

**Benton & Bowles Plans For Office in Hollywood**

WHEN the Maxwell House *Showboat* broadcasts move their point of origination to Hollywood about July 1, Benton & Bowles Inc., New York agency in charge of the program, will establish a Hollywood office with a staff large enough to look after the production of these broadcasts, headed by Hershell Williams, who is now in Hollywood looking over the situation. This office will be concerned only with the *Showboat* broadcasts, and will not be a permanent branch office of the agency. BROADCASTING was told.

Ralph Richmond, formerly president of William Green Inc., New York advertising agency, and previously chief of the copy and radio commercial writers at the former Soule, Feeley & Richmond agency, has been placed in charge of the radio commercial department of Benton & Bowles. He succeeds John Archer (Nick) Carter, who has resigned to complete the writing of a book on radio technique. Carter had been with Benton & Bowles for more than three years, and was formerly in the radio department of the Chicago office of J. Walter Thompson Co.

**AGENCIES AND REPRESENTATIVES**

JAMES ROGERS Jr. and Terry Turner, both of New York, were in Hollywood in April conferring with Jack Rhyon, radio director of Lord & Thomas, on the CBS-NBC *Your Hit Parade & Sweepstakes* program. Rogers is agency account executive for the American Tobacco Co. (Lucky Strike cigarettes). Turner handles exploitation for the program and testimonial promotion.

EDWARD PETRY & Co., New York, has added Tom Harker, former advertising representative of the Curtis Publishing Co., to its eastern sales division.

LOUIS GLASER Inc., Boston, has appointed Everett Doten space buyer and radio director.

V. G. FREITAG, former manager of KRKD, Los Angeles, has severed connections with the station and is devoting his time to his advertising agency in the Arcade Bldg., that city.

JOHN J. LOUIS, executive of Needham, Louis & Brorby Inc., Chicago, and Helen Wing, of the agency's production department, are in Hollywood in the interest of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son Inc. (Johnson's floor wax).

CASMI-BEST Inc., a new agency, has been formed with offices at 9 Rockefeller Plaza, New York with officers as follows: David C. Casmir, president; Frank Best, exec. vice-president and treasurer; Vida Reed Best, secy. and space buyer; Harry Tedlie, art dir.; I. L. Stieckney, production mgr.; A. H. Van Buren, radio director.

**Smith to General Mills**



Mr. Smith

ED SMITH, a production director at WGN, for the past six years, will become manager of the radio program department of General Mills Inc., Minneapolis June 1. While at WGN, Mr. Smith produced the *Painted Dreams*, *Bachelor's Children*, and *We Are Four* shows. Before joining the *Chicago Tribune* station, he was with the King-Trendle Broadcasting Corp., operators of WXYZ, Detroit, and WOOD-WASH, Grand Rapids, for three years. Mr. Smith will leave WGN May 15 and will take a two-weeks vacation before assuming his new post in Minneapolis.

MBL WILLIAMSON, of Hixon-O'Donnell Inc., Los Angeles agency, has been assigned writer-producer of *Calling All Cars*, weekly half-hour dramatic series sponsored by Rio Grande Oil Co., that city, over both CBS Pacific network and Mutual-Don Lee network stations. He succeeds Sam Pierce, resigned.

HAROLD WILDER, account executive of Fuller & Smith & Ross, Inc., New York agency, was in Hollywood last month in the interest of the NBC *Ben Bernie* show, sponsored by American Can Co. Program will emanate from New York starting May 4.

SAVINGTON CRAMPTON, formerly with J. Walter Thompson Co., New York, has joined William Esty & Co. Inc., Hollywood office, assisting Bob Redd in producing the weekly CBS *Jack Oakie's College*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

WILLOUGHBY P. RODMAN, well-known in Pacific Coast radio and advertising, has joined Heintz, Pickering & Co. Ltd., Los Angeles, as account executive.

ATC Adv. Agency, has been established in the Broadway Arcade Bldg., Los Angeles, by Howard Ray and associates. Ray is well known in national radio and advertising, having operated his own agency for several years in Glendale, Cal. At one time he was commercial manager of KFSM, El Paso, and also managed KOB, Albuquerque. He was national radio manager for the Townsend Plan last year.

BRUCE DANIELS, who formerly operated his own advertising agency has joined James-Morton Inc., Los Angeles, as account executive.

KPEQ, St. Joseph, Mo., has appointed Kelly-Smith Co., as national representatives. Kelly-Smith, primarily newspaper representatives, recently established its radio division under the direction of Frank Headley of the New York office.

KFOR, Lincoln, has appointed Weed & Co., New York and Chicago, as its national sales representative. The station is affiliated with CBS, MBS and Central States Broadcasting System.

WTBO, Cumberland, Md., has appointed Joseph Hershey McGillivra as exclusive national representative.

**Walter Biddick Co.**  
RADIO STATION REPRESENTATIVES  
LOS ANGELES - SEATTLE - SAN FRANCISCO

WILSON-ROBERTSON Inc. is the new name of WILSON-DAITON-ROBERTSON, radio station representatives. R. G. Patterson, who has been on the sales staff of the Kansas City office, has been made manager there.

EARLE BACHMAN, formerly New York manager of William G. Rameau Co., has been appointed eastern station representative for KXBY, Kansas City. Mr. Bachman also is associated with the New York office of Fulgason and Aston Inc. in the representation of other stations.

EARLE V. WELLER, formerly associate editor of the *Oakland (Cal.) Post-Enguier*, has joined Tomascak-Elliott Inc., that city, as account executive. Prior to his association with the *Post-Enguier* he was vice-president of Bowman, Deute, Gummings Inc., in San Francisco. At one time he was vice-president and general manager of Campbell-Ewald Co. Inc., that city.

MAX GOLDBERG ADV. AGENCY has been formed with offices at 224 U. S. Natl. Bank Bldg., Denver, by Max Goldberg, former radio director of Conner Adv. Agency, Denver, and before that a time salesman and sports commentator.

RADIO MERCHANDISING Associates is a new Los Angeles program and production concern established at 1508 Cross Roads of the World by Col. Frank Baum, Jack Smock and Claire Kerle.

JOHN B. SHAW, formerly with the Essig Co., Los Angeles advertising agency, has opened his own agency at 816 W. Fifth St., that city, and will service radio along with other accounts.

YANCRONKHTE ASSOCIATES Inc., on April 26 was retained by WJFK, Detroit, as news counselors. The station is a subscriber to Transradio Press Service, leased wire service.

WESLEY ASSOCIATES, New York, has moved its offices to 347 Madison Ave.

EDWARD W. ZABEL Co., Chicago, has moved to 230 East Ohio St.

BAKER & BAKER & Associates Inc., announces the combining of its Akron and Cleveland offices, with the firm now headquartered at Union Trust Bldg., Cleveland.

MIDWEST ADV. Agency, Rockford, Ill., has moved to the Talcott Bldg.

HARRY ATKINSON Inc., Chicago, has moved to 155 East Ohio St.

CARR LIGGETT Inc., Cleveland, has moved to 1815 Guaranty Title Bldg.

**J-W-T Expands Office**

J. WALTER THOMPSON Co. has transferred Whitten Badger and Dwight Cook, radio producers, along with Shirley Ward and Richard Mack, continuity writers, from the New York to Hollywood offices, increasing the agency's radio personnel in the latter city to 36 persons. Agency has the largest radio department on the West Coast.

Badger continues as producer of the CBS *Nash Presents Grace Moore* program which switched to Hollywood May 1 under Nash Kelvinator Corp. sponsorship. Cook takes charge of the new nationwide NBC-Red network *Chase & Sanborn Hour* (Standard Brands Inc.). Program, featuring Eddie Bergen, ventriloquist, Don Ameche, romantic actor and Werner Janssen, symphonic conductor, is scheduled to start May 9, replacing *Do You Want To Be An Actor?* which replaced the *Good Will Court*. Miss Ward and Richard Mack will do the script writing for the new program, an all-star variety show. Cal Kuhl heads the J. Walter Thompson Co. Hollywood production.

**Thornley & Jones Inc. Is Formed in New York**



Mr. Thornley

A NEW agency handling advertising, merchandising and public relations has been formed by George H. Thornley and John Price Jones, with offices at 70 Pine St., New York. Mr. Thornley, formerly senior vice-president of N. W. Ayer & Son Inc., and with the agency 30 years, is president, and Mr. Jones president of John Price Jones Corp., is chairman of the board.

Directors are George A. Brakeley, administrative vice-president, U. of Pennsylvania; Georges Doriot, professor of industrial management and former dean of the Harvard Graduate School of Business Administration; Guy Emerson, vice-president of Bankers Trust Co.; Bayard F. Pope, chairman of the board, Marine Midland Corp.; David Remer, partner of J. E. Baker & Co.; Mr. Thornley and Mr. Jones. Harold J. Seymour, of John Price Jones Corp., becomes executive vice-president of the new agency. Other officers are William A. Anderson, associate director of copy, N. W. Ayer & Son, vice-president; Glenn I. Tucker, at one time public relations director of RCA, vice-president; Bayard F. Pope Jr., account executive of John Price Jones Corp., secretary.

AMP Contract Renewal With Networks Pending NEGOTIATIONS for renewal of performing rights contracts for use of the catalogs of Associated Music Publishers are going forward with NBC and CBS. It was learned April 16. The AMP catalogs cover primarily music in the serious field. Existing contracts of the networks with AMP cover the entire networks, including their affiliated stations, whereas network ASCAP licenses cover only the key stations. The renewal negotiations contemplate a similar arrangement for clearance of AMP music at the source by the networks. Whereas the current arrangement is on a flat rate basis, the new contract negotiations center around a demand of AMP for the networks' highest quarter-hour rate.

**Discs for Press**

LANGLOIS & WENTWORTH Inc., New York transcription production company, had an exhibit at the ANPA convention for the display of a recorded series of programs for use by newspapers in promoting classified and display advertising. The complete campaign, which was started about three months ago and which is now being used by nine newspapers, comprises 130 five-minute recordings, divided into two series of 65 discs each, one series promoting classified and the other display space. Each program dramatically depicts a situation which can be solved by the proper use of newspaper advertising. The series is designed for broadcasting five days a week for 26 weeks. Details of the programs were worked out with the assistance of a number of newspaper advertising executives.

**TRANSCRIPTIONS**

STANDARD RADIO Inc., now in its third year, reports a March increase of more than 40% over 1936, an increase of 67 in stations served. The Standard Program Library started with 32 subscribers, now has 175. In addition some 200 stations are using *Sons of the Pioneers* and more than 400 have Standard sound effects. Recent Library subscribers are WKZO, KGLO, KRE, KROY, WIBX, KLUF, CRCV, KOCA, KOKO, KFXJ, WRDT, WFTC. A renewal of 85% is reported for the past year.

NBC's Transcription Division has announced the addition of KPQ, Wenatchee, Wash., WGBM, Baltimore, and IJBBAB, Bogota, Colombia, to the list of *Ticasaurus* subscribers. Renewals for *Ticasaurus* service have been entered by WSOC, Charlotte; WTBA, Madison; WGBF-WGOA, Evansville, Ind.; WGNV, Newburgh, N. Y. and WCOA, Pensacola.

PITRA PRODUCTIONS Inc., has been formed at 8099 Sunset Blvd., Hollywood, by Dr. William H. Voeller, former vice-president of Conquest Alliance Co., and J. O. Witte, program producer to engage in radio, slide film and industrial film production. Dr. Voeller is president, Mr. Witte vice-president, and Edward Pavaroff, secretary-treasurer.

A MYSTERY-adventure serial, *The Secret City*, based upon the Arlanteen myth, and written by Winifred Dunn and Sparks Stringer, the same team writing *The Unbelievable*, now being tested on transcription by National Lead Co., Seattle (pilot), with a prospectual NBC broadcast in prospect, has been added to the Mertens & Price Inc., Los Angeles, list of transcribed dramatic shows. An assortment of tie-ins has also been developed in connection with the program. Rod Mays is directing the production. New Sunday Players transcription accounts announced by Mertens & Price Inc. include: Mount Ogden Memorial Park, Ogeu, Utah, 52 weeks on KLO; First National Bank of Kalamazoo, Mich., 52 weeks on WKZO; Minnesota Acacia Park Cemetery, Minneapolis, 52 weeks on WTCN; Locustwood Memorial Park, Camden, N. J.; 40 weeks on WCAM. Series is also sponsored on CJRO, Winnipeg; CFQC, Saskatoon and CFAC, Alberta.

AIR SHOWS Inc., dramatic transcription producers, has been organized with headquarters at 220 N. State St., Chicago. Abbott Ross, for a decade identified with radio acting and producing, is president, and Davida Barzel, formerly of the advertising department of The Fair (Chicago store), is secretary-treasurer. The first series is *The Greatest Story Ever Told*, a 15-week biblical series being offered stations.

IMPERIAL AEROGRAM Corp., Ltd., Hollywood transcription concern, has changed its name to Aerogram Corp. Ltd. and has moved headquarters to 1611 Cosmo St., that city. Former plant was destroyed by fire several weeks ago.

MAX GRAF Productions, San Francisco, has released a new transcription series titled *25 Years Ago Today* highlighting events of 1912 with tie-ins to events of today.

IRVING MILLS, head of Mills Artists & Master Records Inc., has returned to his New York headquarters after ten days in Hollywood where he supervised cutting of a series of recordings at Associated Cinema Studios.

**GET TEXAS MONEY!**  
Over Half Million Dollars a day Pouring from our East Texas Oil Field Axiom!  
**KFRO**  
"Voice of Longview" - TEXAS

**Several Stations Accept Exchange Plan Offered By Seattle Newspaper**

SEVERAL stations in the Northwest are reported to have accepted an exchange arrangement with the *Seattle Post-Intelligencer* whereby they broadcast transcriptions plugging three newspaper features in exchange for publication of the station program schedules in the Sunday predate edition of the newspaper "together with frequent news breaks".

The trade deal effort has aroused the opposition of several broadcasters, it is understood, as being in the nature of a free-time proposal in conflict with recognized trade practices of the industry. E. B. Craney, manager of K G I R, Butte, Mont., wrote Mitchell Sutherland, promotion manager of the newspaper, rejecting the offer.

"Our time," he wrote "is for sale at a stipulated price—the same as is advertising space in your newspaper. We will be glad to sell you time for these broadcasts and are having our Seattle representative call on you. We feel certain that we can build up the circulation of your paper in our trade area and will be glad of an opportunity to serve you."

WILLIAM S. PALEY, CBS president, has commissioned Alexander Calder, internationally known sculptor, to design the Paley amateur radio award, which will be presented to the individual who through amateur radio has contributed most usefully each year to the American people either in research, technical development or operating achievement.

**Associated Oil Sports Associated OIL division of Tidewater Associated Oil Co., is again using special sports broadcasts.**

On April 17, the company took one hour (4-5 p. m., PST) on NBC Pacific network (KGO, KECA, KFSD, KJR, KGA, KGW, KERN, KFBK, KMJ, KWG), to broadcast the 1937 Washington-California crew race at Oakland Estuary, using four announcers spotted along the course. On May 15 company is scheduled to broadcast the Pacific Coast relay race championship match from Fresno, Cal., on the CRS hookup of KEHE, KYA, KFBK, KMJ, KWG and KERN. Doug Montell, and Frank Bull, Associated free lancers, will handle the microphones. Lord & Thomas, San Francisco, is agency.

**POLICE!**  
It's Listener Response  
Though we do not encourage extreme bargain offers our merchant advertisers frequently have to call in the police to handle crowds. Another indication of a great listening audience that has built WGES into Chicago's foremost local station.  
**WGES**  
"In the Heart of Chicago"

**KDYL**  
The Popular Station  
SALT LAKE CITY, UTAH

**WDAF NBC**  
This Is One Major Spot Market  
You Can Not Afford To Miss  
National Representatives  
**PAUL H. RAYMER Co.**  
Chicago Tribune Tower  
New York 366 Madison Ave.  
San Francisco Russ Bldg.  
Detroit General Motors Bldg.  
Member Mason Dixon Radio Group  
**WILMINGTON • DELAWARE**  
a basic outlet of the RED network

**BACK FOR MORE!!!**  
Last summer a sponsor bought seven 15-minute periods per week on WBAL. As a result he sold more of the advertised product than any of his many Baltimore and Maryland competitors. The percentage of sales increase was the largest in the firm's history!  
The same sponsor is back on WBAL with the same summertime program. He has found a way, definitely, to kill summer slumps!  
No wonder he is back for more of WBAL.  
**WBAL**  
Maryland's Only Clear Channel High Power Station  
NBC Basic Blue Network  
BALTIMORE, MARYLAND  
National Representative: HEARST RADIO  
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS