

WHEATENA Corp., Rahway, N. J., has had C. M. Rohrbaugh in San Francisco handling auditions for the NBC Pacific network broadcasts of the serial "Wheatenaville," which went on the air Sept. 26. The cast includes Tom Hutchinson, who resigned as program director that he might handle this and other roles; Roberta Hoyt, who is making her first radio appearance; Elizabeth Mallory and Eddie Firestone, Jr., also radio novices; Harold Peary, who is doing several parts; Wilda Wilson Church, Bobbe Deane and Bert Horton. Nelson Case is announcing.

INVESTORS SYNDICATE, Minneapolis, (investment certificates) on Oct. 9 starts "Musical Memories" over a nation-wide CBS network, Sunday, 7:30-7:45 p.m., EST. Program ensemble will include Thora Martens, mezzo contralto; Phil Porterfield, baritone; the Four Norsemen Quartet, and Frank Westphal and orchestra.

JACOBS ANTENNA SPREADER

Patented Sept. 8, 1925; Sept. 7, 1926
Made of metal in 2 1-8", 5" and 7" diameters



A universal device for the rapid and efficient construction of cage antennae or counterpoise.

In active use at more than 100 broadcasting stations in the United States and Canada.

Price: \$10.00 per dozen;
\$6.00 for a half dozen.

CHARLES F. JACOBS (W2EM)
270 Lafayette Street
New York, N. Y.

ARMOUR & Co., Chicago, (packers) announces a change in talent and tempo for its NBC program known as the "Armour Hour." Modern melodies, bringing into greater prominence the saxophones and trumpets, will replace classical music which has been the forte of this weekly half-hour for the last three years. East and Dumpke, erstwhile "Sisters of the Skillet," have been signed for fifty-two weeks to headline the new comedy-symphonic feature. They will discard their homely title for roles similar to those of Ed Wynn, the "Perfect Fool," and Graham McNamee of Texaco.

THE ASSOCIATED OIL Co., San Francisco, has taken time on 20 Pacific coast stations of the CBS and NBC networks for broadcasts of all the important football games on the coast. The station lineup includes, on the CBS chain, KFRC, San Francisco; KHJ, Los Angeles; KOIN, Portland; KOL, Seattle; KFPY, Spokane; KFKB, Sacramento; KMJ, Fresno; KDB, Santa Barbara; KWG, Stockton; KVI, Tacoma; KERN, Bakersfield; KGB, San Diego; KORE, Eugene, and KOH, Reno; and on the NBC chain KGO and KPO, San Francisco; KFI, Los Angeles; KGW, Portland; KOMO, Seattle, and KHQ, Spokane.

CENTAUR Co., New York (Fletcher's Castoria) on Oct. 6 starts a 13-week series called "Radio Household Institute" over the basic NBC-WEAF network, Thursday, 11:30-11:45 a.m. Young & Rubicam, Inc., New York, handles the account.

THE CARBORUNDUM Co., Niagara Falls, N. Y., (abrasives) on Nov. 12 starts the Carborundum Band on CBS, Saturday, 9:30-10 p.m., EST. Finley H. Greene Advertising Agency, Buffalo, handles the account.

CALIFORNIA WALNUT Growers Association, Los Angeles, on Oct. 6 starts music and script on CBS and Don Lee networks, Thursday, 9:30-10 p.m., EST. McCann-Erickson, Inc., New York, handles the account.

PROSPECTS

PRINCESS PAT, Ltd., 2709 So. Wells St., Chicago, (toilet preparations) makes up lists during October, using radio with other media. Mrs. Patricia Gordon is advertising manager. Advertising is placed by Critchfield & Co., Chicago.

THE WANDER Co., 180 No. Michigan Ave., Chicago, (Ovaltine) makes up lists during October, using radio and other media. Thomas J. Wild is advertising manager. Advertising is placed by Blackett-Sample-Hummert, Inc., Chicago.

MARBLE ARMS & MFG. Co., Gladstone, Mich., makers of outdoor equipment for hunters, fishermen and campers, makes up lists during October, using radio with other media. C. E. Hawkins is advertising manager. Advertising is placed by Rogers & Smith Advertising Agency, Chicago.

MAMA COOKIE BAKERIES, Inc., Chicago, (Mama's Malted Milk Dessert) is considering radio and newspapers for a campaign being planned for this new product. The McJunkin Advertising Co., Chicago, has been appointed to handle the account.

BOSTON VARNISH Co., Boston, (Kyanize paints and varnishes) is planning to increase its radio and other advertising. Ingalls-Advertising, Boston, will handle the account from Nov. 1.

H. P. CLEARWATER, Hallowell, Me., (proprietary remedies) will make up lists during October and November, using radio with other media. Carrell E. Stevens is advertising manager, and annual advertising appropriation of \$80,000 to \$100,000 is placed by the Stoneton Advertising Agency, Hallowell, Maine.

THOMAS LEEMING & Co., Inc., New York, has designated Zinn & Meyer, Inc., New York, advertising agency, to handle radio and supporting newspaper advertising for Baume Bengue Analgaesique (medicine).

VELOGEN, Inc., New York, (hand lotion) will use radio with newspapers in a new campaign, which will also feature house-to-house sampling, to be handled by Peck Advertising Agency, New York.

BRODIE & HARVIE, Ltd., Montreal, has appointed J. J. Gibbons, Ltd., Montreal, to handle its radio and newspaper campaign.

GRAND UNION Co. stores have placed their radio and newspaper advertising in the hands of Hampton, Weeks & Marston, Inc., New York.

KENYON-ADVERTISING, Inc., 8 Newberry St., Boston, has been formed as an advertising agency, with Alden H. Kenyon, president; John Hoar, treasurer; J. J. Tennyson, copy chief, and Dan Brown, jr., art dept. Mr. Kenyon was formerly president of Dorrance, Kenyon & Company. The following accounts will be handled by the new agency: Cape Cod Steamship Co., Boston; The Moxie Co., Roxbury, Mass.; Whiting & Davis Co., Plainville, Mass.; The Watson Co., Attleboro, Mass.; Vermont Maple Cooperative, Inc., Burlington, Vt.; Associated Industries of Massachusetts, Boston; L. C. Page Co., Boston, Mass.; Watson & Briggs Co., Attleboro, Mass.; Filing Equipment Bureau, Boston.

COLLINS-KIRK, Inc., Chicago, will discontinue business, effective Oct. 1, with George R. Collins, president, becoming an account executive of Blackett-Sample-Hummert, Inc., which takes over the accounts of John F. Jelke Co., Morton Salt Co., Murine Co., Public Health Institute, Continental Casualty Assurance Co., and Teletype Corp. Kenneth D. Stewart, vice president of Collins-Kirk, joins the Chicago office of Ruthrauff & Ryan, which takes over the accounts of Indiana Botanic Gardens, Kosto Co., and Joseph Triner Co.

CAPT. HAAKON H. HAMMER, who formerly was with Roald Amundsen, the explorer, has been appointed director of radio and publicity for Federal Sales and Advertising Associates, Los Angeles.

AIRWAY SALES ENGINEERS, 221 N. La Salle, Chicago, operating as a radio advertising agency for a year and a half, has just been incorporated. E. C. Smeeding, J. L. Reinsch, and A. A. Smeeding are principals in the new corporation.

RADIOCASTERS, Ltd., Vancouver, B. C., is the name of a new agency formed to handle radio advertising. A. R. Evans and C. F. Goodman are partners in the enterprise.

TERRY TEBALD agency, Portland, Ore., has taken on the account of Ramona Roe hand balm and the new radio series for the Portland District Dental Society.

AMERICAN advertising of Carlsbad Salt and Johann Hoff's malt extract has been placed in the hands of the Alfred Zabin Agency, New York.

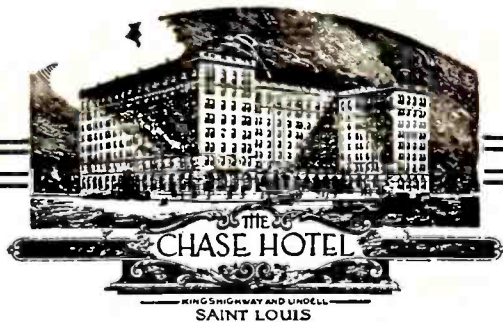
R. C. SMITH & SON, Limited, 80 King Street, West, Toronto, Can., handles the John Taylor & Company, Ltd., radio account.

ROLFE C. SPINNING, Inc., 1236 Maccabees Bldg., Detroit, handles the Mary Lee Candies, Inc., radio accounts.

N.A.B. CONVENTION IN ST. LOUIS

Next November

Headquarters - THE HOTEL CHASE



Convenient to all things of principal interest—Its location at Lindell and Kingshighway Boulevards, opposite Forest Park, appeals to visitors—Delightful surroundings.

HOME OF RADIO STATION KWK

The only Hotel in St. Louis with nationwide radio affiliation.

Location, rooms, food, service, facilities, "atmosphere" and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, \$3 to \$5 per day

Rates for two, \$5 to \$7 per day

THE HOTEL CHASE

ST. LOUIS, MO.

J. A. HADLEY, Manager

AGENCIES AND REPRESENTATIVES

KATHERINE BUSCH has joined the staff of Kraff Advertising Agency, Minneapolis, as radio continuity writer.

WALTER BIDDICK, who conducts his own radio advertising agency in Los Angeles, has been given charge of radio campaign in the Pacific southwest by the Republican Central Committee, Los Angeles.

RUTH Y. LICHTENBERG, vice president of the Women's Advertising Club of Detroit, is now conducting a radio column of society and club gossip over WWJ, Detroit, under the name of "Sally Woodward."

HANAK, KLEIN and LEAHY, Los Angeles agency, will handle radio account for Pabst Blue Label Malt for Southern California distributors (M. A. Newmark and Co.). Agency also handles account for Franco-American Baking Co., which has a Sunday hijinks program over KFWB.

EQUIPMENT

FOLLOWING plans approved by Walter C. Evans, manager of broadcasting for the Westinghouse company, before he sailed for the Madrid Radio Conference, D. A. Myer, plant manager of KDKA, pioneer station at Pittsburgh, is supervising the installation of new studio control equipment and new studio arrangements. The reconstructed studios are expected to be ready in time for KDKA's twelfth anniversary celebration Nov. 2. Westinghouse equipment will be used throughout.

WESTERN ELECTRIC Company has received orders for nearly \$50,000 worth of a new type of aviation radio-telephone apparatus. The bulk of the orders went to the American Airways and United Air Lines.

A COMPLETE technical description of the 100-watt Western Electric broadcast transmitter is carried in the October Bell Laboratories Record. Its author is A. W. Kishpaugh of the Bell Laboratories.