

**FERRY-MORSE** Seed Co., Detroit, vegetable and flower seeds, Jan. 19 starts for 18 weeks "Garden Gate" with **TOM WILLIAMS** on full CBS network Sat. 9-10 a.m. Program was sponsored by company for 13 weeks on 81 CBS stations starting last February. Agency is MacManus, John & Adams, Detroit.

**POPULAR HOME PRODUCTS**, New York (Staze), starts **HENRY GLADSTONE'S** newscasts on WOR New York three times weekly for quarter-hour broadcasts starting Jan. 7. Contract for 52 weeks was placed through Raymond Spector Co., New York.

**BOWMAN GUM Co.**, Philadelphia (Warren's gum), has started a spot announcement campaign on 150 stations. Contracts range from 13 to 52 weeks. Agency: Franklin Bruck Adv., N. Y.

**LOS ANGELES BREWING Co.**, Los Angeles (Eastside beer) on Dec. 3 expands from quarter-hour to 30 minutes and renews for 52 weeks, the five-weekly recorded musical program "Mild & Mellow" on KHJ Hollywood. Agency is Lockwood-Schackelford Adv., Los Angeles.

**INDUSTRIAL MANAGEMENT Corp.**, Los Angeles (Insect-O-Biltz), Dec. 1 started for 52 weeks sponsoring "Voice of the Moment" on 10 CBS Pacific stations, Saturday 5-5:15 p.m. (PST). Besides dramatic cast, program features Bob Purcell as narrator, with Jim Matthews, announcer. Lou Holzer is producer of Lockwood-Schackelford Adv., Los Angeles agency servicing account.

**DAVID AARONS**, publicity director of Gimbel Bros., Philadelphia, is to address Dec. 5 luncheon panel session of American Television Society on "Department Store Television", reporting on results of store's recent experience with half-hourly telecasts from a central studio to some 20 sets located throughout the store. Session will be held at Hotel Sheraton, New York, with **FRED KUGEL**, publisher, Television Magazine, as chairman.

**EDEN CO.**, New York (Garden of Eden perfume), has appointed Patjens Adv. Co., New York, to handle advertising campaign. Spot campaign will start about Dec. 10 in New York, Boston and Detroit.

**POTTER DRUG & CHEMICAL CORP.**, Medford, Mass (Cuticura soap and ointment), will begin sponsorship of quarter-hour transcribed "Romance and You" effective Dec. 24 for 52 weeks, six times weekly on WEAJ New York. Agency is Atherton & Currier, N. Y.

**E. F. KREIN**, advertising manager of Massey-Harris Co., Racine, Wis. (farm equipment), has been appointed to new position of merchandising manager.

**JAMES H. DALTON**, assistant advertising manager, becomes advertising manager. Company appointed Klau-Van Pietersom-Dunlap Assoc., Milwaukee, as advertising agency effective Dec. 1, with A. R. McGINNIS, agency vice-president, in charge of account, and **PAUL NORDLOH** as account executive.

**JAMES W. EBEN**, released from Marines as captain, has been appointed director of advertising and public relations of United Aircraft Products Inc., Dayton and Los Angeles. He is former member of city and radio staffs of Newark Evening News.

**SONG HITS MAGAZINE**, New York, starts half-hour teen-age program.

## FOUR TOP MARKETS!

Central Kentucky on

**WLAP** Lexington, Ky.

Amarillo

**KFDA** Amarillo, Tex.

The Tri-State

**WCMI** Ashland, Ky.  
Huntington, W. Va.

Knoxville

**WBIR** Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn. Represented by The John E. Pearson Co.

# SPONSORS



"Campus Club", on WOR New York on Dec. 15 for 13 Saturday broadcasts. Program aims to promote tolerance among high school and college students. Each broadcast will feature "Date with a Disc", when three students sing on program with Enoch Light's orchestra and winner makes a record, to be put out by Guild Records Inc., New York. Alan Courtney is m. c. Agency is Donahue & Coe, New York.

**PURITY BAKERY CORP.**, Chicago, has appointed Young & Rubicam, Chicago, as agency for the Grennan Cake Division, effective Jan. 1. Radio will be used.

**JACQUES Mfg. Co.**, Chicago (KC Baking powder), has placed all advertising with MacFarland, Aveyard & Co., Chicago. A radio advertiser, account is to be expanded in 1946.

**NEW BUSINESS** for "A Date With Music", quarter-hour series transcribed by Charles Michelson Inc., Boston, includes Everybody's Dept. Store, Fort Worth, Tex., 13 weeks on KFJZ Fort Worth, and Lever Bros. Ltd., St. Johns, Newfoundland (Green Label margarine) five-weekly for 26 weeks on WONE St. Johns. Nehl Bottling Co., Steubenville, Ohio, has signed for 26 weeks sponsorship of half-hour transcribed "The Shadow" on WSTV Steubenville. Kentucky Utilities Co., Paducah, Ky., has signed for 8 week sponsorship on WPAD Paducah of "Hymn Time".

**CALTENE Corp.** (Drop-O-Lemon) is planning an expanded advertising and merchandising campaign through Frank Market Co., Los Angeles. Account is radio advertiser.

**EDWARD MALLEY Co.**, New Haven (department store), has started regular daily series on WELI New Haven featuring records, time signals, weather and chatter. Agency is Lindsay Adv., New Haven.

**MAY DIAMOND Co.**, Los Angeles (retail jeweler), in a four-week pre-Christmas campaign is using a total of 120 live spot announcements weekly on four local stations, KFAC KMPC KFWB KECA. Western Adv., Los Angeles, has account.

**H. A. ROBERTS Ltd.**, Vancouver (real estate), is sponsoring "Off The Beaten Track" stories by Dick Diespecker on CJOR Vancouver six times weekly. Account placed direct.

**SOUNDACK FURS**, Winnipeg (fur auctions), has started transcribed musical program on six western Canadian stations. Agency is McKim Adv., Winnipeg.

**READER'S DIGEST ASSN.**, Pleasantville, N. Y., Nov. 29 started twice-weekly five-minute program on KHJ Hollywood for 13 weeks. Account handled by BBDO New York.

**CALIFORNIA FRUIT GROWERS EXCHANGE**, Los Angeles, has started spot announcements on a number of Canadian stations. Agency is Spitzer & Mills, Toronto.

**J. H. BARDWELL Co.**, Toronto (women's clothing), Nov. 20 started ABC network's "Constance Bennett Show" on CJBC Toronto. Agency is Ardiel Adv., Toronto.

**RAY VITE Ltd.**, Vancouver (proprietary), has started weekly musical program on CKWX Vancouver. Agency is J. J. Gibbons Ltd., Vancouver.

**FRANKLIN COURTNEY ELLIS**, formerly head of the public information department of Eastman Kodak, has joined Standard Oil Co. of Indiana as assistant director of public relations.

**RADIO DEVELOPMENT & RESEARCH CORP.**, New York, has appointed Lew Kashuk Adv. Co. to handle advertising for Magic-Tone radio and Chronovox recorder playback.

**S. O. S. Co.**, Chicago (cleanser), Nov. 19 started daily spot announcement schedule on KMPC Hollywood for six weeks. Agency is McCann-Erickson, San Francisco.

**OLD DUTCH MILLS Inc.**, New York (Old Dutch Coffee), Nov. 25 started "News With Ed Herlihy" on WEAJ New York, for weekly Sunday broadcasts. Contract for 52 weeks was placed by Peck Adv., New York. **PINEX CO.**, Fort Wayne (Pinex Cough Syrup), Nov. 27

started sponsoring Clyde Kittell's "Five Minute News" three times weekly on WEAJ. Contract, for 14 weeks, was placed through Russel M. Seeds Co., Chicago.

**GRIFFIN-CUMMINS Furniture Co.**, San Francisco (retail), currently is using schedule of one-minute spots on KPFO San Francisco. John Gallagher Adv., San Francisco, has account.

**VAN DE KAMP'S Holland-Dutch Bakers Inc.**, Los Angeles (chain), Nov. 26 started five-weekly half-hour transcribed "Mystery Chef" on KHJ Hollywood for 52 weeks. California Adv. Agency, Los Angeles, has account.

**BEST BREWING Co.**, Chicago (Embassy Club beer), Nov. 27 started for 52 weeks using twice nightly participation in the recorded "Stardust Melodies" on KFAC Los Angeles. Spot schedule is also maintained on KECA KGFJ KEKD Los Angeles. Placement is through N. J. Newman Adv., Los Angeles.

**PACKARD DIVISION** of Earle C. Anthony Inc., Los Angeles (cars), on Nov. 24 started weekly half-hour "Stars of Tomorrow" on KFI Los Angeles.

**AMERICAN EXPRESS Co.**, New York (delivery service), Nov. 19 started daily spot schedule on KMPC Hollywood. Contract is for 13 weeks. The Caples Co., New York, has account.

**EVAN W. HAYTER**, former assistant advertising manager of Goodyear Tire & Rubber Co. of Canada, New Toronto, has been appointed advertising manager succeeding S. R. SKELTON, promoted to assistant general sales manager.

**WILDROOT Co.**, Fort Erie, Ont. (hair tonic), has started "Woody Herman Show", American network program, on

CJBC Toronto and CFCF Montreal. Agency is A. J. Denne & Co., Toronto.

**LUER PACKING Co.**, Vernon, Cal. (meat packer), Dec. 1 started weekly spot schedule on KFAC KFI KNX KHJ. Other stations will be added. Contracts are for 52 weeks. Mays & Bennett Adv., Los Angeles, has account.

**CHARLES BARTLETT**, with Navy discharge, has been appointed advertising and publicity director of O'Connor, Moffat & Co., San Francisco department store.

**GRACE BROS. BREWING Co.**, Santa Rosa, Cal., has been appointed Garfield & Guild Adv., San Francisco, to handle advertising. Radio will continue to be used along with other media.

**CONSUMER DIVISION** of Salsbury Motor Co., Los Angeles (institutional), has appointed Foote, Cone & Belding, Los Angeles, to handle advertising.

## CIO Union Is Certified For Federal Tel. & Radio

**NATIONAL Labor Relations Board** has certified International Federation of Architects, Engineers, Chemists & Technicians, Metropolitan Chapter 31, CIO, for representation of shop employes and salaried non-engineering employes of Federal Telephone & Radio Corp., Federal Telecommunication Labs Inc., New York City and Nutley, N. J.

NLRB said that in elections Oct. 10, a total of 684 out of 1,550 eligible salaried non-engineering employes voted for the union, 478 voted against and 70 votes were challenged, and that of 182 eligible shop employes 100 voted for the union and 59 against, with 11 challenged.



And advertisers get more for their money when they buy WJW. In Cleveland, Monday thru Friday, WJW delivers more daytime dialers per dollar than any other station.

BASIC **WJW** 850 KC  
ABC Network CLEVELAND, O. 5000 Watts DAY AND NIGHT  
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY