

Radio Advertisers

APPLE BEVERAGE Corp., New York, on June 27 started a campaign to promote its beverage product, Spree, using 10-minute news programs once weekly in English and five times weekly in Yiddish on WEVD, New York, and 21 spot announcements weekly on WMCA, New York. Agency recently appointed to handle the account is William G. Seidenbaum Adv. Agency, New York.

OLD BEN COAL Corp., Chicago (Green Marked Stoker coal), on July 1 started a 26-week schedule of news commentary programs on WGN, Chicago, 7:25-7:30 a.m., featuring Alexander McQueen, whose *Nothing But the Truth* program was formerly heard on CBS and NBC-Blue.

MAC'S SUPER GLOSS Co., Los Angeles (auto polish), new to radio, in a five-week test campaign which ends Aug. 9, is using five one-minute transcribed announcements weekly on KHJ, that city. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

GRAND CENTRAL PUBLIC MARKET, Los Angeles (general market service), new to radio, through Mayers Co., that city, during the last two weeks in June, used an average of from one to four spot announcements weekly on five different Southern California stations, KECA, KFVB, KIII, KMPC, KFAC. Market also sponsored participation in *Mid-Morning Jamboree* on KECA, and contemplates additional radio during summer and fall.

CHICAGO, DULUTH & Georgian Bay Transit Co., Detroit (lake excursions), on June 24 started a two-week campaign of 12 half-hour periods on the WIND, Gary, Ind., *Sports Edition* program. Campbell-Ewald Co., Detroit, placed the business.

GORDON BAKING Co., Detroit (Roman Meal bread), is sponsoring a twice-weekly quarter-hour dramatic serial, *Hollywood Dreams* on WABC, New York. Series features Ted Steele and Phyllis Crevers as "Bob and Molly". Commercials plug the product as the diet bread of Hollywood film stars. Barton A. Stebbins Adv., Los Angeles, has the account.

SIMONIZE Co., Chicago (auto polish), on June 30 renewed for 52 weeks its *Prevue of Brand New Records* program heard Sundays 11:30-12 noon on WMAQ, Chicago. George H. Hartman Co., same city, handles the account.

DR. S. M. COWEN, Los Angeles (chain dentist), a consistent user of Southern California radio, has started the three-weekly quarter-hour program, *America Looks Ahead*, with Robert Arden, commentator, on two California Radio System stations, KFVB, Hollywood, and KFOX, Long Beach.

ROTOTILLER Inc., Troy, N. Y. (farm implement manufacturer), has renewed participations in *Crossroad Comments*, farm feature on WGY, Schenectady, handled by Ed W. Mitchell.

STANDARD FEDERAL SAVINGS & LOAN Assn., Los Angeles, a consistent user of local radio, is using thrice-daily time signals and weather report announcements on KFVB, Hollywood, and contemplates adding other stations. Agency is Darwin H. Clark Adv., Los Angeles.

CAMMARANO BROS., Tacoma, Wash., on June 18 started thrice-weekly sponsorship of *Secret Agent K-7 Returns*, quarter-hour series recorded by NBC Radio-Recording Division, on KMO, Tacoma, in the interests of Double-Cola and other beverages. Agency is the Condon Co., Tacoma.



EXECUTIVES of Pepsi-Cola Co. and Newell-Emmett Adv. Agency, which handles the Pepsi-Cola soft drink account, gathered around this television receiver recently to watch one of a series of minute movies featuring "Pepsi and Pete", trademark cartoon characters of Pepsi-Cola, transmitted on NBC's W2XBS in New York. Standing are (l to r) Don G. Mitchell, vice-president in charge of sales of Pepsi-Cola Co.; M. V. Odquist, Newell-Emmett; Albert J. Goetz, Pepsi-Cola advertising manager; Paul Hartley, Newell-Emmett. Seated are George Ogle, of the agency; Gordon Mills, of NBC; William Reydel, Newell-Emmett v-p.

SERIES of spot announcements urging New Yorkers to visit Submarine S-49 on exhibition at Pier 5 East River was broadcast on WMCA, New York, June 14-19, as placed by Cox & Tanz, Philadelphia. The submarine, formerly owned by the U. S. Navy, now is the property of Capt. Christianson, who is touring America to show the public the mechanism of a modern naval auxiliary ship.

JOSEPH MARTINSON, New York (coffee), on June 28 started sponsoring Lisa Sergio's *Columns of the Air* program on WQXR, New York. Al Paul Lefton, New York, is agency. Program is sponsored Mondays and Wednesdays by Fels & Co., and Tuesdays and Thursdays by Botany Worsted Mills.

WILLIAM GRETZ Brewing Co., Philadelphia (beer), is planning its largest advertising campaign, through Geare-Marston, Philadelphia. F. Howard Seberhagen is account executive. Radio and outdoor will supplement newspaper advertising.

EASTERN WINE Corp., New York, is planning to continue its campaign of 30-225 spot announcements weekly for Chateau wines throughout the summer on the following list of stations, some of which have been recently added to the schedule: WNEW, WMCA, WBNX and WINS, New York; WABY, Albany; WOLF, Syracuse; WSAY, Rochester; WHLD, Niagara Falls; WKAT, Miami Beach. H. C. Morris & Co., New York, is agency.

KREMER & HOWARD Inc., Memphis agency, has announced the following accounts placed in recent weeks: Memphis Ice Industry, twice-weekly quarter-hour programs, *Time Out With Allen Prescott*, on WMPG; Tennessee Brewing Co., five-weekly quarter-hours on KLRA, Little Rock, Ark., and Fulton Lewis Jr., MBS commentator, on WMPG; Colonial Baking Co., six-weekly newscasts on WMPG; Hotel Gayoso, once-weekly quarter-hour series on WMC.

MACDONALD TOBACCO Ltd., Montreal (British Consols Cigarettes), started the transcription serial *Non-sense and Melody* July 8 on CFNB, Fredericton, N. B. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

SNIDER PACKING Co., Rochester, N. Y. (catsup), on July 3 will start a schedule of thrice-weekly quarter-hour news periods on WBBM, Chicago. Broadcast time is 7:15-7:30 a.m. Charles W. Hoyt Co., New York, is the agency.

KEELEY BREWING Co., Chicago, has appointed C. L. Miller Co., New York, as agency and spot announcements are planned in the Midwest.

All in the Family

WITH the recent 52-week extension of *Dad's Family*, sponsored by Chicago Distilled Water & Beverage Co. for Dad's Root Beer on WCFL, Chicago, the program continues as one of radio's most unique serialized features. The thrice-weekly quarter-hour, now in its second year on the station, was specially planned and written to afford a complete tie-up with the product. Chief characters in the program are called Papa, Mama and Junior, the same names identifying the three bottle sizes of Dad's Root Beer. All other advertising done by the firm is carefully planned to tie in with the family theme, both newspaper and dealer display advertising continually referring to the characters. Even the bottles themselves each carry a distinct identity along the same theme, with identifying cartoon characters printed on the labels.

Battery Firms' Drives

GENERAL DRY BATTERIES of Canada, Toronto, starts on July 16 one-minute dramatized spot announcements four to six times weekly on 25 Canadian stations. Account is placed by A. McKim Ltd., Toronto. Burgess Battery Co., Niagara Falls, Ont., on July 1 starts six weekly spot announcements to run until Dec. 31 on CHNS, Halifax; CHGB, Ste. Anne de la Pocatiere, Que.; CKNX, Wingham, Ont.; CFCY, Charlottetown, P. E. I.; CJKL, Kirkland Lake, Ont.; CKPR, Fort William, Ont.; CHLT, Sherbrooke, Que. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

TERRE HAUTE BREWING Co. (Champagne Velvet Gold Label beer), is sponsoring a five-minute news period preceding the Indianapolis Indians night baseball games, and a ten-minute period immediately following the games on WIRE, Indianapolis.

TRANSCRIPTION TOPICS



by the
LITTLE
TAILOR

OUR OWN (SOFT) SOAP OPERA



YESTERDAY, dear listeners, we left our hero hanging by his finger nails to a bill of goods... Will he be left there, holding the bag? ... Will he be able to swing it? ... Let's go now to KGHL, Billings, where Ed Yokum is holding forth on the telephone with a prospective client—

YOKUM: Are you there, Mr. Watson?

WATSON: Listening.

YOKUM: Well listen to these.

SOUND: (Standard Spot-Ads)

WATSON: Say, those are great!

I'll sign right now!

AND SO Mr. Yokum sells Standard's first series of SPOT-ADS to a Used-Car Dealer, by just playing them over an ordinary telephone. And that beats Pot o' Gold. With our Pot 'o Spots, Standard stations just pick a telephone number, call, and the party on the other end pays off!

WELL, We got such a batch of testimonials like Mr. Yokum's and the one from Robert Kennedy at WDSM, Superior... "It took just fifteen minutes to sell your series of Used-Car Spot-Ads"... and so many library subscribers clamored for more SPOT-ADS immediately, that we had to tear around and get out another bunch of our capsule Shakespeare with the sales appeal.



EVEN NOW the audition room resounds with the new release of dramatized commercials — a series for clothing stores. And a pretty terrific bunch of two-pants operas, too... "Oh, please, sir—not that! Not in that hideous green suit!"...

AND SO, listeners, we leave you until next time... Will Helen learn The Truth in time?... Will Herbert break himself of the dread opium habit?... Will lots and lots of our stations make money with Standard's second series of SPOT ADS? Betcha they will, I betcha.

Are Your Transcriptions
Up to Standard?

Standard Radio

TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD