



# THE BUSINESS OF BROADCASTING

## STATION ACCOUNTS

- sp—studio programs
- ne—news programs
- t—transcriptions
- sa—spot announcements
- ta—transcription announcements

### KMMJ, Grand Island, Neb.

General Mills, Minneapolis (Wheaties), 5 t weekly, 52 weeks, thru Knox-Reeves Adv., Minneapolis.

Double Mix Inc., Kansas City (Double-Mix butter spread), 6 sa weekly, thru Jerome Galvin Adv. Co., Kansas City.

Hamburg Hatchery, Hamburg, Ia. (chickens), 6 sa weekly, thru Buchanan-Thomas Adv. Co., Omaha.

Storz Brewing Co., Omaha, 3 sp weekly, 13 weeks, thru Buchanan-Thomas Adv. Co., Omaha.

Iowa Master Breeders, Onawa (chickens), 6 sp weekly, 26 weeks, direct.

Interstate Nursery, Hamburg, Ia. (stock seeds), 15 sp weekly, 20 weeks, direct.

Wintering Mfg. Co., Denver (Antarctic Antifreeze), 52 sa, direct.

Poultry Tribune, Mount Morris, Ill., 6 sa weekly, thru First United Broadcasters, Chicago.

Pathfinder Magazine, Washington, D. C., 85 sa, thru United Adv. Co., Chicago.

Weevil Fume Co., Kansas City (proprietary), 52 sa, thru Merritt Owens.

Consolidated Drug Trade Products, Chicago (Peruna, Kolor-Bak), 6 sp weekly, thru Benson & Dall, Chicago.

O. A. Cooper Co., Humboldt, Neb. (feeds), 6 sp weekly, 26 weeks, thru France & Duff Adv. Agency, Omaha.

Loup Valley Hatchery, Loup City, Neb. (chickens), 6 sp weekly, 26 weeks, direct.

Gage County Hatchery, Superior, Neb. (chickens), 6 sa weekly, direct.

Lexington Mills, Lexington, Neb. (flour, feeds), 6 sp weekly, 52 weeks, thru France & Duff Adv. Agency, Omaha.

Charm Kurl Co., Chicago (permanent wave kit), 52 sa, thru Guenther-Bradford & Co., Chicago.

### WJPR, Greenville, Miss.

Lion Oil Refining Co., El Dorado, Ark., weekly sp, 39 weeks, thru Anfenger Adv. Agency, St. Louis.

Hunko Co., Memphis (shortening), 3 sp weekly, thru Simon & Gwynn, Memphis.

Jackson Brewing Co., New Orleans, 6 sp weekly, thru Anfenger Adv. Agency, New Orleans and St. Louis.

Virdeen Lumber Co., Greenville, 2 sp weekly, 1 year, direct.

Plough Inc., Memphis (St. Joseph aspirin, Penetro nose drops), 12 ta weekly, thru Lake-Spiro-Shurman, Memphis.

Coca-Cola Bottling Co., Greenville, 5 sp weekly, direct.

Monticello Drug Co., Jacksonville, Fla. (666 tablets), 3 sa weekly, direct.

Vick Chemical Co., New York (Vapo Rub), 15 ta weekly, thru Morse International, N. Y.

### WNOX, Knoxville, Tenn.

Miller & Co., Chicago (telescopes), daily sa, 4 weeks, thru United Adv. Co., Chicago.

Pathfinder Pub. Co., Washington (*Income Tax Guide*), daily sa, 4 weeks, thru United Adv. Cos., Chicago.

World's Products Co., Spencer, Ind. (Laymon's vitamins), daily sa, 2 weeks, thru Phil Gordon Agency, Chicago.

Southern Bell Telephone & Telegraph Co., Atlanta, 10 sa weekly, thru Robert Scott Adv. Agency, Atlanta.

Miami Margarine Co., Cincinnati, 3 ta weekly, thru Ralph H. Jones Co., Cincinnati.

Sterling Insurance Co., Chicago, daily sp, thru E. H. Brown Adv. Agency, Chicago.

Bruckmann Brewing Co., Cincinnati, daily sp, direct.

### WDBJ, Roanoke

Dr. Pepper Bottling Co., Dallas, 4 t weekly, thru Tracy-Locke-Dawson, N. Y.

### KOH, Reno

Los Angeles Soap Co., Los Angeles (White King, Sierra Pine soaps), 5 ne weekly, 52 weeks, thru Raymond R. Morgan Co., Los Angeles.

Los Angeles Soap Co., Los Angeles (Scotch cleanser), 6 sp, t weekly, 2 weeks, thru Raymond R. Morgan Co., Los Angeles.

Leslie Salt Co., San Francisco, 101 ta, thru Erwin, Wasey & Co., San Francisco.

Voice of Prophecy, Chicago (religious), weekly t, 52 weeks, thru G. C. Hoskins Assoc., Chicago.

Rainier Brewing Co., San Francisco, 7 sa weekly, 52 weeks, thru Buchanan & Co., Los Angeles.

Procter & Gamble, Cincinnati (Duz), 20 ta, thru Compton Adv., N. Y.

### WOR, New York

R. B. Davis Sales Co., Hoboken, N. J. (Cut Rite waxed paper), 5 sa weekly, 52 weeks, thru Chas. Dallas Reach Co., Newark.

Kibbles Inc., Newark (dog food), 5 sa weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.

General Motors Corp., Detroit (institutional), weekly t, thru Campbell-Ewald Co., Detroit.

Savings Bank Assn. of N. Y. State, 5 sa weekly, thru Ruthrauff & Ryan, N. Y.

Duffy-Mott Co., New York (Apple Juice, Cider), 5 sa weekly, thru Al Paul Lefton Co., N. Y.

Miles Labs., Elkhart, Ind. (One-A-Day vitamin tablets), 5 sa weekly, thru Wade Adv. Agency, Chicago.

### WTOC, Savannah, Ga.

Swift & Co., Chicago (Allsweet margarine), 5 ta weekly, 18 weeks, thru J. Walter Thompson Co., N. Y.

Yager Liniment Co., Baltimore, 50 sa, thru Harvey-Massengale Co., Durham.

Lever Bros., Cambridge (Rinso), 19 ta weekly, thru Young & Rubicam, N. Y.

Hathaway Bakeries, Cambridge, 21 sa weekly, 12 weeks, thru Louis Glasor Adv., Boston.

Cocilana Inc., New York (cough drops), 3 ta weekly, 13 weeks, thru Al Paul Lefton Co., N. Y.

S. Albertson Co., Boston, 6 sa, thru David Malkiel Adv. Agency, Boston.

### KECA, Los Angeles

Pep Boys of Calif., Los Angeles (auto accessories), weekly sp, thru Milton Weinberg Adv., Los Angeles.

Universal Enterprises, Los Angeles (paint), weekly sp, thru Adolph Wendland Adv., Los Angeles.

### WOV, New York

Paramount Pictures, New York ("Star Spangled Rhythm"), 8 sp, thru Buchanan Co., N. Y.

Roxy Theatre, New York, 21 sa, thru Kayton-Spiro, Co., N. Y.

Sachs Quality Furniture, New York, 260 sp, direct.

San Gabriel Wine Co., L. I. City, N. Y., 312 ta, thru Emil Mogul Co., N. Y.

Religious Service Kit, New York, 117 sp, direct.

N. Y. Journal-American, New York, 9 sa, direct.

Madadden Pub., New York (*True Story Magazine*), 5 sp, thru Raymond Spector Co., N. Y.

Block Drug Co., Jersey City (Gold Medal oil capsules), 156 sa, thru J. Walter Thompson, N. Y.

Bisceglia Wine Co., L. I. City, N. Y., 312 sa, thru Pettinella Adv., N. Y.

Family Policy Service, New York, 106 sp, thru Intercity Adv., N. Y.

Barney's Clothing Store, New York (men's clothes), 1716 sa, thru Emil Mogul Co., N. Y.

National Shoe Store Co., New York, 39 sp, thru Emil Mogul Co., N. Y.

Johnson & Johnson, New Brunswick, N. J. (adhesive tape), 39 ta, thru Inselbrig Agency, Newark, N. J.

B. Filippone & Co., Passaic, N. J., 312 sp, thru Filco Adv., Passaic.

### WLS, Chicago

Lever Bros., Cambridge, Mass. (Rinso, Vimms) 17 sa weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.

Johnson & Johnson, New Brunswick, N. J. (toothbrushes), 6 sa weekly, 52 weeks, thru Ferry-Hanly Co., N. Y.

Rit Products Corp., Chicago (dyes), 15 sa weekly, 23 weeks, thru Earle Ludgin & Co., Chicago.

Lane Bryant Inc., New York (clothing catalog) 6 sa weekly, 5 weeks, thru E. H. Brown Adv. Agency, Chicago.

Walker Remedy Co., Waterloo, Ia. (poultry remedies), 12 sa weekly, 5 weeks, thru Weston-Barnett, Waterloo.

### WEAF, New York

Manhattan Soap Co., New York (Sweetheart), 3 ne weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.

Maltex Co., Burlington, Vt. (cereals), weekly ne, 26 weeks, thru Samuel C. Croot Co., N. Y.

### KGVO, Missoula, Mont.

Procter & Gamble Co., Cincinnati (Duz), 6 ta weekly, thru Compton Adv., N. Y.

### KQW, San Francisco

Rainier Brewing Co., San Francisco, 5 sa weekly, thru Buchanan & Co., San Francisco.

Kaiser Shipyards, Richmond, Cal. (housing) 2 sp weekly, direct.

California Nursery Co., Oakland, Cal. weekly sp, thru Ryder & Ingraham, Oakland.

Continental Baking Co., New York, 8 sa weekly, thru Ted Bates Inc., N. Y.

Simon & Schuster, New York (tax instruction book) 7 sp weekly, thru Northwest Radio Adv. Agency, Seattle.

Macfadden Pub., New York (*True Story*) weekly sp, thru Raymond Spector Adv., N. Y.

Procter & Gamble, Cincinnati (Lava soap) 9 sa weekly, thru The Blow Co., N. Y.

Alameda County Nursery, Oakland, Cal., 3 sp weekly, thru Emil Reinhardt Adv., Oakland.

Marlin Firearms Co., New Haven (razor blades) 3 sa weekly, thru Cravens & Hedrick, N. Y.

Fontana Food Products, San Francisco (noodles) 3 sa weekly, thru Long Adv. Service, San Francisco.

Acme Breweries, San Francisco, 3 sp weekly, thru Brisacher, Davis & Staff, San Francisco.

### WFIL, Philadelphia

William H. Wise & Co., New York (Knitting Guide), 1 sa weekly, 4 weeks, thru Huber Hoge & Sons, N. Y.

Yager Liniment Co., Baltimore, 6 sa weekly, 11 weeks, thru Harvey-Massengale, Durham, N. C.

Beecham's Pills, Bloomfield, N. J., 5 sa weekly, 14 weeks, thru Atherton & Currier, N. Y.

Block Drug Co., Jersey City (Gold Medal capsules), 5 sa weekly, 52 weeks, thru J. Walter Thompson, N. Y.

Doubleday, Doran & Co., New York (Book League of America), 16 sa weekly, thru Huber Hoge & Sons, N. Y.

Freihofner Baking Co., Philadelphia 15 sa weekly, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.

General Baking Co., Philadelphia, 8 sa weekly, 2 weeks, thru Ivey & Ellington, Philadelphia.

Consumers Cooperative League of U.S.A., New York, 1 t weekly, 13 weeks, thru Atherton & Currier, N. Y.

### WLIB, Brooklyn

Franklin School of Dancing, New York, weekly sp, 13 weeks, thru Director & Lane, N. Y.

Brass Rail Restaurants, New York, 14 sp weekly, 52 weeks, thru Blackstone Co., N. Y.

Universal Broadcasting Co., New York, 5 sp weekly, 52 weeks, thru Furman, Feiner & Co., N. Y.

Roxy Theater, New York, 2 sp, 22 sa, 1 week, thru Blackstone Co., N. Y.

Wright Clothes, New York, 3 ne, 3 sa weekly, 52 weeks, thru Mason-Relkin Co., N. Y.

### WJZ, New York

Dryden & Palmer, Long Island City, N. Y. (Gravymaster), weekly sa, thru Samuel C. Croot Co., N. Y.

Workers, men and women, up here in the Pacific Northwest are pitching in on the War Effort like all get out! There's no time to try this and that unknown product, so it's dollars to doughnuts the goods you TELL 'em about will get their patronage.

**PACIFIC NORTHWEST GROUP**  
 Joseph H. McGillvra  
 The Katz Agency  
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