

Network Accounts

1 time EDT unless otherwise indicated.

New Business

GENERAL FOODS Corp., New York (ell-o), on Oct. 8 resumes *Jack Benny* on NBC Red, Sun., 7-7:30 p. m. (ST). Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York wansdown Cake Flour-Calumet King Powder), on Oct. 9 starts *My 4 & I* on 60 CBS stations, Mon. & Fri., 2:45-3 p. m. (EST). Agency: Young & Rubicam, N. Y.

LEGATE-PALMOLIVE-PEET Co., New York City, N. Y. (Cue dentifrice), on Oct. 21 resumes *Gangbusters* on CBS stations, Sat., 8-8:30 p. m. (ST). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (rape Nuts), on Oct. 6 resumes *the Smith Hour* on CBS Fri., 8-9 P. M. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Swansdown Flour, Diamond Crystal Salt), on Oct. 9 resumes *Kate Smith's Noon Chats* on 63 CBS stations, Mon. & Fri., 12-12:15 p. m. (EST). Agency: Young & Rubicam, N. Y.

PSODENT Co., Chicago, (tooth-), on Sept. 26 resumes *Bob Hope* 55 NBC-Red stations, Tues., 10-10:30 p. m. (EST). Agency: Lord & Thomas, Chicago.

STANDARD BRANDS, New York (Wal Desserts), on Oct. 5 starts *as We Love* on 51 NBC-Red stations, Thurs., 8:30-9 p. m. (EST). Agency: J. Walter Thompson Co., N. Y.

LEGATE-PALMOLIVE-PEET Co., New York City (Cashmere Bouquet), on Oct. 7 starts *Wayne King* on 49 CBS stations, Sat., 8:30-9 p. m. (EST). Agency: Benton & Bowles, Chicago.

ESEBROUGH MFG. Co., New York (vaseline products), on Nov. 1 resumes *Dr. Christian* on 59 CBS stations, Wed., 10-10:30 p. m. (EST). Agency: McCann-Erickson, N. Y.

EDMON BAKING Co., Detroit (Sil-up Bread), on Oct. 2 starts *One of the Finest* on 3 NBC-Blue stations 4Z, WWJ, WENR or WLS, Mon. and Thurs., 7:30-8 p. m. (EST). Agency: Young & Rubicam, N. Y.

HECKER PRODUCTS Corp., New York (Hecker H-O cereal), on Oct. 9 resumes *Woman's Magazine of the Air* on 9 NBC Pacific Coast stations, Tues., and Thurs., 3:45-4 p. m. (PST). Agency: Erwin, Wasey & Co., N. Y.

SEAWATER ASSOCIATED OIL Co., Los Angeles, sponsors 16 football games on NBC-Pacific network this season. Agency: Lord & Thomas, San Francisco.

J. JOHNSON & SON, Brantford, Ont. (floor wax) on Sept. 5 starts *Mr. McVee & Molly* on Canadian Broadcasting Corp. national network, Sat. Quebec. Agency: Needham, Macdonald & Broby, Chicago.

End of Daylight Saving

DAYLIGHT Saving Time ends Sept. 24, with networks and stations preparing for the usual revision of schedules to conform to the shift. CBS on Aug. 27 started to hold open until 2 a. m. (EDST) WABC, New York, and basic stations in the East, West, Southwest and Coast. The policy continues until the change to Standard Time.

STANDARD BRANDS, Toronto (Maxwell House coffee) on Sept. 7 starts *Good News* on 24 stations of the Canadian Broadcasting Corp. Maritime, Ontario and Prairie networks. After Oct. 1, CBA and CBK will be added. Agency: Baker Adv. Agency, Toronto.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), on Oct. 8 resumes *Silver Theater* on 50 CBS stations, Sunday 7-7:30 p. m. Agency: Young & Rubicam, N. Y.

LEVER BROTHERS Co., Cambridge, Mass. (Rinso), on Sept. 19 resumes *Big Town* on 61 CBS stations, Tuesday 11:30-12 p. m. Agency: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co. of Canada, Peterborough, Ont., on Oct. 2 starts *Bob Quaker Variety Half-Hour* on Canadian Broadcasting Corp.'s national network, except Quebec, Mon., 8-8:30 p. m. Agency: Lord & Thomas of Canada, Toronto.

TILLAMOOK County Creamery Assn., Portland, Ore., on Sept. 21 starts studio program on 6 NBC-Pacific Red stations, 9:30-9:45 a. m. (PST). On Sept. 28 and for 13 weeks thereafter, shifts 10-10:15 a. m. Agency: Botsford, Constantine and Gardner, Portland.

STEPHANO BROTHERS, Philadelphia (Marvel cigarettes), has contracted a thrice-weekly sportscast series over CBS Pacific Network starting on Sept. 26. Starts sportscast on CBS-Pacific, Tues., Thurs., Sat., 7:45-8:00 p. m. (PST) over KXN KSFO KARM KOIN KIRO KVI KFPY. Agency: Aitken-Kynett Co., Philadelphia.

GENERAL MILLS, Minneapolis (Gold Medal flour), on Oct. 9 starts *Caroline's Golden Store* on 12 CBS stations, Mon. thru Fri., 5:15-5:30 p. m. (EST). The firm has purchased a half-hour on CBS and will fill the remaining period with a show not yet selected. Agency: Blackett-Sample-Hummert, Chicago.

WANDER Co., Chicago (Ovaltine), on Sept. 25 starts *Carters of Elm Street* on 10 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. (EST), and *Orphan Annie* on 16 NBC-Red stations plus WGN, Chicago, Mon. thru Fri., 5:45-6 p. m. Agency: Blackett-Sample-Hummert, Chicago.



TELESCOPE plus ingenuity were required to get this picture of the top of KDKA's 710-foot antenna, near Pittsburgh. Byron McGill (at telescope), sales promotion manager, used this 4-inch telescope with 250-power magnification, and fitted a camera to the eyepiece with a bracket. A small 10-power telescope atop the big one served as finder. It was equipped with crosshairs for the job. Camera was a 9 x 12 cm. Voightlander with ground-class back and film pack adapter. It was focused at infinity with diaphragm wide open and exposure was 1/40th of a second on film with daylight Weston value of 96.

CORN PRODUCTS SALES Co., New York (Kre-Mel chocolate syrup), on Oct. 9 starts *Society Girl* on 35 CBS stations, Mon. thru Fri., 3:15-3:30 p. m. (EST). Agency: Hellwig-Miller Co., N. Y.

GROVE LABORATORIES, St. Louis (Bromo-Quinine), on Oct. 2 starts *Sherlock Holmes* on 47 NBC-Blue stations, Mon., 8-8:30 p. m. (EST). Agency: Strack-Goble Adv., Chicago.

MUSTEROLE Co., Cleveland (Musterole-Zemo), on Oct. 13 resumes *Carson Robinson & His Buckaroos* on 53 NBC-Blue stations, Fri., 8:30-9 p. m. (EST). Agency: Erwin Wasey & Co., N. Y.

OHIO OIL Co., Findlay, Ohio, on Sept. 1 starts *Melody Marathon* on 5 NBC-Blue stations, Fri., 10:30-11 p. m. Agency: Byer & Bowman Adv. Co., Columbus.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Sept. 25 resumes *Voice of Experience* on 60 MBS stations, Mon., Wed., Fri., 1:45-2 p. m. (EST). Agency: Erwin, Wasey & Co., N. Y.

STANDARD BRANDS, New York (Fleischmann Foil Yeast), on Oct. 2 starts *I Love a Mystery* on 51 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p. m. (EST). Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

BI-SO-DOL Co., New York (proprietary), on Sept. 25 for 52 weeks renews *John's Other Wife* on 38 NBC-Red stations, Thurs., Fri., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

A. S. BOYLE Co., New York (Old English Floor Wax), on Sept. 25 for 52 weeks renews *John's Other Wife* on 38 NBC-Red stations, Mon., Tues., Wed., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (headache tablets), on Sept. 25 renews *Just Plain Bill* on 33 NBC-Red stations, Mon., Tues., & Wed., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

KOLNYOS Co., New Haven (tooth-paste), on Sept. 25 renews *Just Plain Bill* on 33 NBC-Red stations, Thurs., Fri., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

CHAS. GILDEN Co., New York (mustard), on Oct. 4 renews *Golden Screamers* on 5 NBC-Blue stations, Wed. and Fri., 6:30-6:45 p. m. (EST). Agency: Chas. W. Hoyt Co., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., on Oct. 8 renews *Silver Theatre* on 43 CBS stations, Sun., 6-6:30 p. m. Agency: Young & Rubicam, N. Y.

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SAGE

Sayings



about Maine's
Oldest Station

There Are ONE MILLION
REASONS Why YOU
SHOULD ADVERTISE
ON WABI DURING THE
SUMMER MONTHS.

Maine's population increases by one million during the summer. Summer real estate owned by non-residents is valued at \$110,000,000. In 1938 non-residents spent \$2,000,000 in improving and building summer property.

Bangor, Maine

WABI

COLUMBIA BROADCASTING SYSTEM

Rep: Gene Furgason & Co.

KFRU

●

COLUMBIA, MISSOURI

A kilowatt of power on 630 cc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●

WBAL

means business
in Baltimore