

Network Accounts

All time EDT unless otherwise indicated.

New Business

P. BALLANTINE & SONS, Newark (beer), on Sept. 12 starts *Three Ring Time* on 75 MBS stations, Fri., 9:30-10 p. m. Agency: J. Walter Thompson Co., Los Angeles.

DELAWARE, LACKAWANNA & WESTERN RAILROAD Co., New York (Blue Coal), on Sept. 28 resumes *The Shadow* on MBS, Sun., 5:30-6 p. m. (EST) Agency: Ruthrauff & Ryan, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 29 starts *Jack Armstrong* on MBS, Mon. thru Fri., 5:30-5:45 p. m. (EST) Agency: Knox-Reeves, Minneapolis.

WANDER Co., Chicago (Ovaltine), on Sept. 29 starts *Captain Midnight* on MBS, Mon. thru Fri., 5:45-6 p. m. (EST) Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN BIRD PRODUCTS, Chicago (birdseed), on Oct. 19 starts *American Radio Warblers* on 9 MBS station, Sun., 1-1:15 p. m. (EST) Agency: Weston-Burnett, Chicago.

PROCTER & GAMBLE Co., Cincinnati, (Drene shampoo), resumes *Knickerbocker Playhouse* on approximately 45 NBC-Red stations, Sat., 8-8:30 p. m., with repeat 11:30-12 p. m. Agency: H. W. Kaster & Sons Adv. Co., Chicago.

MENNEN Co., Newark (Iotien, etc.), on Sept. 28 starts *What Price Glory* on 80 NBC-Blue stations, Sun. 7:30-8 p. m., for 52 weeks. Agency: Russel M. Seeds Co., N. Y.

MAGAZINE REPEATING RAZOR Co., New York (Schiek razors blades), on Sept. 18 resumes *Duffy's Tavern* on 55 CBS stations and shifts from Sat. 8:30-8:55 p. m. to Thurs. 8:30-8:55 p. m. Agency: J. M. Mathes Inc., N. Y.

LEWIS HOWE Co., St. Louis (Tums), on Oct. 16 or 23 starts *Frank Fay Variety Show* on an unnamed number of NBC-Red stations, Sat. 10:30-11 p. m. (EST) Agency: Stack-Goble Adv. Agency, Chicago.

THOMAS J. LIPTON Inc., Hoboken, N. J. (Lipton's tea), on Oct. 5 resumes *Helen Hayes Theatre*, on 97 CBS stations Sun., 8-8:30 p. m. (EST). Re-broadcast undetermined. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap) on Aug. 25 starts *Bright Horizon* or *The Story of Michael West*, on 34 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. with a repeat 2-2:15 p. m. *Big Sister* on 73 CBS stations, now on at that time, shifts to 12:15-12:30 p. m. cancelling 2-2:15 repeat. Agency for *Bright Horizon* is Young & Rubicam, N. Y.; for *Big Sister*, Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan Soap), on Oct. 7 starts *Burns & Allen-Paul Whiteman*, on approximately 80 NBC-Red stations, Tues. 7:30-8 p. m. (EST), with a repeat 9-9:30 p. m. Agency: Young & Rubicam, N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), on Oct. 19 resumes *Lutheran Hour* on 105 MBS stations, Sun., 1-30-2 p. m. (EST). Agency: Kelly, Stuhman & Zahradt, St. Louis.

PILLSBURY FLOUR MILLS Co., Minneapolis, on Sept. 11 starts *The Musical Millwheel* on 44 NBC-Blue stations, Thurs. thru Sun., 9-9:15 a. m. Agency: McCann-Erickson, Chicago.

Improvement in Outlets And Accounts Signed by Blue Outlined by Kobak

IN VIEW of regulations governing radio station operation ordered by the FCC 14 weeks ago, Edgar Kobak, NBC vice-president in charge of NBC-Blue sales, has issued a letter to advertisers and agencies listing outstanding developments of the Blue since May 2.

New contracts signed in that period total 15, of which 10 are new advertisers and five have previously been on the Blue in 1941. The sponsors are: General Electric Co., Wheeling Steel Corp., Mennen Co., Pan-American Coffee Co., Pillsbury Flour Co., Trimount Clothes, Standard Oil of Indiana, Neighbors of Woodcraft, W. F. Young Inc., Ralston-Purina Co., Standard Brands, J. B. Williams, *Newsweek*, Texas Co., and Brown & Williamson Tobacco Co.

The letter states there are 58 stations waiting for Blue affiliation, while four new stations have been added since May—WVVA, Wheeling; WISH, Indianapolis; WHMA, Anniston, Ala.; WING, Winchester, Va. In October, KQV, Pittsburgh, and WCBM, Baltimore, become Blue affiliates. Also in the last 13 weeks, nine Blue stations have completed major improvements, while more power and better frequencies have been authorized and are under construction for 27 Blue stations.

SHELL OIL Co., San Francisco, on Aug. 7 started *Shell Comes to the Party* on 7 CBS Pacific Coast and 2 Arizona stations, (KNN KARM KOIN KSFO KFPY KIRO KROY KOY KTUC), Thurs. 9:15-9:45 p. m. (PST). Agency: J. Walter Thompson Co., San Francisco.

HECKER PRODUCTS Corp., Chicago (flour and cereal division), on Sept. 8 starts *At Your Service* on 6 MBS stations, Mon., Wed., Fri., 12:15-12:30 p. m. Agency: Leo Burnett Co., Chicago.

Renewal Accounts

MODERN FOOD PROCESS Co., Philadelphia (Thrive dog food), on Sept. 14 renews for 52 weeks on 28 NBC-Blue stations *The Moylan Sisters*, Sun., 5-5:15 p. m., and *Olivio Santoro* (Philadelphia Scrapple), Sun., 5:15-5:30 p. m. Agency: The Clements Co., Philadelphia.

Network Changes

S. C. JOHNSON & SON, Racine, Wis. (polishes), on Oct. 1 shifts *Hap Hazard* on 99 NBC-Red stations, Tues. 9:30-10 (EST) to an unnamed number of Red stations, Wed. 7:30-8 p. m. Agency: Needham, Louis & Brorby, Chicago.

FORD MOTOR Co., Dearborn, Mich., on Sept. 23 replaces *Ford Summer Hour* with *Ford Sunday Evening Hour* for 36 weeks on 56 CBS stations, Sun. 9-10 p. m. Agency: McCann-Erickson, N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon), on Aug. 19 replaces for 52 weeks the transcribed musical series, *Twilight Trails*, on 32 Don Lee Pacific Coast stations, Tues., Thurs., Sat., 6:15-6:30 p. m. (PST), with John B. Hughes. News. Agency: Russel M. Seeds Co., Chicago.

WILLIAM R. MOORE, West Coast manager of Wm. Esty & Co., Hollywood, was in New York during mid-August conferring with agency executives on network programs.



for
INTENSIVE COVERAGE
of the
SOUTH'S 7th CITY
among the 100,000 or
more group for per capita
effective buying income
use
KTBS
SHREVEPORT, LA.
1000 WATTS • NBC
The Bronhom Co. — Representatives

Where But
WSYR
SYRACUSE
can you get
MORE than the
contract calls for?
Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

LOWER COST

WINCHARGER
NEW GUVED
VERTICAL RADIATOR

Wincharger antennas lead the field with outstanding performance and low cost. Uniform cross section... designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for quotations on lighting equipment and complete tower erection costs.

APPROXIMATE COSTS
(Towers Only, Less Lighting Equipment, Erection, Etc.)

200 FT. TOWER	\$725.00
240 FT. TOWER	\$1720.00
300 FT. TOWER	\$2160.00
400 FT. TOWER	\$4175.00

WINCHARGER CORPORATION
SIOUX CITY IOWA

WRITE FOR COMPLETE DETAILS AND QUOTATIONS