

AGENCIES

ROBERT WOLCOTT DAY has joined the New York office of the H. B. Humphrey Company, New York and Boston agency, as director of television and radio account executive. Before joining Humphrey, Day was radio director for John Hancock Mutual Life Insurance Company, Boston.

ADVERTISING FEDERATION OF AMERICA has elected to membership: Radio Corporation of America, RCA Victor Division, Camden, N. J.; The United States Printing & Lithograph Company, Cincinnati; The Progress-Index, Petersburg, Virginia; Alfred Colle Company, Minneapolis; Besson - Faller - Reichert, Inc., Toledo; and Detroit Electrotpe Company, Detroit.

FRANK M. LEONARD has joined the publicity department of Benton & Bowles, where he will work on radio publicity and promotion. Leonard formerly handled publicity for the Republican National Committee, and before that he was promotion manager for Aero Digest Publishing Corporation and director of publicity for the Air Force Association. . . . **FREDERIC PAPERT** has joined the staff of Benton & Bowles agency as a copywriter on the Three Feathers and Post's Cereals accounts. He formerly was with Cecil & Presbrey.

RECENT APPOINTMENTS at Doherty, Clifford & Shenfield, Inc., were: Leslie A. Hart, formerly with Eastern Cooperatives, Inc., to copy; Paul G. Indorf, formerly of J. M. Mathes, Inc., to radio copy, and Albert Skolnik, previously with Pedlar & Ryan, Inc., to media.

Kendrick Will Succeed Late Geo. Polk For CBS

(Continued from Page 1)

correspondent in Vienna for the past several months. He began his newspaper career in 1929 with the Philadelphia Inquirer. In 1945 he went with the Chicago Sun and the New York newspaper PM, now the Star. He covered the Paris Peace Conference for these papers and subsequently was assigned to Moscow where he remained until several months ago when the Sun closed its Russian bureau. During his stay in Russia he did several CBS news broadcasts.

George Polk's tragic death last May in the Bay of Salonika, Greece, still is being investigated by American and Greek authorities.

ADVERTISING EXECUTIVE

Seeks sound proposition with agency organizing television department—sales promotion—animated cartoon background—age 45—\$6500—available Jan. 1. Write RADIO DAILY, Box 196, 1501 Broadway, N. Y. C.



California Commentary. . . !

• • • **Judy Canova**, radio's official "March of Dimes Girl" is arranging to appear as a guest on approximately twenty-five shows between Jan. 14 and 31 in the interest of the 1949 March of Dimes campaign. . . . **Spike Jones** will take his "Spotlight Revue" airshow on the road early in January, making one-night stands between the weekly radio programs as he goes along. . . . Probably the first radio program to salute the Bill of Rights on its birthday was presented by Warner Bros. KFVB's Breakfast Club, Dec. 15th. . . . **Dave Schwartz** has joined the writers' staff on the "Alan Young Show," new NBC comedy which hits the airwaves Jan. 11. . . . **Roy Rogers and Dale Evans**, stars of Mutual's "The Roy Rogers Show," have returned from Texas where they went for some late fall hunting. . . . **Harry R. Lubcke** has returned to Hollywood after a ten days' trip to New York and Washington, D. C.

Hollywood

• • • During a rehearsal for last Friday's Eddie Cantor show, guest-star Jack Benny was relating Al Jolson's sudden renaissance. "Just think," said Jack, "only a few years ago, Jolson was through. No picture, no radio, nobody bought his records. Suddenly, he becomes the biggest person in show business. He'll make a few million on his pictures, he's got his own radio show and records are selling as fast as they're made." "That just goes to show," replied Eddie, who has a unique understanding of merchandising, "you must never close the store!" . . . **Jo Lawler** has taken **Connie Caro's** place in the Mutual publicity office. **Miss Caro** resigned to join a publicity agency office. . . . **Frank DeVol** is planning to open drive-in record stores in the San Fernando Valley next spring in partnership with his agent, **Marty Melcher**.

★ ★ ★ ★

• • • "Meet The Stars," a five-minute spot featuring **Bill Stewart**, Hollywood emcee, made its debut on the ABC network, Dec. 16. The show is slated to go five nights a week sometime in January. . . . **Jimmy Wakely** has been set for three more personal appearances, tying in with his Monogram Westerns and his Capitol recordings. . . . Plans are well under way at a major film studio to do a picture based on **Jack Bailey's** "Queen for a Day," and carrying the same title as the popular Mutual network ailer. . . . **Tel-Radio** in conjunction with **Ash Productions** presented on television for the first time in this area **Charles Dickens' "Christmas Carol,"** over **KTLA**, December 19. Program is called "Mabel's Fables." . . . **Kate Crosby**, mother of **Bob, Bing, Everett and Larry**, made one of her rare appearances the other evening when she dropped in at the rehearsal of **Bob's "Club 15"** show. . . . **Day Layman, Y.&R.** Hollywood account executive, spending two weeks in New York office of agency on 1949 plans for **Hunt Foods, Inc.** Copy chief **Charles Lasher** and art director **Robert Wheeler** of local office are with him.

★ ★ ★ ★

• • • **Black and White** records are going to present **Bill Anson**, KFVB disc jockey, with the most expensive canary and bird cage in appreciation for starting the hit tune "A Little Bird Told Me." Now **Anson** is hoping to make the record "In My Convertible Cadillac" popular. . . . "Clancy Lowered the Boom," novelty published by **Dennis Day's Patmar Company**, hit the jackpot recently with special arrangements presented over the air by the **Andrews Sisters, Eddie Cantor and Dinah Shore**, and **Alice Faye and Phil Harris**. The RCA waxing by **Day** is one of the vocalist's top-selling singles to date.

★ ★ ★ ★

• • • **Black and White** records are going to present **Bill Anson**, KFVB disc jockey, with the most expensive canary and bird cage in appreciation for starting the hit tune "A Little Bird Told Me." Now **Anson** is hoping to make the record "In My Convertible Cadillac" popular. . . . "Clancy Lowered the Boom," novelty published by **Dennis Day's Patmar Company**, hit the jackpot recently with special arrangements presented over the air by the **Andrews Sisters, Eddie Cantor and Dinah Shore**, and **Alice Faye and Phil Harris**. The RCA waxing by **Day** is one of the vocalist's top-selling singles to date.

CHICAGO

By NAT GREEN

JOHN FARWELL, formerly associated with the advertising and promotion departments of the Chicago Herald-American, has joined the WBBM staff as sales promotion manager, replacing **Art Duram**, who will leave soon after the first of the year to work in network promotion of television for CBS in New York City.

WENR-TV will televise the polo game between the famous San Francisco team and the Chicago American League team.

"The Adventure of the Bludgeoned Bookie," story of a Chicago gambler who was paid off with death, will be telecast Monday evening over WGN-TV, with **Gordon Urquhart** as **Jeff Hall**, the detective-hero of the series. Show is written by **George Broderick** and directed by **Bruno Vesoto**.

WIND's annual Christmas festivities for staff and clientele are scheduled for December 22, in the penthouse establishment of the Sheraton Hotel.

Nina Edinger of the WBBM sales staff will leave December 17 to join the staff of the B. & K. tele station **WBKB** as a member of the scheduling department.

"Christmas Fantasy," which will be presented December 24 over **WENR-TV**, is sponsored by **Morris B. Sachs**.

A Sugar Bowl jamboree was held Saturday in the WGN studio theater when **Fred Reynolds**, who impersonates **Harold Teen** in WGN's disc show "Swinging at the Sugar Bowl," announced the seven top tunes among teens. Cartoonists **Carl Ed**, creator of **Harold Teen**; **Chester Gould**, who draws **Dick Tracy**; **Stanley Link**, who does the **Dailys**, **Tiny Tim** and **Ching Chow**; **Chet Adams**, **Gigs and Gags**; **Jack Ryan**, **Streamers Kelly**, and **Wally Carlson**, of **Mostly Malarky**, were on hand to make original sketches during the jamboree.

WBNX Delivers THE SPORTS AUDIENCE

by delivering all sports results all afternoon . . . 1:00 thru 6:00; 8:00 thru 8:15 . . . Monday thru Saturday.

WBNX Delivers THE MOST FOR YOUR CLIENT'S DOLLAR

Investigate

Ask for schedule of few participating spots remaining.

WBNX Broadcasting Co., Inc.
260 E. 161st ST., N.Y.C. ME. 5-0333

or
A. LEWIS KING

527 LEXINGTON AVE. PLaza 9-1389