

Candy Firms Stay on the Air Despite Problem of Priorities

Mars Main Exception as Others Continue Their Radio Campaigns and Conduct Test Drives

ADJUSTING distribution and production problems to cope successfully with the WPB allotments of sugar, leading candy bar manufacturers have indicated to BROADCASTING their intention of maintaining current radio schedules. Some manufacturers are conducting limited tests in certain markets, it was learned.

One exception, however, is Mars Inc., which on March 30 is discontinuing *Dr. I. Q.* on 90 NBC-Red stations, Mondays at 9-9:30. It has been reported that other sponsors have been interested in the program placed through Grant Adv., Chicago [see story on this page].

Expansion Plans

Testing and expansion are taking place in the schedules of E. J. Brach & Sons, Chicago (Brach almond nougat bar), and Schutter Candy Co., Chicago (Bit-O-Honey). The former account, concentrating in the Chicago area, is using five-minute early morning newscasts six times a week on WBBM through United Adv. Corp., Chicago. Schutter is conducting one-minute spot announcement tests through Rogers & Smith, Chicago, on WGN, Chicago, and WEEI, Boston, with a Defense Bond giveaway for lucky wrappers. If the test is successful, plans call for expansion into about 30 markets.

D. L. Clark Co., Pittsburgh (Clark bar), on Feb. 26 will shift *Service With a Smile* from its present time on 58 Blue stations at 8:30-9 p.m. to a half-hour earlier at 8-8:30 p.m., and has indicated that it will renew. A. P. Hill Co., Pittsburgh, is agency.

Williamson Candy Co., Chicago (Oh Henry!) will continue its present *Famous Jury Trials*, half-hour drama on 63 Blue stations, it was said. Aubrey, Moore & Wallace, Chicago, has the account.

Planters Expanding

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., has been steadily increasing its schedule of news programs in the interest of its 5-cent peanut package. Goodkind, Joice & Morgan places a portion of this business. Planters also sponsors *What's On Your Mind* on CBS Pacific network through Raymond R. Morgan Co., Hollywood.

Other candy bar manufacturers reporting maintenance of present spot schedules are Paul F. Beich, Bloomington, Ill. (Whiz), placed by Arthur Meyerhoff & Co., Chicago; Bunte Brothers, Chicago, placed by Presba, Fellers & Presba, Chicago, and Curtiss Co., Chicago (Baby Ruth and others), which is in its second year on CBS with five-minute newscasts on 39 stations, as well as in a half-dozen markets

with spot announcements. C. L. Miller Co., Chicago, handles the Curtiss account.

Big Demand

Analysis of effects of priorities on sugar, published by the National Confectioners Assn., points out that manufacturers may receive credits for sugar used in candy sold to military or naval reservations and vessels. The WPB sugar order issued last week for the month of March continues the February allotment to manufacturers, based on 80% used in the same month last year.

Current trade reports show a 20% demand for candy bars above last year, and as a result a number of manufacturers have rationed their jobbers and are withdrawing secondary brands from the market, concentrating on big sellers and keeping up production of last year. In some cases, experiments with dextrose in place of sucrose are proving satisfactory and the corn sugar may come into the wider use.

Another factor in the confectionery advertising picture is the fact that the manufacturer pays the freight on candy bars. As a result, a number of manufacturers are expected to concentrate on nearby markets in an effort to save freight costs. Stations in these areas will come in for their share in this business.

Trammell Improving

NILES TRAMMELL, president of NBC, operated on several weeks ago for appendicitis, is recuperating in Roosevelt Hospital. His condition is reported good.



VIMMS AND GIRL show radio's ability to get manufacturers and distributors together to mutual advantage. WLAW, Lawrence, Mass., arranged this dinner at the Andover Country Club where R. Webb-Peplov, assistant to the president of Lever Bros., told key druggists of Essex County about Vimms, Lever's new vitamin tablets. Seated (left to right): William H. Glover, past president, Mass. School of Pharmacy; Mr. Webb-Peplov; Joseph P. Oakes, WLAW; Russell Wood and Edward Shea, Lever Bros. Standing: Allan J. Battershill, president, Lawrence Wholesale Drug Co.; James W. Daly, president, J. W. Daly Co.; "Miss Vimms," otherwise Ann Michael, of WLAW; John J. Mahoney, Lever Bros. Vimms has extended its transcribed spot campaign to 24 stations in 20 markets. Agency is BBDO, New York [BROADCASTING, Feb. 16].

Maddux V-P of WOR

RUFUS C. MADDUX, director of sales of WOR, New York, since December 1940, has been elected vice-president in charge of sales for the station, according to an announce-



Mr. Maddux

ment by A. J. McCosker, WOR president. Prior to entering radio, Mr. Maddux was managing director of the New Jersey Council, assistant sales manager of the New England Division of the Vacuum Oil Co., sales manager of the New England Division of Pan-American Petroleum, and director of advertising for the New England Council, in that order.

Riggio and Mars Cancel Net Series

Maxwell House Drops Serial Due to Container Change

LAST WEEK saw the cancellation of three network programs by their sponsors, in all cases a result of the war, either directly or indirectly.

Invoking its war cancellation clause, Riggio Tobacco Co., New York, on Feb. 25 discontinued its thrice-weekly series on Mutual, featuring Ted Straeter and Jerry Wayne. M. H. Hackett, New York, agency for Regent cigarettes, denied that the war had affected foreign tobacco shipments, but stated the company wished to avoid "long commitments" for advertising its products, keeping promotion on a more "mobile" basis in case of emergency.

Candy Firm Off

Second sponsor to cancel last week was Mars Candy Co., Chicago, which will take off the NBC *Dr. I.Q.* program after the March 30 broadcast. Heard Mondays, 9:30-10 p.m., the program promotes

Morrell to Switch To Dry Packaging

Calls Off Its Cancellation of Sunday Afternoon Program

JOHN MORRELL & Co., Ottumwa, Ia., has developed a dehydrated dog food containing the same ingredients as its canned dog food Red Heart, enabling the company to continue to market the product.

The company's radio programs—*Bob Becker's Chats on Dogs* on 32 NBC-Red stations, Sundays at 2-2:15 p.m. (CWT) and on WGN, Chicago an hour earlier—although slated to go off the air on Feb. 22, have been renewed effective March 1 and will continue without interruption. In addition, spot radio will be used to introduce the new product, which will not make its appearance for a few weeks. Packaging and labeling details are being worked out.

Same Food Value

Morrell & Co. thus becomes one of the first to roll up its sleeves and solve the packaging problem, which, because of the restrictions placed on tin cans threatened to eliminate Red Heart from the market.

The radio program will be used exclusively to reassure the owners of dogs that there is no shortage of dog food, and to give hints on the conservation of present stocks of canned Red Heart in the hands of dealers and dog owners until the new product makes its appearance. The new product will retain the same nutritional values as the canned dog food, will be easy to handle, and will be prepared simply with addition of water. Henri, Hurst & McDonald, Chicago, handles the account.

Mars candy bars, production of which will be curtailed because of the sugar shortage. Agent is Grant Adv., Chicago.

Because of the WPB order reducing the manufacture and use of tin containers, General Foods Corp., New York, will discontinue the CBS serial *Kate Hopkins, Angel of Mercy* with the April 3 broadcast. Although Maxwell House coffee, which the program promotes, is currently testing glass containers, the company has decided to take the program off until packaging problems have been more clearly worked out. Agency is Benton & Bowles, New York.

Although John Morrell & Co., Ottumwa, Ia., had notified NBC that it was taking *Bob Becker's Chats About Dogs* off the air, the company is renewing the show as of March 1 [see story above].

WISE Joins MBS

WISE, Asheville, N. C., on Feb. 23 joined MBS as the network's 199th affiliate. Owned by WISE Inc., the station operates on 1230 kc., 250 watts.