

# SPONSORS



**LARUS & BROS.**, Richmond, Va. (Edgeworth Tobacco), is starting a spot campaign on Jan. 1 for four cycles of six weeks each, in all major markets. Warwick & Legler, New York, is agency.

**COLUMBIA CHEMICALS Co.**, makers of K-Neba car shampoo and Lullaby soap suds, and Consolidated Mercantile Co., distributor of Fortune cakes and bean sprouts, have appointed Cooper & Crowe Adv., Salt Lake City, to handle radio advertising in Utah, Idaho, Nevada and Wyoming.

**CROFT BREWING Co.**, Boston, has appointed Henry A. Loudon Adv., Boston and New York, to handle advertising. Spot announcements and programs will be placed on New England stations in February.

**INTERNATIONAL SAFETY RAZOR Corp.**, Bloomfield, N. J. (Speedway Razor blades), has appointed Badger & Browning & Hersey, New York, to handle advertising. Spot radio will be used after Jan. 1.

**BRISTOL-MYERS Co.**, New York, has started "The Bristol-Myers Show Tele-Varieties" on the NBC television network, WNBT New York and WPTZ Philadelphia, Sun. 8:15-8:30 p.m., replacing "Geographically Speaking." Agency is Young & Rubicam, New York. Program advertises Trushay and Minit-Rub.

**CHARM SLIDE FASTENER Corp.**, New York, has appointed Mike Goldgar Co., New York, to handle advertising campaign. Account is expected to use radio.

**BORDEN Co.**, New York, has renewed for another 13 weeks its Friday evening video series, "I Love to Eat," on WNBT New York. Company on Dec. 15 was to present as a one-time experiment "Let's

Celebrate," audience participation show on same station. This special program, which was to be the first to originate from NBC's new video studio 8-G in Radio City, was to use three image orthicon cameras, normally not used for studio programs. Use of these super-sensitive cameras—two at the back of the studio and one close up to the stage—was to lessen lighting requirements for the new studio, which has not yet been equipped with special lights or other television apparatus. Young & Rubicam, New York, is Borden agency.

**VICTOR T. NORTON**, executive in food industry for 20 years, has been named executive vice president of American Home Foods, a new office. He will assume duties Jan. 1. Mr. Norton was formerly assistant to president of Jewel Tea Co., vice president of Cudahy Packing Co., and merchandising consultant of Kenyon & Eckhardt, where he later became vice president and a director. During war he served on various food committees advisory to government.



Mr. Norton

**F. G. JEWETT**, former assistant manager of sales in Atlantic division of American Can Co., has been appointed manager of sales promotion with headquarters in New York.

**THE OMEGA CHEMICAL Co.**, Jersey City has appointed Redfield-Johnstone, New York, to direct advertising of Omega oil. Radio will be used in several



**MILLIONTH LETTER** received by Mail Pouch Tobacco Co. "Fishing and Hunting Club of the Air" is examined by Jesse Bloch, chairman of board. Observers are (l to r): R. C. Woodruff, account executive, Walker and Downing, Pittsburgh; Thomas Bloch, president of Mail Pouch; W. J. Frankston, vice president. Show moves from ABC to Mutual Dec. 23 at 10 p.m. (EST).

markets. Cecil & Presbrey will continue to handle the advertising for Omega Rub (ointment).

**PHILCO Corp.**, of Canada, Toronto (receivers), on Dec. 18 will add to "Bing Crosby Show," CJRL and CKX, Wed. 10-10:30 p.m., and on Dec. 19, 10 western Canadian stations, Thurs. 10:30-11 p.m. Agency: Hutchins Adv. Co., Philadelphia.

**MONOGRAM PICTURES Corp.**, Hollywood, has appointed Buchanan & Co., New York, to place advertising for Allied Artists, new subsidiary of the firm, which will handle all motion pictures costing more than \$1,000,000.

**DEL MAR TURF AND SURF HOTEL**, Del Mar, Calif., has appointed Bass-Luckoff, Hollywood, to handle national advertising. Radio will be used.

**ENTERPRISE PRODUCTIONS**, Hollywood, film production unit, has appointed McCann-Erickson, New York and Los Angeles, to handle national advertising, and earmarked a \$2,000,000 budget for firm's first six motion pictures.

**EDMANSON-BOCK CATERING Co.**, Chicago, has appointed Davis Fisher Kayne agency, that city, as advertising agency. Plans are being made for promotion of new frozen food line.

**SI-EN-TIF-IK Products Co.**, Chicago, has expanded use of radio for the promotion of its automotive chemicals. "Si-en-tif-ik Motor Reconditioner" and "Si-en-tif-ik Fire Power." Program "So The Story Goes," started Dec. 15 on WISH Indianapolis. Davis Fisher Kayne Agency, Chicago, handles account.

## General Foods Assigning Executives to New Posts

**GENERAL FOODS Corp.**, New York, has given new assignments to three of its former division manufacturing managers, E. J. Grimmatt, C. W. Cook and G. W. Rehor.

Mr. Grimmatt has been appointed director of manufacturing and engineering of the firm. Mr. Cook has been named production manager for Maxwell House division of General Foods and will have production responsibilities for the Maxwell House coffee plants in Hoboken, Jacksonville, Houston and Los Angeles, as well as the Maxwell House tea plant in Brooklyn.

Mr. Rehor has been appointed production manager for the Associated Products division of General Foods.

CBS Jan. 4 starts "Cross Section—USA," weekly report of nation's thinking on economic problems.

## NETWORK ACCOUNTS

### New Business

**SAFeway STORES**, Oakland, Calif., Jan. 27 starts unnamed dramatic serial on 32 CBS western stations, Mon. through Fri. 3-3:15 p.m. Agency: Ruthrauff & Ryan, San Francisco.

**B. T. BABBITT Inc.**, New York, Jan. 13 for 52 weeks starts "David Harum" on full CBS network, Mon. through Fri. 10:45-11 a.m. Agency: Duane Jones Co., N. Y.

**PROCTER & GAMBLE**, Cincinnati (Camay), Dec. 30 adds 46 NBC stations to "Pepper Young's Family" Mon. through Fri. 3:30-3:45 p.m., for total of 125 NBC stations. Agency: Pedlar & Ryan, N. Y.

### Renewal Accounts

**STANDARD BRANDS**, New York, has renewed for 52 weeks three NBC programs: "One Man's Family" (Fleischmann's Yeast and Royal Desserts), Sun. 3:30-4 p.m.; "Edgar Bergen-Charlie McCarthy" (Chase & Sanborn coffee), Sun. 8-8:30 p.m.; and "The Fred Allen Show" (Tender Leaf Tea and Shefford Cheese), Sun. 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

**LEVER BROS.**, Cambridge, Mass. (Rinsos), has renewed for 52 weeks "Amos 'n' Andy" on NBC, Tues. 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

**NATIONAL DAIRY PRODUCTS Corp.**, New York (Sealtast), has renewed for 52 weeks "Jack Haley-Eve Arden" on NBC, Thurs. 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

**RICHFIELD OIL Corp.**, New York, Dec. 31 for 52 weeks renew "Arthur Hale on MBS," Tues. 7:30-7:45 p.m.; discontinuing Sat. Hale program Dec. 28. Agency: Hixson-O'Donnell Adv., N. Y.

**KRAFT FOODS Ltd.**, Montreal (cheese), renews Jan. 2 for one year "Kraft Music Hall" on 28 CBC Trans-Canada stations, Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

**MILES Labs.**, Toronto (Alka-Seltzer), Jan. 4 renews for one year "Saturday Night Round-up" on 26 CBC Dominion stations Sat. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

**PEPSODENT Co.**, of Canada, Toronto (toothpaste), Dec. 31 renews for one year Bob Hope on 27 CBC Dominion stations, Tues. 10-10:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

**COLGATE-PALMOLIVE-PEET Co.**, Jersey City, has renewed for 52 weeks "Colgate Sports Newsreel" on NBC Fri. 10:30-10:45 p.m. Agency: Sherman & Marquette, N. Y.

### Network Changes

**TUCKETT'S Ltd.**, Hamilton, Ont. (Buckingham cigarettes), Dec. 18 changes "Curtain Time" from 28 CBC Trans-Canada stations to 44 Dominion stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

**CRESTA BLANCA WINE Co.**, New York, Dec. 25 switches "Hollywood Players" on CBS from Tues. 9:30-10 a.m. to Wed. 10:30-11 p.m. Agency: BBDO N. Y.

## MAYBE YOU'RE MISSING SOMETHING



### A Pacific Northwest Market of 649,000 Persons

... with the highest Per Capita Effective Income in the nation today, \$2,688! This rich group cannot be reached through ordinary radio time buying. Reason: The Pacific Northwest is sliced up with towering mountain ranges which play hob with radio reception from "metropolitan" areas. The only effective way to reach this prosperous group is through their local community stations. **BMB figures show better than 76% average coverage of daytime radio families for all 15 stations!**

OREGON		WASHINGTON	
KWIL (MDL)	KORE (MDL)	KRKO (MDL)	KRKO (MDL)
Albany	Eugene	Aberdeen	Everett
KAST (MDL)	KFLW (ABC)	KVOS (ABC)	KWLR (MDL)
Astoria	Kiemeth Falls	Longview	
KRND (MDL)	KRNR (MDL)	KELA (MDL)	KGY (MDL)
Bend	Roseburg	Centralia	Olympia
KOOS (MDL)	KSLM (MDL)	KPQ (ABC)	Wenatchee
Cook Bay	Selem		

The Pacific Northwest's No. 1 Radio Market



MDL—Mutual Don Lee Affiliates  
ABC—American Broadcasting Company Affiliate  
Write or wire **THE HOMER GRIFFITH CO.**, New York, Chicago, San Francisco, Hollywood

**ONE BIG MARKET**  
BEAUMONT  
ORANGE  
PORT ARTHUR  
SERVED BY  
**KFDN**  
BEAUMONT, TEXAS  
1500 C. 1000 WATT  
MEANS BUSINESS  
REPRESENTED BY  
FREE & PETERS  
INC.  
AFFILIATED WITH AMERICAN BROADCASTING CO. INC.