

# Network Accounts

All time EDT unless otherwise indicated.

## New Business

**DR. B. L. CORLEY'S PRODUCT**, San Francisco (medicinal), recently started for 52 weeks quarter-hour health talks on 8 Don Lee California stations (KFRC KJEM KHSL KVCV KTKC KDON KYOS KMYC) Sat., 10:15-10:30 a.m. (PST) Agency: Rufus Rhoades & Co., San Francisco.

**GENERAL PETROLEUM Co.**, Los Angeles (Mobil gas, oil), on April 27 started for 52 weeks. *I Was There* on 9 CBS West coast stations (KNX KSFO KARM KOJN KIRO KVI KFPY KOY KTCC), Sun., 9-9:30 p.m. Agency: Smith & Drum, Los Angeles.

**STANDARD OIL Co.** of Indiana, Chicago, on April 18 started *Auction Quiz* for 52 weeks on 45 NBC-Blue stations, Fri., 8-8:30 p.m. Agency: McCann-Erickson, Chicago.

**INTERNATIONAL SILVER Co.** of Canada, Hamilton, Ont. (silverware), on April 27 started an all-Canadian *Silver Theatre Summer Show* on 30 Canadian Broadcasting Corp. stations, Sun., 6-6:15 p.m. EDT. Agency: Young & Rubicam, Toronto.

**CAMPBELL SOUP Co.**, New Toronto, Ont., on April 28 started the French romantic daytime serial *Jeanette Doree* on CBF, Montreal; CBV, Quebec; and CBJ, Chicoutimi, Que.; Mon. thru Fri., 12-12:15 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

**WILMINGTON TRANSPORTATION Co.**, Los Angeles, on May 12 starts *Catalina Fun Quiz* on 6 CBS Pacific Coast stations, Mon. thru Fri., 12 noon-12:15 p.m. (PST). Agency: Arthur Meyerhoff & Co., Los Angeles.

**McKESSON & ROBBINS**, Bridgeport (proprietary), on May 12 starts 65 participations in *Yankee Network News*, on 19 Yankee stations, 1-1:15 p.m. Agency: Brown & Tarcher, N. Y.

## Renewal Accounts

**COCA COLA Co.**, Atlanta (soft drink), on May 25 renews for 26 weeks *The Pause That Refreshes* on the Air on 105 CBS stations Sun., 4:30-5 p.m., and on June 29 shifts to Sun., 8-8:30 p.m. Agency: D'Arcy Adv. Co., N. Y.

**FIRESTONE TIRE & RUBBER Co.**, Akron, on June 2 renews for 52 weeks *Voice of Firestone* on 56 NBC-Red stations, Mon., 8:30-9 p.m. Agency: Sweeney & James, Cleveland.

**R. J. REYNOLDS TOBACCO Co.**, Winston-Salem, has renewed *Rumba y Romance*, broadcast in Spanish for Camel cigarettes to Latin America over NBC's shortwave transmitters, WRCA and WNBI, for another 13 weeks, Thursday evening half-hour featuring Xavier Cugat and his orchestra. Agency: William Esty & Co., N. Y.

## Color Television Given First Exhibition by NBC

NBC last Thursday took its color television out of the laboratory for its first demonstration, with a score of newspapermen as witnesses. At the present stage of development the brilliance added by color is partly offset by the greater resolution of the black-and-white images.

Like the CBS television, previously demonstrated, NBC's system is mechanical, with the color supplied by three-color discs, operated in synchronization at transmitter and receiver. Scanning of the two systems is also similar, 120 fields giving 20 interlaced frames a second. Also like the CBS demonstrations, NBC's was not actually broadcast, but was sent by cable directly from the studio to the receivers. O. B. Hanson, NBC vice-president and chief engineer, stated, however, that during the past four weeks NBC has broadcast 20 hours of color television for field tests. He reported that he had received the colored pictures clearly at his suburban home some 45 miles from the transmitter.

Mr. Hanson said the ultimate answer should provide an all-electronic system for color as it does for black-and-white television, but that at present the mechanical color disc provides the simplest method.

**SANTA FE TRAILWAYS & Burlington Trailways**, Los Angeles (bus transport), will jointly sponsor weekly the quarter-hour transcribed serial, *The Shadow*, on KHJ, Hollywood. Contract is for 26 weeks, starting May 6. A merchandising plan is planned. Agency is Ferry-Hanly Co., Los Angeles.

**FORT WORTH POULTRY & EGG (Armour & Co.)** for Cloverbloom butter April 25 renewed *Clover-Bloom Quartet* for 13 weeks over 15 Texas State Network stations, Fri., 12:30-12:45 p.m. (CST). Placed direct.

**PRUDENTIAL INSURANCE CO. OF AMERICA**, New York, on May 26 renews *When a Girl Marries*, on 52 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: Benton & Bowles, N. Y.

## Network Changes

**CAMPBELL SOUP Co.**, Camden, on May 5 shifted *Amos 'n' Andy* for two weeks from Hollywood to New York on 61 CBS stations, Mon. thru Fri., 7-7:15 p.m. Agency: Ward Wheelock Co., Philadelphia.

**HECKER PRODUCTS Corp.**, New York (Shinola), on May 3 shifted *Lincoln Highway* from 10-10:30 a.m. to 11-11:30 a.m., and rebroadcast time from 12-12:30 to 1-1:30 p.m. Sat. on 61 NBC-Red stations. Agency: Benton & Bowles, N. Y.

**MARS Inc.**, Chicago (candy bars), on May 26 shifts *Dr. I. Q.* from Washington, D. C. to Detroit, for six weeks on 97 NBC-Red stations, Mon. 9-9:30 p.m. Agency: Grant Adv., Chicago.

**ROMA WINE Co.**, New York (wines), on May 2 shifted origination of *What Do You Think* on 19 Mutual-Don Lee California & Arizona stations, Mon., Fri., 6:45-7 p.m. (PST), from San Francisco to Los Angeles. Agency: Cesana & Assoc., San Francisco.

**GENERAL FOODS Corp.**, New York (La France, Satina, Minute tapioca), on April 28 added 19 stations in *Joyce Jordan, Girl Interne*, making a total of 78 CBS stations, Mon. thru Fri., 2:15-2:30 p.m., rebroadcast 6:30-6:45 p.m. The additional 19 stations will carry commercials for Postum. Agency: Young & Rubicam, N. Y.

## FARMERS OF WLW Executives Don Rural Garb for Special Program

EXECUTIVES of WLW, Cincinnati, turned farmers for a day April 23, when a special dedicatory program was aired from the station's new experimental farm in Warren County, Ohio [BROADCASTING, April 21]. Holding the cup for



a refreshing pause during the ceremonies is Robert E. Dunville, general sales manager of the broadcasting division of the Crosley Corp. Pumping the elixir is James D. Shouse, vice-president in charge of broadcasting, while Ed Mason, farm director of the station, mike in hand, broadcasts the incident.

With a cackling hen furnishing the accompaniment, Mr. Shouse, told listeners: "Since the project is the first of its kind ever undertaken by a radio station—people have asked me 'Why is a radio station interested in a farm and what is the logic in the back of it.'" In answering these questions, Mr. Shouse pointed out that his station pioneered along lines of public service, and since a large percentage of the station's listeners were from rural areas where they could be reached only by a clear-channel station such as WLW, they are doing everything possible "to bring them new and additional information about better methods in farming". The farm is known as "Everybody's Farm".

## Reggie Martin Appointed As Manager of WIZE

REGGIE MARTIN, veteran radio man who on May 1 left the general management of WINX, Washington, on the same date became manager of WIZE, Springfield, O., controlled by Charles Sawyer, Cincinnati attorney and Democratic national committeeman from Ohio. The appointment was announced by Ronald B. Woodyard, vice-president of WIZE and of WING, Dayton, also Sawyer-controlled. With the Martin appointment, Woodyard stated he will devote his entire attention to the Dayton station.

Martin's move to WIZE reunites three former members of the Iowa Broadcasting Co. staff. Several years ago Martin was program director of KSO, Des Moines, and Ranny Daly, now program director of WING, held the same position at KRNT. At that time Woodyard was a salesman for the two stations, and he and Martin were roommates. Martin later went to WJNO, West Palm Beach, as manager, and from there to Washington.

**WHO**  
at Des Moines  
is "Heard Regularly"  
all over IOWA with  
**50,000 WATTS**  
from the center  
of the State  
J. O. MALAND, Manager  
FREE & PETERS, Inc.  
National Representatives

(U.P.)

THE MARK

OF ACCURACY, SPEED  
AND INDEPENDENCE IN  
WORLD WIDE NEWS  
COVERAGE  
**UNITED PRESS**

THE VOICE OF MISSISSIPPI  
**WJDX**  
5,000 D  
1,000 N  
JACKSON  
N.B.C.  
RED  
Owned and Operated By  
**LAMAR**  
LIFE INSURANCE  
COMPANY  
JACKSON, MISSISSIPPI

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Broadcasting Buy  
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AN NBC STATION  
MINNEAPOLIS ST. PAUL  
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**N.A.B.**  
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