

## Latourette Heads ABC News Office

HOLLYWOOD, June 7. — Frank Latourette will replace Foster May as head of ABC's Hollywood news office. Latourette, currently chief of ABC's Western division news department headquartered in San Francisco, moves to Hollywood, where he will retain his present executive post as well as fill May's shoes. Latter resigned two weeks ago.

Unique situation existed whereby web's operational headquarters were in Hollywood, but the news department's Coast anchor remained in San Francisco. With present move, all of ABC's Coast activities will be centered in the film city. At one time, San Francisco harbored all of Coast radio's head offices. News bureau would have followed trek to Hollywood, but San Francisco remained Coast news hub during war years.

## Down Under Drive On Bootleg Dialers

SYDNEY, June 7.—Australian revenue officers this week continued their drive to wipe out bootleg radio listening Down Under. The postmaster general's department is slapping prosecutions on radio-receiver owners caught listening without the necessary federal license, and a special gang of inspectors is out putting their ears to keyholes.

One result has been stimulation of a flood of license applications. Last week, 20,100 new licenses were taken out in New South Wales alone, compared with 2,000 for the same week last year.

## NBC's "Ellery Q" Vamps Till Ready

NEW YORK, June 7.—Unusual hiatus plan goes into effect after tomorrow for *Ellery Queen*, which is sponsored by Whitehall Pharmaceutical Company over National Broadcasting Company (NBC) Sundays at 6:30 p.m. *Queen* mystery series just started June 1, but after two broadcasts is skedded to take a seven-week layoff.

Filling in between June 15 and July 27 will be *Varieties*, a musical program featuring Joe Gallicchio's orchestra with vocalists Jack Haskell and Vivian Martin. Agency is Sullivan, Stauffer, Colwell & Bayles.

## AVERAGE BLURB

(Continued from page 3)

daytime, according to NBC. "It is interesting to note in this connection," states the survey, "how well the commercial copy limits were adhered to for certain types of programming (mostly half hour) which represent a substantial position of our broadcast day. On light music programs, for example, 10.8 per cent of the time was devoted to commercial copy, for variety program 9.2 per cent, and for quiz and audience-participation programs 8.6 per cent."

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## Part IV



## LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.



### CBS Views the Press

Reviewed May 31, 1947

WCBS, New York—50,000 Watts

Writer and commentator, Don Hollenbeck. Produced by CBS News Department. Announcer, George Bryan.

Some months ago, John Crosby, the radio critic of *The New York Herald-Tribune*, invited radio to turn about and review the press, even as the press does to radio, theater, pictures, art and the rest. And CBS has done gone and done it, inaugurating a milestone in radio programming. There have been isolated instances of similar programs—WHCU, Cornell's Ithaca, N. Y., station recently gained a Peabody Award for its review of up-State New York weeklies—but so far as is known, this is the first instance of a network owned-and-operated station undertaking so risky a venture.

And more power to CBS, its newsmen and Don Hollenbeck, who writes and reads the commentaries. Hollenbeck, a former newspaperman himself—and a good one—did a well-rounded job on his initial program. Principal shortcoming seemed to be a lack of variety in stories covered, most of the program being devoted to the Roman holiday New York dailies made of the recent exposure that city relief families had been residing in hotel rooms. He implied, obviously, that the dailies apparently preferred the hungry citizenry to sleep in the streets.

Hollenbeck's criticism centered mainly on *The New York Sun* (whose editor reacted violently; see story on Page 5 of this issue); *The World Telegram* and the *Journal-American*. Their treatment of the relief coverage was "as sorry an exhibition as the press . . . is capable of putting on," he declared. He noted that the inevitable claim of "communist connivance" was dragged in, too. He also praised *PM's* coverage, and then turned around and panned the same sheet for its handling of a transit story. He also rapped Westbrook Pegler—but this faces the hazard of becoming a weekly event.

Hollenbeck actually voices his own studied reactions and those of the newsmen on the CBS staff. It is a courageous move made by a radio network and/or station. Why it means that radio actually is taking a stand; that radio is squaring off and asserting its birthright! That

### Three Alarm

Reviewed June 6, 1947

PARTICIPATING SPONSORSHIP

Via KMPC, Hollywood  
10,000 Watts—Independent

Monday thru Friday, 1:05-2:30 p.m.

**Talent Cost:** \$100 per 15-minute seg per week. No fees for guests. Carlyle Stevens, writer-producer. Cast, Frank Graham and Van Des Autels, emsees. Occasional guest stars. Music, studio ork conducted by Benny La Casse plus disks. Hooperatings unavailable.

Show offers a little different twist to the old listener participation giveaway pattern. Three alarm clocks are supposedly set by screen names to ring during time program is on the air. Listeners write in and attempt to guess what time a clock would ring. Dialer who comes the closest to exact time alarm rings gets a string of free gifts. These range in value from \$5 to \$10. Person who comes within 30 seconds of guessing alarm's ringing gets what seg calls the *Jakspot* or a bundle of more expensive prizes—watches, beauty kits, pen and pencil sets, etc. Anyone guessing an alarm time on the button receives the Bullseye prize—a free plane trip to any spot in California. Winners of either the *Bullseye* or *Jakspot* prizes are in line to win a free automobile for each 13-week period.

Show gets majority of its prizes on a cuffo basis in return for products' air mentions. Airing is bankrolled by string of spot announcements. These are capably voiced by the emsees, avoiding usual pitfalls of pressure selling.

As daytime giveaway shows go, *Three Alarm* is well-patterned for an indie station. Emsees Graham and Des Autels are successful in keeping pace at a high pitch thru-out, while retaining an informal tone. Music capably combines live and waxed talent. Fanfares and a couple of feature numbers are performed by studio ork. Current pop disks are squeezed in to add to entertainment quality.

Show has been on KMPC for past few months during which time it has exhibited a strong mail pull.  
*Lee Zhito.*

is no small event in radio programming or radio-press relations. Let's hope that other broadcasters will get their feet wet in the same water.

—Jerry Franken.

### News of the Week in Review

Reviewed Via Transcription

KORTZ-LEE JEWELRY COMPANY

Via KLZ, Denver  
5,000 Watts—CBS Affiliate

Sundays, 8:30-9 p.m.

Current Hooperating for this program.. 7.8

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION STATIONS

KVOD-ABC: "Theater Guild" .....10.9  
KFEL-MBS: "Nick Carter"..... 5.2  
KOA-NBC: "Meet Me at Parky's".....12.6

A lot of thought and production has gone into KLZ's *News of the Week in Review*, and it's apparently paying off, for Kortz-Lee Jewelry Company, local merchandise mart, has been picking up the bill for more than three years.

Program, judging by the May 25 broadcast, has infinitely more production than the ordinary news show. With the exception of a brief portion devoted to news bulletins at the tail end, the news events are dramatized, with actors playing the roles against a musical background prepared by Arthur Gow. The thespians managed to recapture a good deal of the excitement and significance attached to such occasions as the anniversary of Charles Lindbergh's transatlantic flight, Decoration Day, etc. The half-hour format gave staff scribe John Connors a chance to work in some nostalgic and moving sketches, presupposing considerable research.

Proportion of local to national and international news, of course, varies weekly. Show reviewed had all types, the chief local item being a dramatization of the city's recent mayoralty election and pointing up the civic duty of voting. Another interesting and effective bit was a brief dramatization highlighting the horror of highway accidents. Kudos to soundman Harold Craig for this one.

Plugs for Kortz-Lee are worked in liberally and are straightforward in nature. Even the prices are given—which makes for an honest advertising pitch and undoubtedly wins a lot of friends.

*News of the Week* probably doesn't suffer, inasmuch as the weekly proportions of local and other types of news vary considerably.

Producer-director is Charles Roberts, whose work on show caught displays ingenuity, knowledge of good radio and a capacity for working with raw actors.

*Paul Ackerman.*

## AFM CONVENTION

(Continued from page 3)

was still tentative as *The Billboard* went to press, called for the opening session to be held at 1 p.m. today in Moose Temple, the site of all general sessions. Registration, board meetings and special sessions will be held at the Book-Cadillac Hotel. Jack Ferentz, prexy of the Detroit local; Mayor Edward J. Jeffries Jr. and a representative of Governor Kim Sigler will speak at the opening session. Opening talk by Petrillo will keynote the convention.

Business sessions will continue daily until Friday, except for an outing Tuesday. Executive board is ex-

## CPS, Parts I & II

Due to space limitations, Continuing Program Studies (CPS), Parts I and II do not appear in this issue. These features will be carried in the next issue of *The Billboard*, dated June 21.

pected to meet for an additional three or four days after the convention ends.

Entertainment schedule includes a grand ball tomorrow night.

## ELLERY QUEEN

(Continued from opposite page)

Forum, gave up on the detecting, but pitched for better living conditions and a more understanding community as more important than revealing any one gang leader.

Commercials at the 10 and 20-minute mark plugged Anacin and Kolynos, respectively. The former was the usual "made like a doctor's prescription" theme, while Kolynos was said to offer a "mouth-wash effect to sweeten the breath." The cowcatcher, at the show's beginning, plugged Freezone corn remover.

*Sam Chase.*