

BARBASOL Co., Indianapolis, on Nov. 7 renewed the Barbasol program with Carson Robinson and his Pioneers, John and Bill Mitchell and Pearl Pickens, over 17 stations of the NBC-WEAF network, for 13 weeks beginning Nov. 29, Tuesday and Thursday, 7:30-7:45 p.m., EST. Erwin, Wasey & Co., New York, handles the account.

GENERAL MILLS, Inc., Minneapolis, (Gold Medal flour) on Nov. 19 renewed "Gold Medal Fast Freight," Tuesdays, 9:30-9:45 p.m., on 26 CBS stations. The McCord Co., Minneapolis, handles account.

LYNN PRODUCTS Co., Lynn, Mass., (Range oil burners) on Nov. 13 started a series Sundays, 3:45-4 p.m. on WNAC, WDRC and WMAS of Yankee Network. Harry M. Frost, Boston, handles account.

J. C. ENO, Ltd., London, England, (fruit salts) sponsoring the "Eno Crime Club" on CBS weekly, will shift to NBC some time after Jan. 11. Account handled by N. W. Ayer & Son.

SPOOL COTTON Co., New York, (threads, etc.) on Dec. 13 renews its "Threads of Happiness" program over 22 basic CBS stations plus the Don Lee and South Atlantic networks and 19 supplementary stations, Tuesdays, 9:15-9:30 p.m. Paul Cornell Co., New York, handles account.

STANDARD BRANDS, Inc., New York, (Fleischmann's Yeast) on Jan. 1 starts a series of 26 programs titled "Great Moments in History" over the basic NBC-WJZ and supplemental stations, Sundays, 7:30-8 p.m. Another series of 13 programs has also been contracted for, starting Oct. 8, 1933. J. Walter Thompson Co., New York, handles account.

STANCO, Inc., New York, (Flit insecticides) on Nov. 28 changed its schedule for "Johnny Hart in Hollywood" over the basic NBC-WJZ network; program now heard daily except Saturday-Sunday, 6:15-6:30 p.m.

PROSPECTS

CARPENTER-MORTON Co., Boston, (Carmote paints, varnishes, enamels) makes up lists in December, using radio and other media. Annual appropriation is \$50,000. Advertising is placed by Edmund S. Whitten, Inc., Boston, Mass.

WILLIAM S. MERRELL Co., Cincinnati, (Detoxol toothpaste) will use radio with newspapers in a new campaign to be handled by The Geyer Co., Dayton, O.

SPRAGUE, WARNER & Co., Chicago wholesale grocers, will use radio with magazines and direct mail in a campaign for its Richelieu, Ferndell, Batavia and other food lines. Erwin, Wasey & Co., Chicago, will handle the account.

WESTERN AGENCY, Inc., Seattle, will continue campaign for Washington Dairy Products Bureau, 663 Skinner Bldg., Seattle, and has been reported as working on a \$50,000 budget for 1932-33. Newspapers will be chief medium with radio secondary.

ADVERTISING plans have not been formulated by the United Prune Growers of California, 226 Sansome St., San Francisco, though it has been understood that appropriations have been studied with an eye to several media. Announced budget will approximate nearly a half million dollars, which will be handled through an agency as yet unnamed.

NADA-MAS LABORATORIES, St. Paul, formed by Arthur J. Walsh, formerly with Van Ess Laboratories, Chicago, is planning a campaign for a new hair tonic. Account is to be handled by Erwin, Wasey & Co., Minneapolis.

ASSOCIATION of Life Underwriters, Madison, Wis., has made tentative plans for a radio advertising campaign.

THE HOTELS STATLER Co., 7th Ave. and 32nd St., New York, has appropriated \$600,000 to advertise its Statler hotels in Boston, Buffalo, Cleveland, Detroit and St. Louis and the Pennsylvania hotel, New York. Radio will be used with other media. H. William Klare is vice president in charge of advertising. Fuller & Smith & Ross, Cleveland, handles account.

THE VIGORO Plant Food Department of Swift & Co., Chicago, is reported planning to return to the air this season with a series of Sunday afternoon programs featuring famous concert stars, similar to the series the company sponsored the past two years on NBC. J. Walter Thompson, Chicago, is the agency.

PARKEN PEN Co., Janesville, Wis., (pens, pencils, ink) makes up lists in December, using radio with other media. Kenneth Parker is advertising manager. Account is handled by Blackett-Sample-Hummert & Gardner, Chicago, and Canadian advertising is placed by R. C. Smith & Sons, Toronto.

TRUSCON STEEL Corp., Youngstown, O., (Walkerville, Ont., branch) has appointed Mitford Advertising, Ltd., Toronto, to handle a newspaper and radio campaign for the Truscon Fuel Saver.

CHARLES E. HIRES Co., Philadelphia, (root beer) makes up lists during January, using radio with other media. John R. Minten is advertising manager. Mark O'Dea & Co., New York, handles account.

PREMIER MALT SALES Co., Chicago, (Blue Ribbon malt) makes up lists in January, and will continue using radio with other media. Matteson-Fogarty-Jordan Co., Chicago, handles account.

AGENCIES AND REPRESENTATIVES

CHET FRANK, formerly vice president of the Los Angeles office of Botsford, Constantine & Gardner, has established his own agency in that city. Branches will be maintained at San Francisco, Seattle and Portland. Associated with Frank are E. E. Martin, R. E. Atterberry, E. E. Farnsworth and Bud Lewis. Mr. Crank is director of the Pacific Association of Advertising Agencies and chairman of its Los Angeles chapter. He has handled the advertising of the Gilmore Oil Co. for the last seven years. Among his other accounts are: Brooks Clothing Co., Brown's Clothing Co., Brunswick Drug Co., Graham Hamby & Son (Leonard refrigerator and Lawson heaters), Slavick Jewelry Co. and Maintenance Acceptance Corp.

AMERICAN LETTER Co., Los Angeles, late in November became a general advertising agency with Earl R. Oborn continuing as president. A radio department became one of the new divisions of the firm.

JENNISON PARKER, handling radio for McCann-Erickson in San Francisco, has left that agency to produce radio programs independently.

KENYON & ECKHARDT, Inc., New York, have been appointed advertising agent for the Quaker State Oil Refining Co., Oil City, Pa. (Quaker State motor oils and lubricants).

FIRESIDE INDUSTRIES, Inc., Adrian, Mich., (furniture and giftwares) has placed its advertising with the Geyer Co., Dayton, O.

RENU HETEPURF Company, Holland, Mich., (piston rings) has appointed the Emerson-Frank Agency, Holland, Mich., to place its advertising.

DETROIT AND CLEVELAND NAVIGATION Co., Detroit, has placed its advertising with The J. F. Walsh Advertising Agency, Detroit.

BILL H. HOWARD, advertising manager of R. H. Macy & Co., New York, will join Kenneth Collins, who recently resigned as executive vice president in charge of publicity at Macy's, in the latter's advertising agency. Paul M. Hollister, vice president of Batten, Barton, Durstine & Osborn, will succeed Mr. Collins as executive vice president in charge of publicity at Macy's.

FROSAD, Inc., Chicago, has been organized to specialize in financial advertising campaigns with Frederick C. Dressel, former president of Century Press, as president. John DeWitt Gray is vice president and treasurer, and Harold W. Gibbs is secretary.

LENNEN & MITCHELL, Inc., New York, has been appointed by Lehn & Fink, New York, to handle its Pebecco toothpaste account.

LEE ANDERSON ADVERTISING Co., Detroit, will begin functioning Jan. 1, 1933, handling among other accounts that of the Chrysler Sales Corp., Detroit. Lee Anderson, formerly head of Advertisers, Inc., is dissolving that company.

THOMAS LEEMING & Co., New York, (Baume Bengue medicine) has appointed Zinn & Meyer, New York, to handle its radio advertising.

DAILEY PASKMAN & Associates, Inc., New York, has been appointed to handle the broadcast accounts of Bradstreet's, publishers of BRADSTREET'S WEEKLY. Program to consist of authentic summaries of week's financial and economic events.

DUNN & MCCARTHY Co., Auburn, N. Y., (Enna Jettick shoes) has appointed Stewart, Hanford & Frohman, Rochester, to handle its radio and newspaper advertising.

UNIVERSAL Radio Productions, Chicago, producers of recordings of programs "off the air," announces removal to new offices in the Tower Bldg., 6 No. Michigan Ave., Chicago, Dec. 1.

TRANSCRIPTIONS

"TARZAN of the Apes" serial, originally recorded as an electrical transcription by the American Broadcasting Co., transcription producers, has switched over to the World Broadcasting System. Scenes will be done in Hollywood with Pat Campbell representing the World System, said to be the first organization on the west coast making wax recordings with the new "Hill and dale" vertical process.

AMERICAN BROADCASTING System, San Francisco, has issued its "Hand Book on Radio" as a survey of western radio area. The firm produces transcribed programs, an air check service and other lines closely allied to broadcasting.

MORE than 50 stations are being used by Union Mutual Life Co. of Iowa, Des Moines, in a daily series of run-of-schedule transcriptions offered direct and recorded by Brunswick. Besides buying time, this company is also offering cash bonuses to stations returning the greatest number of inquiries.

STANDARD OIL Co. of Indiana has spotted series of transcriptions of the KFWB (Hollywood) weekly Hi-Jinks under caption of "The Funfest" over 20 stations in 13 states as a daily 15-minute feature.

Program Bureau

H. LEOPOLD SPITALNY, musical director for Publix-Balaban and Katz theaters in Chicago, and Martin A. North, formerly with the McJunkin Advertising Co., have organized a radio talent and program bureau with offices in the Wurlitzer building, Chicago.

SUNSHINE LAUNDRY

SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL,
St. Louis, Mo.

My Dear Mr. Benson:

A crew of five men whom we have had out interrogating housewives concerning their radio listening habits have reported such an interesting situation as regards Radio Station WIL, that I feel I should inform you of it.

To our very great surprise, we found that approximately 90 per cent of these households know of our musical program on your station and listen to it. We would not believe this to be true, unless it had been reported to us by our own men, after a very careful survey of some 10,000 homes.

This, we feel, is one of the reasons why the Sunshine Laundry has not been affected by the financial interlude, as have other firms in our line. In fact, our business is maintaining the same volume today as we were experiencing during the "boom" days.....certainly one of the few instances of its kind among the laundry businesses of the Middle West.

Thanking you very kindly for the friendly, cooperative spirit you have always shown, I am,

Sincerely yours,
Charles W. Weil
Pres.

• • • your clients, too, will be
Just as Happy with W-I-L