

Radio Advertisers

CLIMAXING its fourteenth consecutive year of football sponsorship on the Pacific Coast, Tide-Water Associated Oil Co. sponsored a play-by-play account of the annual East-West Shrine All-Star football game in San Francisco New Year's Day. The game was carried over the entire Pacific Coast network of 32 Mutual-Don Lee stations and KGMB, Honolulu and KHBC, Hilo. It also was released to WNEW, New York; WIND, Chicago; KQV, Pittsburgh; WAAB, Boston; WRNL, Richmond, Va.; KCMO, Kansas City. Doug Montell described the action while Mel Venter handled the pre-game and half-time color.

SAFEXWAY STORES, Oakland, Cal., recently launched a five-minute program, *Prost Warnings* over 10 stations of the Don Lee-Mutual network in California, every morning. Account placed through Lord & Thomas, San Francisco.

LYMAN AGENCIES, Montreal (dyes and creams), on Jan. 1 started the program featuring household hints by Mrs. Aitkin and Horace Lapp's orchestra which has been on CFRB, Toronto, for the past six years, on that station five times weekly. Ronalds Adv. Agency Ltd., Toronto, placed the account.

ROE FARM MILLING Co., Atwood, Ont. (poultry and livestock feeds) on Jan. 1 started daily farm stock reports on CKNX, Wingham, Ont., and CJCS, Stratford, Ont. Ronalds Adv. Agency, Toronto, placed the account.

AFTER two years on CJRC, Winnipeg, Coca-Cola switched its five-weekly *Singin' Sam* show to CKY, Winnipeg, starting Jan. 1, 1940. D'Arcy Adv. Co., Toronto, placed the account.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont., (canned foods) on Jan. 3, started four-weekly transcribed quarter-hour *Donald Novis Sings* on CKLW, Windsor; CHSJ, St. John, N. B.; CHNS, Halifax; CKY, Winnipeg; CFCF, Montreal; CKAC, Montreal; CBO, Ottawa; and five weekly on CFRB, Toronto; (B.L. Toronto. McConnell Eastman & Co., Toronto, placed the account.

J. W. BURLESON & SONS, Waxahachie, Tex. (Burleson's Honey) and Naughton Farms, Waxahachie (nursery) are now participating sponsors in the *Barbara Brent* program for women on WFAA, Dallas, daily, except Sunday. The new sponsors bring the total participating in the program to four, the others being Ballard & Ballard Co. (Ovenready Biscuits) and Northwestern Yeast Co. (Maca Yeast).

CANADIAN National Carbon Co., Toronto. (dry cell batteries) on Jan. 1 renewed daily transcribed dramatized spot announcements on CFBP, Grande Prairie, Alta.; CKX, Brandon, Man.; CFCN, Calgary, Alta.; CJCA, Edmonton, Alta.; CHAB, Moose Jaw, Sask.; CJOC, Lethbridge, Alta.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CFCQ, Saskatoon, Sask.; CJGX, Yorkton, Sask.; CFAR, Flin Flon, Man. The campaign is to be extended later in the year to Eastern Canada. Clark Locke, Toronto, placed the account.

NATIONAL BREWERIES, Montreal (ale), features skiing in a new campaign started on CFCF, Montreal, on Jan. 5. With week-end skiing in vogue in Eastern Canada, the quarter-hour program goes on Friday evenings, Saturday mornings and Saturday evenings with latest reports on snow conditions in skiing territory for the weekend. Account was placed by J. Walter Thompson Co. Ltd., Montreal.

Anderson to Gen. Mills

HARRY F. ANDERSON, onetime NBC western division sales manager, has discontinued his recently organized public relations firm in San Francisco to head the public relations department of General Mills, Minneapolis. Henry A. Bellows, former Federal Radio Commissioner and former CBS vice-president, who for the last two years has been director of public relations for General Mills, died in Minneapolis Dec. 29.

LLOYD K. HILLMAN, Los Angeles (autos and financing), a consistent user of Southern California radio, on Jan. 7 started a 52-week weekly one-hour variety show, *Hillman Hour*, on KFWR, Hollywood. Program features Fred Keating, film actor; Martha Tilton, vocalist; George Jay, interviewer; Leon Leonard's orchestra, assisted by Bobby Sherwood, with Gary Breckner as announcer and m.c. Firm is also using a weekly one-hour program of recorded music on KFVD KRKD KIEV and a similar two-hour show on KMTR, Ted Dahl Adv. Agency, Los Angeles, has the account.

FONTANA FOOD PRODUCTS Co., San Francisco, recently contracted for sponsorship of the transcribed program *This Is Magic* twice weekly on KFRC, San Francisco. The program dramatizes and explains magic tricks and offers home tricks to listeners. Account placed through Brewer, Weeks Co., San Francisco.

CERTIFIED MOVERS Assn., Los Angeles (moving and storage), new to radio, on Feb. 19 will start participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Raymond R. Morgan Co., Hollywood, has the account.

STEPHANO BROS., Philadelphia (Marvel cigarettes), no Jan. 23 starts the *Don Large Chorus* on WJR, Detroit, 6:15-6:30 p.m., Tues., Thurs., Sat. The chorus, consisting of 14 singers, was featured on the *Ford Summer Hour* and since the fall schedule started for that program the group has made thrice-weekly sustaining broadcasts on WJR, Aitkin-Kynett Agency, Philadelphia, handles the account.

PUREPAC Corp., New York, on Jan. 8 added WNEW, New York, to its campaign of seven spot announcements weekly for Flemex cough remedy on four New York stations, WMCA, WHN, WINS and WAAF. Klinger Adv. Corp., New York, is agency.

FIRST FEDERAL SAVINGS & Loan Assn., Phoenix, for the fourth consecutive year has renewed its weekly quarter-hour *Arizona Cavalcade of Builders* on KTAR, that city. Elizabeth Tooley, formerly State historian, writes the series.

PETER FOX BREWING Co., Chicago (beer), has started thrice-weekly one-minute spot announcements on WXYZ WJIM WELF WFDF WOOD WBCM WKBZ, Schwimmer & Scott, Chicago, handles the account.

TUCKETT'S Ltd., Hamilton, Ont., (Wings Cigarettes) started on Jan. 1 four-daily transcribed spot announcements on 40 Canadian stations. MacLaren Adv. Co., Toronto, placed the account.

30TH ANNUAL National Orange Show, to be held for 10 days starting March 14 in San Bernardino, Cal., will use radio in addition to newspaper and outdoor advertising. Chet Crank Inc., Los Angeles, is agency.

JOSEPH M. GREILEY, formerly advertising manager of Quaker Oats Ltd. in England, has been appointed advertising manager of the H-O division of Hecker Products Corp., New York, extensive user of radio.



He Brings "Your Morning Mail"—BOB POOLE

Starting at Guilford College, North Carolina, in 1935, Bob Poole whittled out a wooden microphone and practised announcing before his mirror. . . .

Leaving Guilford, Bob entered the University of North Carolina, at Chapel Hill, and each weekend hitch-hiked back to Greensboro just for the experience of making station identifications. . . .

Now, Bob Poole conducts **YOUR MORNING MAIL**, from 6 a. m. until 8 a. m. daily over WBIG, in Greensboro, one of the most outstanding morning programs in the country, with the same enthusiasm and interest. . . . he sells the goods! Bob hits them where they live, and—like it or not—they all listen. . . .

By far the greatest mail puller, this participating show has brought more than the expected results to every client.

There are a few spots left on **YOUR MORNING MAIL**. Write today for full information and participating rates, 6 a. m. to 8 a. m.



**5000 WATTS DAY
1000 WATTS NIGHT**

WBIG in Greensboro, N.C.

**Edney Ridge, Director
George P. Hollingsbery Co.
National Representatives**

UP Again!

For the seventh straight year the famous
WWVA JAMBOREE beats the previous
year's total!

For 1939 the turnstile
clocked

118,088

PAID ADMISSIONS

*Staged Every Saturday Night
52 Weeks a Year for 7 Years*

W
W
V
A

5,000 WATTS AT WHEELING,
WEST VA.

COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives