

Thinking of Expanding to Cuba?

To sell Cuba, use the radio network which blankets the country.....
CADENA AZUL!

★ In a recent survey conducted by the Cuban affiliate of a large U.S. manufacturer, R.H.C. CADENA AZUL was chosen by 65% of all Cuban listeners . . . their nearest competitor scoring only 15%!

Ask to see the complete survey on file in the New York offices.

RHC CADENA AZUL



Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
Wisconsin 7-1166

WTAR

In the NORFOLK Metropolitan Market WTAR has more listeners throughout the 8 a.m.-10 p.m. day than all other market area stations COMBINED . . .

NBC NETWORK
5,000 WATTS
DAY AND NIGHT
Nat'l Representatives:
EDW. PETRY & CO.



Agencies

DINAH DENKE, former assistant timebuyer of Pedlar, Ryan & Lusk, New York, has joined the media department of Doherty, Clifford & Shenfield, New York, as assistant magazine buyer. Ann O'Connor, also formerly with PR&L, has joined the department as general assistant.

DAVID W. CUMMINGS and Thomas C. MacKay have organized the firm of Cummings & MacKay, general advertising and public relations agency, with offices in the Russ Bldg., San Francisco.

JOSEPH D. PROBST, former sales promotion manager of Chek-Chart Corp., Chicago, has joined Henri, Hurst & McDonald, Chicago, as service manager.

BUDD GETSCHAL, formerly in the advertising department of Warner Bros., has joined Blaine-Thompson Co., New York, as copy chief, replacing R. Mitchell.

S. JAMES ANDREWS, radio director and talent buyer of Lennen & Mitchell, New York, has been named a vice-president. Programs under his supervision at L. & M. include *Jergens Journal*, *Chamber Music Society of Lower Basin Street* and *Mr. & Mrs. North*.

MAE McCAIN, head of McCain Adv. Agency for 12 years, has joined Kuttner & Kuttner, Chicago, as account executive and cosmetic and fashion consultant.

CLARENCE B. GOSHORN, vice-president of Benton & Bowles, and John K. Evans, vice-president of General Foods Corp., have returned to New York from Hollywood.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York from Hollywood.

JAYNES, HARSHBERGER & Martin Adv., has opened offices at 639 S. Spring St., Los Angeles. Oliver B. Janes, George Harshberger, promotional director of U. S. Treasury Dept. for Southern California, and John F. Martin, formerly with Douglas Aircraft Co., head the organization, devoted entirely to radio advertising.

MAURIE CONDON, formerly with WGAR Cleveland, and recently medically discharged from the Army, has joined Roy L. Durstine, Inc., Cincinnati branch, as an account executive.

HOWARD RICHMAN, upon release from the armed forces shortly will become head of the postwar television scenic-designing department of Richmond-Sanford Radio Productions, New York.

MARVIN SHERRES, former advertising manager of the copy staff of Haire Pub. Co., New York, has opened advertising offices under his own name at 55 W. 42d Street, New York. Telephone is Lackawanna 4-2315.

STANLEY JOSELOFF, radio producer at Young & Rubicam, New York, and former assistant to Paul Rickenbacker, head of the talent department of the agency, succeeds Mr. Rickenbacker who has resigned. Mr. Joseloff also will assist Joseph A. Moran, associate director of radio.

E. J. (Al) EISENMENGER, studio engineer with NBC Chicago for the past 14 years, has joined Dancer-Fitzgerald-Sample to handle management and technical direction of agency's radio recording studio in Chicago.

LANE-FREIBERGER Agency, Denver, dissolved partnership Sept. 1. Curt Freiburger is forming an agency under his own name with offices in Denver's Cooper Bldg.

ROBERT SANFORD, a member of the radio department of Music Corp. of America, where he has been handling talent for guest appearances, has been placed in charge of commercial transcription activities, now expanding.



PRESENTING a united front on the matter of television allocations, Television Broadcasters Association directorate unanimously adopted a resolution advocating that 30 contiguous six-mc channels starting at about 40 mc and 30 more 16-mc channels between 400 mc and 2,000 mc, with adequate relay channels, be allocated for video broadcasting. Pictured are (l to r): Paul Raibourn, Television Productions; F. J. Bingley, Phileo; Robert L. Gibson, General Electric; Allen B. DuMont, DuMont Labs.; Worthington Miner, CBS; B. W. Cruger, GE; J. R. Poppele, WOR New York; Will Baltin, secretary-treasurer, Television Broadcasters Assn.

Staff Changes Effected In Hollywood Net Shows

AL SCALPONE, commercial writer of Young & Rubicam, Hollywood, has been assigned producer of the new CBS *Adventures of Ozzie & Harriett*, which starts Oct. 8. Writing staff includes John P. Medbury and Harvey Helm. Ted Bliss replaces Dave Elton as agency producer on the NBC *Time To Smile* show, with Tony Hardt assistant producer. Bobby O'Brien, Izzy Elinson and Johnny Quillan collaborate on script. Walter Bunker has taken over production *Dinah Shore Program* on NBC.

Jack Roche continues as agency producer of NBC *Duffy's Tavern* with Abe Burrows and Bill Manoff, writers. Frank Van Hartesfeldt, previously producing CBS *Kate Smith Hour*, has been shifted to Hollywood and now is handling NBC *Melody Roundup*. Jim Bloodworth, Warner Bros. contract writer, writes the show. Tony Hardt continues as producer of NBC *Those We Love*, with Agnes Ridgway, writer. Ned Tollinger is producer of CBS *Burns & Allen Show* with Willie Burns, Paul Henning, Hank Garson and Aaron Ruben as writers. Glenhall Taylor, agency Hollywood manager, takes over production post on *Adventures of Sherlock Holmes*, replacing Ned Tollinger. Edna Best is assistant with Dennis Green and Bruce Taylor writers. Mr. Taylor also acts in supervisory capacity on Hollywood originating agency shows.

McClinton a Director

HAROLD L. McCLINTON, vice-president in charge of radio for N. W. Ayer & Son, has been elected a director, filling a vacancy created by the death of Adam Kessler in June. A former newspaperman, Mr. McClinton joined the agency in December 1929. In 1938 he was made vice-president in charge of all radio.

Mayflower Dresses Test Radio Fashion Drive

MAYFLOWER DRESS Co., New York, dress manufacturer, entered radio for the first time Sept. 5, with a 13-week test campaign on WHN New York, as sponsor of Adrienne Ames' *Hollywood Gossip* column, thrice-weekly quarter-hour evening series. A national advertiser in other media, Mayflower is experimenting in fashion radio promotion as a possible preliminary to regular use of the media in major markets according to Sterling Adv., New York.

Commercials on WHN alternate each week between promotion of Mayflower Dresses, with credit to Lord & Taylor, local department store distributor, and the company's line of Nan Scott dresses, with credit to Arnold Constable Co., also of New York.

PHILADELPHIA Orchestra, Sept. 30 Saturday, 5-6 p.m., will begin its second season of weekly broadcasts on CBS under direction of Eugene Ormandy.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

