

COLLEGE INN FOOD PRODUCTS Co., Chicago, plans to use radio to promote its tomato juice cocktail. Agency is Weiss & Geller, Chicago.

PAYONIA JUICE GRAPE JOBBERS, Jersey city (juice grapes for home wine-making and preserving) has appointed Frederick-Clinton Co., New York, to handle its advertising. A radio campaign using five and 15-minute news shows will be started in regional markets immediately.

HERBERTS RESTAURANTS, Los Angeles (chain), has appointed The Tullis Co., Los Angeles, to handle advertising. Radio will be used with Southern California spot campaign as start.

ELEANOR GREEN, San Francisco (women's dresses), has appointed Hugo Schelbner Inc., Los Angeles, to handle all advertising.

VICK CHEMICAL Co., New York (Vick salve, cough drops), adding to national campaign, Oct. 21 started spot announcement schedule on KMPC Hollywood. Contract is for 26 weeks. Agency is Morse International, New York.

ROYAL WINTER FAIR, Toronto, has started spot announcements on stations in southern Ontario to announce events at the first postwar Royal Winter Fair, during second week of November. Agency is Harry E. Foster Agencies, Toronto.

LOS ANGELES HOCKEY CLUB, Los Angeles (big league ice hockey), Oct. 17 started spot announcement schedules on KRKD KFOK KFVD KFAC KECA KFVB KGFJ KIAC KMPC KWVK KLEW. Contracts are for 13 weeks. Commencing Nov. 2 club sponsors twice weekly 25-minute remote broadcasts of hockey games from Sonia Heinle Ice Palace, Westwood, Calif., on KMPC Hollywood. Contract is for 14 weeks. Agency is Milton Weinberg Adv., Los Angeles.

CHARLES J. DURBAN, assistant advertising manager, United States Rubber Co., and **JOHN ALLEN**, television director of Marshchalk & Pratt, Oct. 23 discussed their video programs and showed films of the commercials they currently are using at the meeting of American Television Society held at the Barbizon Plaza, New York.

COLGATE-PALMOLIVE-PEET Co., Toronto (Super Suds), has started noon-

Sponsors



hour flash announcements on a number of Canadian stations. Agency is L. J. Heagerty & Assoc., Toronto.

SHERRY-DUNN Inc., Hollywood (perfumes, colognes), has appointed Manson-Gold Adv., Hollywood, to handle advertising. Spot radio will be used.

UNITED ARTISTS Corp., New York, has appointed Lawrence Fertig Adv., New York, to handle advertising for "The Private Affairs of Bel Ami," Loew-Lewin production. Spot announcements will be used first part of February as film is presented in cities throughout country.

NORTHERN RADIO INDUSTRIES, Toronto (Emerson radios), has appointed Stewart-Lovick, Toronto, to handle Canadian advertising for the Emerson receivers.

INDEPENDENT DRUGGISTS ALLIANCE, Toronto (retail drug stores), has started weekly five-minute quiz program on 22 Ontario stations, and a Saturday night half-hour "Barn Dance" on CKNX Wingham, Ont. Agency is J. J. Gibbons Ltd., Toronto.

WEST COAST SOAP Co., Oakland, Calif., has signed 52 week contracts through Ad Fried Adv., that city, for chainbreaks on KQW KROY KMJ KFBK KWG KERN KOH and McClatchy Network. This is initial schedule.

SANDERSON SMITH, Army veteran formerly with McCann-Erickson, has joined the advertising department of Golden State Co., San Francisco (dairy products).

STITCH-MASTER Div., Carl B. Kraus Elevator Co. (sewing machine accessory), has appointed Lieber Adv., Chicago. Plans include radio.

MACLEAN-HUNTER PUB. Co., Toronto (MacLean's Magazine), plans spot an-

nouncement campaign with 13 announcements before each semi-monthly issue of the magazine, on a number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

CORNING GLASS WORKS, Corning, N. Y., has named Charles L. Rumrill & Co., Rochester, to handle advertising for its technical products division.



TELLING story at meeting of Merchandisers Club of St. Joseph Valley, South Bend, Ind., is Oliver B. Capelle (l), sales promotion manager of Miles Labs., Elkhart, Ind. His appreciative audience consists of Irvin S. Dolk (center) of Lamport, Fox, Prell & Dolk, South Bend agency, and Wilber J. Schult (r), president of Schult Trailers, Elkhart. Mr. Capelle, in a speech, said radio gets the lion's share of Miles advertising because it pays off.

Network Accounts

New Business

UNION OIL CO., Los Angeles, Oct. 21 for 52 weeks started "An Adventure With Richard Davis, Private Investigator" on 40 Don Lee stations and KTRB Modesto, Mon. 8-8:30 p.m. (PST). Agency: Foote, Cone & Belding, Los Angeles.

TURCO PRODUCTS, Los Angeles (Tay-detergent), Nov. 12 starts for 52 weeks Erskine Johnson on 23 Don Lee Pacific stations, Tues.-Thurs. 4:30-4:45 p.m. (PST). Agency: Davis & Beaven, Los Angeles.

HASTINGS Mfg. Co., Hastings, Mich. (piston rings), has started "I Deal in Crime" on 200 ABC stations, Sat. 8:30-9 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Agency: Keeling & Co., Indianapolis.

Net Renewal

ELECTRIC AUTO-LITE Co., Toledo, Ohio, Oct. 10 for 52 weeks renewed "Dick Haymes Show" on CBS, Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Net Change

S AND W FINE FOODS, San Francisco (food, coffee), Nov. 4 replaces for 52 weeks "Rex Miller—Commentator" with "Mel Venter's Pictorial" on 40 Don Lee stations Mon.-Wed.-Fri. 9:15-9:30 p.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

WNDR Appoints

RAYMOND L. SERVATIUS has been appointed program director of WNDR Syracuse, N. Y., now in process of construction, and Paul Lee has been appointed chief engineer of the station. Patricia Farrell has been named publicity director and Jane Tulick continuity director. Paul Raymer Co. has been appointed national representative.

LENNEN & MITCHELL LOSE ORR, JERGENS

ROBERT W. ORR has resigned as vice president of Lennen & Mitchell, it was announced last week by Phillip W. Lennen, agency president. Mr. Orr, who has been with the agency for the past 22 years leaves to open his own agency which will handle the advertising of all Jergens-Woodbury products. The radio advertising will be turned over to the Orr Agency on Dec. 1.

At the same time Mr. Lennen predicted that billings of Lennen & Mitchell will reach a new high for 1946—a figure of \$15,000,000,—as a result of several new accounts which have been added to the agency's client list in recent months.

Mr. Lennen and Ray Vir Den, executive vice president of the agency, said the agency will handle advertising for the Ruppert Brewery and Cagney Productions accounts effective Nov. 1. These accounts are expected to add nearly \$2,000,000 in billing next year.

World Series Ratings

ONE OR MORE games of the 1946 World Series was heard by 60.6% of all people interviewed in a special survey done for MBS and Maxon Inc., New York, by Crossley Inc. This represented an increase of 15.2% over last year's seven-game series. Games between the Boston Red Sox and the St. Louis Cardinals, sponsored by Gillette Safety Razor Co. on MBS, had an average daily rating for the seven days of 32.1%, representing 69.7% of total audience tuned-in. This was highest average rating ever recorded for a series in which no New York team was represented, and the third highest rating recorded for the baseball classic, Mutual reported.

Sign News Show

PETER PAUL Inc., Naugatuck, Conn. (gum, candy), in addition to afternoon edition of *Bob Garred News* on Nov. 12 starts sponsoring that program thrice weekly on 12 CBS Pacific stations, Tues.-Thurs.-Sat. 7:30-7:45 a. m. (PST). Firm sponsors the newscast Mon.-Wed.-Fri. 4:45-4:55 p. m. on that same list of stations. Placement is through Brisacher, Van Norden & Staff, Los Angeles. Studebaker Pacific Corp., Los Angeles (autos), Dec. 2 starts for 30 weeks sponsoring *Bob Garred News* on 15 CBS Pacific stations, Mon.-Wed.-Fri. 7:30-7:45 a. m. (PST). Agency is Roche, Williams & Cleary, New York.

WIRL to ABC

WIRL Peoria, Ill., Jan. 1 will affiliate with ABC as a basic network station bringing ABC's total number of stations to 229. Operating full time with 5000 w on 1290 kc, station is owned by the Illinois Valley Broadcasting Co., and will be managed by John Camp.

K P A C

M B S

