

Army's Lip Mike Debut On CBS 'Vox-Pop' Series

"LITTLE SCHICKELGRUBER", the Army's T-45 "lip" microphone went on the air publicly for the first time Monday, March 13, on the CBS *Vox-Pop* program. Workers of the Electric Boat Co.'s submarine building plant at Groton, Conn., wearing the mikes on their upper lips—it weighs less than two ounces—were interviewed by Parks Johnson, while Warren Hull and workers at ELCO's PT boat plant at Bayonne, N. J. completed the two-point hook-up.

Developed by the Electro-Voice Mfg. Co. of South Bend, Ind., collaborating with the New Jersey Signal Corps unit, the mike is an effective device for speech transmission which could override the tremendous noise of the battle field. Post-war possibilities include its use for clear communication from unusually noisy areas, such as subways, fight arenas, stadiums, etc.

MBS Adds Three

MBS has announced that it is not renewing its affiliation contract with KGH Little Rock. All Mutual service will be discontinued at the close of business Sat., April 15. Station is also serviced by the Blue, and will presumably become a full-time Blue outlet on that date, although the Blue last week had no comment to make. Mutual has already announced that it will not renew its contract with WGAC Augusta, Ga., another Blue-Mutual station, when the contract expires June 13. Mutual added WKU Griffith, Ga., March 15 and WDLP Panama City, Fla., March 19. KQRS Rock Springs, Ariz., joins the network April 1, bringing the total of MBS affiliates to 222.

Underwood a V-P

CECIL UNDERWOOD, Hollywood manager and producer of Needham, Louis & Brorby on the NBC *Fibber McGee & Molly* and *Great Gildersleeve* programs, has been made vice-president. Currently conferring in Chicago with agency executives on summer replacements for the former show, Mr. Underwood has been with that agency seven years. Maurice Needham, agency president, was in Hollywood in early March to notify Mr. Underwood of his elevation.

Network Accounts

All time Eastern Wartime, unless indicated

New Business

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh (institutional), on March 13 started a musical program on 165 Blue stations, Mon., Wed., Fri., 10:15-10:30 p.m. Agency: McCann-Erickson, N. Y.

WILCO Co., Los Angeles (Biff, Clearax), on April 4 starts for 13 weeks *Hollywood Commentary* on 14 Blue Pacific stations, Tues., Thurs., 10:55-11 a.m. (PWT). Agency: Elwood J. Robinson Adv., Los Angeles.

NOXZEMA CHEMICAL Co., Baltimore, Md. (Noxzema), on Mar. 11 started for 52 weeks *Mayor of the Town* on 134 CBS stations, Sat. 7:30 p.m., with *West Coast repeat*, Sat. 7:15-7:45 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., New York.

ENGLANDER BED Co., Brooklyn, (institutional) on Mar. 17 started for 13 weeks *We Who Dream* on 36 CBS stations, Fri. 7:15-7:30 p.m. Agency: Biow Co., New York.

McKESSON & ROBBINS Inc., Bridgeport (Bexel, Calox, Yodora), on March 23 starts Joe E. Brown's *Stop and Go* on 164 Blue stations, Thurs. 10:30-11 p.m. Agency: J. D. Tarcher & Co., N. Y.

LIBBY, McNEILL & LIBBY, Chicago (Libby's 100 Foods, Baby Foods), on April 17 starts *My True Story* on 163 Blue stations, Mon. thru Fri., 10:15-10:40 a.m. Agency: J. Walter Thompson Co., Chicago.

Renewal Accounts

LEVER BROS., Cambridge (Swan soap), on April 4 renews for 52 weeks *Burns & Allen* on 129 CBS stations, Tues., 9:9-9:30 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap, Oxydol), on April 3 renews for 52 weeks *I Love a Mystery* on 73 CBS stations, Mon. thru Fri., 7-7:15 p.m. (Rebroadcast 11 p.m.) Agency: Compton Adv., N. Y.

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on March 25 renews for 52 weeks *Blue Ribbon Town* on 112 CBS stations, Sat., 8-8:30 p.m. (Rebroadcast 10:15 p.m.) Agency: Warwick & Legler, N. Y.

SCHENLEY IMPORT Corp., New York (Cresta Blanca wine), on April 12 renews for 52 weeks *Cresta Blanca Carnival* on 71 CBS stations, Wed., 10:30-11 p.m. Agency: William H. Weintraub & Co., N. Y.

ESQUIRE Inc., Chicago (Coronet), on March 20 renews for 52 weeks *Coronet Program*, at the same time adding 61 Blue stations, making a total of 131 Blue stations, Mon. thru Sat., 9:55-10 p.m. Agency: Schwimmer & Scott Adv., Chicago.

SERVEL INC., New York (institutional) on April 1 renews for 52 weeks *Fashions in Rations* at the same time adding 44 CBS stations, making a total of 121 CBS stations, Sat., 11:30 a.m. - 12 noon. Agency: BBDO, N. Y.

LEVER BROS., Cambridge, Mass. (Swan soap), on April 3 renews for 52 weeks *Bright Horizon* at the same time adding 73 CBS stations, Mon. thru Fri., 11:30-11:45 a.m. (Repeat 3:30 p.m.) Agency: Young & Rubicam, N. Y.

KELLEY DOUGLAS Ltd., Vancouver (Nabob coffee) has renewed *Nabob Coffee Time* from March 13 to June 9 on CFCF CKCO and CFRB, Mon. thru Fri. 8:15-8:30 a.m. Agency is Cockfield Brown & Co., Montreal.

Net Changes

H. J. HEINZ Co., Pittsburgh (soups), on April 3 shifts *Information Please* on 133 NBC stations from Monday 10:30-11 p.m. to Mon., 9:30-10 p.m. on 133 NBC stations. Agency: Maxon Inc., N. Y.

VICK CHEMICAL Co., New York (Vitamins Plus), on March 27 discontinues *Dr. I. Q.* on 129 NBC stations Mon., 9:30-10 p.m. Agency: Grant Adv., N. Y.

GUM LABS., Clifton Heights, Pa. (Ivory Peroxide chewing gum), on Mar. 18 added 85 Blue stations to *Hello Sweetheart*, making a total of 123 Blue stations, Sat., 5:45-6 p.m. Agency: McJunkin Adv., Chicago.

CAMPANA SALES Co., Batavia (Dreskin, Balm, Coolies), on March 8 shifted *First Nighter* from Sun. 6-6:30 p.m. to Wed. 9:30-10 p.m. at the same time adding 94 MBS stations, making a total of 213 MBS stations. Agency: Aubrey, Monroe, Wallace Inc., Chicago.

TEXAS Co., New York (Texaco) extends *Metropolitan Opera* for four additional weeks on 240 Blue stations, Sat., 2-5 p.m. Agency: Buchanan & Co., New York.

DELAWARE LACKAWANNA & Western Coal Co., New York (Blue Coal), on April 16 discontinues *The Shadow* on 22 MBS stations 6:30-7 p.m. Agency: Ruthrauff & Ryan, N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco (Planters nuts, peanut oil), on Mar. 29 adds to Louis P. Lochner—commentator, on 21 NBC Western stations, Fri., Sat., 5:45-6 p.m. (PWT), 8 NBC Pacific stations, Wed., Thurs., 5:45-6 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco.

RCA VICTOR, Montreal (recordings) has extended *Voice of Victor* from April 6 to April 27 on 32 Canadian stations, Thurs. 8-8:30 p.m. Agency is Spitzer & Mills, Montreal.

KELLOGG Co., Battle Creek, Mich. (All Bran), on April 3 adds for 52 weeks 206 MBS stations to *Jack Berch and the Three Suns*, making a total of 220 MBS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

B. F. GOODRICH Co., Akron (institutional), on March 10 discontinued rebroadcasts of *Meaning of the News* on 12 CBS stations, Mon., Wed., and Thurs., 11:55-12 midnight, Tues., 12:25-12:30 a.m. and Fri., 12:55-1 a.m., and adds these stations to *Meaning of the News* Mon. thru Fri. 6:55-7 p.m., making a total of 124 CBS stations.

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