

TRANSCRIPTIONS



FREDERIC W. ZIV Inc., Cincinnati, has announced a new transcribed show, *Lady of Millions*, starting May Robinson, and consisting of 105 quarter-hour programs written by Hector Cleghy. Complete merchandising tie-ins with the star are available for local sponsors. The series was originated for and sponsored by Bauer & Black for Velure band lotion on a selected list of stations before it was made available for local and regional sponsorship. The firm also announced that WWNC, Asheville, WCAE, Pittsburgh, WKBN, Youngstown, O., KWK, St. Louis, and WSAI, Cincinnati, have been set for local sponsorship of *Dearest Mother*, new serial, written by same writer and produced by same staff that produced the *Secret Diary* serial, now running on 85 stations.

RADIO ATTRACTIONS. New York, has announced further sponsors for its thrice-weekly quarter-hour, *Adventures of Pinocchio*, first sponsored on WFIL, Philadelphia, by Lit Brothers Department Store of that city, and on WOR, Newark, by Bloomingdale's Department Store, New York. The Higbee Co., Cleveland department store, will sponsor the series on WHK, Cleveland, starting Oct. 16; Ideal Pure Silk Co., Evansville, Ind., starting Oct. 9 on WGBF; Maison Blanche, New Orleans department store, on WSBM, WTIC, Hartford, and Loose-Wiles Biscuit Co. on WWJ, Detroit.

RADIO adaptation of the adventures of *Superman*, well-known comic magazine character, has been made by Frank Chase & George Ludlam of New York for sponsorship, either in live or recorded form, by national or local advertisers. *Superman* was originally published as a part of the comic magazine *Action Comics*.

FIVE new subscribers to Associated Music Publishers Library service are WJAM, Marinette, Wis.; WSBG, Chicago; WJPR, Greenville, Miss.; WGGV, Charleston, W. Va.; WCOS, Columbia, S. C. New station subscribing to the Ida Bailey Allen quarter-hour thrice weekly transcriptions produced by AMP are WISN, Milwaukee; KSL, Salt Lake City; WJAM, Marinette, Wis.

RECENT subscribers to the *Sneedy-Q* sound effects library are WCAU, Philadelphia; WHBB, Selma, Ala.; WMC, Memphis; KYW, Philadelphia, and the Mason-Dixon Radio Group. The Charles Michelson library is also available in Canada through a recent arrangement with Starr Piano Co. WGAR, Cleveland, has subscribed to the WBS transcription library service.

WFBL

SYRACUSE

"MUSICAL CLOCK"
TRIPLES SALES
for client

"My five minutes (daily) talk on your station has been the best means of tripling our September Sales over 1938."

Mr. Charles W. Jacobsen, Oriental Rug expert of Day Brothers & Company, Syracuse, is one of many enthusiastic advertisers who have found WFBL's live talent "Musical Clock" Program brings immediate results. Choice spots still available. Get full details, rates and time open. TO-DAY!

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Maxwell House Discs

GENERAL FOODS Corp., New York, on Oct. 23 started a quarter-hour transcribed program titled *Kate Hopkins, Angel of Mercy* in the interests of Maxwell House Coffee on the following stations: K TSA KGNC KRIS K TSM KRLD KTRH KFH KSTP and WFEA. The program features Margaret MacDonald and Clayton Collier in the title roles, and is heard Mondays through Fridays at varying times. Benton & Bowles, New York, handles the account.

STANDARD RADIO announces the following stations as subscribers to its Standard Library: WJR, Detroit; KFIZ, Fond du Lac, Wis.; KFPY, Spokane; WGBI, Scranton, Pa.; WDSM, Superior, Wis.; WISE, Asheville, N. C. and KWEW, Hobbs, N. M.

GENERAL MOTORS of Canada, Oshawa, Ont.; has distributed discs announcing new General Motors cars to dealers throughout Canada, the dealers placing the discs with their local broadcasters, according to MacLaren Adv. Co., Toronto.

TRANS-RADIO ENTERPRISES, new Hollywood production and transcription unit, has been organized with headquarters at 5513 Sunset Blvd. Studios are RCA equipped. Frank Robinson Brown, well-known in Southern California radio, is production manager, and Frederic P. Plotkin, musical director. Walter J. Koepfel, executive of Schirmer Music Stores, Los Angeles, heads the world music clearance service.

WILLIAM R. LEWIS, formerly of Victor Talking Machine Co., Southern Wholesalers, and General Electric Supply Corp., has been named Midwestern sales manager of U. S. Record Corp., with headquarters in Chicago. The company recently leased two floors at 1780 Broadway, New York, and currently is remodeling them for recording studios.

J. CURTIS BIRD, general manager of Aerogram Corp., Hollywood transcription concern, is in Cleveland to confer with Alonzo Hawley, representative of that firm. He is scheduled to return to the Coast by Oct. 20.

COLUMBIA RECORDING CO., Bridgeport, Conn., has announced among its November releases an album of eleven 12-inch records of Shakespeare's *Julius Caesar*, as played by Orson Welles and members of the Mercury Theatre.

Plan Promotion Drive For Lone Ranger Tieups

TO PROMOTE character merchandise in connection with *The Lone Ranger* program, an extensive campaign will be conducted between Thanksgiving Day and Christmas, according to an announcement by Raymond Spector, director of all commercial activities of Lone Ranger Inc. Sole license for the manufacture of "Lone Ranger" radio sets has been granted to Pilot Radio Corp. The sets are one of the 126 Lone Ranger items for sale in department stores all over the country.

Sponsors of the radio program have completed reciprocal publicity tieups with the department stores carrying these items. Promotion booklets, mats for newspaper advertising, window display cards and copy ideas will be used during the campaign, in addition to the usual promotion of daily comic strips in 127 newspapers, 15-minute episode movie serials and *The Lone Ranger* programs on 140 stations.

Blood Donors

TO ENLIST blood donors on a nationwide basis, 49 NBC-Blue stations on Oct. 6 tied in with a special network program, *Life Donors*, by starting organization of "blood donor posts" in their respective communities. The idea, superintended by Keith Kiggins, director of the Blue network, is an extension of the work of the Legion of Blood Donors, a voluntary humanitarian organization of Rochester, N. Y., which was founded 2½ years ago by Al Sigl on WHAM, with cooperation of the *Rochester Times-Union*.

WE'VE GOT
Coverage!

KWFT

Wichita Falls · Texas
The Texas-Oklahoma Station!
Covering the Great Texas Panhandle
and Southern Oklahoma

620 Kc.
1,000 W-Day 250 W-Night
PAUL H. RAYMER CO.
National Representatives



MINNEAPOLIS-ST. PAUL

**CIVIC
MINDED!**

Doing a Great Job of Co-operating With Community Enterprises . . . It's the Northwest's Most Popular Station.

Here's What They Say—
(Excerpts from Letters to WTCN)

"Every year at this time WTCN has been very helpful in broadcasting announcements for the Christmas sale of the Minneapolis Society for the Blind."

Richard Lewis
"I desire to express to you in behalf of the Minnesota Arrowhead Association's officers and directors, my sincere appreciation for your courtesy in allowing me to present the Minnesota Arrowhead story over your station."

S. V. Saxby
"I wish to thank WTCN for its fine co-operation with the Young Peoples Department of the Minneapolis Church Federation."

Richard C. Hunter
"The Junior Association is indebted to WTCN for its splendid co-operation in helping us put over our Christmas lighting campaign."

Lester A. Mulkerson
"May we ask your continued help in the effort to raise our Christmas Seal quota?"

Marguerite Breen
"Thank you very much for the time given us this morning for a Poppy Day broadcast."

American Legion Auxiliary
"We please acknowledge for the splendid co-operation received from WTCN during our campaign for funds for the relief of Anoka tornado sufferers."

American Red Cross

STATION ALSO OPERATED BY THE ST. PAUL BROADCASTING BOARD FOR THE MINNEAPOLIS TIMES-TRIBUNE . . . FREE & PETERS, INC., NATIONAL REPRESENTATIVES, NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO.