

Kellogg Sponsoring Baseball On 60 Stations This Season

Games of 33 Teams Included in Series Covering All the Way From New England to Far West

KELLOGG Co., Battle Creek, Mich., will sponsor daily baseball broadcasts on 60 stations including play-by-play descriptions of the games of eight major league teams and 25 minor league teams, according to N. W. Ayer & Son, New York agency in charge. The major league teams will include the Boston Red Sox, Boston Bees, Chicago White Sox, Chicago Cubs, Detroit Tigers, Philadelphia Athletics, St. Louis Cardinals and St. Louis Browns. [Other sponsored games listed in BROADCASTING, April 15].

Complete home schedules of the two Boston teams will be carried on the Colonial Network of 13 outlets fed from WAAB, Boston. The Detroit Tigers will be covered by WWJ and by WXYZ plus the complete Michigan Network of nine stations, and road games will be aired over the same stations except when the teams visit New York where a three-way agreement prohibits sportscasting from New York ball parks.

Home games of the Chicago Cubs and Sox will be broadcast on WJJD, that city, and WFIL will air the home games of the Athletics in Philadelphia. In St. Louis, home games of the Browns and Cardinals will be carried on KWK, that city; KFRU, Columbia, Mo.; and KWOS, Jefferson City. The Cardinal games, home and away, will be reconstructed on WBOW, Terre Haute, Ind.

Pick of the League

Unusual feature of the Kellogg sportscasts is an arrangement whereby fans in the Rocky Mountain region may choose American League games. Fans will submit requests to KVOD and KFEL, Denver, and to KSL, Salt Lake City. The following week the games voted most popular will be reconstructed on these three stations. This setup prevails in Denver and Salt Lake City on Fridays, Saturdays and Sundays.

Of the 25 minor league clubs under contract, the Kellogg Co. has signed for exclusive rights in all except six cities. All minor league home games will be play-by-play with the exception of the Columbia Reds of the South Atlantic League. Descriptions of these games will be largely resumes and dramatizations and in all instances road games will be reconstructed.

Among the minor league clubs under contract are the Birmingham Barons, Nashville Vols and New Orleans Pelicans of the Southern Association; the San Antonio Missions, Houston Buffs and Fort Worth Cats of the Texas League; the Evansville (Ind.) Bees, Springfield (Ill.) Browns, and Decatur (Ill.) Commies of the Three-I League; the Buffalo Bisons and the Rochester Red Wings of the International League; the Charlotte Hornets, Richmond Colts, Winston-Salem Twins and the Asheville Tourists of the Piedmont League;

the Columbus (Ga.) Red Birds, Greenville (S. C.) Spinners; Columbia (S. C.) Reds and Augusta (Ga.) Tigers of the South Atlantic League; the Springfield (Mo.) Cardinals and Salina (Kans.) Millers of the Western Association; the Joplin (Mo.) Miners of the Western League; the Portsmouth (O.) Red Birds of the Middle Atlantic League; the Mobile Shippers of the Southeastern League; and the Albany (Ga.) Travelers of the Georgia-Florida League.

The teams, stations and announcers for the broadcasts follow:

MAJOR LEAGUES

Boston Bees and Red Sox—WAAB, WFAN, WSAR, WSPR, WLBZ, WFEA, WTHI, WNBH, WBRV, WLLN, WLNH, WRDD, WNLC; Fred Hoey.

Chicago Cubs and White Sox—WJJD; John Harrington.

Detroit Tigers—WWJ, Ty Tyson; WXYZ, WELL, WIBM, WKZO, WFDF, WOOD-WASH, WBCH, WJIM, WKBZ; Harry Heilmann.

Philadelphia Athletics—WFIL; Stan Lokmar.

St. Louis Cardinals and Browns—KWK, KFRU, KWOS; Johnny O'Hara.

St. Louis Cardinals—WBOW (Reconstruction); John Cummins.

MINOR LEAGUES

Albany (Ga.) Travelers—WGPC, Bob Finch.

Asheville (N. C.) Tourists—WWNC, Bob Bingham.

Birmingham (Ala.) Barons—WSGN, Bill Terry.

Buffalo (N. Y.) Bisons—WEBR, Claude Haring.

Charlotte (N. C.) Hornets—WSOC, Paul Norris.

Columbus (Ga.) Red Birds—WRBL, Jack Gibney.

Greenville (S. C.) Spinners—WFBC, Jimmie Thompson.

Joplin (Mo.) Miners—WMBH, Charles McIntire.

Mobile (Ala.) Shippers—WALA, Jack Bridges.

Nashville (Tenn.) Vols—WLAC, Herman Grizzard.

Portsmouth (O.) Red Birds—WPAY, Paul Wagner.

Rochester (N. Y.) Red Wings—WHEC, Jack Barry.

Richmond (Va.) Colts—WRTD, Peco Gleason.

San Antonio (Tex.) Missions—KABC, Sam Goldfarb.

Another Laux

DAILY baseball every half-hour from noon until 6 p. m., culminating in a 15-minute summary at 6 titled *Sports Page Program* and a program titled *Dope From the Dugout* at 8, starting May 1 will keep youthful Roger Laux hopping as chief of sports staff of WCBS, Springfield, Ill. Laux is a brother of France Laux, noted sports announcer of KMOX, St. Louis. He is a former Tulsa U. athlete and Oklahoma semi-pro pitcher. In 1936 after three years of advertising work in Chicago and New York he handled public address and press for both the St. Louis Cardinals and Browns. Kellogg will sponsor all home and away games on WCBS.

Springfield (Mo.) Cardinals—KGBX, Lee George.

Winston-Salem (N. C.) Twins—WSJS, Johnnie Miller.

Augusta (Ga.) Tigers—WRDW, Thurston Bennett.

Denver (Col.) composite American League schedule—KVOD and KFEL, Bill Welch.

Salt Lake City, composite American League schedule—KSL, Wally Sandack.

Salina (Kans.) Millers—KSAL, Stewart Dunbar.

Evansville (Ind.) Bees—WGFB and WFOA, Paul Clark.

Springfield (Ill.) Browns—WCBS, Roger Laux.

Decatur (Ill.) Commies—WJBL, Howard Millard.

New Orleans (La.) Pelicans—WDSU, Gene Sommers.

Houston (Tex.) Buffs—KXYZ, Ves Box.

Fort Worth (Tex.) Cats—KFJZ, Zack Hurt.

Columbia (S. C.) Reds—WIS, Jim Young.

Stuart Plans for Fall

F. A. STUART Mfg Co., Marshall, Mich. (proprietary), was to leave the air May 1 to return next fall on about 10 stations. The complete list will be made up in July. Stuart has been using quarter-hour programs thrice weekly on WLW, Cincinnati, and WIBA, Madison, Wis. Benson & Dall, Chicago, is agency with Roland J. Dooley, account executive.

General Mills Arranges Transfer of Hour Show

GENERAL MILLS, Minneapolis, will use 28 NBC-Red and Blue stations when it switches from CBS May 30. Five programs will be broadcast from 1-2 p. m. (CDST) with all shows but one originating from Chicago. Though the order of broadcast may be changed when the program goes NBC, tentative order of broadcasting is: *Betty & Bob*, *Hymns of All Churches*, 3 days, and *Betty Crocker* the other two days; *Arnold Grimm's Daughter* and *Valiant Lady*, the latter originating from New York. *Betty Crocker*, *Hymns of All Churches* and *Valiant Lady* are handled by Knox Reeves Adv., Minneapolis, with Blackett-Sample-Hummert, Chicago, handling *Betty & Bob* and *Arnold Grimm's Daughter*.

The complete NBC-Red and Blue list follows: WMAQ WEAF WBZ-WBZA WJAR KYW WBAL WRC WGY WBEN WHAM KDKA WTAM WXYZ WLW WHO WIRE KWK KSTP WOW WDAF WTMJ KOA KDYL KPO KFI KGW KOMO KHQ. In Detroit and St. Louis, WWJ and KSD will be used starting Sept. 24.

On April 24 when daylight saving time went into effect in a number of cities, General Mills in its spot schedule using *Hymns of All Churches* and *Betty and Bob* switched time on six of the 18 stations used, bringing practically all the broadcasts into the morning period. Half-hour transcription cuts by RCA-Chicago of *Hymns of All Churches* and *Betty & Bob* are on the following stations: KWKH WHO WOI KPRC WFIA KFJR WGBI WBT KOB WGY WKY WEBC KTUL WOC WHAS WLW WTAD WIBW.

Kellogg NBC Series

KELLOGG Co., Battle Creek, (wheat Krispies) on May 2 starts sponsorship of *Don Winslow of the Navy*, NBC program which was sponsored during the winter by Iodent Chemical Co. and has since been broadcast as a sustaining feature. The program is heard five days a week and will be sponsored on a split Red network of five stations. It continues sustaining on a number of other stations. Agency for Krispies is Hays MacFarland & Co., Chicago.

Penn Starts Sports

PENN TOBACCO Co., Wilkesbarre, Pa. (Kentucky Club tobacco), has started a series of daily sports broadcasts on WCCO, Minneapolis. The programs, called *The Extra Inning*, include complete scores of baseball games played in the American Assn., the National and American Leagues are given, along with forecasts and results of other important athletic events. Similar schedules on other stations are now in preparation by the agency, Ruthrauff & Ryan, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) sponsoring *Kay Kyser's Musical Class* on 78 NBC-Red stations, next fall will route the show among the colleges and universities, to give the audience-participation features of the program a "100% collegiate complexion."



Drawn for BROADCASTING by Sid Hix
"Be ready to cut 'em off at any time—they both used to be traveling salesmen."