



THE BUSINESS OF BROADCASTING

Snell Says Democrats Solicited Radio Stations

A CHARGE that the Democratic National Committee, in its sale of the 1936 national convention book, had solicited every radio station in the country to contribute \$250 "with the threat implied that the stations licenses would be revoked", was presented to the House Rules Committee Aug. 12 by Rep. Bertrand H. Snell, the Republican leader, in his demand that a Congressional investigation be made of the sale of the publication. Each book bore the signature of President Roosevelt. The charge was based on a letter from a Chicago business man dated June 15, 1937, Rep. Snell told the Committee.

Representative Snell proposed to the Committee that it "inquire directly of Mr. Farley (the Democratic National Committee Chairman and Postmaster General) whether any such solicitation, direct or indirect, was made of the radio broadcasting stations." The Committee later rejected the Snell proposal.

MCA Hollywood Expansion

MUSIC Corporation of America has augmented its Los Angeles radio personnel with the transfer of Harold Hackett from the New York office and addition of Ward Byron, formerly of San Francisco NBC production staff. W. H. Stein, executive vice-president, has also been transferred from New York to the West Coast and has taken over the motion picture department. Taft Schreiber's position as MCA coast manager is not affected by the additions. MCA is now erecting its own studio-office building in Beverly Hills, Cal., which will be ready for use the end of the year and will house the enlarged activities of the organization.

Wrigley's Western Spots

WILLIAM WRIGLEY Jr. Co., Chicago (gum) has started one-minute announcements on the six Pacific Coast group stations broadcasting its *Scattergood Baines* shows. The local announcements immediately precede the network program, and in addition to paying tribute to the local dealers, a tribute to the city and other local touches are interwoven in the announcements. Stations are KNX, KOIN, KSFO, KOL, KVI, KFPY. Neisser-Meyerhoff Inc., Chicago, has the account.

Packard Resumes Sept. 7

THE *Packard Hour*, Tuesday evening NBC program sponsored by Packard Motor Car Co., Detroit, will start its fall season on Sept. 7, when the current line-up of talent is replaced by a new cast featuring Lanny Ross, Charles Butterworth, Florence George, Don Wilson and Raymond Paige's orchestra. Program is placed through Young & Rubicam Inc., N. Y.

Lever's Extra Period

LEVER BROS. Co., Cambridge, Mass., which on Sept. 8 will resume the *Al Jolson* series for Rinsco and Lifebuoy on CBS, Tuesdays, 8:30-9 p. m., has also reserved an additional Tuesday evening half-hour on the same network for an additional program to begin Oct. 5 in the interests of an unspecified product. Ruthrauff & Ryan Inc., is the agency.

STATION ACCOUNTS

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

KDKA, Pittsburgh

Westinghouse Elec. & Mfg. Co., Mansfield, O., 10 sp, thru Fuller & Smith & Ross Inc., Cleveland.
Bosco Co., New York, 78 sa, thru Kenyon & Eckhardt Inc., N. Y.
International Harvester Co., Chicago, 26 sa, thru Aubrey, Moore & Wallace Inc., Chicago.
Refrigeration & Air Conditioning Sales Training Corp., Youngstown, 13 sp, thru National Classified Adv. Youngstown.
Oshkosh Overall Co., Oshkosh, Wis., 78 t, thru Ruthrauff & Ryan Inc., Chicago.
Pittsburgh Coal Co., Pittsburgh, 33 sp, thru Walker & Downing, Pittsburgh.
Calgon Inc., Pittsburgh, 26 sp, thru Walker & Downing, Pittsburgh.
Ward Baking Co., New York, 195 ta, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Atlantic Refining Co., Philadelphia, 8 sp, thru N. W. Ayer & Son Inc., N. Y.

WOR, Newark

Sherwin-Williams Co. Newark, (paints), 1 sp and 2 sa weekly, thru T. J. Maloney Inc., N. Y.
Saratoga Association for the Improvement of the Breed of Horses, New York, weekly sp, thru Leighton & Nelson, Schenectady.
Philco Radio & Television Co., New York (radios and tubes), weekly t, thru Sternfield Godley Inc., N. Y.
Lamont Corliss & Co., New York (Nestle's Ever Ready Cocoa), 5 weekly sp, thru Cecil, Warwick & Legler Inc., N. Y.
Skol Co., New York (sun tan oil), 3 weekly sp, thru Peck Adv. Agency Inc., N. Y.
Standard Brands Inc., New York (Royal desserts), 5 weekly sp, thru J. Walter Thompson Co., N. Y.

WGN, Chicago

General Motors Sales Corp. (Cadillac Motor Car Division), Chicago (Chicago Cadillac dealers), weekly sp, thru George H. Hartman Co., Chicago.
Gruen Watch Co., Cincinnati (watches), weekly sp, thru deGarmo Corp., N. Y.
MacFadden Publications Inc., New York (magazine), weekly sp, thru Ruthrauff & Ryan Inc., N. Y.

KFI, Los Angeles

Gardner Nursery Co., Osage, Iowa (plants), 5 weekly t, 3 weekly t, thru Northwest Radio Adv. Co., Seattle.
Block Drug Co., Brooklyn (Omega Oil), 5 weekly sa, thru Husband & Thomas Inc., N. Y.
Dodge Bros. Corp., Detroit (trucks), 9 sa, thru Ruthrauff & Ryan Inc., Detroit.

WFMD, Frederick, Md.

Schmidt Baking Co., Baltimore, 3 daily sa, direct.
American Oil Co., Baltimore (Amoco), 4 weekly sa, thru Joseph Katz Co., Baltimore.

WOAI, San Antonio

Refrigeration & Air Conditioning Institute, Chicago, weekly t, thru Critchfield & Co., Chicago.

KFRC, San Francisco

Ironized Yeast Co., Atlanta (yeast), 2 weekly t, thru Ruthrauff & Ryan Inc., N. Y.
Roma Wine Co., San Francisco (wines), 3 weekly sp, thru James Houlihan Inc., San Francisco.
Rainier Brewing Co., San Francisco (beer and ale), 7 weekly sa, thru Lord & Thomas, San Francisco.
Richardson & Robbins Co., New York (canned chicken), 21 weekly sa, thru Charles Hoyt Co., New York.
General Foods Sales Co., New York (Certo), 10 weekly sa, thru Benton & Bowles Inc., N. Y.
Dodge Brothers Corp., New York (autos), weekly t, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte

Schlitz Brewing Co., Milwaukee, 6 weekly ta, thru McJunkin Adv. Agency, Chicago.
General Electric Supply Corp., Richmond, 3 weekly sp, direct.
American Memorial Co., Atlanta, 2 weekly sa, thru Groves-Keen Inc., Atlanta.
Chatham Mfg. Co., Winston-Salem, N. C. (clothing), 3 weekly sp, thru Cahn, Miller & Nyburg Inc., Baltimore.

KGO, San Francisco

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly t, thru Blackett-Sample-Hummert Inc., Chicago.
H. P. Garin Co., San Francisco (Fenugreek—Spring cover crop), 3 weekly sa, direct.
Petri Cigar Co. Inc., San Francisco (cigars), weekly sa, thru Emil Brisacher & Staff, San Francisco.

KVOR, Colorado Springs

Kerr Dry Goods Co., Oklahoma City, 2 weekly sp, direct.
Derby Oil Co., Wichita, 7 weekly sp, thru Potts-Turnbull Co. Inc., Kansas City.
Storz Brewing Co., Omaha, 4 weekly sa, thru Buchanan-Thomas Adv. Co., Omaha.

WBZ-WBZA, Boston-Springfield

Florence Stove Co., Gardner, Mass. (ranges), 11 t, thru William B. Remington Inc., Springfield, Mass.
Sun-Rayed Co., Frankfort, Ind. (tomato juice), 26 sa, thru Caldwell-Baker Co., Indianapolis.

WFAA, Dallas

Idaho Fruit & Veg. Adv. Com., Boise (potatoes), 100 sa (renewal), thru Botsford, Constantine & Gardner Inc., Portland.
Purina Mills Inc., St. Louis (Star-tena), 3 weekly t (one year), thru Gardner Adv. Co., St. Louis.
Gillette Rubber Co., Eau Claire, Wis. (tires), weekly t, thru Cramer-Krasselt Co., Milwaukee.
Chamberlains Laboratories, Des Moines. (cosmetics), 156 ta, thru Coolidge Adv. Co., Des Moines.
Walker's Austex Chile Co., Austin, 130 sa, thru Wilson Crook Adv. Co., Dallas.
Simmons Co., Chicago (beds), 78 sa, thru J. Walter Thompson Co., N. Y.
Hirsteen Corp., Chicago (Hirsteen), 26 sa, thru Ruthrauff & Ryan Inc., Chicago.
National Bellas Hess, Kansas City, 156 sa, thru Ruthrauff & Ryan Inc., N. Y.

WJJD, Chicago

Sof-Wash Products Co., Chicago (hard water softener), daily sa, thru Schwimmer & Scott, Chicago.
Kent & Lane, Leroy, N. Y. (Orange-line powders), 15 weekly sa, thru Hughes, Wolff & Co., Rochester, N. Y.
Gardner Nursery Co., Osage, Iowa, 6 weekly sa, thru Northwestern Radio Adv. Co. Inc., Seattle.
Knox Co., Los Angeles (Cystex), weekly t, thru Dillon & Kirk, Kansas City.
Western Union Telegraph Co., Chicago, daily ex. Sun. sa, direct.

KNX, Hollywood

International Harvester Co., Chicago (tractors), weekly sp, thru Aubrey, Moore & Wallace Inc., Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly t, thru Blackett-Sample-Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Dreft), 5 weekly t, thru Blackett-Sample-Hummert Inc., Chicago.

WDAX, Fargo, N. D.

Stott Briquet Co., St. Paul, 2 daily sa, thru Erwin Wasey & Co., St. Paul.
International Harvester Co., Chicago (twine), daily sa, thru Aubrey, Moore & Wallace Inc., Chicago.

WHK, Cleveland

Simmons Co., Chicago (mattresses), 6 weekly sa, thru J. Walter Thompson Co., N. Y.



Drawn for BROADCASTING by Sid Hix
"Honest, Senator, Nobody's Trying to Be Funny . . . WIND Are Our Call Letters."