

# "PAY WRITER," CBS SEG SLANT

## Mountain Music Pay-Off at WFIL

PHILADELPHIA, Aug. 17.—Station's partiality to the hillbillies is panning off fat dividends to WFIL—this week bagging two sponsors for two prairie country stanzas. WFIL's *Hayleft Hoedown*, visual barn affair staged by program director, Jack Steck, gets the nod from Kold-Kit Corporation, buying a half-hour seg at 10 p.m. for 26 Saturday nights, starting in the fall.

*Hoedown* plays before flesh at Town Hall, and for the past year was carried as a sustainer by ABC for a half-hour kicking off at 10:30 p.m. ABC sustainer will continue, immediately following the commercial seg. Kold-Kit sponsor also bought a Tuesday seg for 26 weeks, from 7:30 to 8 p.m., to air the Philo Vance mystery platters.

*Sleepy Hollow Gang*, heard daily on WFIL from 12:30 to 12:55 p.m., also bagged a sponsor. Starting next Tuesday (20), Western troupe, led by Elmer Newman, will be sponsored on Tuesdays and Thursday by Block Drug Company, placing for 26 weeks thru Cecil & Presley. Gang also operates its own amusement park near Quakertown, Pa.

Still a third WFIL troupe, the harmonica playing Chester Valley Boys heard on the *Hoedown* shows, grabbed the USO as an off-the-air

## \$64 Question: Is Berle Air's New Phil Baker

NEW YORK, Aug. 17.—Milton Berle leads contenders for the Phil Baker slot on *Take It or Leave It* this fall, if the program is set to remain in New York or if the Biow office is willing to move it around the country, when and as if the Berle travels. Biow office still likes Berle despite the fact that CBS is dropping his program.

Berle has the quick corn wit necessary for the \$64 question show, the ad-agency men think—and they also give him credit for being able to clean up his night club routines so that he will not offend. If Biow and Berle don't get together, Berle may take that WOR slot that was offered him this spring, i.e., if he can't become the great air Berle, he'll try to build some top air shows—and thru the building maybe learn why he hasn't been able to mike-click up to now.

sponsor. Lads are taking their "shots" in preparation for their departure for the Pacific, under the USO banner, to bring the folk music to the G.I.'s in Japan.

## Gold-Plated Hermit

DETROIT, Aug. 17.—Station WJR introduced its own version of man-bites-dog when it presented a sponsor with a special award. Recipient is Carter Coal Company, which received a gold-plated transcription, no relation to the proverbial furlined mike, of the 50th broadcast of *The Hermit's Cave*, station's top once-a-week horror show—which is also syndicated to a string of other stations. Presentation was formally made thru the Ralph H. Jones Company, agency handling the account. Transcription is in plaque form, mounted on a mahogany base. Gifting included a silver tray engraved with the signatures of the cast. Show started September, 1937, and has been running once-a-week ever since.

## Script Makes The Program

"Lots of talent at Lambs," says Goodman Ace, "but they've nothing to say"

By Paul Ackerman

NEW YORK, Aug. 17.—From here on in writers get top priority in Columbia Broadcasting System's program building plans. Goodman Ace, recently appointed supervisor of CBS variety and comedy production, stated this week that in the final analysis "it's the man at the typewriter who counts and that radio must be made attractive to the writer." Dave Taylor, CBS programing chief, agrees with Ace, who further points out that the occupation of radio writer today is lacking both in "dignity and security."

Approach of Ace to the problem of program building is a departure from the point of view heretofore taken by the webs, whose execs figured that new personalities were the primary need. Ace's belief is that there is sufficient personalities, that the Friars, Lambs Club, etc., abound with plenty of talented people—but these are stymied by lack of material.

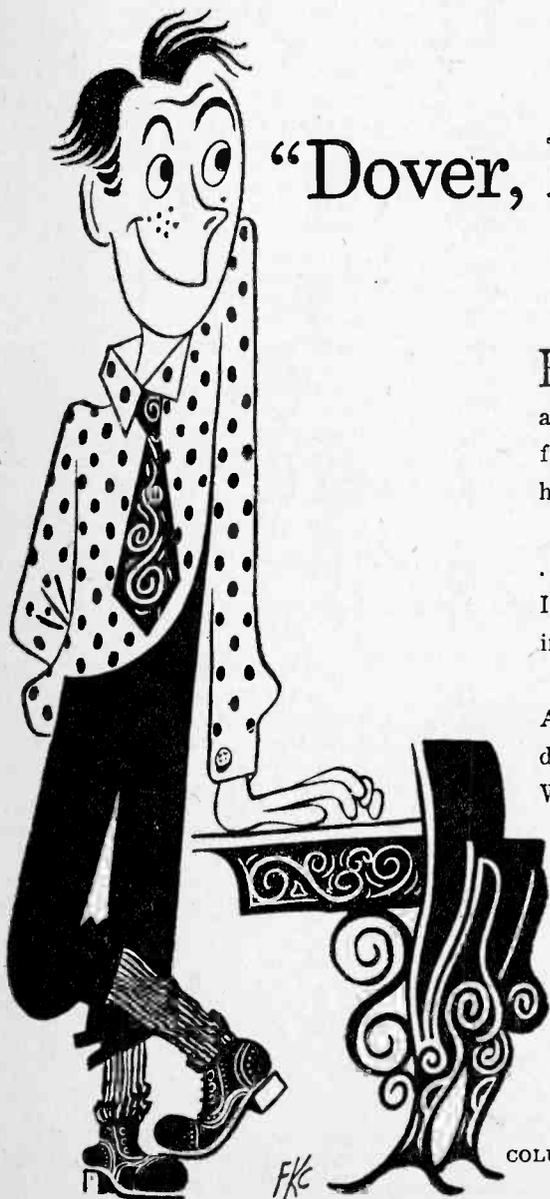
Paper Good?

A performer, says Ace, is only as (See *Dough & Dignity* on page 16)

## Cy Howard to Coast

NEW YORK, Aug. 17.—Cy Howard, producer now with the CBS Milton Berle show, *Kiss and Make Up*, goes to the Coast October 1 to produce comedy and variety programs under the supervision of Ernie Martin, web's Coast program chief.

Howard's last stint with the Berle opus in New York will be Monday (19), the sign-off program. On the 23d Howard goes on vacation and returns in September.



## "Dover, New Hampshire, is in Boston"

Right! Dover, New Hampshire, is 67 miles from Boston Common. But shrewd advertisers consider Dover a part of "the Boston market." They know that the families living beyond Boston's city limits account for most of the Boston market's huge buying power. And that's why they use WEEI.

Dover, New Hampshire, is typical. Its 14,990 people listen regularly to WEEI ... as do the families in 53 other cities with from 10,000 to 110,000 population. In fact, more than 2,000,000 WEEI Primary Area listeners live outside of Boston in Maine, New Hampshire and Massachusetts.

These people are *in Boston* when you buy a program like WEEI's "Sing, America, Sing." With a 9.8\* rating at 7:20 A.M. weekdays, "Sing, America, Sing" delivers nearly a third of all listeners in WEEI's "outside" area!

When you buy "Boston" radio... better be sure you buy *all* of it... including your big share of the 2,000,000 listeners in the huge "outside" market.

\*CBS-WEEI Listener Diary Study, Spring 1946. "Sing, America, Sing" has an 8.0 rating in the combined inside and outside areas.



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