



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

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

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 WOY 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.

IIOHENADEL 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.

San Diego's
NEW!
K BLUE
Network
OUTLET
F
M
B

... All that's needed to cover San Diego and San Diego County. A CONCENTRATED trade area where 90% of the 500,000 civilian population lives within 15 miles of metropolitan San Diego!

JACK O. GROSS
GENERAL MANAGER

W. G. RAMBEAU CO.
NATIONAL REPRESENTATIVES

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.

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 six-weekly 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.

WDRG

CONNECTICUT'S PIONEER BROADCASTER

BULL'S-EYE

You supply the advertising. We'll give you the country's richest trading area—and the station to do the job! It's a bull's-eye, when you use WDRG in the Hartford Market! Basic CBS, Hartford.

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