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IN

COLUMBUS, GA.



Top Hooper, top coverage, top merchandising support means WRBL leads ALL media in delivering the booming Columbus market. In 1951 Columbus showed a 10% POPULATION INCREASE; 10.5% RETAIL SALES INCREASE; 16.5% INCREASE in Effective Buying Income. WRBL delivers 18.7% MORE COVERAGE than all other media in the Columbus 26 county trading area. For complete coverage at the lowest cost per thousand contact WRBL or Hollingbery.

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new business



*Spot . . .*

**G**ENERAL FOODS, N. Y. (Instant Maxwell House coffee), placing saturation spot radio campaign in limited number of markets using as many as 50 spots weekly June 16-27. Agency: Benton & Bowles, N. Y.

**GILLETTE Co.**, N. Y., to sponsor radio-TV coverage of Belmont stakes races next Saturday over NBC networks, 4:30-5 p.m. EDT. Agency: Maxon Inc., N. Y.

**PLANTERS NUT AND CHOCOLATE Co.**, Wilkes-Barre, Pa., renews *Lucky U Ranch* on 25 ABC Pacific radio stations, 12:30-1 p.m. PDT Mon. through Fri. from May 19 for 13 weeks. Agency: Raymond R. Morgan Co., Hollywood.

**SIGNAL OIL Co.**, L. A., (petroleum products), renewed *The Whistler* on 21 CBS Pacific and Mountain radio stations, for 10th year, Sun., 7:30-8 p.m. PDT for 52 weeks from June 1. Agency: Barton A. Stebbins Adv., that city.

**ARMOUR & Co.**, Chicago, renews *Gene Autry Show* for 26 weeks on KSD-TV St. Louis and WBAP-TV Ft. Worth, Tex. Company also signs for 26 weeks of same CBS-TV film sales package. Agency: Foote, Cone & Belding, Chicago.

*Network . . .*

**ALUMINUM Co. of America**, Pittsburgh, to sponsor *It's News to Me* with John Daly on CBS-TV for nine weeks effective July 6 as summer replacement for Edward R. Murrow's *See It Now*. Agency: Fuller & Smith & Ross, Cleveland.

**UNION OIL Co.**, L. A. (Royal Triton motor oil), began *Royal Triton Baseball Roundup* on May 26 on 319 ABC radio stations including outlets in Alaska and Hawaii. Program is aired 5:55-6 p.m. EDT Mon. through Fri. for 18 weeks. Agency: Foote, Cone & Belding, L. A.

**REXALL DRUG Co.**, L. A., started sponsorship of *Doris Day Show*, 7:30-8 p.m. EDT Sun., CBS Radio, effective yesterday (Sunday) as summer replacement for *Amos 'n' Andy*. Agency: BBDO, L. A.

**GENERAL MILLS Inc.**, Minneapolis (Wheaties, Gold Medal flour), renews *Trouble With Father* on ABC-TV, Fri., 7:30-8 p.m. EDT for 52 weeks from June 6. Agency: Dancer-Fitzgerald-Sample, Hollywood.

**CAT'S PAW RUBBER Co.**, Baltimore (heels and soles), to sponsor alternate Sunday telecasts of *Quiz Kids*, 4-4:30 p.m. EDT, CBS-TV Network, effective Sept. 14. Agency: S. A. Levyne & Co., Baltimore.

*Agency Appointments . . .*

**WISSAHICHON YARN Co.**, Jenkintown, Pa., appoints Lee Ramsdell & Co., Phila., for Wyco wool and nylon hand knitting yarn. **GERALD F. SELINGER** is account executive.

**LURR PRODUCTS Corp.** (Lurr insecticide), names Rand Adv., N. Y. Radio and television will be used.

**CLARK-HOPKINS EQUIPMENT Corp.**, EDMAR COMMUNICATIONS Co. and **L. GOLDSTEIN'S SONS Inc.**, appoint Advertising Assoc., Phila.

**FREEZERATOR Inc.** appoints Fien & Schwerin, Phila., for radio, TV and newspaper campaign in that city and Washington, D. C.

*Adpeople . . .*

**HOWARD GORMAN**, associate advertising manager, Gaines (dog food) Div., General Foods Corp., N. Y., promoted to sales and advertising manager succeeding **DONALD S. HARRIS** now on special assignment. **C. D. EWART**, Gaines advertising assistant, named assistant to Mr. Gorman with **V. B. WARD Jr.** replacing Mr. Ewart.

**REX BUDD**, advertising manager, Campbell Soup Co., to receive Dr. Herbert W. Hess-Dr. J. Russell Doubman award of Merchandising Assn. at annual dinner at Houston Hall, Phila.

**JAMES J. NICHOLS**, currently with U. S. Navy, returns to Certified Grocers of Calif., L. A., as advertising manager, after discharge.