

MORE TECHNICIANS NEEDED, OWI SAYS

WITH THE "end of the European war in sight," psychological warfare, based upon intensive use of radio, is being speeded up in the Pacific and Far East, the OWI Overseas Branch announced last week coincident with a plea for radio engineers and technicians.



Mr. Peters

OWI radio operators in the Pacific theatre are under the direction of H. Preston Peters, on leave from his post as president of Free & Peters Inc., station representatives, who recently was promoted to Outpost Manager of OWI for the Pacific and Far East. He joined OWI as a field representative for the Far East.

Positions are open for radio engineers and technicians to serve with the OWI overseas for those men who can qualify, OWI stated. Broadcasting was described as a prime weapon of psychological warfare while radio communications and radiophoto serve overseas OWI operations in similarly vital roles. "They offer to these men an opportunity to play a dramatic role in the war against the Japanese," said the statement.

Engineers now being recruited will be sent to Australia, Hawaii, China and India. Anyone who qualifies and has knowledge of or experience in these countries would be especially valuable to OWI, the announcement said. Interested parties living in or west of Denver should make written application to OWI Overseas Branch at 111 Sutter St., San Francisco; others to New York office at 119 W. 57th St.

Chef Boy-Ar-Dee Plans

CHEF BOY-AR-DEE Quality Foods, Milton, Pa., outlined postwar plans at a recent meeting. Future plans include a network radio show. Firm is now on the air on 191 Blue stations every Saturday at 10:30 a.m. A special audition of the program was staged by Hal R. Makeim, vice-president and radio director of McJunkin Advertising Co., firm's agency. E. R. Peterson of the Blue Network spoke at the meeting.

Underwear on WABD

First use of television to advertise men's underwear will occur Oct. 22 when Augusta Knitting Corp., Utica, N. Y., sponsors the *Blackout Mystery* on WABD, DuMont video station in New York, for Jones Health Underwear. Agency is Norman D. Waters & Assoc., New York Television Workshop, New York, assisted in the production.



RADIO ACTIVITIES start in the new studios at Pearl Harbor Naval Base even before construction is completed. Studios are being built by the Navy for use of U. S. networks [BROADCASTING, Aug. 28]. Lt. Marvin F. Royston, USNR, is standing at left with two enlisted men. Lt. Comdr. J. Harrison Hartley, USNR, is at the typewriter at right. In the background are Ed Franke, technician for Mutual, and Gene Rider, technician for CBS, along with members of 90th Sea Bee Battalion.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ST LOUIS Post Dispatch, St. Louis (newspaper), on Oct. 4 started *World Series Comment* on more than 86 NBC stations. 6:15-6:30 p.m. and continuing for all games in St. Louis with exception of possible games Sat. and Sun. Placed direct.

WASHINGTON State Apple Committee, Wenatchee, Wash. (apples), on Oct. 16 for 13 weeks starts *Ed Jorgenson-News*, on 16 Blue Pacific and Ariz. stations, Mon.-Wed.-Fri. 1:50-2 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

ALBERS BROS. MILLING Co., Seattle (flapjack flour), on Oct. 2 for 52 weeks started *Albers Homemakers Hour* on 7 NBC Pacific and Mountain regional stations, Mon. thru Fri. 10:30-10:45 a.m. (PWT) with transcribed repeat on KFI Mon. thru Fri. 8:30-8:45 a.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

COLDSTREAM PRODUCTS Co., San Francisco (margarine product), on Oct. 18 for 52 weeks starts *Money on the Line* on 5 CBS Cal. stations, Wed. 9:30-10 p.m. (PWT). Agency: McCann-Erickson, San Francisco.

FISHER FLOURING Mills Co., Seattle (Biskit-Mix flour), on Oct. 14 for 52 weeks starts James Abbe, commentator, on 10 NBC Pacific stations, Sat. 10:45-11 a.m. (PWT), with transcribed repeat on KFI, 12:15 p.m. and KOA, 4:45 p.m. (PWT). Agency: Pacific National Adv., Seattle.

BOTANY WORSTED Mills, Passaic, N. J. (lanolin, ties, fabrics, ready-to-wear merchandise, knitting yarns, men's suits), on Oct. 30 starts *One Woman's Opinion* with Lisa Sergio on 190 Blue stations, Mon. 10:45-11 a.m. Agency: Silberstein & Goldsmith, N. Y.

BRITISH COLUMBIA Electric Ltd., Vancouver, on Sept. 28 for 26 weeks started *Now It Can Be Told* on 3 CBC Dominion network Pacific stations, Thurs. 11:30-12 midnight. Agency: Stewart-Lovick, Vancouver.

Renewal Accounts

KELLOGG Co., Battle Creek, Mich., on Oct. 16 starts *Tom Breneman Highlights* on 15 Pacific Coast Blue stations, Mon. 9:30-10 p.m. Agency: Kenyon & Eckhardt, N. Y.

PET MILK SALES Corp., St. Louis, on Oct. 28 for 52 weeks renews *Mary Lee Taylor* on 82 CBS stations, Sat. 10:30-11 a.m. (repeat: 2-2:30 p.m.). Agency: Gardner Adv., St. Louis.

VOICE OF PROPHECY, Los Angeles, on Oct. 8 for 52 weeks renewed *Voice of Prophecy* on over 200 MBS stations, Sun. 9:30-10 a.m. (EWT). Agency: G. C. Hoskins Assn., Chicago and Glendale.

WESLEY Radio League, Detroit, on Oct. 29, for 52 weeks, renews Rev. John E. Zoller on over 200 MBS stations, Sun. 11:30 a.m. (EWT). Agency: Stanley G. Boynton Co., Detroit.

E. I. DU PONT DE NEMOURS & CO., Wilmington, Del. (institutional) on Sept. 25 for 52 weeks renewed *Cavaleade of America* on 130 NBC stations, Mon., 8-8:30 p. m. Agency: BBDO, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream), on Sept. 30 renewed *Can You Top This* on 127 NBC stations, Sat. 9:30-10 p.m. and *Palmolive Party* (Palmolive Soap), on 127 NBC stations, Sat. 10-11 p.m. Agency: Ted Bates Inc., N. Y.

DR. PEPPER Co., Dallas (soft drinks), on Oct. 1 for 52 weeks renewed the Sun. 4-4:30 p.m. period on 154 Blue network stations for *Darts for Dough*. Agency: Tracy Locke Co., Dallas.

LEVER Bros., Cambridge, (Rinso & Vims), on Oct. 6 for 52 weeks renewed *Amos 'n' Andy* on 132 NBC stations, Fri. 10-10:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

BRISTOL-MYERS Co., New York (Sal Hepatica and Vitalis) on Nov. 14 for 52 weeks renews Tues. 8:30-9 p.m. time on 150 Blue stations, (repeat: 11:30-12 midnight) for *The Alan Young Show*. Agency: Young & Rubicam, N. Y.

Network Changes

McKESSON & ROBBINS Inc., Bridge-water, Conn. (Calox, Bexel, Yodora), on Oct. 8, shifts *Joe E. Brown-Stop or Go* from 168 Blue stations, Thurs. 10:30-11 p.m. to 165 Blue stations, Sun. 8:30-9 p.m. Agency: J. D. Tatcher & Co., N. Y.

TIME Inc., New York (*Time* magazine), on Nov. 2 shifts *March of Time* from 52 NBC stations, Thurs. 10:30-11 p.m., to approximately the full Blue network, Thurs. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

Furniture Budgets

ELEVENTH annual report on retail furniture store operating experiences and departmental activities for the 1943 fiscal year, shows that a group of typical large stores (with sales volume of over \$350,000) spent 8.10% of the advertising and publicity dollar on radio, while "medium" stores spent 8.41. Report was released recently by the Control and Management Division of the National Retail Furniture Assn. Breakdown of the total dollar expenditure for large stores shows newspapers as the leading media (65.94); radio, second, followed by direct mail and handbills (2.95); display materials (1.81) and billboard (1.37), with the balance representing salaries and "other costs."

GENERAL FOODS Corp., New York (Bird's Eye Foods), on Oct. 5 resumed Dinah Shore, shifting program from 128 CBS stations, Thurs. 9:30-10 p.m. to 127 NBC stations, Thurs. 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol & Ivory Soap), on Nov. 13 begins Jack Kirkwood, comedian, and Lillian Leigh on 3 CBS Pacific coast stations, Mon. 7-7:15 p.m., replacing *West Coast* broadcast of P. & G's *I Love A Mystery* which continues on 65 other CBS stations. Agency: Compton Adv., N. Y.

RAJSTON PURINA Co., St. Louis (cereals), on Oct. 2 shifted broadcast of *Tom Mix Ralston Straight Shooter* on all stations east of Denver from Mon. thru Fri. 5:30-5:45 p.m. (EWT) to 5:45-6 p.m., continuing at 5:30-5:45 p.m. on all stations west of Denver, with total of 205 MBS stations. Agency: Gardner Adv., St. Louis.

CITIES SERVICE Co., New York, on Oct. 20 discontinues *Cities Service Concert* on 68 NBC stations Fri., 8-8:30 p.m., and on Oct. 27 starts *Highways in Melody* same time, same stations. Agency: Foote Cone & Belding, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, (Palmolive shave cream), on Nov. 25 shifts *Inner Sanctum* from 123 CBS station, Sat. 8:30-8:55 p.m. (repeat 11:30-11:55 p.m.) to 123 CBS stations, Wed. 9-9:30 p.m. Agency: Ted Bates Inc., N. Y.

CAMBELL SOUP Co., Camden, N. J. (soups), on Sept. 25 shifted *The Jack Carson Show* from 121 CBS stations, Wed. 9:30-10 p.m. to 121 CBS stations, Wed. 8-8:30 p.m. Agency, Foote, Cone & Belding, N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes) on Oct. 25 discontinues Allan Jones on 122 CBS stations, Wed. 8-8:30 p.m. (repeat, 12 midnight-12:30 a.m.), and on Dec. 1 starts undetermined program on 122 CBS stations, Wed. 9:30-10 p.m. Agency, Lennen & Mitchell, N. Y.

LEVER BROS., Cambridge (Vimms), on Nov. 29 shifts *Frank Sinatra Show* from 132 CBS stations, Wed. 9-9:30 p.m. to 132 CBS stations, Mon. 8:30-8:55 p.m. (repeat, 11:30-11:55 p.m.). Agency, J. Walter Thompson Co., N. Y.

U. S. TOBACCO Co., New York (DHL's Best, Model smoking tobacco), on Nov. 13 discontinues *Guy Nivert's Revue* on 68 CBS stations, Mon. 8:30-8:55 p.m. (repeat, 11:30-11:55 p.m.). Agency, Arthur Kudner Inc., N. Y.



"MAKE CONTRACT 52 WEEKS"

says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C