



YOUR
SELL EASTERN
NORTH CAROLINA
WRRF. WRRZ
 5000 WATTS, 930 KC WASHINGTON, N. C. 1000 WATTS, 880 KC CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for \$245,459,006. The 135,510 radio sets in this 31-county area with 922,353 population stay tuned to WRRF and WRRZ. These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
 BROADCASTING SYSTEM, INC.
 Washington, North Carolina
 National Radio Representatives
FOR JOE & CO.
 New York • Chicago • Los Angeles

In Oklahoma City

KOM

50,000 WATTS

Joe Bernard—Gen. Manager

Arvey Koedel, Inc.
 RADIO STATION REPRESENTATIVES

PATRICK H. GORMAN, assistant merchandising director of Philip Morris & Co., New York, has been appointed advertising manager. He joined the firm last year.

GEORGE F. MITCHELL, who has been manager of Maxwell House Tea Div. of General Foods Corp. Since its formation in 1929, has retired from active service in conformity with company retirement compensation plan. **CLARENCE GATES**, who has been working in production capacity for the division, will succeed Mr. Mitchell. Mr. Mitchell will continue to serve General Foods as an independent consultant.

GEORGE S. McMILLAN, secretary and director of public relations of Bristol-Myers Co., New York, has been elected vice president in charge of public relations. Mr. McMillan, who joined the company in 1944, formerly was secretary of Assn. of National Advertisers.

D. J. KENNEDY Co., Pittsburgh (building materials), has appointed Pratt & Burk, that city, to handle advertising. Radio will be used.

JAMES C. DOUGLASS, veteran radio program director, has been appointed radio coordinator of foreign department, Colgate-Palmolive-Peet Co., Jersey City, N. J. He was production manager of company's radio unit in Sydney, Australia, in 1946-47 and worked for its advertising agency, George Patterson Pty. Ltd. His appointment is effective immediately.



Mr. Douglas

of Standard Oil Co. of Indiana. Mr. Watson, who joined the company in 1939, was executive assistant to advertising manager in Chicago general offices prior to his promotion.

BOTANY WORSTED MILLS, Passaic, N. J., Jan. 16 renewed its Friday night video weather reports on WNBT New York, NBC video station. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., New York. Company has renewed its reports on WNBC since September 1943.

KELLY CAR Co., Los Angeles (Ford Car dealers), started six weekly one-minute video spots on KTLA Hollywood on Jan. 19. Contract is for 52 weeks. Agency: The Tullis Co., Hollywood.

HAVENS ELECTRIC Co., Albany, is first local advertiser to use time on WRGB Schenectady since that video station has gone commercial. Sponsoring station's 7:55-8 p.m. telecast of news pictures and captions nightly except Saturday. Program is one of three local video news shows on WRGB nightly, all supplied by International Sound Photo Picture Service and special news wire into the station.

WESTINGHOUSE SUPPLY Co., Chicago, and six of its authorized dealers, Jan. 12 began sponsorship of "Symphonic Hour," nightly 9-10 p.m. (CST) on WGNE, WGN Chicago's FM station. Contract, placed direct is for 52 weeks. Different dealer sponsors each evening's program along with Westinghouse.

ARGOSY PICTURES, Los Angeles, purchased three two-minute video spots on WBKB Chicago, Jan. 16, 18 and 19, for promotion of "The Fugitive." Move was aimed at strengthening film's box office which had lagged as result of cold weather. Purchase also was test to determine video's power in support of movies. New York is to be next test market for television advertising. Agency: Foote, Cone & Belding, Los Angeles.

HALL BROS., Kansas City (Hallmark Cards) sponsor of CBS "Radio Readers Digest" has subscribed to A. C. Nielsen's Radio Index. Analysis will also be extended to company's agency, Foote, Cone & Belding.

SEEMAN BROTHERS Inc., New York, (Air-Wick), will sponsor quarter-hour Hollywood news show Saturday mornings over ABC at 10:30 a.m. The 52-week contract is effective Jan. 31. Firm has sponsored "Monday Morning Headlines" over 227 ABC stations since 1946 (Sun., 6:15-6:30 p.m.). Agency, William H. Weintraub & Co., New York.

WILLIAM R. WARNER CIA has appointed McCann-Erickson's office in Buenos Aires to handle Argentina advertising of Sloan's Liniment, Parker Pills, and line of medical products.

VICTORY PACKING Corp., Los Angeles (Thoro-Fed Dog Food), starts today (Jan. 26) two week's spot and participation campaign on four Hollywood stations as follows: six-weekly spot on KNX; five-weekly participation on

SPONSORS



KFWB "Bill Anson Show"; three-weekly on KFI "Joan Shaffer Show" and KECA "Frances Scully Show." Agency: Robert F. Dennis Inc., Los Angeles.

PAUL F. BEICH Co., Chicago (candy), has appointed Olan Adv., Chicago, to handle its advertising. Spot radio, currently used, will be continued.

KAISER-FRAZER Corp., Willow Run, Mich. (automobiles), has signed with Yankee Network to renew its current spot series over six stations. Breaks are one-minute transcribed and will be aired over following stations: WNAC Boston, 4 times weekly for 24 weeks; WAAB Worcester, 4 times weekly for 34 weeks; WMTW Portland, Me., 35 weeks 3 announcements weekly; and WONS Hartford, WICC Bridgeport, and WEAN Providence for a period of 25 weeks. Agency: Swaney, Drake & Bement Inc., New York.

RALPH W. REESE, former manager of international division of Young & Rubicam, New York, has been appointed advertising manager of Frankfort Distillers Corp., New York.

BENJAMIN MOORE & Co., New York (paints), March 8 starts for 13 weeks "Your Home Beautiful" on ABC, Sat. 10-10:15 a.m. Agency: St. Georges & Keyes, New York.

PHILIP MORRIS & Co., New York (cigarettes), Feb. 13 will replace its CBS show, "It Pays to Be Ignorant," Fri. 10-10:30 p.m., with Dinah Shore show, "Call for Music." Former show will be rescheduled by CBS, probably as Saturday co-op, network states. Blow Co., New York, is agency for Philip Morris.

HIRES BOTTLING Co. of Chicago (root beer) has appointed Harry J. Lazarus & Co., Chicago, to handle its advertising in that area. Company will use radio spot campaign during spring and summer months this year.

LUCELE Ltd., New York furrier, has appointed William Warren Agency, New York, to handle its television advertising. Company is starting participating sponsorship of "Doorway to Fame," Mon. on WABD New York. **JAY BUCKNELL Inc.**, New York shirt manufacturer, has renewed for another 52 weeks its participation in the same program, placed direct.

LIGGETT & MEYERS Tobacco Co., New York (Chesterfield cigarettes), Feb. 16 renews for 13 weeks Peter Potter's "ABC Platter Parade" on nine Mutual-Don Lee Stations. Agency: Newell-Emmett Co., New York.

ELECTRIC & MUSICAL INDUSTRIES Ltd. has appointed the London office of McCann-Erickson to handle advertising of Columbia, Parlophone and Regal Records.

PUROFIED DOWN PRODUCTS Corp. (pillows) and **JAY-DAY DRESS Co.**, both New York, have appointed television department of Birmingham, Castleman & Pierce Inc., New York, to



FINAL ARRANGEMENTS for sponsorship of Mon.-Fri. broadcasts of "Kate Smith Speaks" over WCPO Cincinnati, are made by Tudor Newstead Jr. (seated), president of George H. Newstead Co., Cincinnati jewelry store. Smiling approval are John Patrick Smith (l.), WCPO station director, and Edward Strauchen, agency representative.

handle television advertising. Schedule includes participating spots on WABD New York.

NUTRI-COLA International Corp., New York (soft drink), is using radio on local basis as it expands its market-by-market campaign. At present spots are being used in three major markets.

CHARLES M. HIGGINS is account executive, with William H. Weintraub Co., New York, in charge of advertising.

A. S. HARRISON Co., New York ("Preen" floor wax and "K. T." wall wax), began new campaign in January using semi-weekly participating spots on women's shows in three markets. Stations are WOR and WQXR, both New York. WTC Hartford, Conn. and WCAO Baltimore. Agency: Alfred Tokar Adv., Newark, N. J.

PHARMACO Inc., Newark, N. J. (Chooz, Feenamint), has signed for sponsorship of "Official Detective," heard on MBS Tues. 8:30-8:55 p.m. starting Jan. 20. This, together with Pharmaco's sponsorship of "Jim Backus Show," "Adventures of Charlie Chan," and "Song of the Stranger," makes the firm the largest individual nighttime sponsor on Mutual, according to JESS BARNES, network's vice president in charge of sales. Agency: Ruthrauff & Ryan, New York.

GENERAL FOODS Corp., New York, will promote three different products during its 14-week sponsorship of "Author Meets the Critics" on NBC television. Program will advertise Jell-O first five weeks, with Young & Rubicam, New York, as agency, and Diamond Crystal Salt second five weeks, with Benton & Bowles, New York, as agency. Product and agency for final three weeks will be announced later.

"VIC" DIEHM SAYS:

It's Been Proven

Your WAZL advertising dollar will result in direct sales gains for you. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals \$55,000,000 per year. That's a lot of money . . . and it's all spent in WAZL's coverage area.

Contact WAZL or our National Representative.

Radio Advertising Co.
 521 Fifth Avenue,
 New York City

WAZL
 THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.