Parade* on 96 CBS stations, Sat., 10 p. m.



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