

WDRG

CONNECTICUT'S PIONEER BROADCASTER

424 Millions

That's Connecticut's INCREASE over 1940 in Effective Buying Income! And you can cover the best part of this market by using WDRG in Hartford. Get all 3 on WDRG — coverage, programs, rate!

Basic CBS for Connecticut

Dizzy Dollars!

There's a constant spending spree in Winston-Salem. Dizzy Dollars by the tub full get locked up by happy retailers every night. Get your share.

WAIR

Winston-Salem, North Carolina
National Representatives
International Radio Sales

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

Columbia's Station for the

SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

Agencies

JACK SAYERS, West Coast publicity director of Young & Rubicam, after more than 10 weeks in the agency's New York offices, has returned to Hollywood. Alfred J. Scalpone, West Coast supervisor of commercials for that agency, has also returned from New York. Along with other duties, he will assist in producing the weekly NBC *Burns & Allen Show*, starting Oct. 7 under sponsorship of Lever Bros. S. S. Larmon, executive vice-president of Young & Rubicam, after Hollywood conferences with Tom Lewis, radio department manager, has returned to his New York headquarters.

MRS SUSAN HAILE, former merchandising counsel for Amos Parrish & Co., New York department store, has joined J. Walter Thompson Co., that city, and will work on the merchandising phase of the New York Dress Institute's advertising and promotion account.

TED FISHER, timebuyer of Ruthrauff & Ryan, New York is the father of a girl, Mary Louise, born Sept. 6.

SYLVIA ANESEN, formerly of WOV, New York, has joined Klinger Adv. Corp., New York, as account executive.

MARIANE L. GRAHAM, copywriter of Glasser-Gailey & Co., Los Angeles, has been elevated to an account executive, with Jo Brooks, receptionist, taking over her former duties. Jerri Zola has been added to the staff as receptionist.

CARL WEBSTER PIERCE, Hollywood radio director of Cesana & Assoc., has written five one-act plays titled *Problem Plays for Business*, which will be published in late fall by Walter H. Baker Co. Series was produced last year under auspices of the San Francisco Junior Chamber of Commerce.

LORD & THOMAS, on Oct. 1 moves its Hollywood radio department to larger quarters, taking over the suite formerly occupied by Columbia Management, prior to its purchase by Music Corp. of America. New address will be 6111 Sunset Blvd., Hollywood.

AL PAUL LEFTON Co., has established West Coast offices at 6253 Hollywood Blvd., Hollywood, with Dorothy M. Stewart as manager. Firm has taken over personnel of Anderson, Davis & Platte, which discontinued its Hollywood offices. Robert L. Nourse Jr., executive of the former agency was in Hollywood during early September to complete arrangements.

JOSEPH C. DONOHUE, formerly radio producer of William Esty & Co., in that agency's New York and Hollywood offices, has joined the radio department of Buchanan & Co., New York.

J. JULIUS ROSENBERG, formerly executive vice-president in charge of radio of Milton J. Adler Co., New York, has been appointed to a similar position with Modern Merchandising Bureau, that city.

DAVID McCOSKER, Pacific Coast manager of H. W. Kastor & Sons, Hollywood, is currently in Chicago on an extended business trip.

Wilson Shifts Eagle

JOHN M. EAGLE, in charge of advertising, promotion and sales of Ideal and Wilcox dog foods, products of Wilson & Co., in the New York office, has been transferred to the company's Chicago office, effective Sept. 15. Robert Kershaw, associated with Mr. Eagle, will assume the latter's duties in the New York office.

Benson to Mathes

MITCHELL BENSON, commercial program manager of WOR, New York, leaves Sept. 23 to join J. M. Mathes Agency, New York, where he will be assistant to Wilfred King, vice-president in charge of radio and motion pictures. Benson has been with WOR for five years, first serving as production manager and then as assistant program director. No successor has been announced.

Fred H. Kenkel Leaves Gardner, Joins Hooper

FRED H. KENKEL, for the past 20 years associated with Gardner Adv. Co. in research, merchandising, space buying and time buying, has joined C. E. Hooper, Inc., in an executive capacity. His new duties will be concentrated on the "Continuing Measurement of Radio Listening," reporting service for station audience measurement in individual markets. Started 11 months ago, this service is now in operation in 21 cities, usually under the joint sponsorship of the stations in the community. Already, 65 stations are under contract, the announcement stated.



Mr. Kenkel

Although in St. Louis for the last two years, Mr. Kenkel was in the agency's New York office during most of his association with the Gardner Co. He holds an LL.B. from St. Louis U and served with the Second Division, U. S. Marines, during World War I.

Gallenkamp Curtailed

GALLENKAMP STORES Co., San Francisco (shoes) which for 4½ years has sponsored *Professor Puzzlewit*, on NBC-Pacific Red on the Pacific Coast, on Sept. 28 will be forced to drop the network and retain but one station, KFI, Los Angeles, due to network commitments. *Professor Puzzlewit* will take the 3-3:30 p.m. spot on KFI. Meanwhile network officials are trying to clear time. Agency is Long Adv. Service, San Francisco.

Writers Adrift

A NIGHT at sea, helpless, in a drifting boat! This experience, such as they had never "dreamed up" for the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), was experienced by the comedian's two script writers, William S. (Bill) Morrow and Ed Beloin, on Sept. 12. With their wives, they chartered the boat *Manana*, at Avalon, Catalina Island, Cal., for a fishing trip. Engine trouble developed. When they failed to return that evening, the Coast Guard was notified and the boat was found after 16 hours tossing helplessly in the channel. It was towed into Newport, Cal., harbor the following morning, with the quartet suffering from exposure.

MYRON KIRK MOVES TO ARTHUR KUDNER

MYRON KIRK, recently vice-president in charge of new business of Stack-Goble Adv. Agency, New York, and formerly vice-president in charge of radio of Ruthrauff & Ryan, that city, has been appointed radio director of Arthur Kudner Inc., New York.

From 1933 to 1938, Mr. Kirk, as head of the Ruthrauff & Ryan radio department, supervised the broadcasting of many big programs. In 1938 he went to the Coast as vice-president of Famous Artists, but came East again to take charge of radio and new business for Sherman K. Ellis & Co., New York. About two months ago Mr. Kirk went to Stack-Goble Adv. Agency, but left to take the position with Kudner, effective Sept. 15.

Charles F. Gannon, vice-president of the agency, is dropping his former duties as radio director to assume enlarged responsibilities in the supervision of service and business development.

Hedda Honored

IN HONOR of "Hedda Hopper Day" Sept. 16, the second day of the American Legion Convention, Miss Hopper flew to Milwaukee to present special editions of *Hedda Hopper's Hollywood* on Sept. 15 and 17. Program is sponsored by California Fruit Growers Exchange on CBS Monday, Wednesday and Friday in the interest of Sun-kist oranges and lemons, and the account is handled by Lord & Thomas, Los Angeles.

WHN Program Syndicate

WHN Transcription Service, which has heretofore operated only as a commercial manufacturing organization under the management of Robert G. Patt, will enter the syndicated program field with a transcribed series of the *Avenger* which has been heard live over the station Tuesdays 9-9:30 p.m. Plans are being made for other syndicated shows.

DAMON WALKER, Los Angeles radio contact of General Foods Corp., died in that city Sept. 9, following a heart attack.

POWER!
—WHERE POWER COUNTS MOST

NASHVILLE
THE GREAT
TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager