

Network Accounts

(Continued from page 87)

EXAS Co., New York (gasoline), on Sept. 13 renews *Texaco Star Theatre* on 88 CBS stations, Wed., 9-10 p. m. Agency: Buchanan & Co., N. Y.

CHRYSLER Corp., Detroit (motor cars), on Sept. 14 renews *Major Jones Amateur Hour* on 77 CBS stations, Thurs., 9-10 p. m. Agency: Athrauff & Ryan, N. Y.

ILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 30 renews *National Burn Dance* on 83 NBC-Blue stations, Sat. 9-10 p. m. Agency: Wade Adv. Co., Chicago.

UDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 25 renews *Bachelor's Children* on 18 CBS stations, Mon. thru Fri., 9:45-10 a. m. (EST). Agency: Roche, Williams & Cunningham, Chicago.

IGGETT & MYERS Co., New York (Theaterfields), on Sept. 27 renews *ed Whiteman* on 92 CBS stations, ed., 8:30-9 p. m. (EST). Agency: ewell-Finnett Co., N. Y.

ARS Inc., Chicago (Milky Way ndy), on Aug. 28 renewed *Doctor Q*, on 32 NBC-Red stations, Mon. 9:30 p. m. Agency: Grant Adv. uegno.

UAKER OATS Co., Chicago (uffed Wheat and Rice), on Oct. 7 news *Dick Tracy* on 60 NBC-Red stations, Sat., 7-7:30 p. m. Agency: erman K. Ellis & Co., Chicago.

WASHINGTON COFFEE Co., orris Plains, N. J., on Sept. 23 renews *Uncle Jim's Question Bee* on 7 BC-Blue stations, Sat., 7:30-8 p. m. Agency: Cecil & Presbrey, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on Oct. 1 renews *Walter Winchell on Jergens' surnal* on 64 NBC-Blue stations, n., 9:30-9:45 p. m. (EST). Ageny: Lennen & Mitchell, N. Y.

ALIFORNIA FRUIT Growers Ex- ange, Los Angeles (Sunkist prod- ts), on Nov. 6 starts *Sunkist Pre- ts Hedda Hopper's Hollywood* on CBS stations, Mon., Wed., and i., 6:15-6:30 p. m. (EST). Agency: el & Thomas, Los Angeles.

ELIABLE FLOUR Co., Boston on g. 22 renews participation in *et-then McAllister Hour* on 18 kcee stations. Agency: Bennett, ow & Walther, Boston.

MPANA SALES Co., Batavia, Ill. (reskin, Coolies, Italian Balm, D.D.), on Sept. 1 renews *First ighter* on 50 CBS stations, Fri., 30-10 p. m. Agency: Aubrey, Moore Wallace, Chicago.

Buick's Sept. Spots

BUICK MOTOR Co., Flint, Mich., from Sept. 18 to 23 will sponsor daily spot announcements for its new models on a large number of stations throughout the country. Total list could not be learned, though about 91 stations, the number used in last year's similar campaign, will probably be used. Arthur Kudner, Detroit, is agency.

RIO GRANDE OIL Co., Los Angeles, on Sept. 26 renews *Calling All Cars* on three Columbia California Network stations (KNX, KSFO, KARM), Tues., 7:00-7:30 p. m. (PST). Agency: Hixson, O'Donnell Adv., Los Angeles.

Network Changes

EUCLED CANDY Co., San Francisco (candy bars), on Sept. 26 shifts *Bal- lot Box* on CBS-Pacific Network from 7:15-7:30 p. m. to 7:30-7:45 p. m. (PST). Agency: Sidney Garfunkel, San Francisco.

DENN & McCARTHY Co., Auburn, N. Y. (Euna Jettick shoes), on Aug. 27 added 3 NBC-Red stations to *Euna Jettick Melodies* and on Sept. 24 adds WGVK, Charleston, making a total of 90 NBC-Red, Sun., 5-5:15 p. m. Agency: Marschalk & Pratt, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Sept. 25 adds CKLW, Detroit, to *Breezing Along* making a total of 4 MBS stations, Mon., 8-8:30 p. m. (EST). Agency: Biow Co., N. Y.

WILSHIRE OIL Co., Los Angeles, on Aug. 15 shifted *Pull Over Neighbor* on 3 CBS California stations from Thurs., 8-8:30 p. m. to Tues., 7:30-8 p. m. (PST).

R. J. REYNOLDS Co., Winston-Salem, N. C., on Sept. 26 renews *Camel Cavaran* (Bob Crosby orch.) on 87 CBS stations, Tues., 9:30-10 p. m. (EST); on Sept. 25 renews *Blondie* on 90 CBS stations, Mon., 7:30-8 p. m.; on Oct. 7 renews *Camel Cavaran* (Benny Goodman orch.) on 80 NBC-Red stations, Sat., 10-10:30 p. m. Agency: Wm. Esry & Co., N. Y.

EMERSON RADIO & Phonograph Co., New York, on Sept. 2 adds 5 MBS stations and 15 Don Lee stations to Elliott Roosevelt's *America Looks Ahead* making a total of 46 MBS stations, Tues., Thurs., and Sat., 7:15-7:30 p. m. Agency: Grady & Wagner, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tams), on Sept. 29 shifts *Horace Heidt & His Musical Knights* on 78 NBC-Red stations, from Mon., 9:30-10 p. m. to Fri., 9:30-10 p. m. (EST). Agency: Stack-Gable Adv. Agency, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury soap and cosmetics), on Oct. 1 shifts *Hollywood Playhouse* from 46 NBC-Blue stations, Sun., 9:30-10 p. m. to 56 NBC-Blue, Wed., 8-8:30 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

GENERAL FOODS Corp., New York (La France, Satina), on Oct. 9 shifts *Joyce Jordan, Girl Interne* on 40 CBS stations, from Mon., Wed., Fri., 12-12:15 p. m. to Mon. thru Fri., 3-3:15 p. m. (EST). Agency: Young & Rubicam, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Oct. 1 shifts *The Parker Family* from CBS to 63 NBC-Blue stations, Sun., 9:15-9:30 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Oct. 6 shifts *Perfect Crime* on 20 CBS stations, Fri., from 8:30-9 p. m. to 9-9:30 p. m. (EST).

GENE FURGASON Co., jointly with William G. Ramban Co., has been named to represent KQV and WJAS, Pittsburgh, and WHJR, Harrisburg, Pa.

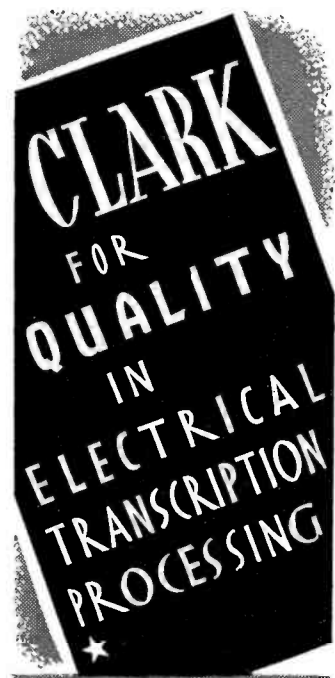
Mantis Dismantles

A PRAYING mantis on Aug. 14 visited the WLW transmitter at Mason, O., throwing the station off the air four minutes. Transmitter attendants saw a flash and heard a thunderous roar as the praying mantis shorted one of the 12,000-volt filter condensers, the energy potential of which is 220 microfarads.

New KVAK on the Air

WITH W. H. REITZ as manager and chief engineer, the new KVAK, Atchison, Kan., 100 watts day on 1420 kc., is now on a regular schedule, having begun operating July 28. L. V. Butcher, formerly with St. Joseph, Salina and Abilene stations, is program director. Dave Hamlin, formerly with KSKN, Kansas City, Kan., and Lyle Robinette, formerly with KITE, Kansas City, are announcers. A. F. Williamson, former chief instructor in transmitters at First National Television, and Charles Wiesmann, formerly with KITE, are engineers. The station, owned by Carl Latenser, music and appliance dealer, is equipped with Collins studio and amplifier equipment, a Commercial Radio Equipment Co. transmitter, General Radio monitor and a 150-foot Wincharger tower.

McLHENRY Co., Avery Island, La. (saucers), on Oct. 1 starts four weekly minute discs on KFI, Los Angeles, and KSFO, San Francisco. John H. Duddham Co., Chicago, is agency.



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