



THE Business OF BROADCASTING

STATION ACCOUNTS

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

WBZ-WBZA, Boston-Springfield

Williamson Candy Co., Chicago, 200 ta, thru John B. Dunham Co., Chicago.
Whittemore Bros. Corp., Cambridge, Mass. (shoe polish), 40 sa, thru Stoddard-Sampson Co., Boston.
L. C. Prime Co., Boston (Yorkshire Relish), 4 sa, thru Bennett & Snow, Inc., Boston.
Refrigeration & Air Conditioning Institute, Chicago, 4 t, thru Critchfield & Co., Chicago.
Scholl Mfg. Co., New York (Dr. Scholl's Corn Pads), 10 sa, thru Donahue & Co. Inc., N. Y.
Agfa Anso Co., Binghamton, N. Y. (films, photo equipment), 91 sa, thru Young & Rubicam Inc., N. Y.
Leopold Morse Co., Boston (men's clothing), sa, placed thru Ingalls-Adv., Boston.
Morse Shoe Stores, Boston, 10 sa, thru Salinger & Publicover, Boston.
La Touraine Coffee Co., Boston, (Toastmaster), 4 t, thru Ingalls-Adv., Boston.
Albany Carpet Cleaning Co., Boston, 24 sa, thru Dickie-Raymond Inc., Boston.
Baker Extract Company, Springfield, Mass. (flavoring extracts), sa, thru William B. Remington Inc., Springfield, Mass.
Kendall Mfg. Co., Cambridge, Mass. (Soapine), 312 t, thru Dowd & Ostreicher Inc., Boston.
Association of Pacific Fisheries, Seattle, sa, thru J. Walter Thompson Co., San Francisco.
Morse Shoe Stores, Boston, 10 sa, thru Salinger & Publicover, Boston.

WOR, Newark

Refrigeration & Air Conditioning Training Corp., Youngstown (trade school), weekly sp, thru National Classified Adv. Agency, Youngstown.
Crown Overall Mfg. Co., Cincinnati (overalls and work shirts), weekly t, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
General Foods Corp., New York (Diamond Crystal Salt), 2 weekly, t, thru Benton & Bowles Inc., N. Y.
Drums Inc., Detroit (cleaning fluid), 1 sp, 2 sa weekly, thru C. C. Wingham Inc., Detroit.
Chevrolet Motor Co., Detroit (automobiles), 3 weekly t, thru Campbell-Ewald Co. Inc., Detroit.
Post Institute Inc., New York (Ultra-foam), weekly sp, thru Hirshon, Garfield Inc., N. Y.

WKBZ, Muskegon, Mich.

Indianapolis Brewing Co., Indianapolis (Burlomaster beer), 7 weekly sa, direct.
Black Eagle Oil Co., Milwaukee, daily sa, thru Morrison Adv. Agency, Milwaukee.
Texas Co., New York (Texaco), 3 weekly t, thru Buchanan Co. Inc., Chicago.

WIP, Philadelphia

Peter Paul Inc., Naugatuck, Conn. (Mounds, Dreams candy), 5 weekly sp, thru Platt-Forbes Inc., N. Y.
Varady of Vienna, Chicago (cosmetics), 18 weekly sa, thru Bagdaley, Horton & Hoyt Inc., Chicago.

WGRC, New Albany, Ind.

Kiley Brewing Co., Louisville (Patrick Henry beer), 6 weekly sp, direct.

KGO, San Francisco

Best Foods Inc., New York (mayonnaise), 4 weekly sa, thru Benton & Bowles Inc., N. Y.
Kraft-Phenix Cheese Corp., Chicago (Darial), 6 weekly sa, thru J. Walter Thompson Co., Chicago.
Allis-Chalmers Mfg. Co., Milwaukee (All-Crop harvester), weekly t, thru Bert S. Gittens Adv., Milwaukee.
Bulova Watch Co., New York (watches), 35 weekly sa, thru Biow Co. Inc., N. Y.
Interstate Co., San Francisco (summer resort), weekly sp, thru Drury Co., San Francisco.
Diesel Power-United Engineering Schools, San Francisco, 6 weekly sa, direct.
Dorothy Perkins Co., St. Louis (cosmetics), 2 weekly sa, thru Ridgway Co., St. Louis.
Table Products Inc., Los Angeles (Nu-Made mayonnaise), 21 weekly sa, thru Lord & Thomas, Los Angeles.

WBX, New York

Sun Oil Co., Philadelphia (Sunoco fuels), 6 weekly sa, thru Roche, Williams & Cunningham, Chicago.
Western Sausage & Provision Co., New York (meats), 3 weekly sa, direct.
Pollyanna Shops Inc., New York. (chain hosiery stores), 3 weekly sa, direct.

WLS, Chicago

Allis-Chalmers Mfg. Co., Milwaukee (tractors), 3 weekly t, thru Bert S. Gittens Adv., Milwaukee.
Household Magazine, Topeka, 3 weekly sp, thru Presba, Fellers & Presba Inc., Chicago.
J. W. McCormack Co. Inc., Chicago (real estate), 3 weekly sp, thru Presba, Fellers & Presba Inc., Chicago.

WPTF, Raleigh, N. C.

American Oil Co., Baltimore (New Value gas), 64 ta, thru Joseph Katz Co., Baltimore.

WMCA, New York

Christian Science Radio Committee of Greater New York, New York, 2 weekly sp, direct.
Unity School of Christianity, Kansas City, Mo. (religious talks), 6 weekly sp, direct.
Madison Personal Loan Inc., New York (finance company), 3 weekly sp, thru Klinger Adv. Corp., N. Y.
Grace Donahue Inc., New York (beauty preparations), weekly sp, thru Redfield-Johnstone Inc., N. Y.
Tru-tonephone Inc., New York (hearing aid), 3 weekly sp, thru Klinger Adv. Corp., N. Y.
Victor H. Lindlahr, New York (Journal of Living), 6 weekly sp, thru Schillm Adv. Corp., N. Y.

KYA, San Francisco

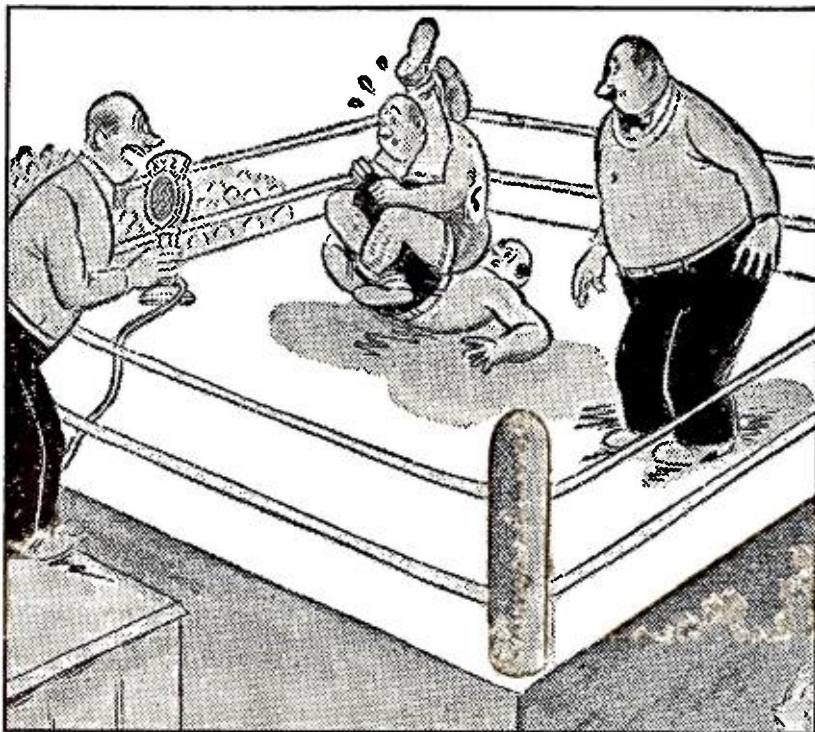
Guaranty Union Life Insurance Co., Los Angeles, 3 weekly sp, thru Stodel Adv. Service, Los Angeles.
Bireley's Orangeade, Los Angeles (beverage), bicycle races, thru Allied Adv. Agency, Los Angeles.
Star Outfitting Co., Los Angeles (clothing), 6 weekly sp, thru Allied Adv. Agency, Los Angeles.
Painless Parker, San Francisco (dentist), 5 weekly sp, direct.
Johnson, Carvell & Murphy, Los Angeles (Kellogg's ant paste) 1 weekly sp, thru Wm. A. Ingoldsby Co., Los Angeles

WNAC, Boston

Procter & Gamble Co., Cincinnati, Ohio (Lava soap) five weekly, t, placed thru Compton Advertising Co., New York.
American Oil Company, Baltimore, Maryland (Amoco gasoline), sa, thru Joseph Katz Co., Baltimore.
Sterling Products Inc., Wheeling, (drug products), 18 t, thru Blackett-Sample-Hummert Inc., Chicago.

WAAB, Boston

Sea Breeze Cafe, Nantasket, Mass., 12 sp, thru Harry M. Frost Co. Inc., Boston.
Haywood Wine & Liquor Company, Boston, sa, thru David Malkiel, Boston.



New York Post

"Hold it a minute, boys, while we hear a word from our sponsor!"

KNX, Hollywood

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), 6 weekly sp, thru Jefferson Kaye Wood Adv., Los Angeles.
Manhattan Soap Sales Corp., New York (Sweetheart soap), weekly sp, thru Milton Weinberg Adv. Co., Los Angeles.
Kellogg Co., Battle Creek, Mich. (cereals), weekly sp, thru N. W. Ayer & Son Inc., N. Y.
Johnson, Carvell & Murphy, Los Angeles. (Kellogg's ant paste), 5 weekly sp, thru William A. Ingoldsby Co., Los Angeles.
Sutliff Co., San Francisco (tobacco), 7 weekly sa, thru Chas. R. Stuart Inc., San Francisco.

WDOD, Chattanooga

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly t, thru Blackett-Sample-Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Ivory soap), 5 weekly t, thru Compton Adv. Inc., N. Y.
Dodge Motor Co., Detroit (autos), weekly t, thru Ruthrauff & Ryan Inc., N. Y.
Chattanooga Medicine Co., Chattanooga (Black Draught), 3 weekly sp, thru Purse Co., Chattanooga.

WJJD, Chicago

Evans Fur Co., Chicago (retail furriers), 6 weekly sp, thru Auspitz & Lee, Chicago.
Logan Appliance Co., Chicago (electrical appliances), 3 weekly sp, thru Malcolm-Howard, Chicago.
Sears, Roebuck & Co., Chicago (retail), 6 weekly sa, thru Dade B. Epstein Adv. Agency, Chicago.

KPO, San Francisco

Standard Oil Co. of Calif., San Francisco, 35 weekly sa, thru McCann-Erickson Inc., San Francisco.
Joseph Magnin Co. Inc., San Francisco (department store), weekly sp, thru rough Sidney Garfinkel Adv. Agency, San Francisco.
Paquin Laboratories Inc., New York (hand cream), 1 weekly sp, thru William Esty Inc., New York.

WMAQ, Chicago

Refrigeration & Air Conditioning Institute, Chicago (correspondence course), 3 weekly t, thru Critchfield & Co., Chicago.
DeBarry & Williams Agency, Chicago (insurance), weekly sp, thru Critchfield & Co., Chicago.

WHK, Cleveland

Refrigeration & Air Conditioning Institute, Chicago (instruction), 9 sp, thru Critchfield & Co., Chicago.
Beaumont Laboratories, St. Louis (4-Way Cold Tablets), 5 weekly ta, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOAI, San Antonio

Baldwin Laboratories, Sagertown, Pa. (insecticide), 3 weekly sp, thru Yount Co., Erie, Pa.
Greater Texas Pan-American Exposition, Dallas, announcements, thru Tracy-Locke-Dawson Inc., Dallas.

WCKY, Cincinnati

McCormick Sales Co., (McCormick's tea), 20 sa, thru Van Sant, Dugdale & Co., Baltimore.
RCA Manufacturing Co., New York, (RCA tubes), 13 sa, direct.

KDKA, Pittsburgh

Chevrolet Motor Co., Detroit, 26 t, thru Campbell-Ewald Co. Inc., Detroit.
Dodge Brothers Corp., Detroit, 13 t, thru Ruthrauff & Ryan Inc., N. Y.

WEAN, Providence

Procter & Gamble Co., Cincinnati (Crisco), 130 sa, thru Compton Advertising Co., New York.
Raytex Clothes, Providence, 122 sa, placed direct.

KFEL, Denver

Storz Brewing Co., Omaha, sa, thru Buchanan-Thomas Adv. Agency, Omaha.