

First in the Nation!

UNDERWATER TELEVISION



WDSU-TV is very much "in the swim" when it comes to television...in fact we're way out front. Under-water telecasts (the first in the nation) take place regularly from our custom-built studio pool.*

*[Designed and built by Fitzgerald Advertising Agency.]

For spots . . . or for entire programs . . . WDSU-TV's creative staff can capture the rich New Orleans market of over 150,000 TV viewers.

● Write, wire
or swim to your
JOHN BLAIR Man!



new business



NORTHEAST AIRLINES, Boston, appoints John C. Dowd Inc., Boston, and Dowd, Redfield & Johnstone Inc., New York and Washington, as agencies effective Jan. 1. Company now conducting heavy spot campaign in New England.

CAMPBELL SOUP Co., Camden N. J., today (Monday) starts transcribed repeat Walter O'Keefe *Double or Nothing* on five Don Lee stations Mon.-Fri., 1:30-2 p.m. PST. Stations: KHJ Los Angeles, KFRC San Francisco, KGB San Diego, KPOJ Portland, Ore., KVR Seattle. Contract, 52 weeks. Agency: Ward Wheelock Co., Hollywood.

WILDROOT Co., Buffalo, N. Y. to sponsor *Charlie Wilde, Private Eye* over six stations of Alaska Broadcasting System—KFQD Anchorage, KINY Juneau, KFRB Fairbanks, KTKN Ketchikan, KIBH Seward and KIFW Sitka, beginning Jan. 7. Agency: BBDO, N. Y.

HUNT FOODS Inc., Fullerton Calif., will sponsor 15-minute segment across board of hour-long *Kate Smith Show* starting Jan. 1 on approximately 49 NBC-TV stations. Total includes about 39 inter-connected stations and 10 non-interconnected outlets. Hunt will sponsor 4:45-5 p.m. (PST) portion of show which runs 4:15-5:15 p.m. (PST). Contract to run for 52 weeks. Agency: Young & Rubicam, Hollywood.

THE 27th National Flower & Garden Show, Baltimore (March 31-April 7), appoints Kal, Ehrlich & Merrick, Washington, to direct advertising. Radio and TV will be used.

MISSISSIPPI Valley Grain & Feed Co., Muscatine, Iowa (Kent Feeds), appoints W. D. Lyon Co., Cedar Rapids, to direct advertising. Spot radio will be used in midwest. Robert H. Schubert account executive.

BUSCH'S KREDIT JEWELERS, N. Y. and Chicago, using extensive TV spot campaign in those cities. Agency: Wasser, Kay & Phillips, Pittsburgh.

ALL AMERICAN AIRWAYS Inc., scheduled feeder airline, names Buchanan & Co., N. Y., to handle its advertising and promotion effective Jan. 1. Spot radio will be used.

CHEMICALS Inc., Oakland (Vano products), through Sidney Garfield & Assoc., S. F., extends advertising to Pacific Northwest and Southern California. Radio and TV will be used.

BEAUTY INDUSTRIES Ltd., Hamilton (children's wear), starts spot announcements and five-minute programs from three to five times weekly on nine Canadian stations. Agency: Metropolitan Broadcast Sales, Toronto.

Network Accounts . . .

LeBLANC CORP., Lafayette, La. (Hadacol), will sponsor *Hollywood Extravaganza* Jan. 12, 9-9:30 EST on full Mutual network. Agency: Majetis Adv., Houston.

TONI Co., Chicago, Dec. 25 begins 10 a.m. (EST) segment of *Arthur Godfrey Show*, Mon.-Fri. on CBS. Company also will sponsor half-hour of *Arthur Godfrey & His Friends*, 8 p.m. (EST) CBS-TV, on alternate Wednesdays.

NORGE, Div. of Borg Warner Corp. signs as third sponsor of *Four Star Revue*, NBC-TV, Wed. 9-10 p.m. CST. Norge takes every third show from Dec. 27 through July 11. Agency: J. Walter Thompson, Chicago. Other advertisers are Motorola and Pet Milk.

MENNEN CO., Newark (shaving, baby care products), Jan. 1 renews for 52 weeks Mon., Wed., Fri. *Frank Goss News* on full Columbia Pacific Network, 7:30-7:45 a.m. PST. Agency: Duane Jones Co., N. Y.

GOODYEAR TIRE & RUBBER Co. renews *Paul Whiteman Revue* over ABC-TV, Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

GOSPEL BROADCASTING Assn., L. A., currently sponsoring *Old Fashioned Revival Hour* on coast-to-coast ABC network and approximately 275 spot stations throughout country, extends program to three

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