

Roundup Sponsors, Agencies, Stations, General

NEW YORK:

GREG ROULEAU, manager of WHLB, Virginia, Minn., recently became the father of girl. . . "The Smiling Irishman," used-car dealer, purchased 42 spot announcements weekly over WLIB for an indefinite period thru the Carl Calman Agency. . . George Hicks has temporarily left *Men of the Land, Sea and Air* on the Blue for an extended trip with the navy to collect material for his program. . . WINS will broadcast exclusively in New York the basketball game between St. Johns and Georgetown with Stan Lomax at the mike Monday evening (23). Mutual sends it to rest of country. . . Nina Millham has resigned as assistant librarian at Ted Bates, Inc., to join the WAAC. . . Ruth Norman, formerly casting director of CBS television, was named casting director of the Columbia network. . . Arthur Ross, assistant to Ed Fitzgerald, conductor of WOR's all-night program, has entered the army and was replaced by James Martin. . . Jerry Devine, author-producer of NBC's *Mr. District Attorney*, is new vice-president of the Radio Directors' Guild. George M. Benson, Eastern sales manager of the Blue, becomes a naval lieutenant this month and will be replaced by D. R. Buckham. . . NBC actress Betty Garde will have a role in Theater Guild's forthcoming musical, *Green Grow the Lilies*. . . Carl Manning, free-lance writer who has been doing the *Truth or Consequences* program, replaces Jay Sommers in the script department of the Blue. . . *Mikes Don't Bite*, a guide to radio articulation, by Helen J. Sloussat, director of CBS Radio Talks Department and illustrated by Jack Hoins, has been published by the L. B. Fischer Company. . . Anita Boyer, formerly with Jerry Wald's band, will have a regular singing spot on WOR's *Keep Ahead* program starting February 19. . . Eli Godofsky, president and general manager of WLIB, Brooklyn, became the father of a girl. . . Korn Kobbler, currently heard five times weekly at 6:30 p.m. via the Blue Network, took on a new sustaining spot Saturday at 10:45 to 11 p.m. over the Blue.

PHILADELPHIA:

KENYON & ECKHARDT Agency testing spot campaign on WCAU, KYW and WFIL for Hudnut's Three Flowers perfume. . . Sylvia James gets the nod to handle *Hollywood Fashion Reporter* on WIBG for Duval's gown shop here. . . KYW unveiled a lobby display in honor of 19 staff members in the service. . . Frank Kent takes over Dunn's *Lucky Shoe Box* giveaway on WPEN, replacing Bob Roberts. . . Varner Paulson, program director of WCOU, Lewiston, Me., joins WCAU announcing staff, with J. Howard Ridgway coming up from Kentucky for engineering staff. . . Ward Baking Company, New York, thru J. Walter Thompson Agency, buys two daily quarter-hour wax shows for 52 weeks on WIBG. . . Laurence I. Everling agency placed campaign on WDAS for Mrs. Smith's Pies, calling for 78 spots a week, for 13 weeks.

LOS ANGELES:

DRESSER DAHLSTEAD, on commercial accounts for the Blue since going into army training, will be absent from the studios for several weeks. Victor Perrin, who succeeded Dahlstead as chief announcer, will handle the *Hop Harrigan* show during Dahlstead's absence. . . Irving Ravetch and John Groller have joined CBS-KNX staff as continuity writers. Groller is from WGBI, Scranton, Pa. . . Truman Bradley has started his new five-a-week news broadcast over CPN for Procter & Gamble. Contract was placed by Pedlar & Ryan, New York. . . Dick Ross, formerly night supervisor on KHJ announcing staff, reported for duty with the air force in Fresno. . . Lee Wood, of NBC-KPO newsroom in San Francisco, has replaced Jack Burt Jr. in NBC Hollywood news and special events department. Burt has been commissioned an ensign in the navy. . . Judith Waller, director of public service, NBC Central Division, visited here from Chicago to aid Jennings Pierce, Holly-

wood public service director, in setting up the UCLA-NBC Radio Institute summer school to start June 28. . . John Guedel, Hollywood representative of Russell M. Seeds, has part of *Mr. Rawleigh* on the Red Skelton show. . . Eddie Dunham, New York NBC producer, was in and out of Hollywood getting the *Voice of Firestone* set for three local airings. . . Charles Morin, CBS manager in San Francisco, was here to confer with Harry W. Witt, Southern California sales manager at KNX. . . Marjorie Rink, formerly of Monogram Pictures, has replaced Evelyn Gregson as secretary to Ed Buckalew, station relations manager for Columbia Pacific net. She leaves to join her husband, Jack Gregson, at Blythe, Calif. . . Robert Raisbeck, formerly national advertising manager of *The Wichita Eagle*, has joined the account executive department at KHJ-Don Lee. . . Arch Kerr, former West Coast advertising man more recently associated with offices in Chicago, returned to San Francisco to become account executive at KPRC-Don Lee. . . Vivian Accord, secretary in the sales department at KHJ, has been named staff assistant, American Red Cross, Overseas Division, and is in Washington receiving overseas training. . . Petrol Corporation is replacing *PDQ Quiz Court* with a larger and more elaborate show to debut March 7. Gary Breckner, CBS-KNX announcer on *PDQ Quiz Court*, has been named program production head of the War Department's radio division, and reports to Washington. . . Bill Gould, CBS sound effects man on *Stars Over Hollywood* and other net shows, back on job after being out five days with a strep throat. . . Superior Sea Food Company, Ltd., Los Angeles, has renewed its program over KECA, with new contract calling for 39-quarter hours, *Mirandy and Her Music Box*, three-a-week from February 17 to May 17. Hillman-Shane-Breyer, Inc., Los Angeles, handled for sponsor . . . *Tuna Treasure Chest*, starring Horace Heidt and ork, renewed their 126 NBC stations. Program sponsored by Lewis-Howe Company, handled by Roche, Williams & Cunningham, Inc. . . Nelson Pringle, CBS-KNX, analyst, gets 52 weeks in a new series of evening programs for Barbasol, twice weekly over a full Pacific net. Erwin, Wasey & Company, New York, handled. . . *Today at the Dumcans*, sponsored by California Fruit Growers' Exchange (Sunkist), is on a new schedule over CBS (not KNX). Program, formerly aired three a week, is on a weekly schedule. . . A five-a-week program, *Bill Hay Reads the Bible*, has been bought by Forest Lawn Memorial Park Association over KHJ. Dan B. Miner Company represented sponsor.

Miles' CBS Showcase?

PHILADELPHIA, Feb. 20. — Jackie Miles, nitery comic current at Jack Lynch's Walton Roof is the latest of new faces among the funnymen slated for a major build-up via the networks. William Morris Agency, New York, is booming his talents, and he may get a sustaining ride on CBS, via WABC, New York, next month. Will be a variety show. Miles has cleared his draft status, given 3-A because he has three brothers in the service and remains the sole support of his mother.

The Best Quiz of All Moves Over to Heinz, Whose Green Pickles Have Gone to War

NEW YORK, Feb. 20.—After a 15-day gap, Dan Golenpaul's *Information Please* left its Friday night Lucky Strike spot and began its run for H. J. Heinz on Monday (15), 10:30 to 11 p.m. The much-exploited quiz show, which parted with Lucky after a run-in with the sponsors on the slogan "The best tunes of all move to Carnegie Hall" and before that on "Lucky Strike Green has gone to war," still features emcee Clifton Fadiman, with John Kieran, Franklin P. Adams and Oscar Levant carrying on as the board of experts in the new set-up. Novel twist to original format was using guest Fred Allen to fire some of the questions, with Fadiman joining the others on the answering end. Allen asked some tough ones and did his share for the Treasury Department when the experts failed to answer his queries, with the result that the question-senders got

NBC's Red Cross Series Leads Sustainer Hook-Up, 125 of 139 Outlets; Terrific Staff Chore

NEW YORK, Feb. 20.—Top network attraction from the angle of the number of stations carrying a sustaining program is the current Red Cross series, *That They Might Live*, which is being aired by 125 of the 139 stations of NBC. This is far ahead of anything in the past performance charts at Radio City. Closest competitor is *The Army Hour*, which has a 114-station pick-up.

That They Might Live was custom tailored by NBC to aid the Red Cross in enrolling 36,000 nurses for the armed services, 100,000 nurses' aides and 1,000,000 women for home nurse training which are that organization's requirements for this year.

Bill Hedges, v.-p. in charge of stations, got the stations to freeze a weekly half-hour—Sundays at 12:30—for the program and to tie in with their local Red Cross chapters. Lewis Titterton, of the script division, was assigned to supervise the show, and with Director Lester Vail selects stars and authors

Tuttle Back to R&R

NEW YORK, Feb. 20.—Wilson Tuttle has resigned as radio executive of the A. & S. Lyons office to rejoin Euthrauff & Ryan ad agency, this time as supervisor of radio and talent buyer. Prior to joining the Lyons organization in September, 1941, Tuttle was a producer on the R&R staff.

NCAC Books Warblers

NEW YORK, Feb. 20. — Susanne Fischer, Metropolitan Opera soprano, and Earl Wrightson, concert baritone, have been booked by National Concert Artists' Corporation to guest on the Eastman Kodak Company program from WHAM, Rochester, on February 26 and March 12, respectively. Music will be provided by the Rochester Civic Orchestra.

Curnutt Mgr. of WCLO

MILWAUKEE, Feb. 20.—Allan Curnutt, formerly of the commercial staff of Station WIBA, Madison, has been named manager of Station WCLO, Janesville, succeeding James F. Kyler, who resigned to become manager of Station KFEL, Denver.

Some Dilemma!

NEW YORK, Feb. 20.—Leo Miller, New York publicist, is hoist on a dilemma that has afflicted local radio editors for years; namely, the necessity to remember that there are two Abe Lymans in the radio field. One is the band leader and the other is with WENX, local foreign language station. Miller has been handling the station and last week took on the band leader.

\$57 worth of War Stamps to point up the sponsor's 57 Varieties.

Ben Grauer handles the institutional commercials for Heinz which stressed menu planning and urged kindness to grocers. Plugs were short and unobstrusive and should do much to placate irate *Info* fans whose sense of balance and decency were disturbed and whose sanity was threatened by the former sponsor's beatings.

Second show on Washington's Birthday (22) will mark another innovation in program format with Gregory Ratoff in Hollywood vying with the New York experts by remote control. If system of having Ratoff ring a bell in Hollywood when he wants to answer works out successfully, flimland guests from the Coast may become permanent feature of show.

whom the Red Cross invites to participate. Star response has been exceptional, with Howard Lindsay, Martha Scott, Frederic March and Florence Eldridge, Lucille Watson, Ralph Bellamy, Jane Cowl and Roland Young heading the first seven programs.

In addition, NBC does a recorded series titled *The March of Mercy*, which the stations use twice weekly in association with local Red Cross chapters. Like the live shows, these are scripted by some of the best commercial writers in the business.

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

For the past five months Clifford Evans, who does a column for *The Brooklyn Daily Eagle*, has had a program of news comment Monday, Wednesday and Friday, 6:15-6:30 p.m. over WLIB, Brooklyn. He recently made an extensive tour of U. S. war plants and production centers, interviewing war workers and talking to men and women in all walks of life. In his commentary he gave a brisk, first-hand account of what average Americans are thinking and their opinions on the war.

Not sticking exclusively to the latest headlines, he tries to go behind the news to analyze the effect of the events on the little people all over the world. On program caught he gave his opinion on such various things as the post-war program for the inhabitants of South America, the morale of the people in occupied countries and Mayor La Guardia's latest move to stop gambling.

Delivery is in the Winchell manner of short, colorful sentences. For both delivery and material Evans merits a wide local audience.

Replacing Ted Cott on *Did You Hear?*, WMCA (New York) quiz show based on radio listening, Bob Emory took over as emcee, spotted Thursday, 8:03 to 8:30 p.m. Show, a sustainer for the past four months, pays contestants for getting the answers to queries about the week's radio programs. It's a novel idea and gives still another twist to the conventional quiz show format.

Students from six New York high schools were questioned on their radio listening, with cheering squads from the schools backing them up. Queries concerned such radio events as the latest Jack Benny, Bing Crosby and Kate Smith broadcasts, the Casablanca conference reports and various guest shots. If the contestant missed the program he was quizzed on he was out of luck, and even if he did hear it he had to have a pretty good memory to recall details.

As a parting shot two highest contestants were asked to give imitations of radio personalities, \$10 going to the best one as judged by the audience. Stunt gave contestants chance to show off and added a humorous touch.

Jules Werner produces the show, Lou Hall announces and Bill Wirges supplies the organ interludes. *Marion Radcliff*.



**SPIKE
JONES**

AND HIS
CITY SLICKERS
ON

N.B.C. PACIFIC COAST FOR
GILMORE OIL