

Out Here In Chicago . . .

• Some Random Thoughts,
Most of Which Concern
WGES, WCBD, WSBC,
Chicago and WEMP,
Milwaukee

By GENE T. DYER

SOLD OUT: Aside from a few spots on participating program the S. R. O. sign is our for WGES, WSBC and WCBD for the time being. Sustaining public service time, allotted for each station, cannot be purchased—and we mean it.

MAIL: Most appreciated letter in the mailbag in recent weeks—a note of thanks from a shut-in for a wheel chair obtained through WGES.

HERE'S WHY: Some several wrote us asking why we condemned the "midget" radio receiver. Need we say, it doesn't give radio a fair break, results in distortion, fails to properly separate stations, etc., etc.

BUSY: Dick Kross, our public relations manager, is bringing radio right into the heart of many Chicago luncheon clubs—latest organizations: Chicago Traffic Club and Standard Club. Dick was honored recently as publicity chairman of "Historic Chicago Week."

FEUDS: There's the hurt feelings of some radio stations whose call letters are left off the automatic tuning dials of new receiving sets. They threaten revenge by "plugging" the sets that DO list the particular stations.



WELCOME: It's unusual that bags of mail greet a performer BEFORE he goes on a station. Yet nearly three thousand letters were waiting at the WCBD mike when Karl Berg (ex-WCFL) joined the WCBD announcing staff recently.

MUCH HELP: A certain agency radio exec gets the "enviable" credit for the recent statement by him (enjoyed much by the press) that radio is the biggest gamble in the show business. It hasn't worked out that way for our advertisers—because they've been smart enough to TEST stuff before they spent a bankroll on a mere guess. Maybe this fellow needs some of that sort of merchandising experience.

AMERICANIZATION: With the consent and approval of the U. S. Department of Labor, the Chicago district director of naturalization, Fred Schlotfeldt is conducting a series of talks over WGES on "How To Become An American Citizen."

AUDIENCE: The program mentioned above is the exclusive one of its kind for 200,000 aliens in Chicago. Read that over again please!

Gene T. Dyer

Agencies

F. B. DYCK HOFF, business manager of the radio department, Compton Adv. Inc., New York, resigned Oct. 15 to join American Tobacco Co., New York. He is replaced by Lee Graves, formerly manager of the Chicago office, who is succeeded by Claude Morris, of the New York office. Betty Howard, in charge of talent and casting, resigned to join Pedlar & Ryan Inc. Miss Howard is succeeded by Florence Spertl, formerly secretary to John McMillan, head of the radio department.

DOROTHY BARSTOW, McCann-Erickson Inc., New York, producer, is in Hollywood supervising production of the new CBS half-hour dramatic series, *Doctor Christian*, which starts Nov. 7 under sponsorship of Chesebrough Mfg. Co. (Vaseline products). Series will feature Jean Hersholt, motion picture actor.

ROBERT BREWSTER, producer, and Ed Rice, script writer, have been transferred from J. Walter Thompson Co. New York production staff to Hollywood and assigned to the weekly NBC *Baker's Broadcast*, sponsored by Standard Brands Inc. Brewster succeeds Ed. Gardner who resigned from J. Walter Thompson Co. Hollywood staff to become assistant to Bill Bacher, MGM radio production head. Rice is collaborating with Lynn MacManus and Kirtley Baskette, writers on the *Baker's Broadcast*.

ASHMEAD SCOTT, CBS Hollywood writer-producer, has been appointed assistant to Savington Crampton, West Coast radio manager of William Esty & Co. Inc., that city, succeeding George Corey, who resigned to go to Detroit to assist in the production of his two stage plays, "595 FOE", scheduled to open in that city shortly, and "The Valley", which is being readied for a Broadway showing.

HERSCHEL V. WILLIAMS Jr., former head of Benton & Bowles' Hollywood office, who was recently transferred to New York, has resigned to join Ruthrauff & Ryan Inc., New York.

ARTHUR TRASK of the radio department of Ruthrauff & Ryan Inc., Chicago, has resumed his series of *Book Chats* over WAAF, Chicago.

BERT S. GITTENS, Advertising, Milwaukee agency, who has moved to new quarters at 739 N. Broadway.

MARGARET WYLIE, associated with Helen Edwards & Staff, Los Angeles personnel agency, has formed her own personnel agency in the William Fox Bldg., Los Angeles. Associated with her is Lisa Raadlund, formerly identified with advertising agency, radio and motion picture work. The agency will handle all classifications of personnel, specializing, however, in radio and advertising agency fields.

Agency Promotes Ring

KENNETH C. RING, radio director of the George H. Hartman Co., Chicago, since 1934, has been elected vice-president, Mr. Hartman, head of the agency, announced Oct. 16 following a meeting of the board of directors. Among accounts handled by Mr. Ring is the Chocolate Products Co., Chicago (Stillicious), which started three weekly quarter-hour transcriptions, *Buddy & Ginger*, on WGN, Chicago, Oct. 18. Two other stations, WTCN, Minneapolis, and KDAL, Duluth, started the program thrice weekly Sept. 18. John T. Holloway, formerly of the Quaker Oats Co., Chicago, has joined the agency as account executive. Tom Kivlan is radio director.



Mr. Ring

COY WILLIAMS, formerly sports editor of the *Los Angeles Examiner*, has joined the exploitation staff of Radio Features Service Inc., Hollywood. He succeeds Roger Douless, transferred to Chicago as head of the firm's offices there.

WILLIAM SHIFFRIN, head of the story department, has taken on the additional duties of radio director of Hawks-Volck Corp., Beverly Hills, Cal., talent agency, succeeding George Rosenberg, resigned.

JAY CLARK has been transferred from Lennen & Mitchell Inc., New York production staff, to Hollywood as assistant to Mann Holiner, West Coast radio manager.

BERTA HENDRICKS, head of the publicity department at Blackett-Sample-Hummert Inc., Chicago, has been promoted to the radio department. Louise Rouff has succeeded Miss Hendricks.

J. P. van HORN has been appointed production manager and space buyer of James R. Lunke & Associates, Chicago. Mr. van Horn conducted his own agency in St. Louis and more recently has been with the *St. Louis Globe Democrat*.

Old Gold Returning

P. LORILLARD Co., New York (Old Gold cigarettes), will launch a 26-week Hollywood commentary series over CBS starting Nov. 16. The program, to be broadcast Tuesdays and Thursdays, 8:15-8:30 p. m. (EST), with a West Coast rebroadcast, will feature George McCall who has been heard with Louella Parsons on *Hollywood Hotel*. Series will be produced from Hollywood. Lennen & Mitchell Inc., New York, is agency.

Agencies in Hollywood Planning Association to Combat Talent Combines

A MOVEMENT is under way among Hollywood radio producing agencies to set up a central organization to encompass the adaptable elements of the Will Hays' office and Academy of Motion Picture Arts and Sciences. It is planned to establish a code of ethics and trade policies in dealing with talent factors involved in the production of radio programs.

Leaders of the movement, who refuse to be quoted, point out that with actors, writers, directors and talent representatives organized, Hollywood advertising agencies which are unorganized are completely at the mercy of these regimented forces. Agency executives express the feeling that with an organized and established viewpoint and mode of procedure they would be in a position to eliminate numerous difficulties which now hamper them in the production of radio entertainment.

Radio agency personnel and production have mushroomed to amazing proportions in Hollywood during the past year and will continue to increase. Instigators of the organization movement feel that the stability of radio production in Hollywood and its institution on a basis of permanency, requires the creation of a mutual protective and promotional organization comparable to the efficiency of its resources.

Pumpian Promoted

NATHANIEL H. PUMPIAN, director of media of Henri, Hurst & McDonald Inc., Chicago, since 1928 has been appointed radio director of that agency, according to an announcement Oct. 22 by H. M. Daner, general manager of the company. He succeeds Edward H. Weiss who resigned as vice-president and radio director [BROADCASTING, Oct. 15] to form a new agency, McDougall & Weiss. Mr. Pumpian joined the research department of Henri, Hurst & McDonald Inc., in 1923 upon graduation from the College of Business Administration of the University of Chicago. After five years he was promoted to media director and took part in the agency's first major radio promotion—that of placing Paul Whiteman's orchestra over a coast-to-coast network for 50 weeks for Allied Quality Paint. Mr. Pumpian will continue his duties as director of media.

WHK-WCLE, Cleveland, are enlarging their educational program series by cooperating with Ohio U station WOSU. The fire, police and health departments of Cleveland are also presenting weekly programs.

HOWARD H. WILSON, CO.

Radio Station Representatives

CHICAGO — 75 EAST WACKER DR.
CENTRAL 8744

NEW YORK — 551 FIFTH AVENUE
MURRAY HILL 6-1230

KANSAS CITY — 1002 WALNUT ST.
GRAND 0810

NATIONAL SERVICE TO STATION AND ADVERTISER

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU
Covers the Heart of Missouri