

Network Accounts

11 time EST unless otherwise indicated.

New Business

QUAKER OATS Co., Chicago (Fannin), on Feb. 5 started *We, the Women* on 4 MBS stations (WGN, KLV, WHK and WCAB), Sun., 4:30 p. m. Agency: Benton & owles, Chicago.

EVER BROS., Cambridge (Lux up and flakes), on Feb. 13 started *Life and Love of Dr. Susan* on 60 BS stations, Mon. thru Fri., 2:15-3:30 p. m. (repeat 5:15-5:30 p. m.). Agency: J. Walter Thompson, N. Y.

EWIS-HOWE MEDICINE Co., St. Louis (Tums), on Feb. 17 starts Bert *et al* in *Drama Time*, Fri., 9:30-9:45 p. m., CST, on 42 NBC-Blue network stations. Agency: H. W. Kastor & ons, Chicago.

ALSTON-PURINA Co., St. Louis (Shreded Ralston), on March 7 starts *Inside Story* on 64 NBC-Blue stations, Tues., 8-8:30 p. m. Agency: Gardner dv. Co., St. Louis.

WEET'S Co. of America, New York (Tootsie rolls), on Feb. 13 started *Millie Jack* on 3 MBS stations (WOR, WGN, WAAB), Mon., Wed., and Fri., 5:30-5:45 p. m. Agency: low Co., N. Y.

ELIABLE FLOUR Co., Boston, on Feb. 16 starts 12 participations in *retchen McMullen* on 16 Yankee stations. Agency: Bennett & Snow, Boston.

ILLETTE SAFETY RAZOR Corp., New York, on Oct. 8 starts *The Ruth, the Whole Truth* on 16 Yankee stations, Sat., 7:30 p. m. Agency: axon Inc., N. Y.

Renewal Accounts

UCLID CANDY Co., San Francisco (candy bars), on Feb. 20 renews for 2 weeks, *Headlines on Parade* on CBS Pacific network stations (KNX, KSFO, KOIN, KIRO, KPX, KSL, KOY), and on June 5 lds KARM, Mon., 5:30-5:45 p. m. Agency: Sidney Garfunkel Adv. Agency, San Francisco.

OOSE-WILES BISCUIT Co., Boston, on April 4 renews *Sunshine Dramatized News* twice weekly on 10 unkee stations. Agency: Newell-Emett Co., N. Y.

MERICAN CIGARETTE & IGAR Co., New York (Pall Mall cigarettes), on March 8 renews for 8 weeks *Eddy Duchin* on 53 NBC-Red, Mon., 9:30-10 p. m. Agency: oung & Rubicam, N. Y.

LADY ESTHER, Chicago (cosmetics), on Feb. 20 renews *Guy Lombardo* on 47 CBS stations, Mon., 10:10-10:30 p. m. No new agency has been named to replace Lord & Thomas, Chicago, formerly in charge.

Network Changes

G. DODSON Proprietaries, Atlanta (Ironized Yeast), on Feb. 5 added HBF, new MBS affiliate, to *Original Good Will Hour*, Sun., 10:10-10:30 p. m. and 18 Texas State Network stations, 10:30-11 p. m.

HESBOROUGH MFG. Co., New York (Vaseline products), on Feb. 7 switched *Dr. Christian* on CBS from New York to Hollywood.

OSPEL BROADCAST Assn., Los Angeles, on Feb. 5 placed its *Old Fashioned Revival Hour* on WLS, Chicago, Sunday, 7-8 p. m. (CST). Agency: R. H. Alber Co., Los Angeles.

Max Gordon Joins NBC

MAX GORDON, theatrical producer noted for picking hit shows, has joined NBC to work under John Royal, program vice-president. He is helping with production of both sound and television broadcasts.

KSCJ Shifts to NBC

KSCJ, Sioux City, Ia., on Sept. 24 shifts from CBS to NBC. C. W. Corkhill, manager of the station, closed the deal Feb. 13. The evening hour rate is \$140.

FIRST anniversary of WOMI, Owensboro, Ky., was observed Feb. 7 with executives and talent from WLW, WGN, WSM, WHAS, WAVE and WLAP participating. Honored by Owensboro business men was Lawrence W. Hager, president of the Owensboro Broadcasting Co., newspaper publisher, postmaster and civic worker, and his associates W. Bruce Hager and George M. Fuqua.

ARTURO TOSCANINI, director of the NBC Symphony, leaves the Saturday night series Feb. 25, going to England to conduct a series of concerts. Guest conductors will take his place.

GENERAL BAKING Co., New York (Bond Bread), on March 27 adds WOR and WSPD to *The Lone Ranger* on MBS stations, Mon., Wed., and Fri., 7:30-8 p. m.

R. L. WATKINS Co., New York (Dr. Lyons), on March 6 adds KFBK, KWG, KMJ and KERN to *Backstage Wife* on NBC-Red, Mon. thru Fri., 4-4:15 p. m.

GENERAL FOODS Corp., New York (Postum), on Sept. 26, moved *Lum & Abner* on 46 CBS stations, Mon., Wed., Friday, from 6:45-7 p. m. to 7:15-7:30 p. m. (repeat, 11:15-11:30 p. m.).

LADY ESTHER Co., Chicago, on Feb. 20 adds KFH, CFRB, WMAQ, WDAE, WJNO to the 43 CBS stations airing *Lady Esther Serenade*, Mon., 10-10:30 p. m. (EST), and on April 30 will add KOIL placed direct.

A. S. BOYLE Co., New York (Old English Floor Wax), on Feb. 6 added 14 NBC-Red stations to *John's Other Wife* making a total of 38 NBC-Red. Mon., Tues., Wed., 10:15-10:30 a. m.

BISO-DOL Co., New York (proprietary), on Feb. 6 added 14 NBC-Red stations to *John's Other Wife* making total of 38 NBC-Red stations, Thurs., Fri., 10:15-10:30 a. m.

QUAKER OATS Co., Chicago, on Mar. 4 starts origination of *Tommy Riggs* from Hollywood. 8-8:30 p. m. on NBC-Red.

U. S. TOBACCO Co., New York (Dill's Best, Model tobaccos), on Feb. 27 will replace Pick & Pat with Howard & Shelton on *Model Minstrels* on 41 CBS stations, Mon., 8:30-9 p. m.

KOLYNOS Co., New Haven, (tooth-paste), on Feb. 6 added 14 NBC-Red stations to *Just Plain Bill* now on 19 Red stations, Thurs., Fri., 10:30-10:45 a. m.

ANACIN Co., Jersey City (headache pills), on Feb. 6 added 14 NBC-Red stations to *Just Plain Bill* making a total of 33 NBC-Red stations, Mon., Tues., Wed., 10:30-10:45 a. m.

Silver Lining

JACK REESE, of mail department of NBC - Chicago, has returned to his work following an appendectomy. The appendix was so much larger than normal that Mr. Reese sold it to his surgeon for \$25, for inclusion in a medical collection.

WTAR, Norfolk, on Feb. 13 was authorized by the FCC to operate with 5,000 watts power night for 30 days to overcome interference from CMQ, Havana, on its 780 kc. frequency. The authorization is to terminate should the interference be eliminated.

ELECTRICAL Sound Engineering Co., Baltimore, headed by Frank N. Green, has purchased the assets of the Fidelity Recording Co., Baltimore, which is being moved to 904 E. 41st St., that city.

LA CONFESSION CIGAR Co., upon moving its main offices from Kansas City to Denver, opened its advertising campaign with a two-hour broadcast of the finals of the amateur Elk pugilistic bouts over KLZ.

FOURTH anniversary of Make Believe Ballroom on WNEW, New York, conducted by Martin Block, was celebrated Feb. 3 by an open house studio party, which was attended by many of the orchestra leaders whose records are heard daily on this three-hour broadcast.

FIVE DAYS of broadcasting, from Feb. 14 to 18, in full view of the public from special studios on the busiest corner of Winnipeg, is CJRC's method of celebrating its fifth birthday during Winnipeg's noted Bonsel, ice curling matches.

WRBL New CBS Outlet, WIND Gets Sustainers

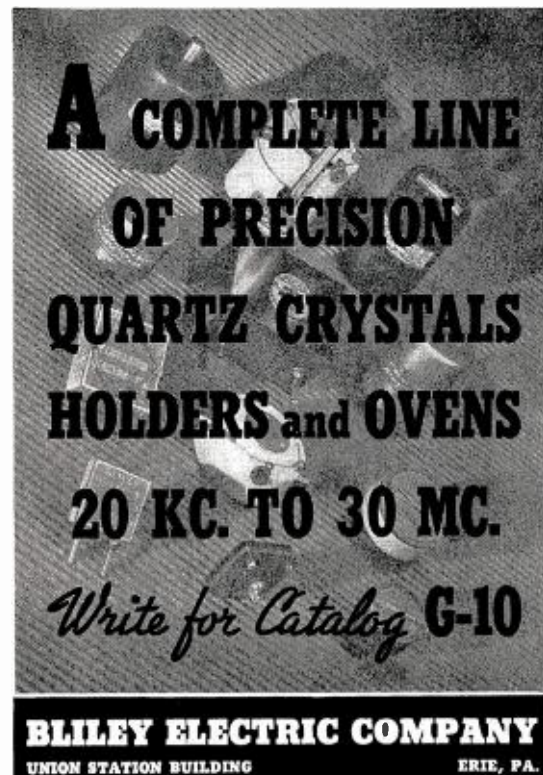
ANNOUNCING the affiliation of WRBL, Columbus, Ga., as a member of its South Central Group, effective on or before March 15, CBS disclosed that on Feb. 16 WIND, Gary, Ind., will resume an old arrangement with the network whereby it carries two hours or more of CBS sustaining shows daily. These are shows which WBBM, Chicago, cannot carry. WIND is headed by Ralph L. Atllass, brother of J. Leslie Atllass, CBS Western Division vice-president who is also a stockholder in WIND.

WBRK, Pittsfield, Mass., has relinquished its CBS affiliation and on March 1 joins MBS as that network's 110th affiliate. WBRK will also affiliate with the Yankee and Colonial networks.

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