

# WBT

## 50,000 WATTS

## CHARLOTTE

# CBS

For  
20 years  
smack  
in the  
middle  
of the rich  
Piedmont  
Plateau

Ask any Radio Sales office  
for more information about  
WBT, one of the sixteen  
CBS 50,000 watt stations.

PACIFIC STATES OIL Co., Los Angeles (Taco gasoline), on Feb. 10 starts a five-weekly quarter-hour transcribed juvenile serial *Black Flame of the Amazon*, on KFRC, San Francisco. Contract is for 20 weeks. A junior explorers' club is included in the merchandising plan. Continental Adv. Agency, Los Angeles, has the account. Will Grant is account executive.

SONTAG DRUG STORES, Los Angeles (chain), out of radio for some time. On Feb. 17 starts a twice-weekly quarter-hour commentary program titled *Sontag Presents Ted Cook*, on KFI, that city. Contract is for 26 weeks with program featuring Ted Cook, Hearst syndicated columnist. Firm on that date also starts a five-weekly quarter-hour newscast with Bill Stulla, commentator on KECA, and a similar broadcast five times a week, with Van Des Autels, as newscaster, on KFAC. Robert Smith Adv. Agency, Los Angeles, has the account.

NATURAL RESOURCES Co., San Francisco, using radio for the first time, recently started a 13-week test campaign on KROW, Oakland, Cal., to promote a real estate development east of Sacramento, Cal., using three weekly quarter-hour programs, music and talk. Agency is Rufus Rhoades & Co., San Francisco.

ILLINOIS LIGHT Co., Springfield, has renewed for 13 weeks its weekly half-hour *Homemakers Institute* program conducted by Mary Dilly on WCBS, that city.

SEVEN-UP BOTTLING Co. of San Francisco (soft drinks), recently started a radio campaign, using a daily spot announcement on KDON, Monterey, Cal. and a daily one-minute transcription on KSRO, Santa Rosa, Cal. Agency is Rufus Rhoades & Co., San Francisco.

MARVELOUS MARIN Inc., San Rafael, Cal. (county-wide Chamber of Commerce) through its agency, Theodore H. Segall Adv. Agency, San Francisco, currently is planning a 52-week radio campaign, using one-minute dramatized transcriptions over stations in the San Francisco Bay area. The station list is not completed and will not be announced until mid-February, the agency stated.

DALGLISH (Ontario) Ltd., Toronto (household cleansers) on March 3 starts a test morning *Household Hints* program thrice weekly on CFRB, Toronto. Account placed by MacLaren Adv. Co., Ltd., Toronto.

DR. CAMPBELL, Los Angeles chain dentist, consistent user of California radio time, is currently sponsoring 21 transcribed one-minute announcements per week on KHI, that city, with 18 weekly on KERN and KPMC, Bakersfield, respectively. Ted Dahl Adv. Agency, Los Angeles, has the account.

### Benedict Joins F & P

EDWARD H. BENEDICT, for the last two years manager of the media department of McCann-Erickson Inc., Chicago, on Feb. 15 joins the Chicago office of Free & Peters Inc., station representative firm, according to an announcement by James L. Free, president. While at McCann-Erickson Inc., Mr. Benedict was responsible for the buying of space and radio time on all accounts. His previous advertising connections included service in the media departments of Erwin, Wasey & Co., New York, Benton & Bowles, New York, and five years with the New York sales staff of the *St. Louis Globe Democrat*.



Mr. Benedict

STRAUSS & SCHRAM, Chicago, chain furniture store on Jan. 29 started for 52 weeks five-weekly quarter-hour participation programs in *Off the Record* on WIND, Gary, Ind. Agency is Milton Mendelsohn Co., Chicago. Axton-Fisher Tobacco Co., Louisville (Spud Imperial cigarettes), on Jan. 27 started a 13-week schedule of six-weekly half-hour participation programs in *Sports Edition* on WIND. Agency is Weiss & Geller Inc., Chicago.

STORZ BREWING Co., Omaha, Neb., is currently running a spot announcement campaign on a number of stations in its territory. Agency is Buchanan-Thomas Adv. Co., Omaha.

GALLO WINE Co., Modesto, Cal. (wines), is currently sponsoring daily participation in Spanish-speaking programs on three Los Angeles area stations—KGFJ, KGER, KMTR—as well as in Ann Gibson's home economics broadcasts on KFSD, San Diego. In addition, 21 transcribed announcements are used each week on the latter station and KIJJ, Los Angeles, respectively, with 28 live spots weekly on XECA, Tia Juana, Mexico. Ted Dahl Adv. Agency, Los Angeles, has the account.

FRANK SNEDAKER Co., Philadelphia (kitchen cabinets), is using radio for the first time on WIBG, Glenside, Pa., a weekly quarter-hour news roundup for 13 weeks, placed through Cahall Agency, Philadelphia.

EVANS FUR Co., Chicago, on Feb. 2 replaced its weekly half-hour *Pan American Rhythm* program with two quarter-hour musical programs each Sunday on WGN, Chicago. Programs are *Songs & Fashions*, featuring recorded music with comments by Norman Ross, and *Don Pedro and his orchestra*. Contract is for 22 weeks. Agency is Critchfield & Co., Chicago. Citrus Concentrate Inc., of Florida, on Feb. 3 started 12-weekly station break announcements on WGN. Agency is Newby, Peron & Flicraft, Chicago.

POLLACK & NEELSON, Chicago (manufacturer Windsor men's clothes), on Feb. 3 started a 52-week schedule of six-weekly quarter-hour participation programs in *Night Watch* on WIND, Gary, Ind. Firm is currently sponsoring a weekly quarter-hour recorded program on WAAF, Chicago. Agency is Morris & Davidson, Chicago.

REID, MURDOCK and Co., Chicago (Monarch Foods), on Feb. 2 renewed for 52 weeks its schedule of 38 weekly spot announcements on WBBM, Chicago. Agency is Rogers & Smith, Chicago.

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CLEAR CHANNEL

Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

# WFMJ

## Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.