

SOUTHWEST

PLANS for expansion of facilities to offer a complete advertising service to all media have been announced by James W. Huff, head of the advertising agency in Dallas bearing his name. Huff stated new national contracts have necessitated the expansion.

With the ban lifted on studio audiences, WFAA's popular morning show, "Jimmy Jefferies and the Early Birds," is once again welcoming visitors from all over the State.

Within 90 days, KABC expects to shift its present frequency and output, jumping from 250 watts to 50,000 watts daytime and 10,000 watts at night. Kilocycles will go up to 650. Equipment and transmitter building as well as four towers have been installed, and new offices have been set up in the Milam Building in addition to those already there.

Charles C. Shaw, recently returned from the European battle fronts where he reported for CBS World News, has been a visitor at KTSA recently, where he used to be news editor.

WOR Resuming Tele With WRGB Tomorrow

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eral Electric's television station in Schenectady, New York, on Wednesday nights from 8:30 to 9:00 it was announced.

The series was inaugurated on August 1st with a television version of "The Better Half." Tiny Ruffner, emcee of the series, will present five additional "Better Half" programs through September 5th.

Beginning September 12th, the remaining seven programs will feature four "Brownstone Theater" presentations, and three "Sealed Book" dramas to be produced by Bob Emery. The latter two programs are television adaptations of successful dramas which have been heard on WOR. Mr. Emery plans to bring the leading players from New York, and the supporting casts will be selected in Schenectady.

For two years, WOR presented live television shows each week over WABD, New York.



California Commentary

● ● ● Networks and independent stations were well represented at the luncheon tossed by Sidney N. Strotz in honor of Judge Justin Miller, president-elect of the NAB. Among the network representatives present were

Don Thornburgh, Lewis Allen Weiss and Don Searle. Others in attendance included William Beaton, Hal Bock, J. Frank Burke, Pat Campbell, Ned Connor, Don Feddersen, Lew Frost, L. W. McDowell, William Ray, L. W. Peters, Jennings Pierce, Bob Reynolds, Van Newkirk, William B. Ryan, Clyde Scott, Calvin Smith, Don Tatum and Maury Vroman. George Allen, program director of the Columbia Pacific network, celebrated two significant anniversaries in July. In addition to concluding his first year with CBS in Hollywood, Allen marked his twentieth year in broadcasting production. One of the early prodigies of the radio industry, he held an executive position when scarcely out of his teens. Lurene Tuttle, talented dramatic actress, has set something of an attendance record of command performances on "This Is My Story." Out of the show's 52 broadcasts, Miss Tuttle has started in 47 dramatized stories.



● ● ● In addition to his duties as NBC's Western division press relations manager Hal Bock will also fill new post of director of public relations. His new duties entail close contacts with film industry, civic and business groups and industrial organizations. Harry Flannery, CBS analyst, has had his European tour extended an additional two weeks. He will visit his former CBS post, Berlin, and also the major German cities of Salzburg, Berchtesgaden, Hamburg, Munich and Bremen before returning to the United States. Ralph Taylor, sales promotion manager of KNX and the Columbia Pacific network, has been vacationing at Coronado. Spade Cooley, heard on KECA Fridays from the Riverside Rancho, has written a new novelty with a powerhouse twist called "Hari Kari." Carol Stewart, lovely chanteuse on "Marlin Hurt And Beulah," has scored a dramatic success as one of the leads in a local workshop presentation of "Philadelphia Story." Carol and the cast will take the play on a series of tours of camps in the Southern California area.



● ● ● Hoagy Carmichael and Marvin Miller are standouts in the cast of "Johnny Angel," which was just previewed by RKO-Radio. They provide distinctive characterizations certain to boost their screen stock. Frank Hemingway's "Seaboard Finance News" lost little time in getting an eye-witness account of the Empire State Building disaster on the air July 28 over KMPC. Frank Bull of the Smith, Bull & McCreery agency, with offices on the 73rd floor of the building, had telephoned Manager Bob Reynolds of KMPC, giving a thrilling account of the accident, and Hemingway brought Bull's version to his listeners. Two months ago when Bull went to New York to open the office he jokingly wrote friends that he ought to be fortified with a parachute and a oxygen gas mask. Ida Lupino has recorded an appeal for War Bonds on the set for her current Warners' film, "The Man I Love." Copies of the transcription will be shipped to all key radio stations in Australia to aid in the Australian War Loan drive. Jack Bailey, emcee of "Meet The Missus," had occasion to put the shoe on the wrong foot when Staff Sergeant and Mrs. Morris Patterson exchanged shoes on the stage of Earl Carroll's theater. Bailey's radio quest was proving that a man can take over a woman's position in life—even if he has to wear high heels. Marlin Hurt, the one-man show who plays three separate and distinct characters on "Marlin Hurt And Beulah," when marveling fans ask how he manages the job without a slip, can quite truthfully reply, "It's a cinch." At one time he had a radio program, "Showboat," in which he played all the parts himself—five in number!



— Remember Pearl Harbor —

AGENCIES

ELLIS TRAVERS, who has been manager of the Chicago office of Roy S. Durstine, Inc. since its opening on March 1, 1944, has been elected a vice-president of the agency. He was previously vice-president and Detroit manager of Ruthrauff & Ryan, Inc.

GEORGE W. LEE has joined the staff of Benton & Bowles, Inc., it has been announced by Clarence B. Goshorn, president of the agency. After a broad experience in the promotion of food products, Mr. Lee joined J. M. Mathes Inc., in 1944. At Benton & Bowles, Mr. Lee will work on merchandising aspects of the agency's accounts.

JOHN J. TORMEY has joined Grant Advertising, Inc., as account executive on Bendix Aviation Corporation. He was associated with Lord & Thomas for 21 years as account executive on Lucky Strike, Schenley, and RCA and more recently was with William Esty and Company.

ATS Will Sponsor Show On Television Tomorrow

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in the dance, and choreographer of the show. Artists featured include Miss Goth, Ruth Harris, Anna Baldwin and Faith Dane. Betty Nelson will produce the show, with Frieda Lippman as assistant, Larry Cogan as director and Helen Arnold as art director.

WANTED

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