

# Radio Advertisers

**ART DRY CLEANING Co.**, Cincinnati, is sponsoring on WCKY, Cincinnati, six ten-minute newscasts weekly, featuring Rex Davis. Agency is Allen, Heaton & McDonald, Cincinnati. National Schools, Los Angeles (diesel training), through Huber & Hoge, New York, has contracted for sponsorship of daily 7-7:05 a.m. newscasts by Gordon Gray on WCKY.

**P. LORILLARD Co.**, New York (Old Gold cigarettes, Friends smoking tobacco), on Oct. 13 starts half-hour participation on *An Hour With Elson & Anson*, new daily variety program on WGN, Chicago, featuring Sports-caster Bob Elson and Bill Anson, with Jess Kirkpatrick as m.c. announcer. Agency is J. Walter Thompson Co., New York.

**GROVE LABS.**, St. Louis (Bromo Quinine), on Oct. 7 starts *Todd Hunter & the News*, quarter-hour program, three times weekly for 22 weeks on WBBM, Chicago. Agency is J. Walter Thompson Co., N. Y.

**LYON VAN & STORAGE Co.**, Los Angeles, is sponsoring weekly participation in a late evening newscast, *Knux Manning*, on KNX, Hollywood. Contract is for 52 weeks, having started in late September. Firm recently renewed for a similar period, participation in *Art Baker's Notebook* and *Mirandy's Garden Patch*, on KFI, Los Angeles. Radio schedule also includes six transcribed spot announcements per week on KIEV, Glendale; KDB, Santa Barbara; KGB, San Diego. Agency is BBDO, Hollywood.

**PETER HAND BREWERY Co.**, Chicago (Meister Brau beer), has started quarter hour weekly transcribed dramatization of short stories from *Liberty* magazine on WGN, Chicago. Company is now sponsoring 2 1/2 evening hours a week on WGN. Agency is Mitchell-Faust Adv. Co., Chicago.

**BOOK HOUSE FOR CHILDREN**, Chicago (publishers), on Oct. 13 started participation three weekly for 26 weeks on the quarter-hour *Every Woman's World*, broadcast five days a week on WBBM, Chicago. Agency is Presba, Fellers & Presba, Chicago.

**PLANTERS NUT AND CHOCOLATE Co.**, Wilkes-Barre (Planters salted peanuts), through Goodkind, Joice & Morgan, Chicago, affiliate of Raymond R. Morgan Co., Hollywood, started sponsorship of news programs five days a week on WHAM, Rochester, quarter-hour daily; WJR, Detroit, five minutes daily; WFAA, Dallas, five minutes daily.

**ACME BREWING Co.**, San Francisco (beer and ale) recently substituted the transcribed *Barrel of Fun* program with Charlie Ruggles, on KPO, with four weekly five minute song programs by Monica, entitled: *They All Say Yes*, on KPO and KGO. Agency is Brisacher, Davis & Staff, San Francisco.

**PACIFIC MOLASSES Co. Ltd.**, San Francisco (Hawaiian cane molasses for livestock and poultry) recently started three participations weekly on the *Farm Journal*, conducted by Austin Fenger on KSFO, San Francisco. Agency is Gerth-Knuolin Adv., San Francisco.

**BRITISH CERAMICS & CRYSTAL Ltd.**, Toronto (English china), has started Sunday evening *Melody Lane* and a twice-daily spot announcement campaign on CKOC, Hamilton, Ont. Account is placed by F. H. Hayhurst Co. Ltd., Toronto.

**MAPLE LEAF MILLING Co. Ltd.**, Toronto (cereals, pastry flours), on Oct. 20 starts three-weekly 10-minute transcribed programs on a large number of Maritime and Western Canada stations. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

**WESTERN CANADA FLOUR MILLS Ltd.**, Toronto (Pioneer Feeds), has started a spot announcement campaign on a number of Ontario and Maritime stations. Account was placed by A. McKim Ltd., Toronto.

**E. BROOK RANDALL & SONS**, Hollywood (motor club), in a 13-week test campaign which started Oct. 14 is sponsoring a three-weekly quarter-hour newscast on KBCA, Los Angeles. Agency is Lockwood-Shackelford Adv. Agency, that city.

**RADIO**, newspapers and magazines will be utilized by United Artists Studios in its \$100,000 campaign to publicize the Walter Wanger Production's film, "Sundown," which goes into national release Oct. 31.



**I**N fact, KTAR was invited to plan the entire ceremony officially dedicating Luke Field, new \$4,500,000 Army Air Corps Advanced Training Base, near Phoenix. Cooperating fully Uncle Sam's Airmen joined in making it a sensational broadcast climaxed by the dedicatory reflections of Sidney P. Osborn, Governor of Arizona. It was KTAR's 37th Special Event for the National Broadcasting Company... another example of the type of leadership that makes KTAR the preference of listener and advertiser alike in the rich Arizona market.

When you think of SPOTS... think of John Blair!

**JOHN BLAIR & COMPANY**

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**KTAR**

PHOENIX, ARIZONA  
Key Station of the

Arizona BROADCASTING CO. Inc.

Represented Nationally by  
**PAUL H. RAYMER COMPANY**  
New York Chicago Cleveland Detroit  
San Francisco Los Angeles

- ★ KTAR - Phoenix 1000 MC - 1250 MC
- ★ KYOA - Tucson 1000 MC - 1250 MC
- ★ KYUM - Yuma 250 MC - 310 MC
- ★ KGLU - Safford 250 MC - 310 MC
- ★ KCRJ - Jerome 250 MC - 310 MC
- ★ KWJB - Globe 250 MC - 310 MC
- ★ KYCA - Prescott 250 MC - 310 MC
- ★ NBC RED and BLUE Network Stations
- ★ Other ABC Stations

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