

Radio Literary Influence On Children Is Discussed

EFFECT of radio upon the literary interests of children was the subject of a joint conference held Dec. 8-9 by the Association for Arts in Childhood, New York, and the elementary education department of New York U. Murray Dyer, scriptwriter of CBS, spoke on "Adapting Children's Stories for Radio Presentation". Bringing out that radio and literature complemented each other, Alton O'Steen, research associate at Ohio State U., discussed the "Relation of Radio to Children's Reading Interests." The increased use of radio in rural schools was the theme of the address by Anna G. Kennedy, senior superintendent of school libraries of the New York State Department of Education.

Boyer Returns

CHARLES BOYER, film actor, will return to the NBC *Woodbury Hollywood Playhouse* series, sponsored by John H. Woodbury Co., Cincinnati (soap), with broadcast of Jan. 3. He will replace Jim Ameche on the weekly dramatic show, Wednesday, 8-8:30 p. m. (EST), with West Coast repeat, 6:30-7 p. m. (PST). Boyer withdrew from the dramatic program several months ago for war service in France. He has been relieved from duty. Herbert Marshall, film actor, took over Boyer's assignment on the show for nine weeks, and then gave way to Jim Ameche and Gale Page, who are currently heading the series. Lennen & Mitchell, New York, has the account.

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For 1000 Watts

KFRO
LONGVIEW, TEXAS
Voice of East Texas

2,939 Food Stores of East Texas, with annual sales of over \$85,943, provide a "ready-made" market for alert Food Manufacturers. Reach BUYERS ARE WAITING! Reach them through KFRO, the 1000-watt voice of East Texas.

Affiliated with:
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MUTUAL BROADCASTING SYSTEM

COVER East Texas from the CENTER

National Representatives:
Forjoe & Co., New York
Radio Time Agency
Chicago

Fertilizer Drive

SMITH-DOUGLASS Co., Norfolk (fertilizer), on Dec. 11 started a new program, *Smith-Douglass Family Party*, on a special hook-up of six stations in North Carolina. WPTF, Raleigh, is the originating station, feeding the program to WRAL, Raleigh; WGTM, Wilson; WGBR, Goldsboro; WEED, Rocky Mount; WFTC, Kinston. WAIR, Winston-Salem, will join the State network Jan. 8. Program is broadcast six days weekly on WPTF, 12:15-12:30 p. m., and fed to the network three times a week, on Mondays, Wednesdays and Fridays. Business was placed through Lawrence G. Fertig & Co., New York.

Prune Discs on 10

PRUNE GROWERS OF CALIFORNIA, San Francisco, seasonal users of radio, through Lord & Thomas, that city, on Jan. 9 will start for 13 weeks using a twice-weekly quarter-hour transcribed program on 10 eastern and mid-western stations. List is now being made up. Tentatively titled *Hollywood 10,000*, the dramatic series of plays will be based on life among film extras of Hollywood. Featured will be William Farnum. Ken Carpenter is to announce. James Fonda, Lord & Thomas, Hollywood producer, will direct production. An extensive merchandising and promotional campaign will be launched.

Eastern Wine Adds

EASTERN WINE Corp., New York, recently added four stations to the list carrying spot announcements for Chateau Martin wines, varying between 11 and 75 spots weekly. New stations are WMBG, Richmond; WHKC, Columbus, O.; WELI, New Haven; WEBR, Buffalo. Until the present expansion, the company has been sponsoring nine quarter-hours and 54 spots weekly on WHN, New York; four hours of programs and 42 spots on WNEW, New York; one hour and 42 spots on WAAT, Jersey City, and one hour and 75 spots on WOV-WBIL, New York. According to H. C. Morris & Co., New York, the agency in charge, the following stations may be added to the campaign before Christmas: WSyr and WFBL, Syracuse; WSAY, Rochester; WABY, Albany.

WFBL
SYRACUSE

54 Grocery Accounts—
—56 Drug Accounts
... Highest on record!

Every dollar that food and drug advertisers spend has to count. That's why WFBL has 54 Grocery and 56 Drug accounts this month—the highest on record! WFBL brings more dollars into more stores. And WFBL Merchandising Service inspires more grocers to get behind the products advertised with more window and counter displays. For time rates and complete facts about WFBL merchandising service, write

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Too Much Luck

JIM BELOUNGY, chief engineer of WBT, Charlotte, N. C., went hunting in Pisgah National Forest recently. Regulations allow three days maximum time for bagging one deer. Beloungy set out at 7 a. m., all set for an invigorating three days in the wilderness. By 9 a. m. he had bagged a big 8-point buck—and the balance of the three days was spent as usual, at work.

Gov. Cox Buys WSB

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than 30 years has owned the controlling stock in the *Journal*. Of the shares purchased, Gov. Cox himself acquired 2,222 4/18ths; the Evening News Publishing Co. of Dayton, 169 3/18ths, and Springfield Newspapers Inc., 1,666-12/18ths. The Miami interests did not participate.

Officers of the *Journal Co.* were listed as Inman Gray, president; James R. Gray, vice-president and editor; John A. Brice, vice-president and general manager, and J. L. Williford, secretary and treasurer. The 4,058 shares of common stock were acquired as follows: From James R. Gray, 629; Inman Gray, 629; Cordelia Gray Brumby, 604; Frances Gray Yankey, 454; John Morton Smith, 541; Mrs. James R. Gray, 334; Mary Inman Pearce Smylie, 302; Jennie Gray Pearce, 302; John A. Brice, 229; J. L. Williford, 31. Fractional shares also were included.

The financial statement covering WSB listed the transmitter, other equipment and real estate as having an investment value of \$362,549.91, a replacement value of \$286,507.90 and a depreciated value of \$207,746.07. The Western Electric 50,000-watt transmitter, installed in February, 1933, had an actual cost of \$140,936.

The Gray family, it is reported, has been interested in disposing of the property since the death several years ago of Maj. John S. Cohen, who had been publisher and general manager of the newspaper and the directing head of the station. The newspaper, it is understood, has been losing money—practically since that time.

Since WAGA's participation did not involve actual transfer of the control of that station, FCC approval was not necessary under the rules. However, ultimate disposition of the control must receive Commission approval.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Federal Trial Ordered For J. W. Williams on Impersonation Charge

JOSEPH WILLIAM WILLIAMS, 47, charged with impersonating an officer of the FCC in connection with efforts to gain employment from V. O. Stamps, of Dallas, applicant for a new local station there, on Dec. 5 was bound over to the winter term of Federal court in that city on bond of \$2,500 by U. S. Commissioner John Davis. He failed to make bond and will be tried some time in January.

Williams, known as J. Bill Williams in broadcasting circles, admitted serving a sentence in Huntsville, Tex., prison in 1916 on a charge of swindling. He also admitted deserting from the Army as well as serving two years in Leavenworth and several months in a prison camp in California in connection with a check transaction.

Among witnesses at the hearing in Dallas were T. J. Slowie, FCC secretary, who said none of the FCC commissioners knew Williams and that the Commission had had complaints about his activities from stations in Houston, Little Rock, Hot Springs, Phoenix and Dallas; T. Frank Smith, manager of KXYZ, Houston, applicant for a new local there, who said Williams had solicited and been refused employment; Howard Shuman, holder of a CP for a new local in Hot Springs, who verified Mr. Stamps' assertion that Williams had said he "lived with one of the commissioners" who had "sent him down to help Stamps," and various others who testified of Williams impersonations.

Assistant District Attorney Clyde Hood amended the two complaints to read: "knowingly and feloniously falsely pretended to be an agent, representative or employe of the United States of America, to wit, an agent representative and employe of the FCC to defraud."

New Sterling Series

STERLING PRODUCTS, New York, which recently acquired the Ionized Yeast account from J. G. Dodson Proprietaries, Atlanta, is reported to be starting a new program titled *Port of Missing Heirs* on Dec. 19 on 61 CBS stations, Tuesdays, 8:30-8:55 p. m., the spot recently vacated by the Lifebuoy *Tuesday Night Party*, sponsored by Lever Bros. Although Blackett-Sample-Hummert, New York, has been the exclusive agency for all Sterling Products accounts, Ruthrauff & Ryan, New York, will continue to handle the Ionized Yeast account.

New Artists Pacts

CBS, through Columbia Artists and Columbia Concerts Corp. and NBC, through its Artists Service, on Dec. 11 signed contracts with the Screen Actors Guild and the American Guild of Musical Artists whereby the networks have the right to act as agent for actors and artists in the motion picture and concert field. Clauses providing the artists proper representation and fixed minimum commissions are included in the contracts.

AMERICAN GUILD of Musical Artists and the Screen Actors Guild, affiliate unions of the Associated Actors & Artistes of America, New York, will transfer their New York offices along with Theatre Authority, New York, to 545 Fifth Ave. after Jan. 1.