

R. RICHARD CARLIER has been named advertising manager of Jacob Ruppert, New York (Brewers), replacing **WALTER W. RICHARDS**, who became general sales manager early this year. Mr. Carlier formerly was manager of advertising and sales promotion at Continental Can Co., New York, and has been actively identified with introduction of beer in cans. It is expected that, in addition to continuing Ruppert's present radio advertising in major distribution areas, close attention will be given to television field, as advertising medium.

LA VALLE Inc., New York (women's shoes), **RICHELIEU PEARLS Inc.**, New York, and **COBLENTZ BAG Co.**, New York, will sponsor "Television Fashions on Parade" on WABD New York for four weeks starting March 12, when **JAY THORPE**, New York department store, will be featured as "host." Program, telecast Fri. 8-8:30 p.m., presents fashions as part of musical revue, with **Adelaide Hawley** as narrator.

FRUIT INDUSTRIES Ltd. has extended spot campaign on behalf of FI Wines to **WJFP Herrin** and **WMIX Mount Vernon, Ill.**, where it will use 10 announcements weekly in each market. Contracts are for 13 weeks. Firm also began 4-week campaign for its Dolly Madison wines on **WOSH Oshkosh, Wis.**, calling for 11 spots a week and 15-minute transcribed musical program, "FI Wine Time," on **WKBW Buffalo** five times weekly, for 13 weeks. Agency: Schoenfeld, Huber & Green Ltd., Chicago.

S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's wax), March 30 renews for 52 weeks "Fibber McGee & Molly" on 141 NBC stations and CBC, Tues., 8:30-9 p.m. (CST). Agency: Needham, Louis & Brorby, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), on March 5 changed its video program from ski news to sports reports, with films of baseball players in spring training providing pictorial material for five-minute program broadcast Fri. 8:45-8:50 p.m. on NBC television network. Commercials on program are animated cartoons of Willie, the Kool Penguin. Agency: BBDO, New York.

H. EARLE MUZZY, who has been with Quaker Oats Co. for more than 34 years, and was vice president in charge of ex-

port, has been named executive vice president, succeeding **DONOLD B. LOURIE**, who was recently elected president of the company.

FREDERICK W. LUTTMANN, formerly with McCann-Erickson, New York, has been appointed premium promotion manager of sales division of General Foods Corp., New York. He will plan advertising tie-ins pertaining to premium contest promotions, etc. Prior to joining McCann-Erickson, where he worked on merchandising problems, Mr. Luttman had been assistant director of research and marketing specialist with Benton & Bowles, New York.



Mr. Luttman

SQUIRT Inc., Beverly Hills, Calif. (beverage), with 368 bottlers throughout the country, has appointed **Harrington, Whitney & Hurst, Los Angeles**, to handle national advertising.

MULLEN CHEVROLET Co., Los Angeles, March 1 started six weekly spot announcement campaign on two California stations, **KLAC Hollywood** and **KIEV Glendale**. Contract, placed through **Allied Adv.**, Los Angeles, is for 52 weeks.

SWIFT & Co., Chicago meat packer, is trading its Friday afternoon 30-minute spot on NBC's video network for Thursday evening half-hour on April 1, when **Lanny Ross**, pioneer radio singer, moves into television as star of the "Swift Show." Thurs., 8:30-9 p.m. "Swift Home Service Club," on Fri., 1-1:30 p.m., for the past year, is leaving the air while **Jinx Falkenburg**, who has co-started on program with her husband, **Tex McCrary**, goes into temporary retirement from television pending arrival of a child. Swift & Co. is retaining option on the time period, however, and is expected to resume telecasting in that time in fall. Agency: McCann-Erickson, New York.

S. C. JOHNSON & Son, Brantford, Ont. (wax), has renewed for 17 weeks from March 8-June 28 "Que Suis-je?" on 6 French network stations, Mon. 8:30-9 p.m., and has renewed for one year from March 30 to March 22, 1949, "Fibber McGee & Molly" on 27 Trans-Canada stations, Tues. 9:30-10 p.m. Agency: Vickers & Benson, Montreal, and Needham, Louis & Brorby, New York.

VENUS FOODS, Los Angeles (fig bars), March 15 starts five-weekly fifteen-minute participation on recorded "Hollywood Bandstand" on **KFWB Los Angeles**, and also five weekly spot campaign on two other California stations, **KTMS Santa Barbara** and **KCOY Santa Maria**. Contracts, placed through **Allied Adv.**, Los Angeles, are for 13 weeks.

VOGARELL PRODUCTS Co., Los Angeles (proprietary products), has appointed **Edwin, Wasey & Co.**, same city, to handle advertising. Radio spots will be used.

SCHWARTZ AND GRODIN, Oakland, Calif. (clothing), has started its fifth consecutive year of sponsorship of weekly boxing matches from **Oakland Auditorium** over **KLX**.

KUSTER LABORATORIES Inc., San Francisco (Flavor True Meat Magic), has appointed **Jean Scott Frickeilton Adv.**, same city, to handle its advertising. Radio will be used.

CANADIAN SHREDDED WHEAT Co., Toronto (shredded wheat), has started quarter-hour daily breakfast time program on 10 western Canadian stations. Agency: **MacLaren Adv.**, Toronto.

ZONITE PRODUCTS Corp., St. Therese, Que. (Kreml), has started Billy Rose's "Pitching Horseshoes" transcribed program on number of Canadian stations, thrice weekly. Agency: **Erwin, Wasey & Co. of Canada Ltd.**, Toronto.

GOUGH INDUSTRIES Inc., Los Angeles distributor of **Philco**, retained one half hour of its scheduled six-weekly hours carried on **KTLA (TV)**

Hollywood, with expiration of its contract March 6. Firm now aims at weekly half-hour Sunday program with purpose of selective set selling.

GENERAL ELECTRIC Co., through **Ross, Gardner & White Adv.**, Los Angeles, has purchased five weekly hour block on **KLAC Hollywood's** "Make Believe Ballroom," to promote sale of television sets. In tie-in with local dealers, GE is sharing \$15,000 cost with five local dealers, each paying half. Contract is for 13 weeks with options for 13 more. Program will be supported by sales promotion support by GE sales staff, station and agency.

FORD MOTOR Co. of Canada, Windsor (Ford cars and trucks), April 4 renews for 13 weeks "Ford Theatre" on 41 Dominion network stations, Sun. 5-6 p.m. Agency: **Cockfield Brown & Co.**, Toronto.

LEKTROLITE Corp., New York, has contracted for Friday evening video spots on **KTLA Los Angeles**, to advertise company's flameless lighters. The 26-week contract was placed by **Donahue & Coe, New York**, who also have weekly film spots for this client on **WBKB Chicago** and **WABD New York**.

AUGUSTA KNITTING Corp. (underwear), **Utica, N. Y.**, which recently appointed **Peter Hilton Inc.**, New York, plans expansion of radio budget. At present it uses participation spots on **Arthur Godfrey show** on **WCBS New York**.

TONI Co., Chicago, will move its "Nora Drake" daytime series from NBC to CBS on May 10. Show will be heard Mon.-Fri., 2:30-2:45 p.m. Toni now sponsors "Give and Take" on CBS, Sat., 2:30-3 p.m., and will present a new CBS series on Thurs., 9:30-10 p.m., starting April 1.

PETROL Corp., Los Angeles (P.D.Q. gas) starts today (March 15) 25 live time signals weekly on **KECA Hollywood**, through **McNeill & McLeery**, same city. Contract is for 13 weeks.

PASS-BOOK-of-the-Month, Los Angeles (special pass-book manufacturer), has started participation on two Los Angeles stations as follows: Two quarter-hours daily on "Recorded Pass-Time" on **KFVD**; and one quarter-hour daily on "Jim Hawthorne Program" on **KXLA**.

S. H. EWING Ltd., Montreal (food products), has started five-minute quiz show five times weekly on number of eastern Canadian stations. Agency: **Associated Broadcasting Co.**, Montreal.

THOMAS J. LIPTON Inc. consolidated net sales rose to new all-time high of \$31,199,939 during 1947. **ROBERT B. SMALLWOOD**, president, announced last week. Record 1947 sales figure represents gain of 13.3% over previous high of \$27,460,752 in 1946.

CONSTRUCTION SUPPLIES Corp., Toronto (Aquila waterproof), has started transcribed announcements on number of Ontario stations. Agency: **S. A. Rutland & Co.**, Toronto.

STERN & STERN Inc., New York (jewelry manufacturer), is planning nationwide spot radio campaign, on local basis. However, no definite plans have been made. Firm recently appointed **Moss & Arnold Co.**, New York, to handle its advertising. **HOWARD LINKHOFF** is account executive.

CAMPBELL SOUP Co., New Toronto, Ont., on March 28 cancels "Meet Corliss Archer" on 31 Dominion network stations, Sun. 9-9:30 p.m. Agency: **Ward, Wheelock Co.**, Philadelphia.

LEON'S JEWELRY Inc., New York, has appointed **Seldal Adv.**, New York, to handle its advertising campaign. **FLORENCE WEISS** is the account executive. Radio will be used.

GRAND PRIZE of \$1000 a year for life is being offered on **Procter & Gamble's** new "Name-the-Girl-on-the-Wraper" contest for **Camay soap**. Spot announcements on "Pepper Young's Family," NBC, 3:30-3:45 p.m. weekdays, sponsored by **P&G**, plus the contest. Entrants must submit a **Camay soap wrapper**, suggest name, and reason for its selection. **Pedlar & Ryan**, New York, is the agency.

WGN-TV TO AIR WHITE SOX DAY, NIGHT GAMES

CHICAGO WHITE SOX home baseball games will be televised exclusively this season by **WGN-TV**, the *Chicago Tribune* video station, it was announced Tuesday. [BROADCASTING, March 8].

Disclosure that **White Sox** games would be telecast for the first time was made by **Leslie M. O'Connor**, general manager of the ball club, and **Frank P. Schreiber**, treasurer of **WGN Inc.** Mr. Schreiber said the deal with the Sox, marking a change in the club's policy regarding television, will bring **Chicago** televiewers their first opportunity to see big league night games. **WGN-TV** will telecast all of the Sox' 21 night contests, beginning with the **Philadelphia Athletics** game May 25.

First daytime Sox game to be televised will be the season opener against the **Detroit Tigers** April 20. **WGN-TV** also will telecast home games of the **Chicago Cubs**, it was announced March 7.

L & M, FORD SPONSOR CUBS GAME TELECASTS

LIGGETT & MYERS Tobacco Co., New York, and **Ford Motor Co.**, Dearborn, Mich., will share sponsorship of telecasts of the home games of the **Chicago Cubs** this summer on **WBKB Chicago** on an alternating game basis.

The tobacco firm, sponsoring the Cubs telecasts for **Chesterfields**, is also buying video coverage of all **New York Giants** home games on **WNBT New York** [BROADCASTING, Jan. 26]. **Ford**, in New York co-sponsoring the **Brooklyn Dodgers** telecasts on **WCBS-TV New York** with another cigarette maker, **P. Lorillard & Co. (Old Golds)**, is extending its video baseball broadcasts to a number of cities [BROADCASTING, Feb. 16, March 1].

Chesterfield agency is **Newell-Emmett Co.**, New York. **J. Walter Thompson Co.**, New York, places the **Ford** video advertising.

Quebec French-Canadian Markets to Be Promoted

QUEBEC Broadcasters Assn. held its annual meeting at **Chateau Frontenac** March 6 to decide on plans to promote the Quebec market. A joint campaign by all Quebec French-language stations is to be started soon to present the special advantages of the Quebec French-Canadian markets to advertisers.

Elections were held and **Paul Lepage**, **CKCV Quebec**, was elected president, with **Raymond Benoit**, **CKCH Hull**, as vice president. Directors elected were **Phil Lalonde**, **CKAC Montreal**; **Alphe Gauthier**, **CHLT Sherbrooke**; and **Jacques Thivierge**, **CKRN Rouyn**. Secretary appointed was **Joachim Grenier**, **Montreal**.

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