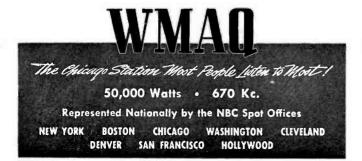


The NBC Music Library (more than 100 tons of tunes)—the largest working collection in the world—is at the disposal of every local and spot WMAQ advertiser.

This and all the other vast resources of NBC stand behind the production and broadcasting of your campaign when it is placed on



## Radio Advertisers

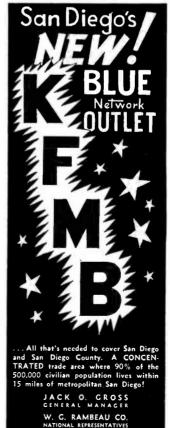
GRAHAM Co., New York, as part of an extensive local campaign for Redbow food products, on Oct. 2 started Redbow Music Hall, featuring Mina Cravi, singer, on WOV New York on a weekly half-hour 52-week basis. Account continues Diana Baldi thrice-weekly on the same station. Agency is Emil Mogul Co., N. Y.

ALBA, S. A., manufacturer of paints, enamels and varnishes and one of the enterprises of Bunge & Born, in Argentina, has appointed McCann-Erickson, Buenos Aires, to handle its advertising.

KAEMPFER'S Inc., Chicago, subsidiary of Hartz Mountain Products Co., New York (pet foods), on Oct. 9 started a Saturday afternoon quarter-hour transcribed musical program titled Big Kernel on WGN Chicago. Contract is for 13 weeks. The Hartz company also started a quarter-hour transcribed musical show, Master Radio Canaries, Oct. 3 on WOR WHK KECA KRSC and Oct. 10 began the same show on WBBM Chicago. Agency handling the account is Geo. H. Hartman Co., Chicago.

HOHENADEL BREWING Co., Philadelphia, is sponsoring Sporting Page program on WIBG Philadelphia. with contract signed for 26 weeks. Agency is Benjamin Eshleman Co., Philadelphia.

O-CEDAR OF CANADA Ltd., Toronto (floor polish), has started Blue network show Hot Copy on CBY Toronto and CFCF Montreal. Account was placed by MacLaren Adv. Co. Ltd., Toronto.



## NOW THE BEE-LINE

To Business, Via Walt Disney

Trade Character

NOT A CHAIN, not a circuit, not a network—but "the Beeline," is the way McClatchy Broadcasting Co., with headquarters at KFBK Sacramento, describes its five-station combination deal in new promotion literature and trade advertising. The five stations are KFBK Sacramento, KWG Stockton, KMJ Fresno, KERN Bakersfield, and KOH Reno. Nev.

KOH Reno, Nev.
Robert A. Street, national sales manager, explains that the "Bee" idea comes from the newspapers by that name, published by the McClatchy interests. To point up the theme Walt Disney was enlisted to draw a whimsical bee character, which is featured in the advertising in BROADCASTING and other media.

BRISTOL-MYERS Co. of Canada Ltd., Montreal (Sal Hepatica), has started spot announcement campaign five days weekly on a number of Canadian stations. Account was placed by Ronalds Adv. Agency Ltd., Montreal.

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal., (institutional) on Oct. 4 started sponsoring a five weekly five minute program titled Best Buys in Points and Prices on KHJ Hollywood. Contract is for 52 weeks. Agency is Foote, Cone & Belding, Los Angeles.

VICK CHEMICAL Co., New York (drug products), has started a thrice weekly quarter hour program titled R.S.V.P. on KOMO Seattle. Contract is for 26 weeks. Featured is local socialite and sportswoman who discusses wartime living conditions in Seattle.

GROVE LABS., St. Louis (Bromo Quinine), on a 26 week contract which started in late September currently is sponsoring 13 quarter hour periods per week on KOMO Seattle. Schedule includes Dick Keplinger as narrator of Stories of the Day, four times per week; Reveille Roundup, thrice weekly; the Saturday Associate Press News, and Texas Rangers, five times weekly.

GOLDEN STATE DEPT. STORE, Los Angeles, adding to its current schedule on Oct. 5 started a sixweekly quarter-hour morning news period on KFAC. Contract is for eight weeks. Firm also sponsors a weekly quarter-hour and a 45-minute recorded musical series on that station. Ned Newman Adv., Los Angeles, has the account.

