

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCAU, Philadelphia

Colgate-Palmolive-Peet Corp., Jersey City (Octagon soap), 2 weekly t, thru Benton & Bowles Inc., N. Y.
Crowell Pub. Co., New York (Woman's Home Companion), 13 sp.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 2 weekly t, thru Ruthrauff & Ryan Inc., N. Y.
Household Finance Corp., Chicago (loans), 2 weekly sp, thru Charles Daniel Frey Co., Chicago.
General Mills Inc., Minneapolis (Wheaties), 6 weekly sp, thru Blackett - Sample - Hummert Inc., Chicago.
Johnston Educator Food Co., Cambridge, Mass. (Crax), 6 weekly sa, thru John W. Queen, Boston.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), weekly t, thru Wade Adv. Agency, Chicago.

WFLA, Tampa, Fla.

General Mills Inc., Minneapolis (Wheaties), 5 weekly t, direct.
General Electric Co., Cleveland (refrigerators), 5 weekly sa, thru Maxon Inc., Detroit.
Westinghouse Electric & Mfg. Co., Mansfield, O. (refrigerators), 4 daily sa, thru local distrib.
Grigsby-Grunow Co., Chicago (refrigerators), 3 weekly t, thru Florida distrib.
Welch Grape Juice Co., Westfield, N. Y., 3 weekly ta, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 7 weekly sa, thru Birmingham, Castleman & Pierce Inc., N. Y.

W9XBY, Kansas City

General Mills Inc., Minneapolis (Wheaties), baseball, thru Blackett-Sample-Hummert Inc., Chicago.
Sterling Casualty Insurance Co., Chicago (Penny-A-Day insurance), 7 weekly sa, direct.
Geppert Studios, Des Moines (enlargements), 6 weekly sa, thru Lessing Adv. Agency, Des Moines.
Sherwin Williams Paint Co., Cleveland, 11 weekly sa, direct.

WAVE, Louisville

Stanback Medicine Co., Salisbury, N. C. (proprietary), daily sa, direct.
Dodge Dealers, Louisville (autos), daily t, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Dealers, Louisville (autos), 3 daily sa, thru Roche, Williams & Cunynham Inc., Chicago.

WBBM, Chicago

Morton Salt Co., Chicago (table salt), rainy day sa, thru Blackett-Sample-Hummert Inc., Chicago.
Antrol Laboratories Inc., Los Angeles (insecticide), 3 weekly sp, thru Blackett - Sample - Hummert Inc., N. Y.

WCKY, Cincinnati

Zenith Radio Corp., Chicago (receiving sets), 52 sa, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
H. J. Heinz Co., Pittsburgh (food), 13 sa, thru Maxon Inc., Detroit.

WSOC, Charlotte, N. C.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly t, thru Joseph Katz Co., N. Y.
Watchtower Bible Society, Brooklyn, weekly t, placed locally.

KDKA, Pittsburgh

Household Finance Corp., Chicago (loans), 6 weekly t, thru Charles Daniel Frey Co., Chicago.
Gold Dust Corp., New York (shoe polish), 5 weekly t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Bowe's Inc., Chicago (Dari-Rich drink), weekly t, thru Russel C. Comer Adv. Co., Chicago.
Ball Bros. Co., Muncie, Ind. (fruit jars), 3 weekly sp, thru Applegate Adv. Agency, Muncie.
California Fruit Growers Exchange, Los Angeles (Sunkist), 12 weekly sa, thru Lord & Thomas, Los Angeles.
Sterling Products Co., New York (Phillips cosmetics), 3 weekly sp, thru Blackett - Sample - Hummert Inc., Chicago.

WJDX, Jackson, Miss.

Philco Radio & Television Corp., Philadelphia (radio receivers), weekly t, thru Hutchins Adv. Co., Inc., Rochester, N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly ta, thru Street & Finney Inc., N. Y.
Pennzoil Co., Oil City, Pa. (oil products), 2 weekly t, direct.
Bireley's Inc., Hollywood (orangeade), weekly t, thru Philip J. Meany Co., Los Angeles.
Stanback Medicine Co., Salisbury, N. C. (proprietary), 6 weekly sa, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.

KOMO-KJR, Seattle

Lever Bros. Co., Cambridge, Mass. (soap), 50 sp, thru Ruthrauff & Ryan Inc., N. Y.
Ball Bros. Co., Muncie, Ind. (fruit jars), 26 sp, thru Applegate Adv. Agency, Muncie.
Colgate - Palmolive - Peet Co., Jersey City (soap etc.), 26 sp, thru Benton & Bowles Inc., N. Y.

WMFJ, Daytona Beach, Fla.

Ward Baking Co., New York (bread), 6 weekly sp, thru local distrib.
Reid, Murdoch & Co., Chicago (Monarch food), weekly t, thru local distrib.
Baldwin Piano Co., Cincinnati, 12 weekly sa, direct.

KGB, San Diego

General Brewing Co., San Francisco (Lucky Lager), 2 daily sa, thru McCann-Erickson Inc., San Francisco.

WNAX, Yankton, S. D.

Associated Serum Producers Inc., Omaha (hog serum), 3 weekly sa, thru R. J. Potts & Co., Kansas City.
Iluine Sinclair Coal Co., Kansas City (Tiger coal), 120 sa, thru Barrons Adv. Co. Inc., Kansas City.
Hamlin's Wizard Oil Co., Chicago (Wizaroyal), 3 daily sp, direct.
ITS Co., Elyria, O. (rubber soles, heels), 2 weekly sa, thru Carr Liggett Inc., Cleveland.
Storz Brewing Co., Omaha, 100 sa, thru Buchanan-Thomas Adv. Co., Omaha.
Willard Tablet Co., Chicago (proprietary), 78 t, thru First United Broadcasters Inc., Chicago.

WPTF, Raleigh, N. C.

Greyhound Management Inc., Cleveland (bus transport), 8 t, thru Beaumont & Hohman Inc., Cleveland.
Dr. Pepper Co., Dallas (beverages), 6 weekly ta, thru Tracy-Locke-Dawson Inc., Dallas.
Carter Medicine Co., New York (liver pills), 2 weekly sa, thru Street & Finney Inc., N. Y.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly t, thru Joseph Katz Co., Baltimore.
Detol Mfg. Co., Washington (insecticide), 2 weekly sa, thru Aitkin-Kynett Co., Philadelphia.

WOOD-WASH, Grand Rapids

A-Penn Oil Co., Butler, Pa. (oil products), 7 weekly sp, thru Paris & Peart, N. Y.
Sperry & Hutchinson Inc., New York (trading stamps), 3 weekly t, thru Kimball, Hubbard & Powell Inc., N. Y.
Glaser-Crandell Co., Chicago (Derby mustard), 18 weekly sa, thru Russel C. Comer Adv. Co., Chicago.

WNEL, San Juan, P. R.

H. J. Heinz Co., Pittsburgh (food), 2 daily t, thru Broadcasting Abroad.
Lambert Pharmaceutical Co., St. Louis (Listerine), 2 daily ta, thru Broadcasting Abroad.
United Drug Co., Boston (Rexall), weekly sp, direct.
Colgate - Palmolive - Peet Co., Jersey City (soap), weekly sp, direct.

KOIN, Portland, Ore.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly t, thru Wade Adv. Agency, Chicago.
Richfield Oil Co., Los Angeles (oil products), 3 weekly t, thru H. C. Bernsten Agency, Los Angeles.

WNAC, Boston

California Fruit Growers Exchange, Los Angeles (Sunkist), 2 daily sa, thru Lord & Thomas, Los Angeles.
General Mills Inc., Minneapolis (Wheaties), 156 sp, thru Merri Adv. Co., N. Y.
Spratt's Patent Ltd., Newark (do biscuits), weekly sp, thru Paris Peart, N. Y.
Sales Affiliates Inc., New York (Incent), 2 weekly sa, thru Grey Adv. Service Inc., N. Y.
First National Stores, Somerville, Mass. (chain retailers), 210 sa, thru Richardson Alley & Richardson Co., Boston.
Sterling Products Co., New York (Calif. Syrup of Figs), 208 sa, thru Stack-Goble Adv. Agency, Chicago.
Sterling Products Co., New York (Phillips face cream), 117 sp, thru Blackett - Sample - Hummert Inc. Chicago.

WBAP, Fort Worth

Blatz Brewing Co., Milwaukee (Blatz beer), 6 weekly sp, thru local distrib.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), weekly t, thru Wade Adv. Agency, Chicago.
Bowe's Inc., Chicago (Dari-Rich drink), 2 weekly t, thru Russel C. Comer Adv. Co., Chicago.
Bulova Watch Co., New York (watches), daily sa, thru Biow Co. Inc., N. Y.
Quaker Oats Co., Chicago (cereal), weekly sp, thru Lord & Thomas Chicago.
Fawcett Publications, Minneapolis (Startling Detective Adventures 6 ta, thru Critchfield-Graves Co. Minneapolis).

WICC, Bridgeport, Conn.

Carter Medicine Co., New York (liver pills), 3 weekly ta, thru Street & Finney Inc., N. Y.
Johnston Educator Food Co., Cambridge, Mass. (biscuits), 6 weekly sa, thru John W. Queen, Boston.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly t, thru Ruthrauff & Ryan Inc., N. Y.
LaBlache Face Powder Co., New York, 6 weekly sa, thru Redfield Johnstone Inc., N. Y.
Gold Dust Corp., New York (Silver Dust), 10 weekly ta, thru Batten, Barton, Durstine & Osborn Inc. N. Y.

KBTM, Jonesboro, Ark.

Midwest Dairy Products, Duquoin, Ill. (ice cream), 2 daily sa, direct.
C. F. Blanke Tea & Coffee Co., St. Louis, 5 daily sa, direct.
Hydrox Ice Cream Co., St. Louis, daily sa, direct.
Blair Milling Co., Atchison, Kan. (flour), 2 daily sa, 2 weekly sa, direct.

WDEV, Waterbury, Vt.

Montgomery Ward & Co., Chicago (retailer), 3 daily sa, thru local distrib.
Carter Medicine Co., New York (liver pills), 3 weekly ta, thru Street & Finney Inc., N. Y.

KGFF, Shawnee, Okla.

Watchtower Bible Society, Brooklyn, 156 t, thru local society.
Sears Roebuck & Co., Chicago (cha retailer), 312 sp, thru local stor.
Seiberling Rubber Co., Akron (tire tubes), weekly t, thru local distrib.

WMAZ, Macon, Ga.

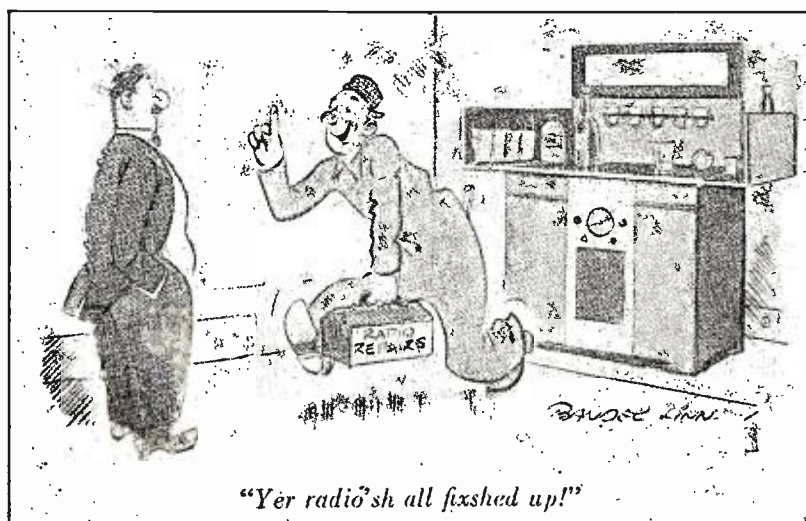
Ph. H. Postel Milling Co., Mascouta, Ill. (packaged flour), 3 weekly sa, thru local Piggly Wiggly distrib.

WFIL, Philadelphia

Carlsbad Crystal Sales Co., New York (salts), 3 weekly sp, thru H. C. Kiesewetter Adv. Agency Inc., N. Y.

WKRC, Cincinnati

Funk & Wagnalls Co., New York (Literary Digest), 3 sa, thru Alvin Austin Adv. Agency, N. Y.



From Judge