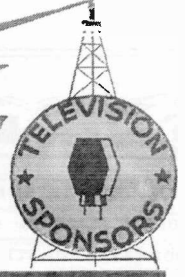




# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 22

NEW YORK, N. Y., TUESDAY, FEBRUARY 1, 1938

FIVE CENTS

# Chi. to Resume Recording

## AFA WARNS MEMBERS ON NON-UNION BANDS

American Federation of Actors is following up the recent letter from the American Federation of Musicians to all traveling bands carrying vocalists and other entertainers, reminding them that Jos. N. Weber's letter was for the purpose of warning against playing with non-union members. Singers, dancers, emcees, et al are included. A membership application in the AFA is being enclosed with each letter and the initi-

(Continued on Page 3)

## Thomas With Souvaine In Further Expansion

Henry Souvaine Inc., radio program firm, takes its latest expansion step with the appointment of Earl G. Thomas as general manager in charge of sales. Increased volume of business necessitated the new per-

(Continued on Page 3)

## Lum and Abner Wind Up Horlick's Sponsorship

West Coast Bureau, RADIO DAILY Los Angeles—Chester Lauck and Norris Goff (Lum and Abner) wind up five years of continuous broadcasting for Horlick's on Feb. 26. Team has been out here for the past

(Continued on Page 2)

## Chesterfield Adds 4

Liggett & Myers (Chesterfield cigarettes) tomorrow will add four stations (WGBI, KDAL, WHLE, WMFG) to its CBS Andre Kostelanetz's show, 9-9:30 p.m. Network now totals 99 stations. Newell-Emmett Inc. is the agency.

## One-Girl Duet

East St. Louis—Susie, WTMV's "Girl From the Hills," has gone in for singing duets with herself. Trick is accomplished by Fred Noegel, production man, recording Susie's voice and later playing record with her live vocalizing. When Susie hinted at asking for double wages, station management put kibosh on her plans to build herself up into a quartet.

## CRITICS' FORUM

Question No. 2

How can news periods be improved?

Answer (Principal Suggestions)

- (1) Less editorializing and more straight news.
- (2) Assign news handling to experienced newspapermen.
- (3) Better delivery—slower tempo and less shouting.
- (4) Better editing.
- (5) Fewer periods and less repetition.

PRINCIPAL faults with radio news periods at present include too much editorializing, which tends to partiality, and a good deal of careless handling of items due to the work being done by men who are not versed in newspaper practice. This is the consensus of opinion among the country's radio editors and critics as expressed in the first annual Forum conducted by Radio Daily.

The rather prevalent habit of shouting out news items in a tempo that distorts their value and meaning also is a major complaint. Though some editors favor dramatizing the news, a greater number oppose such handling. A few suggest more news periods, but many more claim there are too many. Airing of news every hour, for instance, requires padding, repeating, inclusion of trivial matter and extended comment, it is pointed out by those who urge fewer daily newscasts.

Straight news, with comment left to qualified commentators, is preferred by the majority. Better editing, more human interest items, some of the lighter side, less stuff about the war in China, better delivery and correct pronunciation, more local and regional news in stations' specific territories, with national and international news left to network newscasters, and greater accuracy in the case of vital stories are among other recommendations.

Some individual comments by radio editors follow:

"Let's have less hysteria and shouting, less breathless presentation of unrelated incidents, more intelligent interpretation, and now and then a bit of quiet, natural humor."—RONALD D. SCOFIELD, *Sacramento Bee*.

"Accuracy is needed. Radio news should be edited just as carefully as it is on the better newspapers. Many news commentators on the air at present lack the proper background for their jobs. If they don't understand news stories, what of the listener?"—ROBERT M. HOFFMAN, *Syracuse Herald*.

"Give more unbiased interpretations of the news, if that's possible. Lowell Thomas does it; Boake Carter does not."—MARIE COCHRAN, *Toledo News Bee*.

"Less attempt at dramatics. Let the news speak for itself."—ROBERT M. SHEPHERDSON, *Peoria (Ill.) Journal-Transcript*.

"Use announcers trained in airing

news. Most of the local news broadcasters are bad. They don't seem to be intelligent enough to read world news on the air."—NORMAN SIEGEL, *Cleveland Press*.

"Reduce the commercial announcements to about six words."—MRS. WM. P. BARTON, *Greenville (S. C.) Piedmont*.

"Less speed, more accuracy. With radio's vast audience, the spreading of an unverified report is not only harmful but may be dangerous."—DAVE DRYDEN, *Spokane Press*.

"More items, shorter, and more emphasis placed on the lighter side of the news."—EDGAR A. GUEST JR., *Detroit Free Press*.

"Ten-minute periods might be allotted to all stations at the beginning of every second hour to prevent the

(Continued on Page 3)

## Petrillo is Sending Out Forms to Studios This Month

Chicago—James C. Petrillo, musical boss here, on return from Miami, reports that AFM licenses will be sent out to recording studios on Feb. 25. Local recording studios expected to get back into waxing business shortly thereafter. They have been quiet, musically speaking, for more than a year.

Chicago Federation of Musicians and NBC have finally negotiated a new contract providing same features contained in WGN and WBBM contracts, signed several months earlier—\$110 for sustaining week of five days; \$140 for commercial work.

## GLASS CONTAINER ASS'N READING NEW PROGRAM

Glass Container Ass'n on March 21 will start the "Steinie Bottle Boys" on five NB-Blue network stations (WJZ, WBZ-WBZA, KDKA, WENR-WLS), Mondays and Thursdays, 7:45-8 p.m. Program will plug the stubby glass beer bottle. U. S. Advertising Corp., Toledo, has the account.

## Utilization of Musicians Discussed at Albany Meet

Albany—Discussion of the local musician situation, including plans for "turning these drains on the treasury into cash at the box-office" by plugging the bands for customer use, was one of the chief topics at the week-end meeting of Broadcast

(Continued on Page 3)

## Parade of Sponsors

Missoula, Mont.—New program on KGVO is "Parade of the Sponsors," presenting news of various sponsored shows heard on the station, as well as informative material and sales arguments for prospective buyers of radio time. Program is prepared by Marlon Dixon and Fred Elsethagen of the station's commercial department.



Vol. 3, No. 22 Tues., Feb. 1, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher  
 DON CARLE GILLETTE : : : Editor  
 MARVIN KIRSCH : : : Business Manager

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 Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

**FINANCIAL**  
 (Monday, Jan. 31)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel	142 1/4	140	140 1/2	- 2
CBS A	17 3/4	17 1/2	17 1/2	- 1/4
Crosley Radio	9	9	9	- 1/8
Gen. Electric	39 1/2	38 3/4	39 1/2	+ 3/4
RCA Common	6 1/4	6	6 1/4	+ 1/2
RCA First Pfd	46 1/4	45 1/2	46	+ 1/2
Stewart Warner	9	9	9	- 1/2
Westinghouse	93 1/4	91 1/4	93	+ 1 1/2
Zenith Radio	13 3/4	13 1/2	13 3/4	+ 1/2

**NEW YORK CURB EXCHANGE**

Majestic	1 1/4	1 1/4	1 1/4	
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**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlton	6	7

**New Radio Service**

Chicago—Transair Inc., radio news and feature service, also to function as radio consultants and making commercial transcriptions, has been organized here with William F. Arnold, business management expert, as president. Ray Lauderer is vice-president, and John Taylor Booz, attorney, is secretary. Headquarters have been established at 105 West Adams St. Lauderer was one-time advertising manager of Broadcast Advertising Magazine.

**Aileen Stanley for ETs**

Aileen Stanley has been set by Ben Lipset for Chevrolet recordings to be made Feb. 7.

**FCC ACTIVITIES**

EXAMINERS' RECOMMENDATIONS  
 WIRG, Glenside, Pa., CP to increase power to 3 KW, and change hours of operation to limited, be denied, 970 kc.  
 Platt & Platt, Inc., Poughkeepsie, N. Y., CP for new station, 100 kc., 1 XW, limited, be granted.

**BETTER BROADCASTS for BETTER BUYERS**  
**INTERSTATE BROADCASTING CO.**  
 730 Fifth Ave., New York

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending Jan. 29, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Dipsy Doodle (Lincoln Music Corp.)		36
Whistle While You Work (Irving Berlin Inc.)		35
Bel Mir Bist Du Schoen (Harms Inc.)		34
I Double Dare You (Shapiro Bernstein Inc.)		34
You're A Sweetheart (Robbins Music Corp.)		30
Rosalie (Chappell and Co.)		26
Sweet Someone (Leo Feist Inc.)		25
True Confession (Famous Music Corp.)		24
You Took the Words Right Out of My Heart (Paramount Music Corp.)		23
Mama, That Moon Is Here Again (Paramount Music Corp.)		20
I See Your Face Before Me (Crawford Music Corp.)		18
Nice Work If You Can Get It (Chappell and Co.)		18
Once In A While (Miller Music Corp.)		17
Bob White (Remick Music Corp.)		16
I Can Dream, Can't I (Mario Music Corp.)		16
Sweet As A Song (Robbins Music Corp.)		16
I Live The Life I Love (Words and Music)		15
In the Still of the Night (Chappell and Co.)		15
Somebody's Thinking of You Tonight (Schuster Miller Inc.)		15

**Lum and Abner Wind Up Horlick's Sponsorship**

(Continued from Page 1)  
 year, and their show has been produced by Carl Stanton of the local Lord & Thomas office. Sponsor is dropping air advertising, temporarily at least, but another deal is on the fire for the rustic comics.

**Nashville Theaters on Air**

Nashville—WLAC has signed with three first-run movie houses, Loew's Vendome, Knickerbocker and Paramount, as well as Nashville's vaudeville house, Princess, for a one-hour show on Sunday afternoons.

**2 New WCAU Service Series**

Philadelphia—WCAU has two new public service series, the first having started Saturday at 3:15 p.m. and the second scheduled for Feb. 2 at 6:45 p.m. Saturday show is a series of nine health talks, titled "Symposium on Cancer." Second program is "The Job Finder," in cooperation with Pennsylvania State Employment Service.

**Smart on WORL Publicity**

Boston—Howie Smart has taken over duties of the WORL publicity department, along with sales and his daily "Open Road Navigator."

Marion Clarke is the saleslady on the newly signed C. F. Hovey commercial.

Another new feature is "Secret Heart," with Dolores Joy (Wermuth).

**WPEN Drops German Shows**

Philadelphia—All German programs, which amounted to six hours weekly, have been dropped by WPEN. Action follows recently publicity coincident with the discharge of George Gerhardt, director-announcer of German programs.

**WAAF "Breakfast Express" 2-Hour Streamlined Show**

Chicago—A two-hour daily streamlined program, "Breakfast Express," with seven accounts sharing in sponsorship, started yesterday on WAAF. Features Don Norman, emcee; Edna Earle, comedienne, and Joe, trained parrot who announces time, temperature, weather and transcriptions. Spector-Goodman is the agency.

**Frigidaire Spots**

Chicago—Frigidaire has had some one-minute commercial transcriptions made for dealers' use in case they choose to utilize them in home markets.

**Bob Braun Resigns**

West Coast Bureau, RADIO DAILY  
 Los Angeles—Bob Braun, who has headed the Thomas Lee Artists Bureau for the past four years, has resigned and will announce a new agency affiliation in a few days. The Lee agency is closely affiliated with KHJ-Don Lee chain, also Tommy Lee properties.

**Gordoni Radio Party Signed**

Chicago—Nat Lee, new commercial manager for Lillian Gordoni Radio Productions, has signed R. B. Clothing Stores to sponsor the "Lillian Gordoni Radio Party" on WSBC, Mondays at 11-11:30 p.m. Miss Gordoni produces and emcees the show, which is in its 260th week.

**Paley Donates Library**

William S. Paley, president of CBS, has made a contribution of 125 books, brochures and papers to University of Michigan which will establish what is believed to be the first library in the country devoted to the history of radio and wireless, according to Waldo Abbot, director of broadcasting at the university.

**COMING and GOING**

LENOX R. LOHR, NBC president, and MRS. LOHR left last night for the Coast. They expect to be gone about a month.

BERT HAUSER, NBC promotion manager for owned and operated stations, is en route to KDKA, Pittsburgh, and WTAM, Cleveland, to discuss 1938 promotion plans.

D. B. HANSON, NBC vice-president in charge of engineering, is en route west, with stopovers at Cleveland, Chicago, and Denver.

HERBERT PETTEY, WHN associate director, returned to town yesterday after trip to Chicago.

FLOYD GIBBONS has gone to his Miami Beach home for the winter.

DR. M. SAYLE TAYLOR ("Voice of Experience") is vacationing at Miami Beach.

C. L. KELLNER of WEW, St. Louis, publicity staff, to Memphis for a load of southern hospitality.

DOROTHEA LAWRENCE was in Philadelphia yesterday to arrange radio and concert dates.

CALVIN M. FRANKLIN, assistant secretary of Columbia Concerts Corp. in New York, is in Hollywood to confer with W. Arthur Rush, managing director of Columbia Management Inc. Franklin will accompany Nelson Eddy on his concert tour of 39 cities, beginning with an engagement at the Los Angeles Philharmonic Auditorium tomorrow.

HAL HACKETT of Music Corp. of America returns to New York from Chicago tomorrow after arranging the set-up for the first Kay Kyser commercial.

SONNY WERBLIN of MCA accompanied Eddy Duchin to California.

CLAIRE SHERMAN and JACK SHANNON leave for Syracuse this week-end to appear on a special WFBL salute program.

GRACE GIBSON, head of the transcription department of ZGB, Sydney, Australia, returns to Australia tomorrow from the Coast, where she's been the past three months.

ROY WILSON, head of Wilson, Powell & Hayward, is vacationing in Miami.

MACK GOLDMAN leaves for Florida on Friday.

ROGER BOWER, production, WOR-Mutual, left New York last night for Baltimore and points south on a week's vacation.

TOMMY SLATER, announcer, WOR, returns to New York today from Chicago where he announced the "True or False?" show last night.

ROGER GORIN arrives in New York on Feb. 12 for a concert.

BOB KERR has left for Florida where he's booking Will Osborne and his orchestra for a series of dates. During his three-week stay, Kerr will make his headquarters at the Mayflower Hotel, Jacksonville.

**Kyser Program Retitled**

Kay Kyser Lucky Strike program starting tonight over Mutual from Chicago has again changed title, this time to "Kay Kyser's Musical Klass."

**Results COUNT MOST**

**KGLO**  
 Mason City, Iowa

Supplying CBS Service to Northern Iowa

**WEED & COMPANY**

**RADIO STATION REPRESENTATIVES**  
 NEW YORK - CHICAGO  
 DETROIT - SAN FRANCISCO

**AFA Warns Members  
On Non-Union Orchestras**

(Continued from Page 1)

ation fees and dues are listed. Entertainers with bands who are already members of one of the affiliated unions must pay back dues and buy death benefit stamps according to the number of deaths that have taken place since May, 1936.

Union officials are about to check up on the so-called traveling bands, states the letter in part, and entertainers not in good standing in the AFA or other affiliated AFL unions will be barred from playing. Instrumentalists who do specialties and are members of the AFM need not join the AFA. Bands are also asked to submit the names of all singers, etc., carried with the organization. AFA letters are signed by Ralph Whitehead, executive secretary.

**Utilization of Musicians  
Discussed at Albany Meet**

(Continued from Page 1)

Sales Managers held here. Other points of discussion included the recommended units of sale and frequency discounts, contiguous rate for contiguous programs only, charge for special announcements on network advertisers' time, and time, hour or dollar discounts.

George R. Nelson of Leighton & Nelson advertising agency, Schenectady, delivered an address. Aaron Kellert, WOKO sales manager, was host at a luncheon.

Charles Phillips, commercial manager of WFBL, Syracuse, chairman of the eastern division group, presided at the meeting. Others present were Harry Goldman, WABY, Albany; Eugene Thomas, WOR, New York; B. R. Middleton, WFAS, White Plains; Albert Triggs, WIBX, Utica; Charles Denny, WSYR, Syracuse; William Doerr, WEBR, Buffalo; Louis Avery, WGR and WKBW, Buffalo; Cliff Taylor, WBEN; Buffalo; George Bissell, WMFF, Plattsburg; Kolin Hager and J. J. Howe, WGY, Schenectady; Leonard Hoffman, WHDL, Olean.

**Gunts Heads WFBR Continuity**

Baltimore — Brent Gunts, producer of the original "Varsity Club," "Let Yourself Go" and "Community News and Views" programs, has been appointed continuity director at WFBR, NBC-Red outlet. Gunts will not relinquish his current shows but will continue to lend his aid to the reduction and program departments of the station.

**News Will Out**

New Haven — The Register, only evening paper, finally acknowledged the existence of a local radio station when it printed a full-page ad on opening of the new WICC quarters. Programs of local stations are not seen in either the morning or evening daily.

**CRITICS' FORUM**

(Continued from Page 1)

listener having a repetition."—WILLIAM REILLY, *Brooklyn Eagle*.

"More morning broadcasts. Less repetition in the evening."—MRS. MARION C. McDONALD, *Youngstown Vindicator*.

"The news bulletin periods, with news from the press agents are satisfactory. The commentators, all extremely prejudiced and all prejudiced in the same direction, need some adjustment."—ALTON COOK, *New York World-Telegram*.

"Eliminate pre-program blah. Listeners give no credit to advertisers for the news reported."—A. WALLACE GRAY, *Plainfield (N. J.) Courier-News*.

"Stress the 'name' commentators, eliminate the run-of-the-mill local announcers and encourage editorialists if they have something on the ball."—LEE ROY MANUEL, *Fort Worth Press*.

"Speak more clearly, and in better-worded, easier understood sentences."—KYLE C. MOORE, *Knoxville Journal*.

"By checking papers and not giving what already is in print."—EDITH RILEY, *Houston Post*.

"Even though independent news gathering agencies sell their news schedules to commercial advertisers they should be given more time on the air."—JOHN L. SPRINGER, *Newsdom Magazine*.

"More attention to big news and less comment on unimportant items. Too much of a smattering of no-news fillers."—MAXINE EDDY, *Shawnee (Okla.) Morning News and Evening Star*.

"Make news reports more streamlined and confine newscasts to two or three programs daily—each one of 10 or 15 minutes—instead of so many short newscasts during the day and night."—H. B. HOOK, *Mason City (Ia.) Globe-Gazette*.

"Give more news and less unimportant dribble."—HAL CRAM, *Portland (Me.) Sunday Telegram*.

"By placing competent news men in charge of reports, and obtaining experienced news men to deliver broadcasts."—GUY BOWSHER, *Evansville (Ind.) Courier*.

"Less emphasis made on person putting on news, and less discussion of the news from a personal viewpoint."—KENT OWEN, *Racine Journal-Times*.

"By seeking more colorful news, and more news local to territories served."—EDWARD J. HEALY, *Knickerbocker News, Albany, N. Y.*

"More regional localization and

careful subject selection to maintain interest."—NEWCOMB F. THOMPSON, *Boston Evening American and Sunday Advertiser*.

"Confine news to news and leave the commentators to do the commenting."—DAVE LEWIS, *Long Beach Sun*.

"News periods should not be punctuated with advertising blurbs. Newscaster, I think, could exercise more selectivity."—HERBERT KENEY JR., *Indianapolis News*.

"By trimming editorial comment and presenting facts uncolored."—NED CHEW, *Oklahoma News, Oklahoma City*.

"Less sectional news; more international and national."—SEYMOUR GREENWALD, *Paterson (N. J.) Morning Call*.

"More facts and less editorializing; shorter and greater number of items."—ROBERT M. GRAY, *Memphis Commercial Appeal*.

"By going back to the old Budapest plan of having a definite time daily for each kind of news."—S. W. GRANT, *San Antonio Express*.

"Primarily by better delivery on

**Thomas With Souvaine  
In Further Expansion**

(Continued from Page 1)

sonnel addition, enabling Mr. Souvaine to devote full time to direction and production of programs.

Shows already being handled by the firm include General Motors Concerts, Pontiac "Varsity Show," "Bicycle Party," "Fashion Show of the Air," Ben Bernie series and others.

part of newscaster."—CHARLES J. GILCREST, *Chicago Daily News*.

"By restricting the privilege of commenting to that handful of newsmen so qualified."—RICHARD PHEATT, *Toledo Blade*.

"Accuracy. By not over-playing or exaggerating. By moderate dramatization. By brevity."—W. J. MCGURTY, *Utica Observer-Dispatch*.

"There is too much repetition of news. Too much about war in China and European events. Local news is more interesting."—ALBERT EDWIN SONN, *Newark Sunday Call*.

"By employing that rare combination of well-grounded newsman and one with radio ability. News on majority of stations inexpertly handled and with poor local coverage."—PAUL KENNEDY, *Cincinnati Post*.

Further remarks by radio editors will appear in tomorrow's issue.

**EFFECTIVE RADIO ADVERTISING**  
is the product of Listener Interest with Purchasing Power, Multiplied by Intensive Coverage



THE BLUE **WXYZ** NETWORK  
AND THE  
**Michigan Radio Network**  
8 STATIONS IN MICHIGAN'S 8 LARGEST CITIES

## AGENCIES

ELEANOR LARSEN has been appointed to serve as acting director of radio for Geyer, Cornell & Newell Inc. Agency currently has the CBS Prof. Quiz show for Nash and some spot business on the air for its clients. Radio director post has been vacant since Gordon Cooke resigned last November to join the H. W. Kastor agency in Chicago.

EDWARD LASKER, Lord & Thomas executive from Chicago, is in Hollywood for conferences with Tom MacAvity, producer of the Lucky Strike "Your Hollywood Parade" for the local L&T office.

WINSLOW LEIGHTON of Leighton & Nelson, Schenectady, and Mrs. Leighton, have returned from a three-week cruise to Bermuda. The Leightons stayed over in New York for the week-end.

## WIP Seeks NAPA License For Playing of Records

Philadelphia—WIP is negotiating with National Ass'n of Performing Artists for a license to play phonograph records. Decision to acquire an NAPA license is reported as being due to pressure from advertisers who have been switched to transcriptions. Contract under way is said to call for six hours weekly, the NAPA minimum time, which will cost about \$500 a year. Station has refrained from using records since the recent decision in the high court of the state and the subsequent demand for license fees.

WDAS and WPEN signed some time ago. The network outlets do not use recordings unless ET's, and WHAT and WTEL remain unsigned.

## WCKY in New Zealand

Cincinnati—WCKY has received a letter from J. W. P. Bulger, a DX fan of 59 Galloway St., Dunedin, New Zealand, stating that he hears the station clearly down his way.

## New Don Dunphy Series

Don Dunphy will start a sport series over WINS today, 6:30-6:45 p.m. Program will be heard Monday through Friday.

## DAILY SCOOPS

Suggested Listening Tonight!

- • • HOWARD PHILLIPS  
WABC, 10:30 P.M., E.S.T.  
doing

"GOOD NIGHT, SWEET DREAMS, GOOD NIGHT"

SHAPIRO BERNSTEIN, INC.  
Music Publishers . . . RKO Bldg., N. Y. C.  
Janie Taps, General Manager



• • • Frank Parker replaces Frank Muan on the Bayer show for three weeks while the latter recuperates. . . . Schaefer Beer program will be revamped within three weeks, leaving Leo Reisman's crew with new talent. . . . Bob Trout is laid up with a bad case of laryngitis. . . . Lou Holtz-Brewers Ass'n show is off for the time being. . . . Vocalist Beatrice Wain and CBSinger Andre Baruch will be married May 29. . . . Dewey Bergman, arranger for Doris Rhodes, Barry Wood, etc., opens at the Book-Cadillac in Detroit within four weeks. . . . Tommy Dorsey, who opens the Penn Roof this summer, will do his Kool-Raleigh show from Louisville on the 16th and from Cincy on the 23rd.

• • • B. Charles-Dean of the B. Charles-Dean Co., who recently created something of a furor with his teaser-ad campaign to introduce his new radio series, "The Dream World," which he calls a series of "twilight dramas" and "new and provocative," is a combination of artist and business man. He has a vast background that runs from acting on the stage in the Antipodes, appearing in films and theaters in England, radio writing, acting and production, selling almost everything from French and Italian oils to timber and hardware, authoring many published songs, studying and preparing himself for television, serving as manufacturers' representative and importer, and whatnot. All of which gave Charles-Dean the showmanship and merchandising qualifications that he displayed in the aforementioned "Dream World" stunt. . . . After doing many other things, Charles-Dean now plans to concentrate on radio. And for the moment, he is busy dickering with interested parties on his "Dream World" series.

• • • Jack Pearl returns to the airlines March 15 from Hollywood under the sponsorship of a baking co. . . . Sealtest show is now slated to return to the variety make-up in March. . . . "Beetle" will shortly invade the MGM show. . . . Spencer Tracy and Joan Crawford will appear on Radio Theater next week—a concession from Metro. . . . Edith Dick will be given a few CBS spots. . . . Robert Benchley will do a turn for Kate Smith. . . . Milton Pickman will remain in the coast MCA office permanently. . . . Maureen O'Connor returns to the Eddie Cantor show after illness. . . . CBS is planning a half-hour Sunday show for Richard Maxwell. . . . Bob Crosby will be feted at Leon & Eddie's Sunday.

• • • Robert E. Lee is becoming more and more popular as a name. RADIO DAILY carried a story about an announcer of that name recently and NBC issued a story about a Madeline Lee, daughter of Robert E. Lee, who is appearing on a current network show. Cleveland's WHK-WCLE's Robert E. Lee denies knowledge of the other two Lees, and denies that he assumed the monicker. . . . Manager Dale L. Taylor of WESG, Elmira, N. Y., has "W-850" for his 1938 license plates—the "W" for the first letter in the station's call letters and the numerals denoting WESG's frequency. The station's sports announcer, Bill Pope, is tagged "W 7-11" formerly assigned to Jimmy Wallington when he was east. . . . Other staff members have followed suit with a consecutive run of "W" numerals.

Another KDKA Show on Net Mosley at Kingsport Studio  
Pittsburgh — A third KDKA program goes NBC network Friday at prominent business executive of 6-6:30 p.m. when a musical show Kingsport, has been made manager directed by Maurice Spitalny, with of WOP's studios there, replacing Billy Sherman as vocalist, steps out. Ray Adkins.

## GUEST-ING

EUGENE LYONS, author, on "Book of the Month Club Concert," today (WQXR, 10 p.m.). HENDRIK WILLEM VAN LOON, tomorrow night.

HAROLD J. ROME, songwriter, guest of Doris Smith on "Encores and Epitaphs," postponed to Feb. 4 (WNEW, 4:30 p.m.).

MARTIN W. LITTLETON, on Brooklyn Bar Ass'n program, Feb. 7 (WNYC, 3:15 p.m.).

OUR GANG COMEDY KIDS, GUS EDWARDS and JOHNNY DOWNS on "30 Minutes in Hollywood," Feb. 6 (MBS, 6 p.m.).

## 15 KFI-KECA Musicians

West Coast Bureau, RADIO DAILY  
Los Angeles—The Earle C. Anthony twin stations, KFI-KECA, are signing 15 staff musicians under the new agreement effective between broadcasters and the union, but evidently plan to get their money's worth, since auditions are being held and berths given to men who can qualify as soloists and double in vocal numbers as well as on instruments. Group will be billed as KFI's "Chorestra," and will be under the direction of Earl Towner, arranger-conductor formerly connected with KFRC and CBS in San Francisco.

## THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on ½ ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market. All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

\*

JEAN V. GROMBACH, INC.  
113 West 57th St. New York  
Established 1930  
Phone Circle 7-6980



**P**RESIDENT ROOSEVELT got the first disc pressed of the recording made by Bing Crosby, Eddie Cantor, Connie Boswell, Paul Whiteman and pianist Ignatz Hillsberg to be sold for the benefit of the campaign against infantile paralysis. All of the contributing artists autographed the wax.

KMPC inaugurates a new service to Los Angeles club women with its "Social Secretary of the Air," a daily report of club meetings and activities at 10:30 a.m. Mondays through Fridays. Beverly Bennett conducts the program.

Jeanette MacDonald will be the guest of Dale Armstrong, Times radio editor, on his new KFI program, "Radiolo," tonight at 10:15.

KFWB has a new week-day program, "Dr. Friendly," sponsored by Kruschen Salts. Harry Maizlish brought the contract back from his recent Eastern trip, and the new show will be heard over the entire California Radio System Mondays through Fridays at 2:45-3 p.m.

Joe Reichman, currently playing an engagement at the Mark Hopkins in San Francisco, won the valuable stop watch offered by Fox West Coast Theaters in a contest for the best arrangement of the number "Sweet Someone" from the 20th Century-Fox picture "Love and Hisses." Joe was presented with a watch only a few weeks ago when he completed his Coconut Grove engagement here.

**Reg Douglass Dead**

Wingham, Ont.—Reg Douglass, 31, for ten years chief announcer of CKNX, died Friday in Wingham General Hospital after falling the length of an elevator shaft in a Wingham factory building. He is survived by his wife, and by his parents in Edinburgh.

**Complete Fox Disks**

WOR has just completed the third set of transcriptions for Schillin Advertising Corp., made for the I. J. Fox account. Spot announcements based on outstanding historical events were used, with Louis Tappe producing. Sid Walton was the announcer.

**BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30						

Greetings from Radio Daily

February 1  
 Vilma Ebsen  
 Frank Engle  
 Clark Gable  
 Betty Lawford  
 James P. Johnson  
 F. A. Mills

**ORCHESTRAS - MUSIC**

**P**AUL WHITEMAN is the author of an article on the birth and probable death of the "Big Apple" in the March issue of College Humor.

Jan Garber moves into Topsy's nitery in Hollywood following the current engagement of Red Nichols.

It's Chick Webb and His Savoy Swing Orchestra, with songstress Ella Fitzgerald, who will play for the Yale Prom in New Haven, March 12.

Zinn Arthur is offering a \$25 prize for the best title for his new song, tentatively labelled "King Arthur." Irving Berlin will publish it.

Larry Clinton's orchestra, for the past few months strictly a recording and broadcasting combine, will soon begin a series of personal appearances. He is booked for a Princeton

**Broadcast Engineers Set Columbus Confab**

Columbus—Plans have been completed for the Conference of Broadcast Engineers to be held Feb. 7-18 at Ohio State University. Engineers from many stations throughout the country will attend.

**SAN FRANCISCO**

R. V. (Doc) Howard, KSFO chief engineer, has the new control room and announcer's studio in the Russ Bldg. studios all ready.

Watson Humphreys takes over production of "Dogs and Gold," KSFO Sunday drama commercial, while Allen Shepherd will announce "My Secret Ambition," Durkee Foods show moved here from Hollywood.

Vicki Vola has won a role in Hal Burdick's "Dr. Kate" serial for Sperry Flour on NBC. Cornelia Burdick, Montgomery Mohn, Helen Kleeb, Charles MacAlister, Earl Lee and Kenneth Garcia also in it.

KSFO has wired the Gold Room of the Palace Hotel for audience shows. It seats 600.

Natalie Park (Martha Murgatroyd of "Bughouse Rhythm") on NBC-Red, also is winning laurels during the Wayfarers' three-week Shakespeare festival here.

**Lee Morse Returning**

Lee Morse, former stage and recording star, has been set for a "comeback" on Broadway within the next few weeks. She's been playing club dates in the west and making ET's the past couple of years. She's already set for guestar shots in N. Y. via the major vees.

**Herrmann Signed by CBS**

Bernard Herrmann has been signed by Columbia Artists Inc. as staff conductor and musical advisor. He is now in charge of music for the "School of the Air" and Columbia Workshop.

affair later this month and may eventually wind up at a New York hotel.

An original number called "Crosby Catfight," actually a jam session, has been orchestrated by Bub Crosby, now playing his Dixieland Swing at the Hotel Pennsylvania. The selection takes 15 minutes and will be played on one of his sustaining hours in the near future.

Buddy Rogers' swing band, now holding forth at the Hotel Sherman in Chicago, will come into New York late in March or early in April for a midtown hotel engagement.

Tommy Dorsey, who this week begins a tour of the East and Midwest, during which he will play at a number of leading universities and in vaudeville houses, returns to New York early in March for a date at the Paramount Theater.

**Flamm Offers Time For Interrupted Talk**

Donald Flamm, owner of WMCA, yesterday offered the facilities of the outlet to Representative Hamilton Fish so that the congressman could repeat his speech delivered Sunday night at Carnegie Hall, but which was interrupted over the air due to a disturbance in the audience. WMCA, due to a bedlam in the hall, had to cut off the speech. Flamm stated that the line was cut at the request of the Non-Sectarian anti-Nazi League which asked for the facilities in the first place. Fish was denouncing all totalitarian states when persons in the audience began to hiss and worse.

**Don Lee's 75-Piece Ork In Weekly Mutual Series**

Don Lee network will feed the Mutual web a weekly half-hour of dance music by a 75-piece orchestra beginning Feb. 10 at 10:10:30 p.m. Program, "Hollywood Serenade," will originate at KHJ under direction of Elias Breeskin, former Pittsburgh Symphony orchestra conductor. Guest stars will also be used and the entire production will be supervised by Lewis Allen Weiss, general manager of Don Lee network.

**Chorus Quest From WBIG**

Next Saturday's broadcast of the "Columbia Chorus Quest" over CBS at 6 p.m. will come from WBIG, Greensboro, N. C. Program will include the Sedalia Singers of Palmer Memorial Institute, composer-director Noah F. Ryder of that group, and Dr. Robert Nathaniel Dett, head of Dept. of Music of Bennett College in Greensboro and a member of the Columbia Composers Commission.

**Biddick as KVOA Rep**

Tucson, Ariz.—Walter Biddick Co. has been appointed Pacific Coast rep for KVOA.



**N**ILES TRAMMELL and wife departed for fortnight's vacation in Bahamas.

Sid Strotz, program manager of NBC, back from visit to affiliate station in St. Paul.

A. J. Kendrick, vice-president of World Broadcasting System, has returned from a swing to Des Moines, Kansas City, Omaha, St. Louis, Topeka and Evansville.

Jack Ryan, press agent, is back from a business trip to New York. He is expecting to become a papa any day now.

Arthur J. Kemp of Radio Sales Inc. visiting associates at WBMM-CBS.

Bill Ray, press chief at NBC, is taking over temporarily on his news desk while Dan Thompson helps on writing end. Department has been one man short ever since NBC personnel cut last fall. Meanwhile local office has added group of new commercials making more work than usual.

Hoosier Hot Shots of Uncle Ezra and Barn Dance shows are starting a personal appearance tour at Lansing Feb. 3.

Jack Fulton back from New York shopping trip.

**WTAQ-WHBY, Green Bay**

Bert Mulroy, program director, is recuperating after a tonsil divorce. Wisconsin State Federation of Labor starts a weekly series this week on WTAQ.

Jack Martin's "Blue Monday Frolics" is a new 45-minute variety show.

**Helen Merchant Engaged**

Helen Merchant of "WINS Musical Clock" is engaged to Ray Billingham of The Buchanan Co.



**6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN**

who can translate the "personality" of each of John Blair's radio stations in terms of pulling power for the product. That's why time buyers and account executives ASK A JOHN BLAIR MAN.

**John Blair & Co.**

CHICAGO NEW YORK DETROIT  
 SAN FRANCISCO LOS ANGELES SEATTLE

## PROGRAM REVIEWS

## RUSH HUGHES

Borden's

WEAF—NBC-Red, Mon. through  
Fri., 4:30-4:45 p.m.  
Young & Rubicam

FAST "NEWSREEL" TYPE SHOW WITH  
COMMERCIALS IN ALTERNATE SPOTS.

Rush Hughes, who isn't far behind Floyd Gibbons in fast-talking, does a "Hughes-reel" in this new series. Items of current human interest are alternated with food hints, all done in lively topical style calculated to hold interest. Such items as birth of the new girl heir in Holland, Canadian-U. S. amity and other bits were included in his first broadcast, using an effective technique wherein "Picture!" is announced at the start of each new item.

Program is coming from San Francisco for next 13 weeks.

## "Busy Line 4142"

The premiere performance of WHN's new dramatic serial, "Busy Line 4142," Sunday at 5:30-5 p.m., lived up to advance ballyhoo and definitely shapes up as one of the better dramatic shows aired on the 1010 dial. Although the idea is not an original one, Irving Reis having made good use of it on his Columbia Workshops, it is still fresh enough to attract plenty of attention. Technique is to confine all action to a central setting, and in this instance it took place in a telephone booth, with story told through the medium of different phone calls.

First airing was rather smooth, but a few actors, in an earnest effort to fill the bill, overacted and almost ruined some of the best scenes. "The White Slaver," and the girl speaking to her fiancé, were extreme in their overdoing. The has-been movie star, and the revenging brother were the bright spots in the cast. Writer of the program could do a better job on the lines, but does an excellent job in building his stories. With a few more shots under its belt, program should be one of the

Did you know that many  
of our students after  
completing courses in  
The School of Radio  
Technique have been  
accepted on commercial

broadcasts?

GEORGE MARSHALL OURANTE, DIR.  
R. K. O. Bldg. Radio City, New York

## NEW PROGRAMS—IDEAS

## WCOA's "Meet the Artists"

WCOA, the CBS outlet in Pensacola, Florida, is inviting its listeners to meet the station's staff artists and announcers in person. A series of weekly programs called "Meet the Artist Studio Parties" is broadcast each Saturday at 4:30-5 p.m.

Listeners are invited to visit the studios in the San Carlos Hotel during this program and witness their favorite artists perform. They have the opportunity of talking with the artists and discussing their programs.

The station feels a closer relationship will develop between performers and listeners, and will place the broadcasts on a more personal basis. Different artists are featured on each broadcast. Those heard on the first program were: "The Lonesome Sing-

highspots on the Sunday broadcast fare.

Michael Wardell writes and produces the series. Initial cast had a number of leading Broadway actors, including Hiram Sherman, Lawrence Paquin, Franklin Davis, Laura Windsor, Charles Powers, Ann Thomas, and others.

## "Second Overture"

Maxwell Anderson's second play written especially for radio, "Second Overture," heard Saturday at 9:30-10 p.m. over NBC-Red Network, was another excellent piece of writing, albeit a bit to the class taste. Subject of the play was the Russian revolt of 1918, with scene near Moscow where a group of the condemned awaited their fate. There wasn't much action, but rather a good deal of social and religious declamation, pleading for sanity and general bemoaning. Large cast also proved a bit of handicap from the listener end. The script undoubtedly read a lot better than it sounded over the air, and on the whole this is the sort of thing that deserves encouragement.

James Church directed the production, with cast including such first-rate thespians as Earl Larrimore, George Gaul, Burford Hampden, Charles Webster, Eduard Trevor, John Brewster, Stanley Waxman, Neil O'Malley, Edward Jerome, Helen Walpole, Adele Harrison and others.

## Bamberger Symphony

When speaking of the better class musical presentations, the Bamberger Symphony Orchestra, heard Fridays at 9:30-10 p.m. over WOR-Mutual, must be included. Last week's program, with Paulina Ruvinska, pianist, and Laird Waller conducting, was a typical instance of how good music can be made palatable to a wide audience.

## Sammy Kaye

The "swing and sway" program dispensed by Sammy Kaye over WOR-Mutual from the Hotel Statler in Cleveland on Saturdays at 5-6 p.m. is unusual not only because it's a whole hour of dance music, but also because it's an hour that

er," Jeannette Ferraro, Anita Walder, Rose June McGinnis, and "The Ramblers."

Ross Gerald serves as master-of-ceremonies of "Meet the Artist Studio Parties."

## Popular Radio Forum

On the premise that most types of radio forum are too "deep" or "dry" for the general public, WJW in Akron is opening a series of programs, using the forum style of presentation, but offering material which should appeal more generally. Prepared and presented by the Adult Education division of Central High School, program will concern generally unknown facts or incidents about famous people; 15 minutes weekly.

never gets tiresome or irritating. Kaye dispenses a smooth-flowing brand of rhythm that entertains and soothes at the same time. It's restful for folks who want to listen and relax, while at the same time it satisfies the dancing element. Vocals are judiciously interpolated, all of them being of pleasing quality.

## Schmeling-Foord Fight

One of the remarkable things about the Schmeling-Foord boxing match shortwaved from Hamburg, Germany, on Sunday noon and heard in this country exclusively over Mutual was the performance of the British commentator, Eduard Roderick Dietze, who not only carried on throughout the entire main bout, both during and between rounds, but also handled the preliminary bout. He showed unusual resourcefulness in talking incessantly, always interestingly, and in language that neatly combined the erudite and the popular. He got over the color and action of the fight very nicely, while his sidelights were well-chosen. Reception of the broadcast was excellent.

## "Bright Lights of 1938"

There is a good bit of talent in this new WHN review, Sunday at 5-5:30 p.m., but the setup needs better comedy material—not puns—and whipping into effective shape. Herman Timberg Jr. emceeds the show and he sounds like the makings of another Milton Berle. Popkoff, the "temperamental Russian," who is always funny, and some good vocalizing by Michael Loring and Buddy Manners, also Sally Hughes and musical background by Don Albert's orchestra, complete the cast.

## "Milkmen's Matinee"

Far and away one of the best shows of its type on the air, Stan Shaw's "Milkmen's Matinee" on WNEW seems to be growing in dialing importance with each additional performance. With a listening audience mustered from the ranks of the city's employes who serve on the Lobster trick, program is entirely recorded and is heard at 2-7 a.m. daily except Sunday. Shaw, to this reviewer, is tops as ad lib emcee, and manages

## PROMOTION

## Furniture Store Idea

Grant Sandison, WTMJ (Milwaukee) salesman, found a way for a furniture store to effectively merchandise its housewives' reception hall which resulted in two quarter-hour programs a week.

For some time the American Furniture Store has thrown its reception hall open to clubs and societies for bridge parties and social get-togethers. Sandison suggested broadcasting interview programs from the store, using these groups.

The program, "Homemaker's Studio," brings many women to the microphone to be interviewed briefly by WTMJ's Bill Evans. The questions dealing with everyday problems in semi-humorous fashion, are furnished by the participants just before the broadcast. The hundred or more women who participate are given favors.

It was found that the ladies present were more prone to shop the store after hearing the "selling" on the broadcast than when they came merely to play cards.

So successful has the feature become that the sponsor contemplates increasing the schedule to five times a week.

## Handwriting Series Promotion

Star Radio Programs has released its largest promotion job on any special feature, a sales brochure for "Your Writing Reveals" series. The script organization engaged Dorothy Sara, handwriting expert, in preparing the 13 scripts, 15 minutes each. Only one man is required for production. Arrangements also have been made with Shapiro, Bernstein & Co., music publishers, for a special theme song.

## Advertising Drama

Good note in newspaper advertising was recent piece in Dayton Daily News listing weekly dramatic offerings over WHIO, Dayton, O. Action photo was effective eye-catcher with an ultra-Bodoni "DRAMA" and "Listen" making up the caption. Network dramatic fare coming over the local airwaves was listed by day and hour.

## Valentine Song Number Out

"Make Your 'Mum' Your Valentine," with words and music by Harold Moon and Sherley Marson, has been published by Whitney Blake Music Pub. Co. The number, specially intended for the Valentine season, was off the press in the record time of 24 hours after Moon brought the manuscript to New York from Canada. In addition to his songwriting, Moon also has produced radio shows for Canadian network schedules. He returns to his Montreal headquarters this week.

to make even his commercials sound interesting. Proof of his versatility lies in the fact that nightly he receives 300 to 400 wires requesting dance numbers and bearing personal messages to Shaw. Program is loaded at present with 27 sponsors, and there is a waiting list.



**It's Going To Be**

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**Bigger And Better**

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**Than We Expected**

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**Contains 1000 Pages**

---

**Covers Everything**

---

**Going Everywhere**

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**The Radio Daily**

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**Annual of 1938**

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## PITTSBURGH

KQV scooped the town Monday (Jan. 31) by carrying former Gov. Gifford Pinchot's talk at the Pennsylvania Bakers' Convention in Hotel William Penn.

Lois Miller, organist for Pittsburgh Coal on KDKA, is helping the Stanley Theater celebrate its tenth anniversary. In addition to her playing, the theater has booked Ted Weems, Tim and Irene, Duke Ellington and Judy Garland for this month.

Carl Dozer, who conducts the WCAE "Morning Express" and also announces the Carnegie Tech Symphony over Mutual on Saturday, has won the hand of Helen Jane Douthitt, former Tech student. It will be a June wedding.

KDKA will feed Maurice Spitalny's Orchestra to NBC-Blue every Friday night at 6.

Harry Hendel has booked Don Redman, Louis Armstrong and Count Basie for early airings at the Savoy Ballroom.

## OKLAHOMA

Robert Donley, WKY announcer, in charge of Y.W.C.A. class in the theater.

Neal Barrett, Hearst Radio v.p., in Texas on business.

Sue Hancock, sec. to KOMA program director Waymon Ramsey, III.

Bill Perrin and Carrol Hubbard, formerly with W. Lee O'Daniels, now on KVSO for Pruitt Produce Co.

Tests on relay portable transmitter for KVSO beginning.

## WTMJ, Milwaukee

Charles Nevada, sports authority, who conducts the nightly "Last Word In Sports," has received a warm expression of appreciation from Marquette University Alumni Association for his handling of Marquette sports news.

A sponsor is flirting with Mary Agnes Donahue, rhythm singer.

Jack Martin, organist, fell on the ice while boarding a bus and severely wrenched a shoulder.

Don Chase, operator, aviator and right-hand man of Max Nohl, who hung up the world's record for deep-water diving, is papa again. It's a girl this time.

The American Singers, choral group under the tutelage of William Wengel, who founded the Fireside Quartet, now have a sustaining half-hour Monday nights.

## ONE MINUTE INTERVIEW

LAWSON ZERBE

"Radio drama is made more effective with the use of smaller casts. If there is too much time spent by the listener in trying to identify all the members of a large company, there is a proportionate loss in the dramatic quality of the sketch being played. The solution lies in the 'narration bridge' being employed in getting the story told with a minimum of extras and a maximum of action."

## ★ Coast-to-Coast ★

THE 100th "Stars of Tomorrow" broadcast over KFJM, Grand Forks, N. D., was celebrated by a big party, with invitations to the first 50 youngsters to register to help in the festivities. "Uncle Bill" again was emcee, but instead of conducting the usual talent hunt he led the kiddies in a round of games, and once the affair got under way there was no lack of realistic sound effects.

Lawrence McDowell, commercial manager of KFOX, Long Beach, Cal., is overhauling his 30-foot motor cruiser in preparation for some early spring cruising to Catalina Island.

Estelle M. Sternberger, executive director of World Peaceways Inc., will speak on today's broadcast at 12:45-1 p.m. over WMCA on the subject of "Is Washington Arming for Peace?" The series has shifted from its former time, 10:45 a.m.

Elinor Sherry has been allotted a 15-minute spot Wednesdays at 12:15 p.m. on WOR-Mutual, in addition to her Friday night and Saturday afternoon broadcasts.

Shirley Sadler, Minneapolis songstress, picked by Kayo Brinker, head of the audition board at WBBM, Chicago, as a promising newcomer, is now appearing nightly with Billy Elden's orchestra on WBBM.

WIOD, Miami, is again carrying Robert Ripley's "Believe It Or Not" program.

The thrice weekly CBS morning series featuring Lyn Murray's orchestra and songstress Ruth Carhart will be heard at 11:00 a.m. in the future instead of 10:45. The program will continue to be heard Mondays, Wednesdays, and Fridays.

Charlotte Kingston of New York is inaugurating a weekly "Learn to

## KGVO, Missoula, Mont.

Tom E. Atherstone, chief engineer, after attending the engineers' conference in Columbus starting Feb. 7, will visit Washington.

Manager A. J. Mosby has arranged with James N. Holm, director of radio extension department at U. of Mont., for a series desired for high school debate teams.

Lucille Davis and Ernest Reid are additions to "Dude Ranch," which goes to a full hour this week.

Sevilla Smith, Betty Schultz and Margaret Small are new vocalists.

Verne Sawyer, special events announcer and emcee, back on the job after an illness.

Dance" program over WSPR, Springfield, Mass.

E. Gordon Hubbel, production director of the research project in school broadcasting at the University of Wisconsin radio station WHA, was married in Madison to Miriam G. Jackson.

WINS is starting a weekly series of disks being put out by the YMCA. First recording is an interview between the "YMCA Reporter" and Dale Carnegie. "Youth Problems" is the subject discussed in all the broadcasts.

WGH, Newport News, Va., did an interesting broadcast from Loew's State Theater, Norfolk, when "The Hollywood Hotel Revue" arrived in that city last week. The cast, masked and gowned to represent Hollywood stars, were driven to the theater and interviewed at the mike by Irving Waugh, WGH chief announcer. Later the stars of the show—Marty May, Helen Honan and Robert Barry—did a quarter-hour studio show.

William P. Sneeberger, 61, well known as "Herr Fritz," leader of the German band heard for several years over WRJN, Racine, Wis., died last week.

## LOUISVILLE

Orrin W. Towner, designer and chief engineer of WHAS, recently addressed the Lions Club, explaining features of the new transmitter.

Lee Coulson, WHAS commercial manager, elected president of the Courier - Journal and Times Credit Union.

Helen Noble resigned as WRC receptionist to accept position with local apothecary. Melba Henry, who formerly presented piano recitals over the station, is presiding at the desk.

Nate Lord, manager WAVE, is back at his desk, after a throat infection.

John Tillman, new WHAS announcer, now handling the "Street-Man" airing thrice weekly, in place of Joe Wheeler, recently resigned.

Hugh Sutton, production man, who left WHAS in recent shake-up, is considering a connection with the University of Louisville, as instructor in commercial radio.

Clifford Shaw, WAVE program man and pianist, now airing a daily series of piano numbers including some of his own compositions.

## AKRON

WADC has added a studio orchestra with Johnny Martone conducting.

Bill Griffiths, WJW sports commentator, is doing a new "Sports Page of the Air" six days weekly.

Ed Marchal and Fred Bock represented WADC at the sales directors' meeting in Toledo.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.



COlumbus 5-7366-7

Mr. John T. Adams  
Erwin, Wasey & Company  
420 Lexington Avenue, N. Y. C.

Dear Mr. Adams:

"Hop on the bandwagon." This does not mean following blindly the course of the others. Since we started writing these open letters to various advertising agency executives the response has been exceptionally good. We acquired these new accounts, however, not because they were merely following suit, but because they were pleased with the sample recordings sent them.

May we submit some samples to you?

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 23

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 2, 1938

FIVE CENTS

## \$4,297,600 CBS '37 Net

### 65 NATIONS REPRESENTED AT CONFERENCE IN CAIRO

Cairo (By Cable)—Representatives of nearly 65 nations are here for the International Communications Conference which will be formally opened today by King Farouk. Problem of revising regulations governing radio, telegraph and telephone communications will come up at the parley. Reallocation of wavelengths for broadcasting is one of the more difficult matters facing the conference.

Wallace White, leader of the U. S. (Continued on Page 3)

### Another Measure Asks Pan-American Station

Washington Bureau, RADIO DAILY  
Washington—Senators McAdoo of California and Chavez of New Mexico yesterday introduced a bill asking construction and operation of a radio station designed to promote friendly relations among nations of the western hemisphere. Bill is similar to the one introduced by Congressman Celler in the House only in that it calls for an appropriation of \$3,000,000 for land, construction and equipment. A Pan-American advisory council on programs also is specified.

### Reg Martin, Gunnar Back, Out in Shift at Lincoln

Lincoln, Neb.—Reginald B. Martin, KFAB-KFOR station manager, and Gunnar Back, continuity chief, are off the payroll under a realignment by Don Searle, new general manager. Paul Dodd is acting manager of the Lincoln studios. A shakeup in Central States Broadcasting's Omaha studios, KOIL-KFAB, came two weeks ago.

### McCarthy for Mayor

Milwaukee—So popular is Edgar Bergen's Charlie McCarthy that citizens of South Milwaukee have nominated him for mayor there. Nomination paper, signed by enough persons, duly filed with city clerk. Harry Eldred, publicity director of WTMJ, through which Charlie contacts his constituents, is campaign manager.

### CRITICS' FORUM



#### MORE ABOUT NEWSCASTS

ADDITIONAL comments and suggestions from the nation's radio editors on the question of improving news periods, the second topic in RADIO DAILY's first annual Forum, are given herewith:

"Both radio and newspapers have learned that there is room for both mediums, although the radio sphere is identical with that of the press. News broadcasts should be credited to the local press by each station and a cooperative agreement reached."—C. FULTON FIELD, Long Beach (Cal.) Press Telegram.

"By an unbiased view of both sides of the topic. Many commentators reveal a reactionary view and are quick to 'color' the news which decidedly favors the business interests of sponsor."—SID SHALIT, New York Daily News.

"More often, shorter periods in breezier, snappier style and interpretative."—TURNER JORDAN, Birmingham News.

"More like Lowell Thomas."—WILSON BROWN, Radio Guide.

"As to spot news, by repetition of the headline-highlights at the program conclusion for late tuners."—JACK SHAFER, Newark Ledger, Long Island Press and Staten Island Advance.

"By adding a little humor in news stories."—ARTHUR C. PAMERLEAU, Flint Journal.

"Dramatize the news. Give it better interpretation."—HARRY W. MOODY, Springfield, Illinois State Journal.

"Keep them strictly sustaining and eliminate commercials in the middle of a news broadcast, camouflaged as a news item."—FREDERIC THOMS, Bridgeport Times-Star.

"By being more selective in the news presented."—HARRY LA FERTE, Tulsa World.

"By having several voices that SOUND different on the same news

program."—NICK KENNY, New York Daily Mirror.

"By abandoning the policy of too many news periods, such as one each hour, which takes the edge off the news."—JOHN CAMERON SWAYZE, Kansas City Journal-Post.

"By eliminating distortions planned to conform to the commentator's prejudices."—ALICE ZINGG, Bay City Times.

"More news of general interest. Less interpretation of minor events."—HAZEL A. ANDERSON, Lynn (Mass.) Daily Evening Item.

"Sock one story hard, as Boake Carter does, instead of sketching entire page 1 of newspaper."—RALPH SANDERS, Chattanooga Free Press.

"By bringing to the microphone for a 30-second or even one minute interview persons directly in the news of the day—during daily periods."—WILL BALTIM, New Brunswick (N. J.) Daily Home News.

"By being a little more explicit and detailed. Less uninteresting material and not so much reference to commercialism."—INA WICKHAM, Davenport Democrat and Leader.

"By a little better editing. Have boys with background handle the news, especially on smaller stations."—MARY LITTLE, Des Moines Register and Tribune.

"By better editing; by writing for the eye not the ear; less declamatory delivery."—DALE ARMSTRONG, Los Angeles Times.

"Radio news commentators dramatize small incidents too much. Most news broadcasts are short, and, therefore, must be used to cover the news as completely as possible in

(Continued on Page 3)

### \$2.52 a Share Reported for Last Year Against \$2.20 in 1936

CBS net earnings for last year, subject to audit by certified public accountant, were \$4,297,600, equal to \$2.52 a share, compared with net earnings of \$3,755,000 or \$2.20 a share, in 1936.

Share earnings for both years are computed on the basis of 1,707,950 shares of \$2.50 stock presently outstanding or to be outstanding upon completion of exchange of the old \$5 stock.

### NETWORKS FAVOR AFRA IN UNION NEGOTIATIONS

Rapid strides by the American Federation of Radio Artists in its negotiations with networks and advertising agencies indicate that the networks at least are favorably inclined toward the AFRA, an AFL affiliate, as compared to unaffiliated or the CIO groups. NBC announcing staff in this city is 100 per cent AFRA with exception of one announcer. Yesterday two NBC managed outlets,

(Continued on Page 3)

### Eddie Cantor Reported Slated for Camel Show

West Coast Bureau, RADIO DAILY  
Los Angeles—That Eddie Cantor will end his Texaco association when present contract option expires in March, and that he has a deal on the fire for a one-hour show for Camel cigarettes, is the report current here, though denied by William Esty

(Continued on Page 3)

### Direct Medium

Remington-Rand sponsoring the "Early Bird" show handled by Charlie McCarthy (real name) received a call from WHN early one morning. A listener needed a typewriter in a hurry. She phoned WHN. WHN phoned Remington-Rand. Remington-Rand phoned the nearest agent.

Result: One typewriter sold!



Vol. 3, No. 23 Wed., Feb. 2, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, Feb. 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	140 1/4	139 3/4	139 3/4	- 1/2
CBS A	18 1/2	17 3/4	18 1/2	+ 1
Crosley Radio	9	9	9	- 1/2
Gen. Electric	40 1/2	39 1/2	39 3/4	- 1/4
RCA Common	6 1/2	6 1/4	6 1/4	- 1/8
RCA First Pfd	47 1/2	46 1/2	47 1/8	- 1/4
Stewart Warner	9 1/2	9 1/4	9 1/4	- 1/4
Westinghouse	95 1/2	93 1/2	93 3/4	- 1/4
Zenith Radio	14 1/2	13 3/4	13 3/4	- 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15
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### OVER THE COUNTER

Stromberg Carlson	Bid 6	Asked 7
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## New Broadcast Service Will Cater to Bakeries

Bakers Broadcasting Service, created to service bakeries in their broadcasting and advertising problems, has set up headquarters at 113 West 42nd St. with a branch office at 140 Boylston St., Boston.

Firm will specialize in both ETs and live programs. Plans are now under way to record about a dozen series, according to Robert W. Graham, executive of the company.

## FCC ACTIVITIES

### APPLICATIONS RECEIVED

WIRE, Indianapolis. Mod. of license to change power to 5 KW. unlimited.  
KGV, Portland, Ore. Special experimental authorization to operate a facsimile station on 620 kc., 1 KW.

EXAMINER'S RECOMMENDATION  
WFB, Baltimore. CP to increase power to 1 KW., 5 KW. LS. be granted. 1270 kc., unlimited.

More Power for Your Job!

**WABY**

NEW EQUIPMENT...  
NEW PUNCH!

ALBANY, N.Y.

## Bank Plugs Radio Series In Newspaper Campaign

The Morris Plan Bank of Rhode Island, which will sponsor "Ports of Call," an Atlas Radio Production, via WJAR each Wednesday at 7:30 p.m., starting Feb. 9, has enlisted the cooperation of the State Department of Education, Cunard Line and the Hamburg-American line in exploiting the show. In addition, Morris Plan is planning a statewide advertising campaign, using every newspaper in Rhode Island to launch the series of 52 episodes. Handled by Criterion Radio Productions Inc., distributors of Atlas Radio Productions in New England, the bank is blanketing the state with heralds, window cards, blotters, gummed labels, etc.

## Radio Columns Draw High Reader Average

Newspaper radio program listings and radio columns have the highest percentage of readers than any other sections in Sunday newspapers, while in daily editions the radio page is out-read by only the comics and the movie department, according to the latest survey of daily newspaper reading habits conducted by Dr. George Gallup, Young & Rubicam. Interest in radio departments has been steadily increasing, it is pointed out.

**Rep. Fish to Repeat Talk**  
Representative Hamilton Fish, whose WMCA broadcast was suddenly interrupted by a demonstration of Communists at the Carnegie Hall anti-Nazi rally last Sunday, will repeat his talk over the station on Friday, 8:15-8:30 p.m.

**WBAL 2-Hr. Morning Show**  
Baltimore—"Round the Breakfast Table," a new morning program, began this week over WBAL. In addition to news, weather reports, time signals, anecdotes and transcribed music, show includes a number of surprise innovations. Gerry Lee Pecht conducts the two-hour program.

**Slocum as Gen. Mills Contact**  
William Slocum, ex-New York American sport writer, is out on the road acting as contact on baseball for General Mills. Slocum has been a sport writer all his life and has numerous contacts among league executives.

**7:25 A.M. Movie Gossip**  
Earliest movie commentator broadcast of the New York area is that of the Criterion Theater in New York, heard on WNEW at 7:25 a.m. daily for five minutes, and on Wednesday at 7:30-7:45 a.m. Started this week.

**Portable Sound Library**  
A portable sound library, for recording, remote jobs and group shows, has been started as a new service to producers by Gilbert Braun, with headquarters at 1457 Broadway. Library is equipped to produce any sound required.

## WTAM to Hold Celebration For New \$300,000 Studio

Cleveland—WTAM will hold a housewarming during the week of Feb. 14-19 in celebration of the opening of its new \$300,000 studios. Ceremonies will be climaxed on the last day when Mayor Harold Burton drives a gold spike into the name plate on the entrance. Building will be known as the National Broadcasting Co. Bldg. Vernon H. Pribble, manager of the station, will be the host to numerous parties during the week.

## Ultra H. F. Station On Its Own Schedule

Detroit—After two years of experimental operation, the Detroit News high frequency station, W8XWJ, is now a regular broadcaster on a new frequency of 41,000 kcs., putting on its own 14-hour daily broadcast entirely independent of WWJ. Wellington Cransow is handling the schedule. New Western Electric 500-watt transmitter replaced the former 100-watt apparatus. Operation continues under experimental license.

Carl Wesser is chief engineer, August Maekelbergh handles foreign language broadcasts, Al Allen has charge of programs and publicity.

## New NBC Drama Series

"Great Plays," new series of masterpieces of theater literature, makes its debut Feb. 26 at 5-6 p.m. on NBC-RD under supervision of Blevins Davis. First offering will be "The Birds," by Aristophanes, followed by "Everyman," and other ancient and modern classics.

## Irving Hyland Promoted

Irving D. Hyland, who has been functioning as New York liaison between Warner Bros. and Lord & Thomas on the Lucky Strike-Warner show, "Your Hollywood Parade," has been promoted to the post of eastern field representative for Warners. He will assume his new duties next Monday. Hyland was married last night to Janet Stein, artist, and after a brief honeymoon will step into the setup.

## Home Diathermy's Live Shows

Home Diathermy programs will become live over WHN starting Monday, when one-act dramatizations replace the recordings now used. Broadcast will be titled "Design for Happiness Dramas." 2-2:15 p.m., Monday through Saturday. Clayton Haven is producing the shows. Home Diathermy also starts a 15-minute recorded program over WHN on Feb. 7 which will be heard seven times weekly.

First in local accounts in Chicago

**WGES**

(In the heart of Chicago)

## COMING and GOING

PAUL WHITEMAN and orchestra arrive today on the Century from the west preparatory to his first Chesterfield show in the East on Friday.

MR. and MRS. LLOYD EGNER (NBC Theatrons) sail today for a two-week vacation in Bermuda, deferred from last summer.

HERMAN GREENBERG of the home office Ascop staff, returned yesterday from an extensive trip through the West.

O. W. FISHER, president of KOMO-KJR, Seattle, is in town.

LORETTA LEE opens at the Fox Theater in Detroit on Friday and then goes to Cleveland for a vaudeville engagement.

GEORGE NIXON of NBC development and research division in New York goes to Chicago to address the Institute of Radio Engineers on Friday. After conferring with Howard Lutgens, NBC engineer chief in Chicago, he will leave for Columbus to address the radio engineering class of Ohio State.

CLARK DENNIS, singer on the "Fibber McGee" show, comes to New York on Feb. 27 to make five Rexall transcriptions.

TOM THOMAS, NBC baritone, goes to Cleveland on Feb. 15 for a singing engagement.

JOHN F. PATT, vice-president and general manager of WCAR, Cleveland, has joined Leo Fitzpatrick in Florida. Fitzpatrick is g.m. of WCAR's sister station, WJR, Detroit.

MORRIS PIERCE, chief engineer at WCAR, leaves for Florida about the end of next week, after attending the broadcast engineers' conference in Columbus.

GEORGE HENRY PAYNE, member of FCC, left Washington yesterday for Florida on a two-week vacation.

STATION

NEW YORK

Serving New York and New Jersey

HOURS A DAY

**Networks Favor AFRA  
In Union Negotiations**

(Continued from Page 1)

KOA in Denver and KDKA in Pittsburgh, were signed 100 per cent, and with few exceptions around the country AFRA claims excellent progress, particularly with NBC outlets.

Announcer demands upon NBC were presented by AFRA on behalf of the New York staff, but it is believed that efforts will be made to make a national deal affecting all NBC owned, managed and operated stations.

Officials of AFRA are seeking to have future meetings with network officials of NBC and CBS a joint conference. Where artists or announcers are concerned, members of that profession will also sit in on the negotiations. The demands made on behalf of the NBC announcers are said to be the usual shorter day week and maximum hours plus various items already set forth by other groups such as AGRAP. CBS in this city and several other outlets are working under AGRAP contracts. It is presumed that AFRA eventually expects to acquire the AGRAP membership for itself. AGRAP now contemplates an affiliation with a parent labor organization such as CIO or AFL.

Advertising agency negotiations, including the conferences with the committee representing the American Association of Advertising Agencies, are "progressing satisfactorily," stated AFRA officials.

**ST. LOUIS**

A new Germania broadcast, figured to add 60,000 listeners for WEW, started this week. Norbert Feld arranging and announcing program.

France Laux will again be at the mike for KMOX, and Johnny O'Hara for KWK, when baseball broadcasts go on the air under General Mills sponsorship.

"Stop Dreaming" is a new KSD series, with Jean Carmen, singer; Russ David, pianist, and the Rhythm Escorts.

WIL's all-colored amateur air show, emceed by Claude Collins, has attracted quite a following among Negro listeners.

**WELI, New Haven**

Mabel Crick is a new soprano on the schedule.

Don Fiore now sings with Tune Twisters on Saturdays at 4. Sunday talks by Congressman

**Joins Radio Registry**

Lucille O'Neil has been added to the staff of National Radio Registry effective immediately. Miss O'Neil will be in charge of the secretary-telephone division.

**LUCILLE & LANNY**  
LINWOOD GREY  
"2 voices and a planny"  
Now appearing with Fred Allen  
TOWN HALL TONIGHT  
Arrangements by Lanny Grey  
Management NBC Artists Service

**CRITICS' FORUM**

(Continued from Page 1)

few words." CHESTER BROUWER, Fort Wayne Journal-Gazette.

"Writing of news broadcasts with greater consciousness of effective phonetics; more emphasis on straight news presentation instead of interpretation by half-baked commentators." — DOROTHY MATTISON, Worcester Telegram and Gazette.

"Slow them down — fewer items more carefully read and given by someone who has news sense would be welcome." — E. D. KEILMANN, Copper Publications, Topeka.

"By having fewer of them and letting the newspapers continue to function as the news outlet for America, except in calamities or emergencies." — RADIO EDITOR, Judge Magazine.

"By employing more men with newspaper background, who sound as if they understand what they're reading. Too many 'just read words' with no interpretation or thought." — BOB HALL, San Francisco Call-Bulletin.

"Shorten governmental news bulletins, leaving elaboration to commentators; use more light 'human interest' items during regular news broadcasts." — CHRIS MATHISEN, Washington (D. C.) Evening Star and Sunday Star.

"Better editing; less words the announcer can't pronounce; more analysis." — BILL POTTS, Fort Worth Star-Telegram.

"Mainly by giving the job of news writing, editing and selection to com-

**65 Nations Represented  
At Conference in Cairo**

(Continued from Page 1)

delegation, in a statement yesterday spoke of the importance of amateurs in experimental and development work in radio. He also praised press services by radio.

**Swiss Fabric One-Shot**

Swiss Fabric Group next Tuesday will sponsor a one-time shot on WJZ, 3:45-4:15 p.m. Program will come from a fashion show being held in the Rainbow Room.



**JOSEF CHERNIAVSKY**  
"The Musical Cameraman"  
Now Guest Conductor at  
SHEA'S BUFFALO THEATRE  
Featuring his Pet Presentation Ideas

**Eddie Cantor Reported  
Slated for Camel Show**

(Continued from Page 1)

agency. The Camel deal would have Cantor producing and responsible for entire setup, as is presently the case with Texaco, and negotiations are said to have reached the stage where a tentative budget of \$16,000 has been set. It may be, however, that the Benny Goodman half-hour will be retained. Cantor opposite the Packard hour would further complicate that situation.

Last May it was announced that Cantor had signed a six-year ticket with Texaco.

**Servel Sponsors "Captains"**

Servel Electric Gas Refrigerators will sponsor "Captains of Industry," an Atlas Radio Production, via KRLL, the CBS station in Dallas. Program will be heard every Monday at 9:15 p.m. for 52-weeks. Deal was handled through Couchman Agency.

**WHN Songwriters**

A new ditty, "A Little Bit Careful," aimed at reckless drivers has been written by Allan Zee, Elektra Allison and Frank Roehrenbeck. Clarence Williams did the publishing. Zee is a WIIN production man, Elektra is staff pianist, and Roehrenbeck is the station's general manager.



**Four Thousand Eight Hundred  
Sixty - Six Women Say OK**

**CHIEF OF WXYZ SAID, "TEST THIS PROGRAM, AND DON'T PULL PUNCHES"**

—WXYZ—  
MICHIGAN  
RADIO  
NETWORK

And what a test. Right at the height of Holiday turmoil, November 11th to December 11th, (1937), when women are really busy. Broadcasting time purposely moved from mornings to 1:45 to 2 P.M. Monday through Friday, and no "ballyhoo." BUT, we did have an attractive free offer to entice mail response.

When the Chief said, "don't pull punches" he meant, test the program the hard way, and report the findings as is.

The entire case history is available to any agency or sponsor desiring a really powerful commercial program.

WRITE FOR THE FACTS. ANN WORTH,  
HOUSEWIFE IS READY FOR SPONSORSHIP NOW.

**KING-TRENDELE BROADCASTING CORP**  
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK  
THE PAUL H. RAYMER CO., Representative

## AGENCIES

COMPTON ADVERTISING INC. has been appointed to handle direct sales promotion and advertising for Permutit Co. (water conditioning equipment). Guy Richards is account executive.

CHARLES W. HOYT CO., as a result of a training course for juniors conducted last year, has made the following appointments: Richard Pratt, assistant in radio department; William Morriss, research department, and H. M. Howlett, assistant in contract department. Miss Cecil Billings has joined the copy staff.

RICHARD FOLEY AGENCY, Philadelphia, will handle Krumm Macaroni account.

McKEE, ALBRIGHT & IVEY, Philadelphia, is handling Pine Bros. Inc. (proprietary remedies).

SIMMONDS & SIMMONDS INC., Chicago, has absorbed Phil W. Tobias & Associates, this 30 year old agency to operate under the S&S name with Phil W. Tobias as new president, F. M. Simmonds Jr. as vice-president and C. O. Brewer as secretary-treasurer. Jack Wendt has joined new agency as account executive and Frank Duffy and Fred Schwenn, formerly with Tobias, are joining new outfit in research and copy departments.

ROE FOWLER, formerly with Charles Daniel Frey agency, has joined the writing staff of Needham, Louis & Brorby, Chicago.

ALBERT G. DEGEN has left H. W. Kastor & Sons, Chicago, for local sales office of True Story magazine.

MAURICE ELGUTTER has joined Aubrey, Moore & Wallace Inc., Chicago. He was formerly with P. P. Willis Corp.

EVANS ASSOCIATES, Chicago, has landed the Haskelite Mfg. Corp. account, makers of plywood and other construction materials.

MYRON P. KIRK, formerly vice-president in charge of radio, Ruthrauff & Ryan Inc., has been made vice-president in charge of radio for Famous Artists Corp. and its affiliated corporations, H. E. Edington-E. W. Vincent Inc., Feldman-Blum Corp. and the Charles Kenneth Feldman Corp., Hollywood.

## Appalachian Games on WOPI

Bristol, Tenn.—W. A. Wilson, g.m. of WOPI, has arranged to air the 1938 baseball games of the Appalachian League from the various cities in the circuit.

## Ringson Managing WRDW

Augusta, Ga.—W. R. Ringson, formerly with Georgia Theater Service Corp., Atlanta, has been named manager of WRDW here.

## WILLIAM SCOTTI

and  
The Sweetheart Rhumba Quartet

(Instrumentalists)

Featured by Manhattan Soap Co.

W.E.A.F.

Thurs. 9:30 A.M. and 6:35 P.M.

Fri. 9:30 A.M.

Excl. Mgt. Ben B. Lipset

607—5th Ave., N.Y.C. Plaza 3-6268



● ● ● PERSONAL Postcards To: Ray Block: According to the press releases of the previous editions you've just written a tune called "In My Little Red Book". Did you know that Lew ("That Old Feeling") Brown wrote a tune using that title in 1933—for the then columnist, Paul Yawitz? ... Phillips H. Lord: On last week's "We, The People" a hypnotist made an air appearance. Your office again oked this story—but we went back-stage before (and after) the broadcast and asked the man to make us unconscious or place us under his power. He refused! ... Benny Goodman: The Paradise Cabaret is anxious to set a deal for you and that swing band at \$6,000 per week—and do away with the girl show if necessary. ... Tommy Dorsey: Why won't you admit to that Universal Picture deal—when we've seen correspondence stating that your part was to be enlarged? ... George W. Hill: B. A. Bolle, who was on your "Okay America" series, has a new hand together now and calls it "floating rhythm"....

● ● ● FCC Commissioner McNinch: Here's a story we're sure you'll like.... Goodwill has always been fostered by KVI, Seattle-Tacoma, by handling telephone complaints of interference through the proper channels with Amateur, Radio Service Men and Power Company organizations.... Chief Engineer J. W. Wallace being either an active or honorary member in all.... One morning this week a friendly listener called, wishing to get in touch with son-in-law, amateur radio operator W7BAY in Helena, Montana. The call was passed on to KVI Transmitter Engineer Lew North, W7BHE, at his home near the transmitter on Vashon Island. He went on the air, heard W7BAY in Helena on the "Breakfast Club" amateur circuit, and contacted him direct on 75 meter phone, to the delight and satisfaction of all.... W7BHE, by the way, uses the distinguishing words W-7-"Bacon"- "Ham" and "Eggs" as identification! Sounds like a natural for any Service "Breakfast Club"!

● ● ● Mark Warnow: A bow from the hips and an affectionate embrace to you for finding an opening for Dave Kent with your Circle Music Co., where "Toy Trumpet" is quite the thing.... Lenox Lohr: Hereafter NBC will end all educational shows with "This has been an NBC Educational Feature".... Darryl Zanuck: At Casa Manana's "informal" nite, a singer, knowing that Sidney Lanfield, one of your top-notch directors, was present, dedicated a song "for you, Chief"—when there's only one "chief"—you—and you don't want him!.... Jack ("Disappointed and Disgusted") Bregman: Hear that Judy Garland is great with Fannie Brice in "Everybody Sings".... Harry Conn: Your show has but three more shots to do. CBS is working out an hour show to take up that period opposite Don Ameche.... Charlie McCarthy: The nation is rapidly falling in love with "Dopey", one of the Seven Dwarfs.... David Sarnoff: Over at CBS two page boys, Sonny Diskin and Mike Campbell, were promoted—Sonny going into sales promotion and the latter into station relations—making a total of 12 page boys lifted to civvies.... Roy Wilson: Colonel Jack Major now has his own phone number and asks to be called up "if anything turns up where a fellow can have fun or make money".... George D. Lottman: Correcting an error—by "reorganizing your coast office" we should have added that your staffs would be increased.

● ● ● Bob Trout: A great undertaking has been completed in your behalf at WNBX in the snow capped hills of Springfield, Vt.... When Lindy Lindquist, program director, met you at the railway station in bearskin coat and hat, whisking you to the studio in an old-time Vermont snow cutter, you seemed to doubt that he was partaking of true northern customs. You declined to believe differently until shown a polar bear. Here's the surprise—the recent January thaw has broken up the ice in Vermont streams. Great chunks have pyramided in the local black river. Would you believe it, polar bears came down with the ice flow?

ORCHESTRAS  
MUSIC

FERDE GROFE will conduct his second annual Carnegie Hall concert on March 25. He also will appear on RCA "Magic Key" March 20. Both deals set by Consolidated Radio Artists.

Benny Goodman and Tommy Dorsey lead, with Guy Lombardo third and Horace Heidt fourth, in the third annual popularity poll conducted by Martin Block of the WNEW "Make Believe Ballroom." Nearly 200,000 votes were cast by radio listeners in this contest, which has just closed. No prizes were offered to listeners.

George Hessberger and his Bavarian orchestra have been set by CRA to open at the Alpine Village at Cleveland on Feb. 22. Engagement is for six months.

"Dormitory Girl," a new song written by a member of the Austin Hall Choir at the University of Washington, was not only broadcast for the first time but sung in public for the first time over KVI, Seattle-Tacoma, when the station gave a preview of the "Varieties," annual University musical show. Excerpts from other featured acts rounded out the preview program.

Art Kassel, missing from Chicago for three years, will open at the Bismarck Hotel Walnut Room on Feb. 9 following Eddie Varzos.

Gene Marvey, tenor formerly on the Bisodol show, is headlining with Sterling Young's ork at Boulevard Room of Stevens Hotel, Chicago.

Allan Grant, NBC pianist, is bringing out a second series of musical Candid Camera Sketches. This published series will include: "Jade," "In a Tearoom," "Lantern Parade," "Barcarolle," "Spanish Serenade," "Waltz for Two Pianos," "Lake Louise" and "A Fairy Tale."

Bernie Cummins is to follow Shep Fields in Empire Room of Palmer House starting Feb. 24. Veloz and Yolanda will be succeeding attraction and Guy Lombardo is set for spring appearance.

Hal Kemp and his ork will play at the St. Louis University prom, St. Louis, Feb. 21.

UNIVERSAL  
HAND SET

for transceivers, 'phones and inter-systems, Hi output quality microphone.

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

424 WARREN LANE

INGLEWOOD, CALIF., U. S. A.

**PROGRAM REVIEWS**

**"Way Down East"**

This popular serial returned over WOR yesterday in transcribed form, sponsored by Sterling Products (Haley's M-O and Danderine), through Blackett-Sample-Hummert agency. It follows the pattern of previous episodes revolving around a group of New Englanders, principally David Bartlett and his wife, Anna. Cast is first-rate, including Carl Swenson, Agnes Moorehead, Wilmer Walter and others.

**Gabriel Heatter**

In this five-minute ET series, over WOR on Tuesdays, Thursdays and Saturdays at 4:55-5 p.m., for Johns-Manville Co., Gabriel Heatter delivers a compact inspirational talk with good human interest value. Stories have an uplift touch combined with topical entertainment value, with humor as well as serious matter included, so their appeal should be general. A booklet giving home improvement ideas is offered to listeners. J. Walter Thompson Co. is the agency.

**Briefly**

Glass Container Association's "There Was a Woman" dramatizations, Sundays at 1:30 p.m. over WJZ-NBC-Blue, continue in the top-notch class. Last Sunday's piece, revolving around Nathan Hale, had some fine acting by Carl Swenson, Betty Garde, William Johnstone, Arlene Francis and Agnes Moorehead. Fred Uttal directs the excellent scripts.

Clarence Muse, colored singer and actor, was the highlight on last Sunday's George Jessel program, "30 Minutes in Hollywood," over Mutual. He has a voice that should be heard oftener on the air.

American Institute of Food Products, of which Robert A. Bories is g.m., does a nice job for its participating sponsors in programs over WNEW ("For Ladies Only" and "Kitchen Kapers"), WMCA ("Charm School") and WAAT ("The Shopper"). Quite a number of advertisers have been riding with Bories for some 80 weeks.

**German Hour on WBNX**

"German Radio Club Hour," under direction of American Ass'n of Teachers of German, starts a series over WBNX on Feb. 5 at 11:30 a.m. Students who have learned their German in local colleges and high schools will participate.

**STAR RADIO PROGRAMS INC.**  
250 PARK AVENUE NEW YORK CITY  
FIRST AGAIN!

**"Your Writing Reveals"**

A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered. HAVE YOU SEEN THE SALES BROCHURE?

**NEW PROGRAMS—IDEAS**

**Unique Sign-Off**

"You think that's a funny story? Then listen to this" . . . and Jim Peterson, KVI announcer, laughs eerily, then proceeds to sign KVI off the air at midnight on Thursday nights, giving wave-length, frequency, etc. Idea is a take-off on "Black Chapel," very popular network horror feature immediately preceding sign-off. Listeners' nerves are set on edge during the play each week by recurrence of a ghastly laugh which finally is used to introduce the stock quotation ending the "Chapel"—"You think that's a funny story . . . well, listen next week to 'The Case of the Seven Decapitated Bodies!'" etc. At this point Jim comes in, continues the same weird cackle (so realistically that few listeners can distinguish him from the "voice of the Black Chapel"), and

goes into his blurb about the station's transmitter on Vashon Island "where even now Engineers North and Estes are lying in a pool of gore," and so on.

Take-off tickles listeners and relieves real tension which "Black Chapel" has created.

**Music Guessing Contest**

Music guessing contest for public school students as a lead for national music week, is a new presentation over WWL, New Orleans, in cooperation with the Orleans Parish County School Board and the WPA symphony orchestra. Programs will be received in auditoriums of all local public schools. No title announcements of selections will be made, and students will be asked to name them.

**"Ham" Tele Equipment Developed by Du Mont**

A simplified television principle, enabling amateur radio operators to build their own sets at comparatively low cost, has been developed by Allen B. Du Mont, television experimenter and electronics engineer of Upper Montclair, N. J., according to a copyrighted article by Will Baltin, theater-radio editor, in the New Brunswick, N. J., Sunday Times.

The device invented by Du Mont for "hams" is known as a "phasmajector" tube, which is attached to present radio equipment, along with a few other items, and sends out a fixed picture over the air.

No additional license is required to operate the equipment, according to the Baltin article.

Du Mont now has an application pending before the FCC for an experimental television station.

RCA also recently announced plans for encouraging amateurs in television.

**Dissents on WLW Renewal**

Washington Bureau, **RADIO DAILY**  
Washington—Dissenting from the routine FCC renewal of WLW's regular 50,000-watt license this week was Commissioner George Henry Payne, who recently precipitated action for hearing on WLW's 500,000 experimental license. Payne contended that renewal of station's 50,000-watt operating license was directly tied to the entire theory of super-power stations. Best informed FCC opinion is that the WLW hearing will not be held before April.

**"Helen's Home" Adds WOAI**

Fort Worth—"Helen's Home," Della West Decker's dramatic serial presented from WBAP here for Hind's Honey and Almond Cream, has added WOAI, San Antonio. Other stations are KPRC, Houston, and WFAA, Dallas, all members of Texas Quality Network.

**Hickock Oil Radio Firm Opening Chicago Office**

Toledo—Radio Merchandisers Inc., recently formed by advertising executives of Hickock Oil Co. to handle radio productions, will have a sales office in Chicago under Ray Launder, v.p., and a Hollywood production office in Hollywood in the charge of G. Curtis Bird. Floyd Tracy is Hickock's advertising manager. Oil firm starts "Black Flame of the Amazon" over 12 Michigan and Ohio stations Feb. 14.

**ET Series on Songs**

Salt Lake City—Starting tomorrow, KDYL will broadcast for the Sugarhouse Lumber & Hardware Co. a series of 39 ETs titled "The Story Behind The Song," made by Transco and presenting dramatic re-enactment of circumstances that led to the composition of famous American Songs. Contract brought in by E. Drucker. Show is heard Thursday mornings 8:45-9 a.m. MST.

**Handbook for Announcers**

Bob Carter, WMCA chief announcer, is preparing a handbook of "Pointers for Novice Announcers." Included will be samples of announcer auditions, typical problems confronting announcers on remote assignments and the solutions, and as a warning—a listing of frequent errors in pronunciation.

**"Snow White" ETs**

A 15-minute transcription has been prepared by RKO on "Snow White and the Seven Dwarfs." It presents highlights and songs from the Disney feature, and was made from the original sound track of the film.

**PAT BALLARD  
TOP FLIGHT SCRIPTS**

for TOP FLIGHT PROGRAMS

Representative  
MARK HANNA

**PROMOTION**

**"Cinderella" Contest**

The Elizabeth Arden "Music of Romance" program over MBS has added a contest feature to run until February 8. Idea is to select a "modern Cinderella" from women listeners. The Arden Cinderella will be the writer of the best letter on the topic "What is your most personal beauty problem and why haven't you overcome it?" "Cinderella" will be rewarded by having her "dreams come true," via a trip to New York with first-class accommodations, a three-week stay in the big city at the "very best hotel," and a complete course of beauty treatments in Elizabeth Arden's Fifth Avenue Shop. Cecil, Warwick & Legler handles the account.

**Toscanini Souvenir Book**

NBC is getting out a Toscanini Souvenir Booklet telling all about the NBC concert series. Book will total 100 pages and will contain pictures of the famous conductors and members of the orchestra. Book will be sold to all at cost.

**GUEST-ING**

ALICE REMSEN, on "Death Valley Days," Feb. 4 (NBC-Blue, 8:30 p.m.).

ANN SOTHERN, with Tyrone Power in "Trinidad Dryad," Feb. 6 (NBC-Blue, 9 p.m.).

ART GENRY and TEDDY GRACE, on Ray Block show, Feb. 3 (CBS, 3 p.m.).

TUNE TWISTERS, on Schaefer Beer program, Feb. 3 (WEAF, 7:30 p.m.).

GENEVIEVE ROWE, on "Rising Musical Stars," Feb. 6 (NBC-Red, 10 p.m.).

CHARLES HACKETT, on "Hit Parade," Feb. 5 (CBS, 10 p.m.).

FRANCES FAYE, BOBBY HACKETT'S DIXIELAND JAM BAND, BUSTER BAILEY and BOBBY SHORT, on "Swing Club," Feb. 5 (CBS, 7 p.m.).

CESAR ROMERO, on Radie Harris program, Feb. 3 (WOR-Mutual, 6:45 p.m.).

JOHN ESCHER, editor of Sports Illustrated, on Don Dunphy program, Feb. 3 (WINS, 6:30 p.m.).

JOAN CRAWFORD and SPENCER TRACY, in "Anna Christie," on "Lux Theater," Feb. 7 (CBS, 9 p.m.).

THE SONGBIRD OF THE SOUTH

\* \* \* \*

**K A T E  
S M I T H**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



**PHIL BAKER**, following the lead of Jolson, Cantor and Jack Oakie, will stage a weekly "preview" of his Sunday night CBS broadcasts each Friday night, 9:30 to 10 p.m., at the CBS Vine Street Playhouse.

"Civic News Forum" is a new program on KEHE, sponsored by Clifford E. Clinton, chairman of the Citizens' Independent Vice Investigating Committee, to take the air on Monday through Friday scheduled at 7 p.m. C.I.V.I.C. and Clinton have been in the local headlines for months past.

Arthur Gilmore, CBS announcer of Jean Hersholt's "Doctor Christian" series, received a fan letter from a little Indian girl in Washington addressed "Mr. Arthur Gilmore Speaking."

Bobby Breen is now a Boy Scout. Initiated in Cub Pack No. 44 of West Los Angeles, of which Mickey Mouse is an honorary member.

Ralph Amato and Frank Pittman, formerly in the maintenance department at NBC, have been promoted to sound effects berths, while Vava Bowers, receptionist, has been upped to a secretarial assignment in the office of Don Gilman, vice president. Bob Edwards, chief of the mailroom staff, has resigned.

Frances Parks, petite songstress, has a new program of her own on KFAC Monday and Wednesday afternoons at 2-2:15. Leslie Adams, pianist and staff announcer at the station, will furnish the accompaniments.

KMTR has a new one permitting announcers a bit of spoofing of their non-existent sponsors, the "No Tobacco Cigarette" and "Evaporated Thirst Quencher." Logged Wednesday at 2 p.m., and called "Announcer's Day Off." Also "Top of the Dial Varieties," handled by Don McNamara, bowing today at 2:35 p.m.

## ALBANY

Wilbur Morrison, Socony newscaster on WOKO, visited his Plattsburg home but came back sooner than expected due to snow.

WABY nominates 10-year-old Sonny Michon, vocalist and dancer, as youngest emcee.

## Heidt in Additional Spots

In addition to their present Tuesday series for Alemitte, Horace Heidt's Brigadiers start a new thrice-weekly series over NBC tomorrow night at 11:30-12, on Red Network, and Fridays at 11:30-12 and Saturdays at 11:45-12:30 over Blue Network. Broadcasts will come from Bowman Room of Hotel Biltmore

## Frank Cooper Joins R-O-K

Frank Cooper has resigned from the Curtis and Allen office to join Rockwell-O'Keefe in radio sales.

## RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

### HAL R. MAKELIM

**HAL R. MAKELIM**, new manager of WHIP, Hammond, Ind., started his professional career in 1914 in the movies. Played kid parts at Essanay, the tough kid in Bioscope's "The Making of Fred Fullan", the lead in Bioscope's two-reel comedy, "The Boob", etc., etc., until 1917. Then the Air Service in U. S. Army for duration of war.



Remember the announcer "Little Bitty Hal".....

Organized food brokerage firm in middle west, enlarged to specialty manufacturer. Consistent radio advertiser for years, and one of the pioneers in using radio as an advertising medium. Announced many of his own programs and wrote and produced most of his own shows.

Became nationally known for his gags and announcing under the nom de plume of "Little Bitty Hal". Has written songs, short stories, verse, and radio script. Hit by the depression in 1932. Decided showmanship, writing, producing, buying radio time and years of executive activity had fit him for commercial radio. Joined Plug Kendrick at WIRE as sales manager and increased his local business over 450 per cent. Left shortly after station changed hands to become manager of KXBY.

Resigned to become sales manager for WIND, where he remained until taking over the management of WHIP with general offices in Chicago. His 10-year deal includes a stock interest in Hammond-Calumet Broadcasting Corp., which owns and operates WHIP and WWAE in Hammond.

Hobbies: Work, golf, boating, and ping-pong. Is married and lives in Evanston, north shore suburb of Chicago.

## SAN ANTONIO

Ernest Hauser's K TSA staff ork, which recently fell in line with AFM, played in the pit for the Dave Apollon unit show at the Majestic Theater, recently.

Jack O'Brien, publisher of "No Foolin'," tabloid weekly, has started a nightly sportscast over K TSA.

Jerry Morgan is now doing his Hollywood Gossip program on KONO Wednesday and Friday afternoons only.

## KFXR, Oklahoma City

Hal Sparkie Sparks lately has had hands full. Besides his daily sportscast and wrestling matches, he's been doing play-by-play of all local Missouri Valley AAU basketball games. Bob Elliston, commercial manager, handles sponsor plugs.

Dr. E. F. Webber's "Revival of the Air" is in its third year, daily at 9:30 a.m.

Standard Theaters using three 15-minute programs weekly, with Loretta Miller as Hollywood chatterer.

## WOWO-WGL, Fort Wayne

Sari 'n' Elmer are back on WOWO in a five-weekly skit written by Shirley Bowersox.

Martha Scheer of sales dept. has resigned to marry Robert Hunt of General Electric.

Mary Berghoff, star of Kroger-WOWO show, vacationing in Florida.

Shirley Wayne is emceeing new "Buck Eye Barnstormers" variety show on WOWO.

New staff orchestra includes Jeanne Brown, Karl Connors, Wade Verwiere, Dick Galbreath, Tommy Longsowth and Norman Carroll.

## FORT WORTH

Warren Timmons of "Helen's Home," WBAP serial, is recovering from an operation.

W. Lee O'Daniel and his Hillbilly Boys, after a year at KRLD, Dallas, are back at WBAP.

The Wayside Rendezvous now has a KFJZ wire at 7:30 nightly.

Lloyd Snyder's ork went back into the Ringside Club, near here, after an absence of less than a month. Spot has a WBAP wire.

Phil Levant's band, opening Feb. 4 in Venetian Ballroom of Hotel Blackstone, will air daily over WBAP. George Wald and Gretchen Lee are featured vocalists.

Bob McComb, organist at Worth Theater, now airs daily over KTAT.

## WBT, Charlotte

Clarence "Elmer" Ethers, pianist on "Briarhopper" program, has replaced Jack Phipps as organist on "Musical Kilowatts," Duke Power Co. Others on the Duke program are Russell McIntyre, romantic baritone; Jane Bartlett, pianist; Don White, guitarist, and Clair Shadwell, announcer.

When WBT was barred from broadcasting the Carolinas Golden Gloves, mammoth boxing tournament held here each year, Program Director Charles Crutchfield did not give up. Crutchfield found a way to stage a broadcast. Dr. Jimmy Wood, chief referee of the tourney, will go on the air each night after the tourney with a summary of the night's bouts.

Grady Cole, newscaster, is back on the air here after a trip to Louisville.



**GEORGE FOGLE**, director of "Ma Perkins" and "Kitty Keene Inc.," has been selected by Radio Council of Board of Education to give its members practical training in production of airshows. Board already has one Sunday evening program on WBBM and expects to add others.

Film scouts here looking over Margarette Shanna, who plays "Arnold Grimm's Daughter."

Hugh Rowlands now playing role of 15-year-old Jimmy as well as 85-year-old Sneezey in "Tom Mix Straight Shooters."

Arkansas Woodchopper (Luther Ossenbrink) missed National Barn Dance broadcast because of illness.

Marge Kerr, Tom Fisdale boss here, recovering slowly from serious illness at Henrotin Hospital.

Tiny Stowe, former WLS continuity editor, has gone to Hollywood and connected with a radio job there.

Wilma Gwilliam of WLS staff is laid up at Fowler, Ind.

Bill Cavanaugh, former member of WLS continuity staff, has turned actor and is now appearing regularly on "Public Hero No. 1."

Score or more of WBBM announcers, production men gather each Friday in studio three to take French lessons under direction of Dr. Allen M. Clement of the University of Chicago Romance Language Department. After they wind up the French course they propose to tackle German, Italian and Spanish.

Al R. Williamson, former NBC press chief here, now promotion manager of Minneapolis Star, in Chicago on business over weekend and visited NBC friends.

Ransom Sherman back from WHAM, Rochester, where he emceed 10th anniversary celebration.

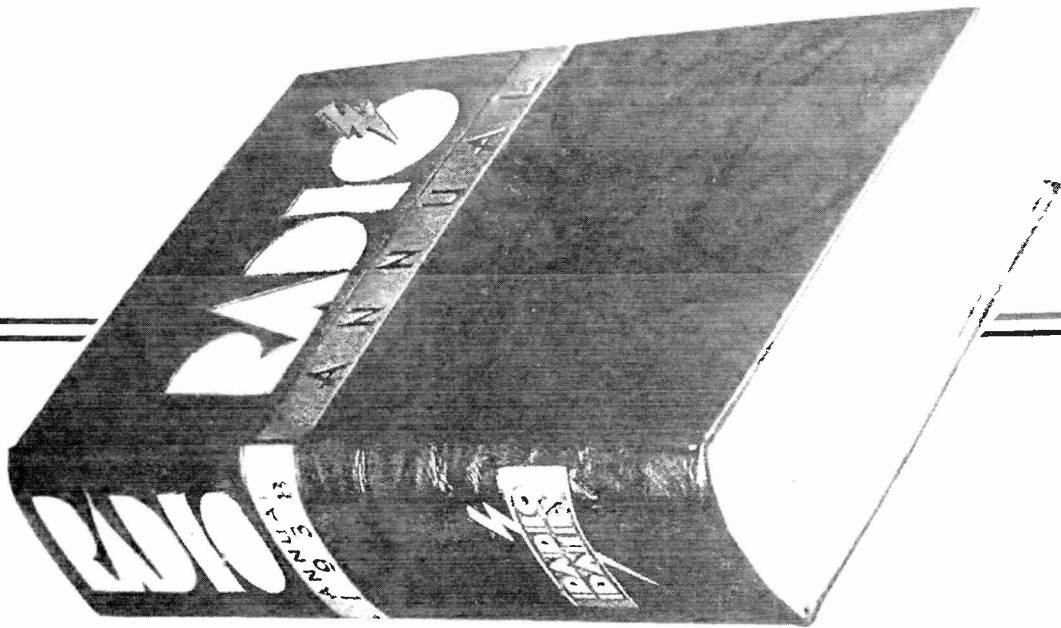
## SAN FRANCISCO

Pacific Guano Co. on Sunday started "Garden Guide" over two NBC-Red stations (KPO, KF1), 10-10:15 a.m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

Sperry Flour renews Martha Meade on 6 NBC-Red Pacific stations, Wednesdays and Fridays, 2-2:15 p.m. (PST). Same sponsor renewed "Dr. Kate" on the same network, Mondays through Fridays, 1:45-2 p.m. (PST). Westco Advertising, San Francisco, has the account.

## Rena Craig Back

Rena Craig has returned to the leading feminine roles on "Junior G Men," "St. Anthony" and "Ave Maria Hour" programs after an absence of several weeks. Miss Craig made a flying visit to Denver, where she inaugurated a woman's program on KOA. She also made several guest appearances on programs originating in Denver.



**A Gold Mine Of Information  
One Thousand Pages-Cloth Bound  
Free To Radio Daily Subscribers  
Now Going To Press-Ready  
For Distribution This Month  
Last Call For Advertising  
Copy -- "Radio Daily Service"**

## PHILADELPHIA

Mathilda Harding, wife of WFIL's g.m., Don Withycomb, and her sister Irene revived their famous "Twenty Fingers of Harmony" program over WHAM.

Dorothy James, singer at one of the nighteries, leaves to join Erno Rapee in his "Radio City Music Hall."

Mac Parker, WCAU commentator, takes his first vacation in five years when he leaves for Florida.

Betty Vanneman is the newest addition to WFIL's publicity department.

"Uncle WIP" on WIP has inaugurated a Hall of Fame corner.

Taylor Grant, WCAU announcer, will have his song "My Theme Song" introduced by Leighton Noble and Band.

Lew Trenner, formerly of WSYR, Syracuse, joins the sales department of WFIL to assist in merchandising and sales promotion.

Warwick Ogelsby and Sam Scrota are conducting a new sport review called the "Ogie and Sam" review over WHAT.

Kay Allen and Peggy Fox, teamed after a long lapse, will be heard with their songs over KYW and NBC-Red.

WHAT has gone Phil Spitalny one better with an all fem band headed by Betty Reiser that doesn't allow a man to have anything to do with the program.

Fred Weber, WFIL announcer, who returned after a long illness, will revive his "Fireside Verse" program.

Ben Greenblatt will celebrate on KYW the seventh anniversary of his "Piano Ramblings" program.

A truckers' strike has delayed completion of KYW's new studios.

With entire city in an uproar over proposed sales tax, stations are selling lots of time to organizations who are fighting the proposed levy.

Samuel Rosenbaum, WFIL proxy, who is strong for educational features, has worked out a new series in cooperation with Board of Education titled "High School of the Air." Various schools will be visited and their activities described.

## ONE MINUTE INTERVIEW

ELINOR SHERRY

"The important factor for any vocalist, whether male or female, is injecting his or her personality into the song. This sometimes leads for too strenuous an effort and results in over-arranged songs. But the trend lately is towards more simplicity in singing, although you can still work in a necessary 'hot lick' here and there. A singer can't get personality from a written score and therefore must develop original song delivery."

## ☆ Coast-to-Coast ☆

A SPECIAL program from the Christian Normal Institute of Grayson, Ky., is aired each Thursday by WCMI, Ashland, Ky. This feature is used by many schools as a chapel meeting and is being conducted for such purposes.

Jim Woodruff Jr., g.m. of Georgia Broadcasting System, spent the week-end in Atlanta discussing program plans with Manager Maurice Coleman of WATL.

Felix Knight, tenor, is making recordings of light operettas this week for WBS, booked by Charles Facer of NBC Artists Service.

Frank Daniels, is getting large mail returns with his "On the Street" from Nevins St. and Flatbush Ave. Extension, corner of the Brooklyn Fox Theater, over WFFW.

WJW's mobile unit, W8XOA, with announcer Len Taylor and engineer Jerry Roberts visited the U. S. Weather Bureau in the Administration Building at Akron Airport yesterday for Groundhog Day prognostication.

Margaret Speaks returns to the "Voice of Firestone" program, NBC-Red, Mondays 8:30 p.m., on Feb. 7.

## CANADA

Extension radios in hotels or homes will not be taxed separately under the new rules effective April 1, according to Department of Transport, Montreal. Only the master set will pay the \$2.50 fee.

Jack Kannawin was CBC's announcer at Niagara Falls, airing the collapse of the "honeymoon bridge."

## KSL, Salt Lake City

Seare Morris of staff orchestra was elected v.p. and director of musicians union here.

Earl Glade Jr., nationally recognized amateur photographer, going in for candid color stills.

Barton Howell improvising news editing cutter while arm incapacitated.

Stan Rees, engineer, excited about becoming a pappy.

The John Hix "Strange As It Seems" Union Pacific strip originates here Feb. 6, relating some Mormon pioneer history, with Richard Le Grand heading cast.

## KWK, St. Louis

Bill Edmonds, announcer, gets married next week.

Boss Bob Convey is lingering another three weeks in Florida.

Bob Richardson of sales staff back from Chicago.

Dan Seyforth and wife (Tommye Birch) leave Feb. 15 for Calif.

Helen Chandler is in the hospital.

a week earlier than previously scheduled.

NBC's Norsemen Quartet are cutting four discs for RCA-Victor this week. It's the first time in two years that Victor have featured a quartet on their recordings. George Sax booked the Norsemen for NBC Artists Service.

Elza Schallert will inaugurate a monthly series of discovery programs under the title, "New Stars of the Month," during her motion picture review broadcast over the NBC-Blue Network on Thursday at 11:15 p.m. Dennis O'Keefe, young Hollywood actor, will be first of the new stars to be presented on the series.

Helen Henry, prima donna, a former pupil of Lilli Lehmann and protégée of Dr. Walter Damrosch, has been placed under NBC Artists Service Management.

Walter Cassel, recently signed under management of Columbia Artists Inc., has been set for a series of WBS recordings.

Carl Warren, WOR-Mutual announcer, paid recent visit to WICC, Bridgeport-New Haven, where he emceed part of three-hour proceedings in station's dedication of new studios. Warren was formerly manager of the New Haven studios.

## NEW ORLEANS

Leon Prima, who did quite a bit of radio work via remote control from here, will shift into another territory shortly when he opens at the Paddock Club, Miami.

WVL manager Vincent Callahan is in Chicago on business.

Judy Garland spent a few hours here on her way back to Hollywood from a Miami premiere of her picture "Everybody Sing."

## WTAX, Springfield, Ill.

Don Hill is getting heavy mail through his programs including "Swing Appreciation," "Name the Band" and "Don Club."

Baldwin (Doc) Harper is now featured in the man-on-street program. Director Jack Heintz has interviewed hundreds of amateurs for the Reif Furniture Mart show.

Latest news is being aired 11 times daily, sponsored by Tydol and Vedol. Social events here and in Central Illinois are aired on Grantco Town Crier.

Many WLW features are now being rebroadcast by WTAX.

## WFBM, Indianapolis

Ruth Noller and Ada Straub added to Wilking Music Co. program as piano twins.

Fred Winter, announcer, joins daily "Tea Time Tunes" to aid Gwen Schort in verbal battle with Ned LeFevre.

## KANSAS CITY

Robert M. Burt, who collaborated with Wilfred Moore in the scripting of the Jimmie Allen transcription series, is producing a new aeronautical series titled Ann of the Airlines. Mark N. Smith, director of research and merchandising for KMBC, is on a business trip to Chicago, New York and Washington, where he will study marketing conditions before returning to Kansas City late next week.

Don Davis, president of WHB, organized a parade headed by a sound truck in lieu of the customary brass band to escort Ray Perkins from the airport to his hotel upon his arrival to emcee the President's Birthday Ball.

Kenneth Kay, WHB singing star, has resumed daily broadcasts after being confined to his home all week by a severe cold.

KCMO has added a nightly safety program tied in with police department inspection of cars for mechanical defects.

## WWJ, Detroit

To attract early morning listeners, Charlie Leland, on the air at 6:45 a.m., has been interviewing members of various station departments, getting them to "tell all."

Harold Priestly of sales staff is a cousin of J. B. Priestly, noted novelist-dramatist.

More than 350 persons have been located through the "Bureau of Missing Persons" program since it started in 1936.

Ann Wallace, recently made publicity director, has a background of newspaper and magazine experience as well as radio. She's an M. A. and has done graduate work at Oxford.

Announcer "Bob" Stanton has quite a background as musician. He once sang with Henry King's orchestra. "Gen" Norcross, formerly of Norcross Sisters, is now with the "Smoothies" trio here. Her sister Martha married recently. Gail Abbey and Mary Lou Meyer are other members of the "Smoothies."

## WCMI, Ashland, Ky.

Ernest Herider has left the engineering staff to join police department radio service.

New studios in Ironton, O., have been opened with Slim Fortier as g.m. and Dan Morgan retained from previous studio staff as chief announcer.

Myron Callihan and Hester Kyler in "After Sundown" violin and electric organ program, is clicking and will soon be a commercial.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31									

Greetings from Radio Daily

February 2

Arthur Billings Hunt

Benny Rubin Veronica Wiggins

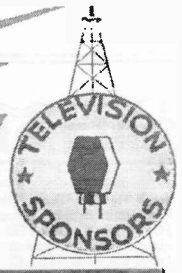
Howard J. London





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 24

NEW YORK, N. Y., THURSDAY, FEBRUARY 3, 1938

FIVE CENTS

# Cantor on Camel Mar. 28

## WOMAN'S WORLD MAG IS USING 25 STATIONS

Chicago — Woman's World magazine, through Albert Kircher agency, is using announcement and live shows on close to 25 stations. Prizes are offered, including a trip to Hollywood, for new subscriptions and anagram contest.

A quarter-hour of "Grand Ole Opry" is used on WSM. Among other stations are WLS, WLW, KFJM, WNAX, KFJR, KMMJ, KFNF, KMA, KFRU, WFAA, KGNC, KFYO.

## New Broadcasting Service Specializes in Laundries

Boston — Laundry Broadcasting Service has been launched here, with headquarters at 140 Boylston St., to handle ET programs specially designed for laundries. Present schedule of program includes two half-hour series, eight quarter-hour series

(Continued on Page 2)

## Customs Delay on Music Irks Canadian Orchestras

Orchestras and vocalists working in Canada and desiring to get new U. S. song numbers as fast as they are published are reported considerably irked by the practice of the customs authorities in holding up printed music in order to collect duty. Even professional copies, which are not for sale,

(Continued on Page 2)

## 40-Cents CBS Dividend

CBS directors yesterday declared a cash dividend of 40 cents a share on class A and B stock. Dividend is payable on March 11 to stockholders of record Feb. 25.

## Block Celebrates

Martin Block, impresario of WNEW's "Make-Believe Ballroom," has sent out summons for celebration tomorrow marking third birthday of the country's No. 1 recorded show. More than 100 outstanding orchestra leaders and soloists will appear in the anniversary program, 5:30-7 p.m. Many of the maestros are to be on hand in person.

## CRITICS' FORUM



### QUESTION No. 3

Are the number of educational and cultural programs sufficient?

### ANSWER

Yes—71%

No—29%

BY A percentage vote of 71 to 29, the radio editors and critics of the country, participating in RADIO DAILY's first annual Forum, declare that there is a plenitude of educational and cultural programs on the air. Most of the replies to this question were either a simple "Yes" or a simple "No." Some of the editors, however, amplified their opinions with explanatory remarks.

One of the chief comments was that there is enough or even too much educational matter on the air, but that it is not as effective as it should be due to poor showmanship in presentation. The PUBLIC DEMAND for educational programs also is said to be limited, which means that such features must be made attractive and entertaining in order to get listeners. Competition from other types of programs makes more or less sugar-coating of cultural broadcasts very necessary, it is also pointed out.

Some of the more pertinent remarks of radio editors on this question follow:

"Considering the proportion of 'cultured' and 'willing-to-be-educated' persons, radio has arrived at a fine balance."—MARY O'NEILL, *Albany Knickerbocker News*.

"More good music programs and classic plays might well replace Hollywood's air rampage."—HELANE PETERS, *Berkeley Daily Gazette*.

"Sufficient, but not sufficiently effective because of lack of showmanship and attractiveness."—LARRY WOLTERS, *Chicago Tribune*.

"I have yet to get enthusiastic about educationals. Don't click somehow. Maybe the public doesn't like being told."—GEORGE HILLYER, *Topeka State Journal*.

"The number of children and adults listening in on these programs does not warrant more—there are so many other varieties of programs for the nation's ears."—LEONARD S. MASEL, *Stamford (Conn.) Advocate*.

"Most of the programs are in the wrong spots. They should be spotted evenings, when more could hear them."—TED NOEL, *Wichita Eagle*.

"There should be more forums and

outstanding speakers." — ZUMA PALMER, *Hollywood Citizen-News*.

"Scientific programs are popular and should be increased."—ROBERT M. HOFMANN, *Syracuse Herald*.

"Most lack showmanship and listener appeal."—NORMAN SIEGEL, *Cleveland Press*.

"More of the 'Cavalcade of America' type could be absorbed."—ROBERT M. SHEPHERDSON, *Peoria Journal-Transcript*.

"My thought is such programs should compete with other types of programs for favorable dialing response. They should not be forced on to the air. America Town Meeting is a fine example of a good series. For that matter, symphonic programs, good dramatic broadcasts, all such programs are indirectly educational and cultural as are many of the overseas programs. Public interest should determine the life of all programs."—BOB STEPHAN, *Cleveland Plain Dealer*.

"Educational features lack co-relation and are mostly worthless. Not

(Continued on Page 3)

## Comedian in 7:30 P. M. Monday Spot—Jack Oakie Fading

Eddie Cantor has closed his deal with R. J. Reynolds Co. (Camel cigarettes) and starts work for the new account March 28 at 7:30-8 p.m. on CBS, with a western rebroadcast at 7:30 PST. New Camel setup calls for dropping the Jack Oakie program, now heard Tuesdays at 9:30-10 p.m., while the Benny Goodman half-hour which at present follows Oakie will move into the Oakie spot.

Cantor's final broadcast for Texaco will be on March 23. He comes to New York after playing March 16-18

(Continued on Page 2)

## FIRST NAT'L TELEVISION IS BEING REORGANIZED

Kansas City—First National Television Inc. and its affiliated radio station, KXBY, will undergo reorganization with a deal pending for Leslie Herman and Sam Picard, who hold controlling interest, to buy an additional 24 per cent of the stock now held by Sid Q. Noel, president. This will give Herman and Picard 75 per cent, with Arthur B. Church of Midland Broadcasting Co. (KMBC)

(Continued on Page 2)

## Texas Race Dope Ban Sends Dialers to WSM

Nashville—Ban imposed by Texas on publication of racing results has thrown a small gold mine into the lap of Jack Harris, nightly sports reporter for B.C. over WSM here. Harris was deluged with letters from

(Continued on Page 2)

## WBBM Sales Stunt

Chicago—Borrowing an idea from house to house canvassers, WBBM is using its new theater trailer studio to get business. Trailer, with Ken Ellington in charge, is wheeled to position in street outside offices of prospective sponsor. Wire is then strung into his office and he can hear waxed job of several programs station would like to sell him.



Vol. 3, No. 24 Thurs., Feb. 3, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Feb. 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139 1/2	137 3/4	137 3/4	- 2
CBS A	18 1/2	18 1/4	18 1/4	- 3/8
CBS B	18	18	18	- 3
Crosley Radio	9	9	9	- 1
Gen. Electric	40 1/2	38 3/4	38 3/4	- 1 1/2
RCA Common	6 3/4	6 1/2	6 1/2	- 1/4
RCA First Pfd	47 1/2	47 1/4	47 1/4	- 1/4
Stewart Warner	9 1/2	9	9	- 1/2
Westinghouse	94 3/4	93	93	- 1/2
Zenith Radio	14	13 1/2	13 1/2	- 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	+ 1/4
Nat. Union Radio	13-16	3/4	3/4	3/4

### OVER THE COUNTER

Stromberg Carlson	6	7
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## Texas Race Dope Ban Sends Dialers to WSM

(Continued from Page 1)

Texans asking him to enlarge the racing reports which he gives each day at 6 p.m. Arrangements were immediately made to include final results of three major tracks each day on the sports revue, and loads of thank-you mail is now coming to Harris.

### Michael Bros. Renews

Michael Bros. Furniture Co., has renewed its amateur hour over WMCA for another 52 weeks. Program, broadcast Monday evenings from the Fox Theater in Brooklyn, marks its 156th broadcast on Monday. As an added feature on that date, sponsor will start an elimination contest with a Hollywood screen test as prize. Mae Murray will start the proceedings.

**Jules Hamburg**  
— INSURANCE —

Insurance Specialists to the  
Radio and Music Industries

JOHN 4-2800      Beckman 3-0375  
80 JOHN ST., NEW YORK

## Cantor Starts March 28 In Camel Series on CBS

(Continued from Page 1)

in Cleveland, and will do his first Camel program from here. Under the deal, Cantor will have full charge of his programs, including talent and production. Wm. Esty & Co. is the Camel agency.

Texaco will stay on the air with another show Wednesday nights.

## Customs Delay on Music Irks Canadian Orchestras

(Continued from Page 1)

must pay the duty and consequently are held up sometimes as long as a week, while notice is sent to the addressee, who in turn must call and go through the usual routine to get the sheets.

In addition to the delays entailed, professional copies having no price printed on them must pay a fee on a valuation appraised by the customs officers, who usually apply the maximum. Regular printed matter, on the other hand, pays only according to invoice price.

## Tillamook Creamery Ass'n On 5 NBC Coast Stations

Tillamook County Creamery Ass'n tomorrow will start "Bennie Wilkin's Tillamook Kitchen" on five NBC-Red Pacific stations, 11-11:15 a.m. (PST). Contract signed for 22 weeks through Botsford, Constantine & Gardner, Portland, Ore.

## New Jersey Campaign

Trenton—New Jersey Chamber of Commerce will cooperate with the State Advertising Council in an extensive program advertising the state with radio expected to play an important part. Meeting here yesterday, 200 delegates heard a talk by Lockwood Barr, council director, and made plans to call together county groups to further plans. Eleven county groups have been formed and others will be named within two weeks.

## Phil Spitalny Back to New York

Phil Spitalny and his all-girl "Hour of Charm" orchestra, now on a vaudeville tour, return to New York on Feb. 7 to resume their Monday night broadcasts on NBC-Red at 9:30 p.m.

The vaudeville tour carried the music of the all-girl band to Cleveland, Chicago and Kansas City.

## Cardinet Candy Renewing

Cardinet Candy Co. on March 6 will renew "Night Editor" on 10 NBC-Red Pacific and mountain stations (KPO, KFI, KGW, KOMO, KHQ, KDYL, KOA, KGHL, KGIR, KTAR), 9-9:15 p.m. (PST). Tomaschke-Elliott Inc. is the agency.

## Buick for Basketball

Chicago—Buick Motors will sponsor the Indiana State High School Basketball tournament finals to be aired from Indianapolis over WIND on March 26. Agency is Arthur Kudner Inc.

## First Nat'l Television Is Being Reorganized

(Continued from Page 1)

holding the other 25 per cent of stock.

Richard K. Phelps, an assistant U. S. district attorney and brother-in-law of Picard, has succeeded Noel as president. No other staff changes are planned, according to Harry Clifford, commercial manager, except for promotion of Program Director Jerry Burns to special commercial representative. Margaret Hillias of continuity department becomes program head.

## New Studio, Transmitter Are Dedicated by WHAS

Louisville—WHAS on Tuesday dedicated its new studios and transmitter with a special program of entertainment and a description of the new equipment by Orrin W. Towner, chief engineer. Layout includes a newly developed Western Electric 50 kw. transmitter, automatic program amplifier and Doherty high efficiency circuit incorporated into one unit. Provision for expansion to 500 kw. is provided. A new Kiigen organ for Herbie Koch also is included.

## Prosperity Discussions

"Paths to Prosperity," presented by NBC in cooperation with the Economic Policy Committee, will start Sunday at 7-7:30 p.m. on NBC-Blue. First speaker will be Secretary of State Cordell Hull, discussing international aspects. Edward Tomlinson will introduce Hull and also explain purpose of later programs.

## Martin to Syndicate

Chicago—Harry Martin, formerly v.p. of Van Cronkhite Associates, has opened Harry Martin Enterprises at 360 N. Michigan Ave. He plans to syndicate sports and news features.

## COMING and GOING

PHILLIPS H. LORD left last night for a rest in Florida.

SERGEI RACHMANINOFF and his wife sail for Europe today.

JAN KIEPURA, Polish singing star, arrives from Europe today.

SERGE PROKOFIEFF, composer and pianist, arrives from Europe today.

ALBERT SPALDING, violinist, returns to America today from abroad.

JACK ROBBINS, music publisher, and HARRY FOX, general manager of the Music Publishers Protective Ass'n, leave on the Florida Special this afternoon and arrive in Miami tomorrow.

TED LLOYD of the editorial staff of RADIO DAILY departs on the Florida Special this afternoon for the Roney-Plaza in Miami, where he will be for the next ten days.

HAROLD MOON, radio producer and songwriter from Canada, has returned to Montreal after a New York trip to arrange for publication of his number, "Make Your 'Mum' Your Valentine", by Whitney Blake Music Pub. Co.

## New Broadcasting Service Specializes in Laundries

(Continued from Page 1)

and a special series of 30-second dramatic announcements to which the local laundry adds 30 seconds of special copy. Due to syndication, cost to advertisers is low.

## Falstaff May Extend

Chicago—Falstaff Beer, which adds four Florida stations (WJAX, WFLA, WSUN and WIOD) next week, is reported likely to go coast-to-coast. Southern NBC net and midwest stations now being used. Gardner Agency handles account.

## Charles H. Smith Joins WQXR

Charles H. Smith, specialist in radio research, has joined the staff of WQXR to assume charge of research for the station. Until this week Smith was manager of radio research for Crosley Inc., a position he held for three years.

**ADAM HATS —  
WORN BY MILLIONS**



**WHN**  
DIAL  
1010

**HEARD BY  
MILLIONS**

**WHN**  
1549 Broadway

By association with the M. C. M studios and Loew's chain of theatres, this station has the key to the greatest talent chest in the world—and it's at the disposal of our advertisers.

Advertisers who want to get their message across to the world's richest market effectively and economically use New York's No. 1 Showmanship Station.

**PROGRAM IDEAS**

What Local Stations Are Doing

**School Cooperation**

An outstanding example of cooperation between a commercial radio station and an educational agency for the dissemination of instruction is the "Montana School of the Air Series" presented by KGVO, Missoula, and the Radio Extension Division of Montana State University. Bi-weekly programs are presented with an estimated regular audience of 10,000 school children in the various schools which tune in for the broadcasts. On Tuesdays, School Music Broadcasts are presented, programs for the grades stressing the listening lesson in music, and including some opportunity for dramatic and creative interpretation by the children. On Thursdays, the program is divided into two portions: the first, called The Treasure Chest, presents Merlie Cooney Hughes' Children's Librarians in a series of broadcasts devoted to stories and poems for children. The second half of the program is devoted to lessons in safety education, biography, history, health, art appreciation, etiquette—many in dramatized form. An increasing number of schools in the territory are utilizing these broadcast periods in their curriculum. James N. Holm and Marguerite Hood of The University of Montana staff arrange and present the programs.

**WMCA in Port Deal**

A deal with the Port of New York Authority, whereby that agency produces a weekly five-minute stint plugging use of toll bridges and tunnels under its jurisdiction, will give WMCA promotion signs on the toll booths of the Lincoln and Hudson Tunnels, as well as the George Washington Bridge. The authority's program will start over station in 6:25-6:30 Saturday evening spot on Feb. 12, logged as "Metropolitan Travelogue."

**Woman's Tiffin Hour**

Montana Cereal Mills has this one over KDYL, Salt Lake City, broadcast twice weekly at the Tiffin hour—4-4:15 p.m. Show features hints on meals, and tea-time melodies by Daniel Lieberfeld's transcribed work.

**BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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Greetings from Radio Daily

February 3

Martin Block                      Nick Kenny  
 Nelson Case                      Charles J. Correll  
 Dolly Dawn                      Jack Weldon  
 May Sherman

**CRITICS' FORUM**

(Continued from Page 1)

enough cultural."—KYLE C. MOORE, Long Island Press and Staten Island Knorville Journal.

"There are not enough in music; art is neglected altogether."—SEYMOUR GREENWALD, Paterson (N. J.) Morning Call.

"Radio is primarily entertainment, not education. We have plenty of education and culture."—CHARLES J. GILCHREST, Chicago Daily News.

"All education and culture must be made romantic, pleasing — not pedantic."—RICHARD PHEATT, Toledo Blade.

"I'd like to see more of this type of program on the air, especially at night when adults could be helped. That splendid Chicago University Round Table on WEAF, Sundays at 12:30 noon, should be spotted at night."—NICK KENNY, New York Daily Mirror.

"I think this type of broadcast should be 'dressed up' as much as possible. 'Cavalcade of America' is an example." JOHN CAMERON SWAYZE, Kansas City Journal-Post.

"Suggest that 'American School of Air,' especially music and dramatizations of classics, ought to be repeated at night for adults."—RALPH SANDERS, Chattanooga Free Press.

"Most of them are dull."—WILL BALTIM, New Brunswick (N. J.) Daily Home News.

"Question seems to be one of quality and not quantity. The educational program which entertains most, educates best."—DALE ARMSTRONG, Los Angeles Times.

"The greatest number of listeners like to think they are well educated and not just students."—ALBERT EDWIN SONN, Newark (N. J.) Sunday Call.

"Radio is creating new culture and finding new means of education. The increase in these programs is progressing steadily." — C. FULTON FIELD, Long Beach (Cal.) Press Telegram.

"Most educational and cultural programs carry a minority and not majority appeal."—SID SHALIT, New York Daily News.

"Most of these programs are pretenders. The Federal Theater radio programs are tops in the field."—JACK SHAFER, Newark Ledger.

"More historical events should be dramatized."—ARTHUR C. PAMERLEAU, Flint Journal.

"We need more good music and more constructive broadcasts." — HARRY W. MOODY, Springfield Illinois State Journal.

"Number is sufficient . . . but more of the present educational shows should be patterned after such popular-appeal bills as Columbia's 'School of the Air' and NBC's Music Appreciation Hour . . . Chicago has a combination (pooling of broadcast budgets) by Northwestern, Chicago and DePaul Universities—known as the University Broadcasting Council. This group supplies the nation with some pretty good educational talks, plays, debates, etc. Their formula seems to be: get good scripts, even if expert scripters must be hired to write them and do the research! Write those scripts in popular language. It works!"—ULMER TURNER, Chicago Herald-Examiner.

"They're improving, except in children's programs." — MARIE COCHRAN, Toledo News Bee.

"I am not at all sure that the

**PROMOTION**

**Lucky Doorbell**

Holsum Bakers, the Paramount Baking Co. of Salt Lake City, offer 20 new shiny silver dollars daily over KSL to 20 clever Salt Lake homemakers. Stunt is: Miss Holsum actually calls on 20 Salt Lake homemakers in person. If she finds a loaf, or any part of a loaf of Holsum Bread in its wrapper the housewife receives the silver dollar. Names are read over the air with brief dramatization of the testimonial. Stunt was placed directly with Edward Broman, KSL account executive.

**Scholarship Contest**

A contest with a scholarship as prize has been prepared by Cleveland College, for airing over WHK. Setup calls for five talks of five minutes each to be given by faculty members of the school. At the conclusion of each talk, lecturer will ask five questions. When listeners have figured out all 25 replies and submitted them before deadline, winners will be selected. Talks have been spotted for early evening hours, when students are able to listen.

populace wants this sort of thing."—JAMES SHIPLEY, Birmingham Post.

Whether or not there is a prejudice against transcribed programs will be discussed tomorrow.

**EFFECTIVE RADIO ADVERTISING**  
 is the product of Listener  
 Interest with Purchasing  
 Power, Multiplied by Inten-  
 sive Coverage



THE BLUE **wxyz** NETWORK  
 AND THE  
 Michigan Radio Network  
 6 STATIONS IN MICHIGAN'S 6 LARGEST CITIES

**WBIG** famed  
 GREENSBORO for  
 N. C. Showmanship  
 George P. Hallingbery Co., Nat'l. Reps.

## NEW BUSINESS

Signed by Stations

WGN, Chicago: Phillips Milk of Magnesia, "Stella Dallas," ETs, through Blackett-Sample-Hummert; Procter & Gamble (Drene) time signals, through H. W. Kastor & Sons; Sterling Products, "Way Down East," ETs, through Blackett-Sample-Hummert.

WFIL, Philadelphia: Holland Furnace Co. spots, through Ruthrauff & Ryan; Quaker Oats, participation, through Arthur Kudner Agency; Crowell Publishing Co. (Woman's Home Companion); Libby, McNeil & Libby, ETs, through J. Walter Thompson.

KSL, Salt Lake City: United Drug, ETs.

KVI, Seattle: Scott Paper Co., "Kay Kelly's Women's Page of the Air," program; United Drug, ETs; Gardner Nurseries, ETs.

KCMO, Kansas City: Mennen Co. spots.

KFEL, Denver: American Bird Products, "American Radio Warblers"; American Tobacco Co. (Lucky Strike), "Melody Puzzles"; Gardner Nursery Co., "The Old Gardner," through Northwest Advertising Agency; General Shaver Corp. (Ramington Rand Razors), announcements, through Lee-ford Agency; General Shoe Corp. (Fortune Shoes), "Famous Fortunes"; Montgomery Ward & Co., chain break announcement; Lydia Pinkham, "Voice of Experience," through Erwin Wasey Agency; Stewart Warner Co., "Horace Heidt and His Alemtic Brigadiers"; Utilities Engineering Institute, programs, through First United Agency.

WHAM, Rochester: Pepsodent, "Pepsodent Puzzlers," program, through Lord & Thomas.

KNOX, St. Louis: North America Accident Insurance Co., news; Phelan-Fause Paint Co., participation "Magic Kitchen."

WHN, New York: Gottfried Baking Co., Inc. (Golden Crust Bread), Bowers Mission Services, through Bud Roth Advertising Agency; Godfrey Mfg. Co., spots, through Anfenger Advertising Agency.

KECA, Los Angeles: Carter Products, ETs.

WNEW, New York: Fort Lee Roofing Co., "Make Believe Ballroom"; Zonite Products Corp. (Larves), "Make Believe Ballroom," through McCann-Erickson.

WFAA, Dallas: Haley's M-O and Danderine, "Way Down East," ETs, through Blackett-Sample-Hummert.

## Thompson Signs for Baseball

Chicago — Thompson restaurant chain has signed contract with Ralph Atlas' WIND to sponsor nightly recreations of the Chicago Cubs and White Sox out of town games. Russ Hodges will do play-by-play. Agency is Baggaley, Horton & Hoyt.

## Tom Breen Joins WOR

Tom Breen, formerly of Minneapolis, has joined the WOR announcer staff. He replaces Bill Perry, who went to the coast with the Eddie Duchin show. Breen has been with NBC in Chicago and CBS in New York.

## RECORDINGS

Call BRINCKERHOFF

PLaza  
3-3013

• • • We were sitting around the Tavern recently to keep out of the cold that was raging on the outside. Ted Husing walked in with the most beautiful coat of tan we've ever seen. He'd just returned from the south and stated that as soon as he completed some things around here, he was returning to Florida.... Col. J. C. Flippen was sitting at the bar, his face very white—just a victim of N. Y. nite life.... Using these two people as examples, we asked for a mirror—took one peep—and decided that Husing's formula was the best.... So we ordered a sun-ray lamp.... And were satisfied.... Then comes a postcard from Miami that Jan Peerce, Judy Garland, Tamara, Georgie Price, Grade Barrie, Harry Richman, Easy Aces—and so many others were bathing in the sun there.... The last straw was when Nick Kenny returned from Florida—and because he has the most gorgeous tan around—he gets booked into Loew's State Theater.

• • • So we mustered up enough courage to walk into the editor's den and ask for permission to go south for a spell.... He said it was oke with him—but we'd better run in an ask the publisher's consent, and to use as an argument that our being away from the office would save the firm more than 100 bucks a week in phone calls.

• • • Knowing that the publisher himself had just returned from Florida, we asked him how he enjoyed meeting Daniel J. Mahoney of WIOD, Norman MacKay of WQAM and the former mayor of Miami, Frank Katsenline of WEAT.... "They're a swell bunch of boys. I'd like you to meet them sometime".... To which we added, "How about this week?".... Publisher Alicoate's eyes took on a twinkle as he said, "It'll be a pleasure to get rid of you—go on".... Without exaggeration we did three handsprings—and our bones cracked.... Then Louis Prima heard of our trip, said not to forget to see his brother, Leon, who opens tomorrow at the Paddock in Miami—and to change his name for him.... Murray Baker gets us to promise to visit his sister, Belle, who opens at the Fleetwood.... City Editor George Clark of the Mirror reminds us to visit his frau, Kay Parsons, at the Gay '30's.... Herb Rosenthal of CBS offers to let us run the artists' bureau if we'd let him take our southern trip.... Milton Blow sends us a fishing tackle.... Teddy Powell sits down to revise "California, Here I Come" to "Miami" and can't get a suitable rhyme.... Jonie Taps reports that his boss, Louis Bernstein, is at the Roney Plaza.... Harry Link, Irving Berlin's man, suggests a system for picking the horses. He won \$12,000 on a parlay one day.... Garnett Marks, the commentator, reports that the weather down there is unfavorable.... Gabriel Heatter says that his daughter, Maida, will be waiting to meet us at the train.

• • • Ted Collins wants to upset everything by selling us on a trip to Lake Placid and Kate Smith seconds the motion.... Jack Robbins and Harry Fox decide that this time of the year is just ripe for them to go south and leave with us today to go on to Cuba.... Leon of Leon & Eddie's says that we should keep an eye open for some talent.... Harry Conn wants us to send up a bottle of Miami water.... Barry Wood wants some perfume from Havana.... Doris Rhodes would like to know if her CBS show reaches there.... Richard Himber crosses us and frames it with the store where we ordered a suitcase to have "MR." carved on.... Richard Brooks wants scoops of the weather to air back here.... Bert Lebar and Bill Weisman try to pull a fast one on Donald Flamm to come along.... With so many people to see and so many errands to do for people, the only rest we'll get will be on the train pulling out this afternoon and arriving in Miami tomorrow—a 24-hour rest!.... Oh, well—we're bringing along a pair of sun glasses, anyway!

## AGENCIES

RICHARD PRATT has been added to the radio staff of Charles W. Hoyt Co.

RUSSELL C. COMER, president, and MERVIN COOKSEY, secretary, of Russell C. Comer agency, Kansas City, are out of town for the week.

ROBERT RICHARDSON, branch manager in Kansas City for J. Stirling Getchell, has resigned to join J. Walter Thompson agency in Chicago. J. H. PICKETT of the New York office of J. Stirling Getchell takes over the Kansas City branch.

## GUEST-ING

FAY BAINTER and WALTER ABEL, on Rudy Vallee program, tonight (NBC-Red, 8 p.m.)

MARLENE DIETRICH, on Chase & Sanborn Hour, Feb. 6 (NBC-Red, 8 p.m.)

FRANK PARKER, on Al Pearce show, Feb. 8 (CBS, 9 p.m.) JOE COOK, same program, Feb. 15.

IRENE CASTLE McLAUGHLIN, on "NBC Jamboree," tonight (NBC-Blue, 10:30 p.m.)

FAY WRAY and GRANTLAND RICE, on Peg Murray-Ozzie Nelson program, Feb. 6 (NBC-Blue, 7:30 p.m.)

BEATRICE LILLIE, on Benny Goodman program, Feb. 8 (CBS, 10 p.m.)

STANLEY ADAMS, songwriter, on "New York Town," Feb. 4 (WHN, 9 p.m.)

TERESA GERSON, contralto, PHILIP DUE, baritone, and HELEN HENRY, soprano, on "Metropolitan Auditions," Feb. 6 (NBC-Blue, 5 p.m.)

HENRY SEIDEL CANBY, on "Book-of-the-Month Club Concert," today (WQXR, 10 p.m.). GEOFFREY PARSONS, Feb. 4; ALLEN NEVIS, Feb. 5, 9 p.m.; JOHN ANDERSON, Feb. 6, 8 p.m.; WILLIAM L. CHENERY, Feb. 7, 7:30 p.m.; STEPHEN VINCENT BENET, Feb. 8, 8 p.m.

## Broadcast From Pyramids

First broadcast ever attempted directly from the ancient pyramids on the edge of the historic Sahara Desert will be heard exclusively over NBC-Red Network on Sunday at 4-4:15 p.m. when noted Egyptologists will discuss their latest discoveries. A. A. Schechter, NBC director of news and special events, is in Egypt to direct the special broadcast.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
- SUNDAY WFAP-NBC RED 9 A. M. EST.

Management NBC Artists Service

**PROGRAM REVIEWS**

**"KAY KYSER'S MUSICAL KLASS"**

American Tobacco Co.  
(Lucky Strikes)  
WGN-WOR (Mutual),  
Tuesdays 8-8:45 p.m.  
Lord & Thomas

**LIVELY AND LOADED WITH FUN, CLICKS BIG MUSICALLY AND OTHERWISE.**

Kay Kyser's indoor musical campus, originating in WGN's 600-seat audience studio, is one of the most scintillating musical and parlor-party entertainments on the air. It is packed with entertainment and fun for both listeners and studio audience. Main feature of the show is the musical game with \$85 in cash prizes for studio contestants who give correct answers to various questions such as "Name four band leaders who play the piano", "Who's the high hat tragedian of jazz", "What famous singer now has four sons", etc., also the identifying of leading ork pilots by their theme songs, and various other tests of the audience's musical knowledge. Dialers are asked to send in their answers and receive "diplomas" if they are right.

In addition to this batch of mental amusement, the program has a big asset in the sparkling brand of music handed out by Kyser, along with a group of fine vocalists including Harry Babbitt, Virginia Simms, Sully Mason and others. As pilot of the whole works, Kyser does a swell job. Show replaces "Melody Puzzles".

**"Movie Money"**

Sponsored by Brooklyn Daily Eagle as a circulation builder, this new WMCA program, Tuesday at 7:45-8 p.m., awards a total of \$200 weekly in prizes to contestants sending in the best answers to a set of questions which require reading of the Eagle and clipping of entry blank—or facsimile. Listeners are asked to count number of comics, tell how many theaters are mentioned in ads and items on amusement page, give the results of a problem read on the broadcast, etc. In between the game portions, recorded popular music is played. Alun Williams is commentator.

**Meyer Davis Orchestra**

Meyer Davis returned to the ether via WJZ-NBC-Blue network, Tuesday 10:30-11 p.m., doing a sustaining out of the New York studios and playing up the society favorite angle in all parts of the continuity. He offered favorite pieces of Mrs. Roose-

**JEAN PAUL KING**

Commentator  
**DAILY INFORMATION SERVICE**  
Mutual Mon. thru Fri.

☆ **Programs That Have Made History** ☆

**WINS "Song Contest"**

**D**OUNDING out the first month of its second cycle on the air, the WINS "Song Contest" piled up (literally) a total of 37,730 pieces of mail in just 24 broadcasts.

The program is conducted by Walter King, assisted by Henry Silvern at the piano, and is on the air daily, Monday through Friday, from 1:30 to 2:00 p.m. and Sunday at 1 p.m. It features popular music of the present and past, and all the listener has to do is identify the

titles. There's no catch to it—but one's own memory.

The original series, begun in January, 1937, ran through the fall of that year. However, great as the response was, it soon became evident that the second series would surpass it in popularity. A new high in mail response was reached recently when a single day brought 3,770 replies.

Prizes for the "Song Contest" consist of guest tickets to neighborhood Loew theaters in localities specified by the entrants.

**Georgia Backus Resigns As Radio Events Chairman**

Georgia Backus has resigned as chairman of the board of Radio Events Inc., it is announced by Joseph M. Koehler, president of the independent producing group. Miss Backus retains her stock interest and will continue to work with the firm as writer, director and actress, but desired to be relieved of executive responsibility. Her resignation in no way affects The Script Library or American Radio Syndicate, subsidiaries of Radio Events.

A transcription production hookup with a new organization in the radio field is contemplated by Radio Events.

**WHN Signs Wardell**

Michael Wardell, author-producer, whose new dramatic series started last Sunday on WHN with presentation of "Busy Line 4142", has been given a contract by the station. His next Sunday offering will be "It's the Earl".

velt down to lesser Park Avenue socialites. Barry McKinley did a couple of vocals en route. Davis as usual features excellent dance rhythms using strings mostly, but backed by competent brass section when needed. Arrangements were along group lines such as waltz favorites of certain people or as played by Davis at well known functions. Particularly good were the renditions of "In the Still of the Night" and Ravel's "Bolero."

**Eddy Duchin**

In his initial broadcast from the coast, with Del Casino joining as vocalist, Eddy Duchin provided a highly pleasing chapter in his "Hour of Romance" musical program Tuesday night at 10-10:30 over WOR-Mutual. Due partly to the lift given it by new surroundings, the show had a delightful vivacity, while the singing of Casino was among the best this young comer has done to date. He put over three numbers. "Once In A While," "Just A Little Love, A Little Kiss" and "La Giornata al Sole" in Italian, scoring with all three. Elizabeth Arden is the sponsor.

**Ford Sunday Guest List Is Set Through April 10**

Guest schedule of the Ford Sunday Evening Hour, on CBS at 9 p.m., has been set for the next two months, as follows: Feb. 6, Jascha Heifetz; Feb. 13, Lauritz Melchior; Feb. 20, Rose Paul; Feb. 27, Kirsten Flagstad; March 6, Giovanni Martinelli; March 13, Jose Iturbi; March 20, Lily Pons; March 27, Nino Martini; April 3, Nelson Eddy; April 10, Georges Enesco. Iturbi also will conduct the last two programs, with Fritz Reiner as conductor this month and Sir Ernest MacMillan in March. N. W. Ayer & Son is the agency.

**New Dramas on WNYC**

Ted Cott, dramatic director of WNYC, has a busy dramatic week-end for the Radio Playhouse Acting Company. On Saturday, the fifth edition of The Experimental Workshop will offer an original psychological drama by Jack Bishop, "Behind the Robe". A novel technique will be used, employing an "inner voice" and a series of flashbacks.

Beginning Sunday, a series featuring works of Henrik Ibsen will be presented. Opening bill is "A Doll's House", with Cecelia Evans as Nora.

On Monday, "America's Hours of Destiny" re-enacts the colorful story of the Cherokee Indians.

**Morey Radio Director**

Chicago—Al Morey, former bandsman and one time associate of Wayne King and Harold Stokes in J. Bode-walt Lampe's orchestra, has been named radio director of Frankel-Rose agency. Morey has been a writer for Fred Allen and was with Federal Advertising Agency and McCann-Erickson in New York before going to WHO and KSO as production man.

**D'ARTEGA**

AND HIS  
**ORCHESTRA**  
Exclusive Management  
**JACK LAVIN**  
PARK CENTRAL HOTEL NEW YORK

**ORCHESTRAS MUSIC**

**R**UDOLPH GANZ, one of the foremost living conductors, will begin a four-concert series as guest maestro of the Bamberger Symphony tomorrow at 9:30-10 p.m. The guest soloist will be Henri Deering, prominent pianist.

Anson Weeks and his band will play the Chermot, Omaha, on Feb. 5 for their third appearance at the Omaha ballroom.

The Four Dons, formerly on WHO. Des Moines, are now entertaining at the Cave Under the Hill, a new nightclub in Hotel Hill, Omaha.

The King's Jesters, currently heard over the NBC network from the La Salle Hotel in Chicago, will wind up a year's engagement at the loop hotel on Feb. 20. CRA may bring the combination to a New York hotel spot. They are already set to play a week's engagement at the Michigan Theater in Detroit.

Marjorie Whitney and her King's Lads, NBC band, are at the Chez Paree, Omaha.

**Comedy Team With Kate Smith**

New male comedy team will make its radio debut tonight on the Kate Smith hour, in Abbott and Costello, fast cross-fire duo. Team has a vaudeville background and the appearance will be in the nature of a tryout for additional time. This is the first comedy spot on the program since Henny Youngman left for the coast.

**Ben Alley's Appendix Strikes**

Philadelphia—Ben Alley, tenor on the Household Finance Corp. program on WCAU, was stricken by acute attack of appendicitis yesterday about an hour before his scheduled broadcast at 6 p.m. He was rushed to the Hanhemann Hospital. Dan Kelly was used as pinch hitter.

*Did you know that at The School of Radio Technique, programs are directed, rehearsed, and Western Electric recordings made for presentation to sponsors and agencies?*

GEORGE MARSHALL DURANTE, DIR.  
RADIO CITY, Radio City, New York

## KANSAS CITY

Milton F. "Chick" Allison, KMBC director of publicity and promotion, has been recruited for the second year to serve as one of the generals in the local Boy Scout drive for funds.

Larry Sherwood, KCMO station manager, has returned from a business trip to Washington and New York.

Bob Crawford of the vocal quartet of KMBC's Texas Rangers is confined to his home by flu.

KMBC inaugurated a new program Sunday under the title "Talmudic Tales" in which Jewish folk tales and traditions are presented by David Morantz, conductor of a similar column in the Journal-Post.

KCMO has signed 20 local night spots and a taxi operator to a nightly program known as the "Around Abouters." Aired from 11:00 p.m. to midnight, the program features transcribed dance music with dubbed-in voice and sound interludes representing a couple's rounds of the night clubs sponsoring the feature.

With the addition of several new features to its early morning farm program, KMBC now presents an all live talent lineup from 5:30 a.m. until 8:15 a.m.

## WGAR, Cleveland

Wayne Mack, dramatic director, has been selected to handle "Junior Quiz Bee" for Y.M.C.A.

Tribute to the late Newton D. Baker was fed by WGAR to CBS on Sunday. Cleveland Symphony Orchestra was directed by Artur Rodzinski.

Because Julius Glass of the WGAR office force happened to be on the scene and acted quickly, WGAR scored a news beat last week when Cleveland Plain Dealer was robbed of \$14,000.

"WHOZIT" is new 15-minute, three-week commercial sponsored by Home-Glo Coke. Program consists of short dramatizations of highlights in the lives of famous men and the listener is invited to name the personage. Contest award is a ton of coke.

Additions to commercial department: Earl Sheuren and Bernard Maury.

Wayne Mack and Dave Baylor presented an "Edgar Bergen-Charlie McCarthy" act for Cleveland Rotary last week.

New "Hungarian Hour" is added to nationality features on Sunday mornings.

Franklin Lewis and Bob Kelley are covering the local Golden Gloves bouts.

## ★ Coast-to-Coast ★

WALLACE FORD, starring in "Of Me These Things" in March issue of Advertising Agency.

Walton Newton, the newest WIP announcer, who hails from Texas, last Friday was assigned to handle the Joe Louis broadcast directly from the stage of the Nixon Grand Theater in Philadelphia. Having only a short time between his previous assignment and that broadcast, Newton hopped a cab and said: "Nixon Theater—in a hurry." The next thing the boy from the Lone Star State knew he was at 52nd and Market Streets. After much detective work he discovered he was at the wrong theater, hopped back into the cab, and made the Nixon Grand broadcast by two minutes. After the broadcast Walton's only words were: "Gosh, down home we only have ONE movie!"

Larry Menkin, CBS writer-director, will have two articles in radio in a brace of forthcoming advertising magazines, namely: "Radio's Long Pants" in next issue of The Advertiser and "Why Don't Someone Tell

## WSGN, Birmingham

Artemus Callaway, short story editor of News and Age Herald, presenting a series in behalf of the library, sponsored by the News, for benefit of rural schools.

Station for third successive year gave exclusive broadcast of outstanding local sporting event, Golden Gloves Boxing Tournament, Monday and Tuesday.

Samora Temple Band is being presented in a series, which is fed to Alabama network.

WSGN is one of few stations having its own photographic department. A completely equipped lab and developing room is maintained at the transmitter.

"The Story of This Week," dramatized from "This Week" magazine, is aired each Friday night and fed to Alabama network. Ira Leslie, head of production department, directs the shows, using professional players.

## WCOA, Pensacola

Ross Smitherman has joined announcing staff. He formerly was with Mobile, Gulfport and Albany, Ga., stations.

Wesley Chalk, sports writer and announcer, has started a new sports series in preparation for baseball season.

Following recent increase in power, an afternoon series of salute programs has been launched on behalf of additional towns now being covered by station.

Me These Things" in March issue of Advertising Agency.

Nestle Chocolate Co., for its condensed milk, is starting another South American electrical transcription campaign. Recordings being made through NBC by RCA Victor. Program is a musical.

Jay Jostyn, the Max Tilley of "Life of Mary Sothern" program, will make his debut as a theatrical director next month with the Salon Players (amateur) presentation of "Adam and Eve" at the Jackson Heights Playhouse.

Arthur Boran will be emcee at the affair being staged in the Georgian Room of the Hotel Piccadilly tomorrow night by the Fifth Estate Club.

Beatrice Temmerman, ex-N. W. Ayer radio department, is now with International Radio Sales as a sales secretary.

Philosophical thoughts narrated by Coles Fleming will be heard during a new WHN program called "Out of Life" which starts Saturday at 1:45-2 p.m. Harry Silver at the piano will furnish a musical background for the show.

## OMAHA

Duane Galthier has been named assistant manager in charge of station WAAW, succeeding James Douglass, now program director for Central States Broadcasting.

WOW's studios have been undergoing enlarging and remodeling processes.

Martha Bohlsen's "Homemakers Club," sponsored by Nebraska Power Co. and placed by Bozell & Jacobs, is being aired by both WOW and KOIL.

Ralph Wagner of WOW and Harry Johnson of KOIL, sports commentators, have their programs on at exactly the same time.

## WELI, New Haven

Phil Buxbaum Jr. starts a new weekly Sports Personalities period, Thursdays at 3:45.

Jack Reilly, formerly WICC-caster, back to WELI as tenor on Wednesdays.

With advent of February, station has added 45 minutes to schedule, making 5:30 the closing hour.

## CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhattan, L. I., N. Y.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law  
Al Johnson  
Marilyn Miller  
Fred and Adele Astaire  
Eddie Cantor  
Mae West  
Will Rogers  
Grace Moore  
Ed Wynn  
Fannie Brice  
Jeanette MacDonald  
W. C. Fields  
Charles Butterworth  
Charlotte Greenwood  
Clifton Webb  
Marion Davies  
Oscar Shaw  
Ann Pennington  
Harry Richman  
Ina Claire  
Willie and Eugene Howard  
Norma Terris  
Hal LeRoy  
Gilda Gray  
Jack Whiting  
Gertrude Niessen  
Nick Long, Jr.  
Lina Basquette  
George Murphy  
June O'Dea  
Carl Randall  
Patricia Ellis  
George Tappan  
Grace Bradley  
Medrano and Donna  
Melissa Mason  
Pierce and Roland  
Virginia Bacon  
Walter Tetley  
Virginia MacNaughton  
Buddy Raymond  
Florence Rice  
Don Costello  
Gloria Young  
The Five Rellies  
Paulette Goddard  
and  
Hundreds of Others

## NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL

Class or Private Instruction For Preparing Adults and Children For RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Zigfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily  
Except Sundays. Close Saturdays  
at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK  
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

Lawson

Zerbe

PL 3-2600



**MAYNARD MARQUARDT**, manager of WCFL, and Mrs. M. are vacationing for a month in Mexico.

Arthur Stringer, who recently resigned as sales promotion manager of WLW and WSAI, is in town for several days.

Friends of Nate P. Colwell, formerly with WBBM and Ruthrauff and Ryan here, have learned of his recent marriage to Ethel Oates Fulford in Toronto where he heads the Joseph Hershey McGillvra office.

Homer Griffith, the Friendly Philosopher of WJJD, has resigned as commercial manager of KFJB, Marshalltown, Ia., and gone to the west coast.

Associated Hospital Service of Illinois has placed its account with Critchfield & Co. and is readying some spot announcements.

Warren Brown, WJJD sports editor, has gone to New York. Russ Hodges is pinchhitting for him.

Ruth Brine, commentator, is featured on WJJD's new noonday Newsreel with Bob Labour, Norman Ross, and Russ Hodges.

Dr. George F. Courrier, president of WHIP and WWAE, addressed the Comers club of Chicago, discussing his recent trip to Europe.

**New KDYL Studio Shows**

Salt Lake City—Programming at KDYL has taken on new aspect, with current production of 13 studio shows per week. Among these are "Hello Ladies," afternoon woman appeal show, "Let's Take Time Out," morning woman's show, "Sophisticated Swing," "KDYL Varieties" and "Mellow Moods." Shows feature KDYL Variety Orchestra directed by By Woodbury, Shirley Davis, Marjorie Lloyd and guests. All programs directed and produced by Ted Kimball with assistance of KDYL production staff.

**Boy Violinist Wins Award**

Arnold Eidus, 13-year-old New York violinist, will receive an award of \$500 during the "Rising Musical Star" program over NBC-Red Network on Sunday at 10-10:30 p.m., EST. Mischa Elman will make the presentation, which is the regular three-week cycle prize. Young Eidus was selected by the Committee of Awards, composed of Alexander Smallens, Alma Gluck, Ernest Schelling, Efrem Zimbalist, Myra Hess, Olga Samaroff Stokowski and Ernest Hutcheson.

**DON KERR**

Master of Ceremonies  
**WMCA**  
 Fox-Fabian Amateur Hour  
 Six Star Revue  
 Zuke Manners' Gang

**Crosby Runs Second**

Nashville—Bing Crosby runs second to the president of Princeton on 50,000-watt WSM this week. Biggest educational event in the south for the past decade is Vanderbilt University's inauguration of a new Chancellor, Oliver Cromwell Carmichael, and one of highlights of the event takes place tonight when President Dodds of Princeton and U. S. Surgeon General Thomas Parran will talk at the hour when the Crosby show usually is heard. So Crosby is cancelled—for he comes to town every Thursday night but Vanderbilt gets a new Chancellor only once in 30 years.

**23 Guest Stars Signed For Victor Arden ETs**

Victor Arden has 23 guest stars signed for appearances on his new "Musical Moments" series, sponsored by Chevrolet, which he will start cutting at the World Broadcasting transcription studios on Monday. Those signed are Ruth Carhart, Barry McKinley, Marion Shelby, Ralph Kirby, Claire Sherman, Guy Robertson, Aileen Stanley, Felix Knight, Lucy Monroe, Jimmy Farrell, Irene Beasley, Howard Price, Lois Bennett, Barry Wood, Kay Thompson, Ray Heatherston, Sally Nelson, Morton Bowe, Shirley Howard, Jack Arthur, Josephine Antoine, James Wilkinson, Evelyn Case, Phil Ducey.

**Chet Boswell on KQV**

Pittsburgh—Chet Boswell, lately of WOR, New York, is now being heard over KQV on Monday, Wednesday and Friday at 1:45 p.m. Chet, who was emcee in many New York clubs, and also on several commercials over WHN and WMCA, has a distinctive song style that sounds like a cross between Morton Downey and Gene Austin. He is also heard on "The Pittsburgher" program, under the direction of Luke Riley, over WJAS on Mondays, Wednesdays and Fridays.

**Ken Sisson Extended**

Ken Sisson, American musical director and arranger, has been signed again to conduct "Canada 1938," sponsored by Imperial Tobacco Co. Ltd., over a coast-to-coast Canadian network. The contract is for 13 weeks, starting tomorrow. The program will continue to be broadcast Fridays from 10 to 10:45 p.m. EST, and will feature, in addition to Sisson's 30 piece orchestra and 16 voice choir, Russ Titus, baritone; Pauline Winters, soprano; Lionel Shapiro, Manhattan correspondent for the Montreal Gazette, and other guest singers and speakers.

**Blair Upped at Rogers & Smith**

Chicago—Roland R. Blair has been named radio director of Rogers & Smith Advertising agency. Prior to joining the agency a year ago he was vice president of KMBC, Kansas City.

**The Time**

FEBRUARY 14 - 15 - 16

**The Place**

WASHINGTON, D. C.

**The Event**

NATIONAL ASSN.  
 OF BROADCASTERS  
 ANNUAL CONVENTION

**Full Coverage**

EVERY DAY  
 IN RADIO DAILY



## FAMOUS ARTISTS CORPORATION

California Bank Bld'g.  
9441 Wilshire Blvd.  
Beverly Hills

and Affiliate Companies . . .

H. E. EDINGTON - F. W. VINCENT, INC.

FELDMAN-BLUM CORPORATION

and

CHARLES KENNETH FELDMAN CORPORATION

Announces  
the Election of

# MYRON P. KIRK

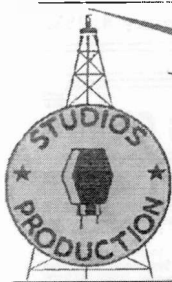
As VICE PRESIDENT

In Charge of  
RADIO

\*

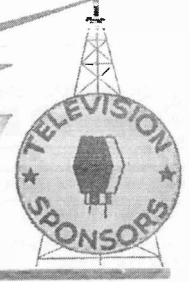
FOR MANY YEARS  
MR. KIRK HAS  
BEEN ASSOCIATED  
WITH RUTH-  
RAUFF & RYAN,  
INC., AS VICE  
PRESIDENT IN  
CHARGE OF  
RADIO.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 25

NEW YORK, N. Y., FRIDAY, FEBRUARY 4, 1938

FIVE CENTS

## Web Billings to be Soft-Pedalled

### TENN. GOVERNOR BUYS RADIO TIME FOR TALK

Nashville—Gov. Gordon Browning of Tennessee, who turned to radio once before to wage his fight against Memphis boss Ed Crump, has again spurned the press and bought time on WSM and a state-wide network at 7 o'clock tonight to give his message on the TVA situation. The governor is in the midst of another controversy over his highly publicized plan of state control of public utility properties in the Tennessee Valley Authority area. On his recent trip to Washington for a conference with the President, he was irked by partisan newspapers, so on his return here he told reporters he had no statement to make but would speak in due time in a way to avoid misrepresentation.

### Lohr Sees Television Limited to 100 Cities

New Orleans—Limited television may be available for homes within five years, but stations will be confined to about 100 cities of large population, it was stated by Lenox R. Lohr, NBC president, while passing through here yesterday en route to Hollywood. Release of sets is being held back so that engineers can work on improvements, Lohr said.

### C. & S. Again on Spot Over Karloff "Horror"

Washington Bureau, RADIO DAILY  
Washington—Chase & Sanborn Hour was put on the spot again yesterday when Senator Herring of Iowa asked for a script of Boris Karloff's recitation of "The Evil Eye".  
(Continued on Page 3)

### Both Sides

West Coast Bur., RADIO DAILY  
Los Angeles—KFWB now has "Women Are News" and "Men in the News" both scheduled on Fridays, with the broadcasts taking place at 11 a.m. and 8 p.m., respectively.

Bernice Chandler handles the women's newscast, while Bruce Jordan is the commentator on topics directed to the males.

## CRITICS' FORUM



### Question No. 4

Are you prejudiced against a program because it is transcribed, regardless of entertainment value?

### Answer

No—58 per cent. Yes—42 per cent.

THE prejudice against transcribed programs is gradually disappearing, due chiefly to better quality of transcriptions, especially music. Such is the consensus of sentiment among radio editors and critics throughout the country as revealed in Radio Daily's first annual Forum.

While the vote was close, 58 to 42 in favor of the ETs, it nevertheless was a better showing than generally expected from a discriminating class of listeners. Among arguments given by each side, in support of its like or dislike of transcribed entertainment, the following were most prominent:

#### Favoring ET Programs

Good transcribed music is better than bad music by a live orchestra.

If properly rehearsed and recorded, ET shows are nearer perfection than ordinary studio productions.

If the entertainment is there, the fact that it's ET doesn't matter.

Quality music has been available to many stations which otherwise would not have had it.

Improvement in recording, along with first-class talent, is overcoming prejudice.

#### Opposing ET Programs

Illusion is broken by the term "transcribed."

Element of the unexpected is absent.

Lack personal touch, except in programs like that of Martin Block.

Lack publicity value.

Commercials usually are too long. "Record static" and "scratch" often prove an irritation.

Should be confined to morning periods.

Records belong in phonographs.

### WHK-WCLE Mutual Feeds Increased to 27 Weekly

Cleveland—WHK-WCLE increase their Mutual network feeds to 27 a week beginning Feb. 8 with the addition of five new programs which are slated for 2:15 each afternoon, Monday through Friday. On Monday, "The World Traveler", Don Dewhirst, baritone, will present a program of ballads and light operatic airs. Tuesday, Wednesday and Thursday, "Reveries" will be heard, and on Friday "World Traveler" will return.

"Reveries" will feature the voices of Dick O'Heren, lyric tenor, and Tiny Baker, new soprano find from the locally sponsored (Cleveland Railway) "New Names" show. Narration will be done in a poetic manner by Leslie Blebl of WHK-WCLE announcing staff, as prepared by  
(Continued on Page 3)

### \$250,000 Transmitter Is Being Built by WLS

Chicago—Burrige Butler, WLS president, tomorrow will sign a \$250,000 contract to build a new transmitter plant with 580-foot tower on recently acquired 40-acre site between Joliet and LaGrange, 20-odd miles southwest of here. For several years the 50,000-watt has been leasing WENR transmitter with which it shares time on 870 kcs. New project will start on FCC approval. Engineer Tommy Rowe and Treasurer George Cook are in the cast inspecting newest apparatus.

Butler, also owner of KOY, Phoenix, and Prairic Farmer Magazine, at 70 plans to continue actively in broadcasting.

### NBC and CBS Decide to Drop Releasing of Gross Figures

NBC and CBS executives at a meeting Tuesday decided to discontinue the practice of releasing the monthly gross billing figures. Networks have been handing out the receipts since they started back in the late 1920's. Understood, however, that some of the NBC executives are not fully convinced that the new rule should be adopted. In any event no move will be made by NBC to repeat the  
(Continued on Page 3)

### ATL. REFINING, KELLOGG PARTLY SET ON BASEBALL

Philadelphia—Baseball plans for the coming season of both Atlantic Refining and Kellogg were given a preliminary announcement yesterday afternoon at a luncheon tendered Connie Mack, veteran baseball manager. Atlantic baseball network is not yet complete but will include WHT, Harrisburg; WGAL, Lancaster; WORK, York; WSNL, Allentown; WEEU, Reading, and WPG, Atlantic  
(Continued on Page 2)

### Federal Agency to Handle New Jersey Ad Campaign

Trenton—Federal Advertising Agency of New Jersey has been named by the New Jersey State Advertising Council to prepare the campaign on recreational, industrial, agricultural and residential advantages of N. J. Legislature has appropriated \$150,000 for the project. In addition to the state campaign,  
(Continued on Page 3)

### WMFF's 3 Candles

Plattsburg, N. Y.—A cake with three candles on it was the order of the day at WMFF yesterday. The 250-watt, of which George F. Bissell is general manager and treasurer, began its career Feb. 3, 1935.

Tomorrow WLW, Cincinnati, throws a half-hour birthday greeting program in honor of the North Country outlet.

# RADIO DAILY

Vol. 3, No. 25 Fri., Feb. 4, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher  
DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Feb. 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	135	129 1/4	130 3/4	- 7/8
CBS A	18 1/2	18	18	- 1/8
Gen. Electric	37 1/2	36 1/2	37 1/4	- 1/8
RCA Common	6 1/4	5 3/4	6	- 1/8
RCA First Pfd	47 1/2	46 1/2	46 1/2	- 1/8
Stewart Warner	9	8 3/4	8 7/8	- 1/8
Westinghouse	91 1/4	88 1/4	88 1/4	- 4 1/2
Zenith Radio	13 1/4	12 1/4	12 1/4	- 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	14 1/4	14 1/2	- 3/4
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### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

## Phonographic Network Forming New York Unit

National Phonographic Network Inc. now has more than 100,000 coin-operated machines set for its chain, and a special New York corporation is being formed by a Wall St. group to handle sale of the network here, according to John B. Griffith, president. Griffith flew to Chicago last night for a directors' meeting. He returns to New York next week.

### Castle Rejoins WMCA

George C. Castles Jr. has rejoined sales staff of WMCA after an absence of a year, during which time he was vice-president and director of sales for Supreme Beauty Laboratories.

### Joins WEW Sales Staff

St. Louis—F. A. Meyer, former district manager of the old Federal Bake Shops Inc., later a biz broker, has joined the WEW sales staff.

### MARTIN BLOCK'S

## "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

## Time Being Contributed In "Sell Nebraska" Drive

Omaha—Nebraska Broadcasters Ass'n is donating the time for the 13-week "Sell Nebraska" campaign which will be conducted for 13 weeks over a wireless network of eight stations including WOW, key station; WAAW, KFOR, KMMJ, KGNF, KGFV, WJAG, KGKY, KOIL and KFAB. Nebraska Junior Chamber of Commerce and the Broadcasters Ass'n are sponsoring the series, part of a nationwide campaign of Associated Industries of Nebraska.

## Film Co. May Sponsor Chorus Girl Script Show

A new radio serial written by Colette Lyons and Thelma White, actresses, and dealing with the adventures of a couple of chorus girls, is understood to be under consideration by one of the major film companies for network sponsorship. Program would emanate from the coast, with a live cast, and will be aired for the picture firm's own account to plug screen attractions, according to plans now being discussed. Recordings of the first episodes are now being auditioned.

### Alan Kent to Join WNEW

Alan Kent, for six years an announcer with NBC, leaves that organization Feb. 15 to join WNEW. He will head a new full-hour program, expected to start Feb. 21 in a noon spot.

### Join Central States

Omaha—Paul C. Brawner, a member of KOIL's dramatic staff for two years, and Harold Burton Thorpe have been added to the Central States Broadcasting System announcer staff. They will work on KOIL, Omaha, and KFOR and KFAB, Lincoln.

### Courtney Quits WNEW

Alan Courtney has resigned from WNEW, effective Feb. 19. Courtney, who has been with the station for two and one-half years and figured as emcee in many leading programs, is reported dickering with several agencies on network shows.

### Dewey Long in Dual Duties

Birmingham—Dewey Long, who has been appointed to handle the newly opened local office of Radio Sales, division of CBS, also is to handle national spot activities for WAPI, 5,000-watt which recently joined CBS.

### Harty Recuperating

Joseph Harty, WMCA traffic manager is recuperating from a recent illness at Easton, Pa., and is expected back at his desk within a week or so.

### Harold Betts for WSAI

Cincinnati—Harold Betts, "Romantic Bachelor" discovered in Toledo by WLW-WSAI program director Chester Herman, has joined the WSAI staff.

## Atlantic Refining, Kellogg Partly Set on Baseball

(Continued from Page 1)

City. Other towns mentioned are in Pennsylvania.

Kellogg web will use WFIL here and other outlets to the midwest are being set. Both companies have plans for a baseball school such as Kellogg used last season in Chicago. School will be held in five large cities and a list of minor league towns in the East. Ira Thomas, scout for the Athletics, will conduct the Philly school with John W. Coombs coach of Duke University. Sessions will run for 10 weeks, three times weekly. N. W. Ayer & Son handle both accounts.

## Additional Disk Suits Are Planned by RCA

Suit filed this week in Federal Court by RCA Mfg. Co. against WBO Broadcasting Co. (WNEW) and Elin Co., sponsors of a program which allegedly used without permission certain Paul Whiteman records in 1936, is understood to be followed by a series of similar actions by RCA. Injunction and damages are sought, along with a declaratory judgment against Whiteman on the question of ownership of records. Whiteman, in a similar suit, has stated he holds the broadcasting rights to the records in question.

### Ascap Files Fla. Suit

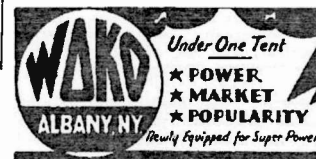
Jacksonville—Suit was filed yesterday in Federal Court against the Attorney General and other law enforcement officers of the State of Florida by Ascap which seeks to test the constitutionality of the recently enacted law which prohibits Ascap and similar organizations from doing business in the state. Action is along lines of similar suits on file in Montana and Washington.

### Schall Succeeds Braun

Los Angeles—Max Schall has been appointed to succeed Bob Braun, resigned, as head of the Thomas Lee Artists Bureau by Lewis Allen Weiss, KHIJ-Don Lee general manager. Schall has been with Music Corp. of America. Marty Martyn will become assistant to Schall, folding his own talent agency.

### Warwick Sells 2 Serials

Howard Warwick, radio writer, has sold two programs, "The Biggest Little Show" and "Your Problem," transcription serials, to be aired by independent stations throughout the United States and Canada.



## COMING and GOING

FELIX C. HOLT, publicity director for WXYZ and Michigan Network, returns to Detroit tonight from New York.

WALTER DAMROSCH goes to Washington today to conduct the National Symphony Orchestra at Constitution Hall on Sunday, with GLENN DARWIN going along as soloist.

FOX CASE, head of CBS special events department on the Coast, off to San Francisco to talk to officials of the California International Exposition about special events at the Fair in 1939. Arthur Linkletter, exposition radio manager, announced that \$400,000 had been tentatively budgeted for a combined auditorium radio building.

CHARLES DE FOLDS of RCA-Victor in New York is in Hollywood to supervise recordings to be cut this week by Tito Guizar.

STERLING FISHER, director of radio talks and education at CBS, goes to Springfield, Mass., Monday for a speech.

PAUL M. SEGAL, Washington attorney, is en route to Egypt aboard the Eochorda.

PINKY TOMLIN has headed East from Hollywood for six weeks of personal appearances in Pittsburgh, Philadelphia, Washington and other Eastern cities. He will be off the Coast program for about eight weeks, with his announced marriage to Joanne Alcarne postponed until his return about March 1.

FRANK S. LANE, manager of WDOD, Chattanooga, is in New York.

WILLIAM S. CHERRY JR., head of WPRO, Providence, is in town.

FRANK BISHOP, director of KFEL, Denver, is visiting network headquarters in New York.

W. P. WILLIAMSON JR., president and general manager of WKBN, Youngstown, is another New Yorker this week.

J. MEYERSON of KLZ, Denver, is visiting in town.

GEORGE W. TRENDLE, president of WXYZ, Detroit, and the Michigan Network, and H. Allen Campbell, general manager of the same group, are in New York for a few days.

MURRAY GRABHORN of Hearst's International Radio Sales is on the coast to arrange for moving his family to New York.

CLIFFORD C. FISCHER, revue impresario, sails today on the Champlain for Europe.

JOHN B. GRIFFITH, formerly of Van Cronk-Hile Associates and now head of National Phonographic Network Inc., which has lined up a network of more than 100,000 coin-operated machines, has gone to Chicago on business and returns to New York next week.

MICHAEL C. KLETZ, insurance man, has left for Hollywood, Fla., for a 10-day vacation.

PHILLIPS H. LORD will spend his Florida vacation at Palm Beach, staying at the Hotel Biltmore.

JOSEPH T. CONNOLLY, publicity director of WFIL, Philadelphia, was a New York visitor yesterday.

BILL ENSIGN, CBS assistant manager of sales, was snowbound in Toronto yesterday.

### Sparks in Promotion Post

Fort Wayne, Ind.—Russell Sparks, from Chicago, has been appointed sales promotion manager of WOWO-WGL here, according to W. Ward Dorrell, manager.

THE SONGBIRD OF THE SOUTH

# KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

**AGENCIES**

ROS METZGER of Ruthrauff & Ryan agency is back in his Chicago office after a trip to Cleveland and other points.

LES WEINROTT is handling production on Colgate serial, "Step-mother," for Benton & Bowles, Chicago, at CBS.

CHARLES FLESHER, Young & Rubicam producer, has been shifted from Hollywood to San Francisco to handle the first few airings of the Rush Hughes-Borden series from the Bay City.

ROBERT DURHAM of the Benton & Bowles office in New York is in Hollywood to corral endorsements for the agency's Wonder Bread account.

DR. GEORGE H. GALLUP, v.p. of Young & Rubicam, has returned east from delivering a talk at the University of Iowa. Dr. Gallup has just become a daddy for the third time. It's a daughter.

**Anacin to Renew**

Anacin Co. on Feb. 25 will renew the "Hammerstein Music Hall" for another 52 week-run on 44 CBS stations, Fridays, 8-8:30 p.m. Blackett-Sample-Hummert is the agency.

**New Newspaper-WNEW Tie-Up**

WNEW has started a morning "drama and night club" review with Lee Mortimer, Daily Mirror Man About Town, on the air each night at 1:45 a.m. This is in addition to Mortimer's Friday evening spot when he presents guest stars. WNEW also has current tie-ups with the Evening Journal, Newark Ledger, Brooklyn Eagle and Christian Science Monitor.

**"Family Counselor" for WTOL**

Toledo — Allan D. Grigsby ("The Family Counselor") has signed a 13-week contract to be heard twice weekly from WTOL when that new station goes into operation the middle of February.

**Police League on WBNX**

Beginning tomorrow afternoon, 5-5:30 p.m., the Police Athletic League will inaugurate a series of amateur hour broadcasts over WBNX. Boys and girls from seven to eighteen years old, members of P.A.L. will appear on the program.

**BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

**Greetings from Radio Daily**

- February 4  
John G. Frazer      Jane West
- February 5  
Eddie Stanley
- February 6  
Ray Katz              Louis Nizer  
Kay Reed              Joseph Rogers

**NEW PROGRAMS—IDEAS**

**Your Number—Your Music**

New style transcription airing has been devised by WSGN, Birmingham, under title "Numerology." Listeners send in names, addresses, age and phone numbers. Statistics of individual contributors are added, and last four numbers in each case are used to select a musical disk from transcription library.

**Safety Campaign Quiz**

On the "Listener Speaks" program, a daily feature over WHIO, Dayton, O., a different motorist is topped by the traffic cop at the corner of Third and Main Sts., where the broadcast is conducted. The cop then brings the driver over to the microphone to answer questions about traffic regulations. This is confined to just one driver each day

**Webs to Stop Releasing Monthly Billing Figures**

(Continued from Page 1)  
order until CBS is consulted. Feeling among those who advocated the change was that Congressional representatives, what with billings hitting all-time-highs, might get a new taxing itch.

Figures have never been any accurate check on the billings of a network because they were based on the one-time rate. All accounts are billed at least at the 13-time rate along with numerous other discounts for longer term contracts.

Publishers' Information Bureau will continue to release figures monthly.

**Federal Agency to Handle New Jersey Ad Campaign**

(Continued from Page 1)  
an independent advertising campaign is planned by the Board of Freeholders, Newton, N. J., to exploit the attractions of Sussex County.

**C. & S. Again on Spot Over Karloff "Horror"**

(Continued from Page 1)  
by Edgar Allan Poe, on last Sunday's broadcast over NBC-Red, on the grounds that it was "horror" stuff and unsuitable for children's ears. The fact that the poem is a classic does not make it satisfactory for airing to juvenile ears, Herring continued.

**Rothier in WQXR Series**

Leon Rothier, Metropolitan Opera basso for the past 28 years, starts a series on WQXR titled "Leon Rothier Presents" on Sunday at 2:30-3 p.m. Pitts Sanborn, music critic, will be guest on the first program, with Jules Eckert Goodman, Helen Olheim and Frederick Jagel to appear on subsequent programs.

and in conjunction with the safety campaign now in effect.

**"Thanks for the Memory"**

Originally scheduled to have been produced by KNX, Hollywood, the CBS Pacific network's new Sunday night show, "Thanks for the Memory," originates instead at KOIN, Portland, Ore., where it is written and produced. The half-hour show consists of a dramatized "memory" submitted by a listener, plus instrumental and vocal music. The large musical ensemble is directed by Joseph Sampietro. Vocal stars include Dorothy Rolfsness, contralto, and a male quartet. The dramatic skits are written by Henry Swartwood, producer of the show, and are based on actual listener experiences. Tragic, comic or romantic, everyone is invited to submit the outstanding memory of his life for dramatization.

**WHK-WCLE Mutual Feeds Increased to 27 Weekly**

(Continued from Page 1)  
Robert E. Lee. Instrumental accompaniment will be furnished by Ruth Parks, organist, and Nell Riggs, pianist, on the "Reveries" feature, while Miss Parks will accompany Dewhirst on "World Traveler."

**GUEST-ING**

ROBERT TAYLOR, on Jack Benny program, Feb. 13 (NBC-Red, 7 p.m.).

ALICE FAYE, on Jack Oakie show, Feb. 8 (CBS, 9:30 p.m.).

BASIL RATHBONE, on Al Jolson program, Feb. 8 (CBS, 8:30 p.m.).

JACK BENNY, on "Good News of 1938," Feb. 17 (NBC-Red, 9 p.m.).

RUTH HARRINGTON, opera singer, on Anice Ives "Everywoman's Hour," today (WMCA, 11:15 a.m.).

GLENN DARWIN, baritone, on "Magic Key," Feb. 13 (NBC-Blue, 2 p.m.).

JOHN CORIGLIANO, violinist and assistant concert master of Philharmonic, on "Magazine of the Air," Feb. 6 (CBS, 5 p.m.).

**Board for Paley Award**

The board that will decide the second William S. Paley Amateur Radio Award for the outstanding performance in radio research, technical development or operating achievement in radio last year will consist of Prof. A. E. Kennally of Harvard; Rear Admiral Russell R. Waesche, U. S. Coast Guard; Hon. C. P. Edwards, director of radio, Canadian Department of Marine; Rear Admiral Cary T. Grayson and Dr. J. H. Dellinger, chief of the radio section, U. S. Bureau of Standards.

**MICHIGAN RADIO NETWORK**

The Complete Network Completely Covering Michigan's Eight Major Markets

LOW COST COVERAGE TO 4 MILLION PEOPLE

BLUE NETWORK **WXYZ** DETROIT KEY STATION

**ORCHESTRAS  
MUSIC**

**MIKE RILEY** and his orchestra opened a six-week engagement at Cleveland's Trianon Ballroom Tuesday (1) in spite of bruises and bandaged limbs. During the journey from Cincinnati, two of the cars in the Riley caravan tipped over, and the occupants received a thorough shaking-up. Vocalist Marion Miller wore no low-necked dress at the initial appearance of the band in Cleveland, preferring to conceal the quantity of tape on her back. Mike Riley's Orchestra is scheduled for three half hours a week on WGAR.

Vincent Lopez's campaign to make the "Star - Spangled Banner" more singable will be reviewed over WJZ Sunday at 3 p.m. The piano-playing maestro will be on hand, and the Lopez version of the anthem will be sung by Billy Scott, a member of his band.

Emil Coleman is introducing a new Viennese waltz entitled "Lake of Hearts" at the Iridium Room of the St. Regis. The number was imported by Coleman from Austria.

Victor Arden is organizing a Hawaiian orchestra with special arrangements of native Hawaiian and South Sea Island airs. Arden had a similar outfit a number of years ago.

Mark Warnow has been soft-pedaling pop tunes and is going in heavily for the classics on Heinz "Magazine of the Air" and the Consolidated Edison show.

Kay Kyser, currently appearing at the Blackhawk restaurant in Chicago and heard over Mutual, journeys to Ann Arbor Feb. 11 to provide music for the annual "J-Hop," climax of the social season at the U. of Mich.

The basic formula for Staccato Styled Music, according to Bill McCune, who plays it nightly and on the air, is true staccato notes of a trumpet. And Bill claims he has the best trumpet tooter for this type of music. His name is Pete Rienzi and he is a former Manhattan College bandsman.

Gene Kardos and his band move into Roseland for an extended stay and will be heard twice weekly, Sundays at 5 p.m. and Tuesdays at 9 p.m., over the WHN-WLW wires.

**WJSV, Washington**

Jim Tully, visiting Arthur Godfrey, was guest of honor at a cocktail party with A. D. Willard Jr., Steve Early and others on hand.

Ann Gillis, CBS director of public affairs here, has been having identity trouble due to the child movie star Ann Gillis who was in town for President's Birthday party.



**PROGRAM REVIEWS**

**"This Was News"**

Another of the well-produced WPA Federal Theater Radio Division programs started its run Wednesday night at 9-9:30 over WHN and the WLW Line. "This Was News," directed by Donald Macfarlane, takes headline events that are destined to live in historical annals and dramatizes them to sound like current news. It's not a bad idea, and the Federal Radio Theater already has shown its expertness and carefulness in handling dramatizations of this kind.

Edition No. 1 in the new series reenacted the World War break between the U. S. and Germany, the passing of John L. Sullivan and the campaign of Carrie Nation against the saloon. Wealth of available material suggests an interesting career for the program.

**Tommy Dorsey**

Moving from his former Friday night NBC-Blue spot to Wednesdays at 8:30-9 p.m. over NBC-Red network, Tommy Dorsey with his ork and his trombone continue dispensing the sweet and swing music that has made this aggregation a very popular one of its kind. Edythe Wright, Jack Leonard and Three Esquires hold up the vocal end very nicely, while Paul Stewart is emcee. A contest in which amateur swing musicians are given a chance to participate is a promotional feature of this Raleigh cigaret program, and should prove a lively affair.

Dorsey's Feb. 16 broadcast will come from Louisville, and on Feb. 23 he will air from Cincinnati, after which he returns to New York.

**Ballard As Swing Editor**

Pat Ballard, radio script writer and producer, has been made Swing Editor of College Humor. He will conduct a swing music page each month, and in that connection College Humor is sponsoring a Campus Composer's Contest for original swing songs written by college undergraduates, with Ballard selecting the best for publication. Several radio programs are negotiating for the idea, which is an outgrowth of "The Melody Treasure Hunt" which Ballard did on WOR for a year.

**WHK-WCLE, Cleveland**

"Hello, There," dinner music program featuring Wayne West and Don Dewhurst, is a nightly WHK feature at 5:45-6.

Kitchen Klenzer's "Meet the Missus" on WHK celebrated its first anniversary yesterday at the Food Craft Shops, with Lew Henry at the mike.

"The Magic Console," with Ruth Parks at console and mike, is a new WCLE Sunday feature.

● ● ● Little Shots About Big Shots: On his program last Friday night A. L. Alexander dedicated his coast-to-coast show to the International Ass'n of Fire Fighters and the heroism of firemen....The headquarters of the association down in Washington phoned A. L. for a time confirmation, so that letters might be sent to the various branch offices of the organization to notify their membership to dial in the show....Alexander wired that the show is aired "9:30 p.m. EST and the Pacific Coast show at 8:30 p.m." but Western Union believed that Alexander was all wet—about the Pacific coast show and changed the wire to read "6:30 p.m." deducting three hours from the Eastern show (overlooking the fact that A. L. does a special coast "repeat" show!)...Notices were sent to the branch offices—but the last moment the error was discovered—and Western Union was forced to send wires to the 600 fire organizations, correcting the time. WU did this free—all because of a telegram that cost only 75 cents!

● ● ● As racing commentator on WMCA's "Today's Winners," Chief Announcer Bob Carter is continually swamped with tips from fans and he's dropped many fivers down the drain backing the choices of these touting fans—so he finally swore off....A week ago came the tip on a nag tagged "Irish Oak" in the second at Hialeah....Carter gave it a brush—and it never fails, the nag bobbed down in front paying a price of \$55.90!

● ● ● Now that Del Casino is comfortably set in the Hollywoods, this little sidelight can be told....Walter Fleischer, a contact man at Famous has been invaluable to the handsome young warbler, picking his songs, pounding piano at auditions and doing other odd things that any singer can't buy with dough....Just before departing for the coast, Del wanted Walter to run over a tune—but Walter at that moment was occupied in a hot game of pinocle....After one or two requests to leave the card game and get to work, the singer rather menacingly shouted: "Come on, Fleischer, what will it be, pinocle or Casino!"

● ● ● With Ken Ash at the controls, sound effects come to life at WIBX, Utica, N. Y. One-man show announcers hear every note and sigh from the studio speaker, start the applause, laugh with the crowds, encourage recorded entertainers—and really project themselves into action—without any feed-back....During the Chicago airing of Phil Spitalny's "Hour of Charm" show, Fern and her magic violin were introduced with these words: "Through the courtesy of the General Electric Company the 'Hour of Charm' presents P. Spitalny..." Spitalny then said: "Our first number is 'Powerhouse'"—which prompted John Canning Jr., former radio editor of the Des Moines Register and Tribune, who was in the audience, to remark: "Too many PLUGS!"

● ● ● Josef Cherniavsky, now musical director up in Buffalo's Shea Theater and soon going to WLW, Cincy, as baton chef, was given a reception by a group of musicians and artists at a swanky restaurant up there called Old Spain....A young, good-looking chap, leader of the place's four-piece band, expressed his desire to shake hands with Josef. "What is your name?" asked Chernie. To which the fellow replied, "Paul Muni." Assured that he wasn't being joshed into things, Josef asked what made him select this name. Ork leader Paul Muni replied: "Just for a novelty!"....Tony Wons made one announcement offering free cartoon albums of 65 pages to any one writing in. He has already received 55,000 requests. Announcement was made on Vick's program at 10:30 a.m. Monday over CBS. Morse International, agency handling the account, had to put on a special staff to handle mailing of the picture books.



**J**EANETTE MacDONALD fetes one of Vick's own discoveries when she presents five-year-old violinist Saura Maazel as a feature of her "Vick's Open House" program Sunday over CBS at 7 p.m. EST. Wilbur Evans, who has been assisting Miss MacDonald, will be absent this Sunday making concert appearances in the east.

Vic Dalton, owner of KMTR, is back home after being in New York and the East for two months.

CBS ushers collected \$56.50 for the President's infantile paralysis fund by selling dime buttons to audiences at "Hollywood Hotel," "What Would You Have Done," and the Paul Whiteman show.

James Julian Tyson, father of Leo Tyson, general manager of KMPC, is visiting his son and taking in the sights of the Southland.

Mary Lou, Fairfax High School graduate, now has her own sustainer on CBS Pacific Coast net each Tuesday evening which isn't heard on KNX in her home town.

Lois Cowan has succeeded Edith Black as publicity purveyor for KMPC.

Frederick Dahlquist, president of American Radio Features and producer of Union Oil's "Thrills," is out of the hospital following an appendicitis operation and back on the job with this week's airing.

Mark Kelly's sportcasting series on CBS Pacific Coast has been renewed by Roi Tan cigars for another 13 weeks. Milton Weinberg is the agency.

Chrysler Corp. has signed for a series of spot announcements on KFI. Station also reports renewal of the "Hello, Peggy" wax series for another full year.

Uncle David, whose "Uncle David's Show" is heard on KMTR Sunday nights at 6:30, has a repertoire of 30 character portrayals and has called into use as many as seven of these on one broadcast.

Thomas Conrad Sawyer's Wednesday program on KFI will be heard 15 minutes earlier, 5:15 instead of 5:30 p.m., in future. Sponsor is Manhattan Soap Co., through Milton Weinberg agency.

Hal Raynor, the clergyman radio writer, has written a special song, "Let's All Be Good Scouts Together," with which Joe Penner salutes the Boy Scouts of America on Sunday. Lud Gluskin's CBS "On the Air," with Chiquito, Lee Sweetland and Mary Rosetti, switches spots with Music Corp. of America's "What Would You Have Done?" by moving from Tuesday night to Friday at 10:15-10:45.

Manly P. Hall, world traveler-lecturer, has a new series over KFAC on Thursdays at 9:30 to 10 p.m. Lal Chand Mehra, who also has an interesting and informative program dealing with his native India on the same station, will appear with Hall on the new series.

## ★ Coast-to-Coast ★

**R**OBERT SIMMONS will be a featured soloist on the Cities Service program with Frank Black's orchestra and Lucille Manners starting tonight at 8 over NBC-Red. Simmons, in addition to being tenor soloist, is a member of the Revelers. Though the Revelers are no longer on the show, Simmons has been retained as soloist. He will also sing duets with Miss Manners.

William Lyon Phelps of Yale will act as commentator during intermissions on WICC-Colonial Network broadcast of New Haven Symphony Orchestra, Feb. 7 at 8:30 p.m.

Jack Hasty has written a playlet, visualizing what would happen on Broadway if Abraham Lincoln walked down the street today, for the Feb. 13 broadcast of "On Broadway" over NBC-Blue at 3 p.m. Tom Gunn will portray Lincoln. Others in cast will be Frank Provo, Helene Dumas, John Brown, Charles Webster and James Van Dyke. Jack Mullen is director.

Ray Heatherton and Jack Powell continue for a third week in person at the Roxy, along with the 20th Century-Fox film, "Happy Landing," with Sonja Henie and Don Ameche.

"Jolly Bill" Steinke, "Happy" Lewis, Judy Smith, Vivienne Dixon, Harriet Brent and others have been added to the list of talent who will

### RICHMOND

Randolph Bruce has joined WRD sales staff, coming from WCHV.

WRVA tendered a luncheon to the sales managers following their district meet here this week.

Alvin Cone is another new member of WRD sales force.

### KNOW, Austin, Texas

James W. Pate, g.m., demonstrated his oratory at annual Austin Advertising Club Kick-Off Ball.

Max S. Carruthers, former time salesman at KOMA, has joined commercial department.

Lenard Kreuz, former chief engineer of KRLH, has joined technical staff, replacing Henry Post, who resumes engineering course at U. of Tex.

Winthrop C. Sherman has been added to announcing staff.

Charles C. Rider is back in sales department after two-year absence.

Gwendolyn Gill, from WACO, has joined as chief accountant.

Virginia Donoho, is now staff pianist. She has been director and co-producer of Vita Gold Gang show and Co-Ed Trio.

### Schaffners at WMT

Cedar Rapids—Neil and Caroline Schaffner, formerly of "National Barn Dance," are now doing a daily "Bugtussle News" over WMT here.

be at the Fifth Estate Club party in the Hotel Piccadilly tonight.

Michael A. Romano, who plays one of the leading parts in the Sunbrite Junior Nurse Corps air show, is a well-known Chicago lawyer in the daytime.

In cooperation with Cleveland College of Western Reserve University, WHK is presenting a contest for a three-hour scholarship to the school. Each evening this week, a member of the college faculty has come to the studios for a five-minute talk on the subject, "Where Do You Get Your Manners?" At the conclusion of the talk five questions are asked and the listener sending in the most correct answers to the entire 25 questions receives the scholarship award. Speakers in the series are judges.

Among the dissolutions filed with Secretary of State in Albany is one by the Tupper Lake Broadcasting Co., Inc., Franklin County, filed by R. Hastings of Tupper Lake.

WHEC, Rochester, is airing George Toporcer, former St. Louis Cardinal baseball star and present manager of the Hazelton Eastern League club, in a series of 20-minute programs sponsored by Socony oil. Toporcer fires baseball questions at his air audience on Tuesday, Socony paying cash prizes for the best answers. On Thursdays, Toporcer interviews big league ball players.

### LINCOLN

J. B. Lake is now in full swing as program director at KFVB, Hutchinson, Kans.

Harry Johnson is now doing double duty, since Bob Cunningham left the Omaha studios of KFAB. Johnson has both Lincoln and Omaha sports assignments to fill.

Lyle DeMoss, on the anniversary of his second year as KFAB's man-on-the-street, was stymied in a regular broadcast when Governor Cochran and Mayor Copeland descended on him. They stopped the show and made presentation of a National Research Bureau certificate of merit made out to him. Stunt was promoted by Joe di Natale, the station's publicity man.

### WLW, Cincinnati

Pappy Shannon and his "Hoosier Housewarming," sponsored by F. & F. Cough Remedy, moved from Wednesday to Sunday night.

Carrie Jacobs-Bond's latest song, "A Long Time Ago," will have its premiere Tuesday at 7:15 p.m. on "Vocal Vanities."

"Mikado" will be repeated Feb. 11 and 18 over WLW-Mutual due to requests.



**R**AY JONES secretary of AFRA chapter here and member of national negotiating committee is back from New York, where committee met with network and agency reps. Another meeting scheduled in about ten days.

Little Jackie Heller has been engaged as regular headliner on NBC "Club Matinee" series.

William Meredith, author of NBC's "Last of the Lockwoods," is papa of son.

Cliff Peterson of the Escorts and Betty is singing for Curley Bradley of the Ranch Boys, who is ill.

Mercedes McCambridge, NBC actress, is out of "Lights Out" and other shows because of illness. Betty Winkler has been taking over for her.

## Omaha Remote Ban Jams Musicians' Situation

Omaha—Although radio stations here have agreed to sign contracts totalling \$50,000 a year with musicians' union, the union members have withdrawn permission for stations to handle remote control broadcasts from various ballrooms in the city. A single exception is the Chermot ballroom.

WOW had signed Freddie Ebener's 12-piece orchestra for two years at \$21,000 a year. When decision was announced, John J. Gillin, WOW g.m., balked. Ernest Nordeen Sr., union head, is trying to work out a solution.

### WROK Broadcasts Flood

Rockford, Ill.—When two creeks within the city limits of Rockford went on a rampage one day last week, driving more than 500 persons from their homes, WROK went into action. Its mobile transmitter was on the job early with Morey Owens. John McCloy and George Menard broadcasting descriptions of the flooded areas and rescue work while their teeth chattered into the mike. Maury Nelson, on his way to the transmitter earlier, was forced to detour twice, and then arrived to find water in the transmitter house basement, but the sign on was on time.

### New Kid Program

"Answer It," new kid program with a quiz twist, sponsored by Columbian Laundry, Newark, starts Feb. 12 at 5:45-6 p.m. on WOR. Mary D. Chase will conduct.

### KSD, St. Louis

Frank Eschen, program director, returned this week from a belated Hot Springs vacation.

Two new sports programs have been started, "Midday Sports Review," six-weekly with Frank Eschen at mike, and "Sportlights," six-weekly with J. Roy Stockton and Eschen.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Special Input Equipment Now Being Built for WJR

Detroit—Speech input equipment of new and unusual design for WJR is being built on special order by Western Electric Co. It has been designed by Bell Laboratories Engineers to meet the specifications of A. Friedenthal, engineer in charge of the station's studio facilities. Installation will include two type 23 speech input units, with arrangements for handling programs from the station's three studios and for handling network programs, remote pickups and electrical transcriptions. The equipment will also meet Friedenthal's requirements for a two-way talk-back system. Talk-back is accomplished instantaneously without manipulation of switches or keys.

The master control desk will be of unique form, with panels disposed conveniently about the master control operator's position and with telephone communication facilities incorporated in the design. Relay type output switches will be built into this control desk, making remote control available in all studios. The master control room will be located seven floors below the studios in the golden tower of the Fisher building.

The new speech input equipment will replace an assembly of equipment built by the same manufacturer and acquired over an extended period of time since the station first went on the air. Leo Fitzpatrick, vice-president and general manager of WJR, has been the driving force behind building up this station from its modest beginning to its present outstanding position with a 50 kilowatt transmitter.

The new studio equipment will require from 19 to 21 weeks to manufacture, and is scheduled for delivery during the next eight weeks.

### KSFO Adds Control Room

San Francisco—KSFO here has just completed installation of a new control room, announcer's studio and duplicate transcriptions to accommodate increased production schedule. Western Electric 23A speech equipment is used. Installations were made under direction of chief engineer R. V. Howard.

### CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2,106,714—Automatic Radio Station Selector. Emile Brugger, Valley Stream, N. Y.

2,106,715—Automatic Radio Control. Emile Brugger, Valley Stream, N. Y.

2,106,753—Electric Discharge Tube or Lamp. Anton Lederer, Vienna, Austria; Catherine Danzer and General Contad Randa, executors of said Anton Lederer, deceased, assignors to Ernest Anton Lederer.

2,106,754—Electric Discharge Device. Anton Lederer, deceased, late of Vienna, Austria, by Katherine Danzer and Conrad Randa, executors, Vienna, Austria, assignors to Ernest Anton Lederer.

2,106,770—Apparatus and Method for Receiving Electromagnetic Wave Signals on Dielectric Guides. George C. Southworth and Archie P. King, Red Bank, N. J., assignors to Bell Telephone Laboratories.

2,106,771—Ultrahigh Frequency Signaling. George Clark Southworth, Red Bank, N. J., assignor to American Telephone and Telegraph Company.

2,106,776—Receiving System. Bertram Trevor and Ralph Wa'ldo George, Riverhead, N. Y., assignors to RCA.

2,106,806—Relay System. Chester W. Latimer, West Orange, N. J., and James L. Finch, Patchoque, and Harold H. Beverage, Riverhead, N. Y., assignors to RCA.

2,106,821—Piezoelectric Crystal Controlled Oscillator Circuits. Harry Tunick, Rye, N. Y., assignor to RCA.

2,106,831—Electric Control System. John W. Dawson, Wilkesburg, Pa., assignor to Westinghouse Electric & Manufacturing Company.

2,106,847—Electric Discharge Apparatus. Heinrich Kniepkamp, Berlin-Pankow, Germany, assignor to Siemens-Schuckertwerke Aktiengesellschaft, Berlin-Siemensstadt, Germany.

2,106,855—Space-Current Device. Noah C. Peary, Park Ridge, Ill., assignor to Westinghouse Electric & Manufacturing Company.

2,106,857—Vapor Electric Device. Joseph Slepian, Pittsburgh, and Leon R. Ludwig, Forest Hills, Pa., assignors to Westinghouse Electric & Manufacturing Company.

2,107,125—Amplifying and Reproducing System. Benjamin F. Miessner, Short Hills, N. J., assignor, by mesne assignments, to RCA.

2,107,132—Condenser Construction. Franklin S. Smith, New Haven, Conn.

2,107,155—Radio Directional Indicator. James D. Kleinkauf, East Orange, and De Loss K. Martin, West Orange, N. J., assignors to Bell Telephone Laboratories, Inc., New York, N. Y.

2,107,254—Electric Tube Construction. Clarence A. Horn, Roselle Park, N. J., assignor to Aclurus Development Company, Newark, N. J.

### New KSD Equipment

St. Louis—Latest wide-frequency-range velocity mike and recently perfected uni-directional mike have been added by KSD here. Both are RCA items. Station reports excellent results with the combination, particularly in balancing solo work against orchestral background when both units emanate from single studio.

### WIBG Improvements

Glenside, Pa. — Although its plans for a power boost have met with a temporary delay in Washington, WIBG here is going ahead with other improvements. Large, modern sound-proof studios will be built at Mount Carmel Avenue and East Road in center of Glenside. Latest equipment will be installed, and the job is expected to be complete about February 15.

### COLUMBUS

Ella Mae Ives, authority on home economics, is opening a series on WCOL.

Frank Ferneau's orchestra is to become the first Columbus band to have a regular network schedule from a local hotel. The Ferneau outfit, succeeding Sammy Watkins at the Neil House, will feed to Mutual each week via WHKC.

Ohio State Employment Service is using radio to good advantage by conducting a "Help Wanted" program every Friday over WOSU.

### Start Expansion Program

St. Louis—WEW has begun initial work on its \$75,000 expansion program. Two new sound-proof studios, a control room and general and private offices will be added. Air conditioning and the latest indirect lighting will be utilized.

### To Exhibit at Brussels

Inglewood, Cal.—Universal Microphone Co. will exhibit recording machines, disks and accessories at the Brussels International Fair late in February, the company has announced. Shipment was made from Los Angeles this week.

### New Lighting System

Salt Lake City—New overhead diffused lighting system has been installed in downtown studios of KSL here. Ten new-type chandeliers are now in use.

### NEW HAVEN

"Theater News on the Air," former WELI feature, has its debut on WICC on Tuesday, 3:45. Evelyn Gerstein conducts.

Murray L. Grossman, WBRY business manager, will entertain Jack Dempsey and sportswriters at dinner at the Hotel Taft preceding the Beatty-Fitch match. Dick Walsh, sportscaster on the WBRY oil commercial, will interview Dempsey across the dinner table and the broadcast will come from the Hotel Taft.

## WBS Vertical Cut ETs Utilized by 49 Agencies

Vertical-cut wide range transcription facilities of World Broadcasting System were utilized by a total of 49 advertising agencies placing a total of 108 selective broadcasting campaigns in 1937, according to Norton Cotterill, WBS vice-president. H. W. Kastor & Sons led the list of users with 19 campaigns, followed by Blackett-Sample-Hummert, 13; BBDO, 7; Maxon, 4; Walker & Downing, 4, and other agencies using a smaller number.

### WSPR Tries D-X Show

Springfield, Mass.—First D-X show of WSPR here, conducted recently by chief engineer Hillis W. Holt, continues to bring in heavy mail response, the station reports. Holt, who built the station, ran a two-hour recorded program, acting as announcer as well as operator during major portion of the period, with engineer Russell F. Pinney at the transmitter and engineer Allen R. Bradley assisting at studio building.

### Saviors at WOW-WGL

Fort Wayne, Ind.—George Saviers, Westinghouse engineer from Chicopee Falls, Mass., who aided in construction of the new transmitter plant here last spring, has been added to station's technical staff.

### In New Quarters

Chicago—Brock Forsythe Co., rep. for Presto Recording Co., has moved to larger quarters at 540 N. Michigan Avenue.

THE ANSWER IS

Yes...

We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.

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PHOTO ENGRAVING CORP.  
250 WEST 54th STREET, NEW YORK  
Telephone COLUMBUS 3 6741

**PHILADELPHIA**

Ruth Sheehan succeeds Carolyn Ann Cross as head of WIP "Home-Makers Club."

Agnes McCabe, former secretary to Jim Aull, p.a., is now in complete charge of the traffic department at KYW.

Frank Hall, singing emcee at Benny the Bum's, has signed a 15-week contract for Henry Potter's WPEN aircast.

Whispering Jack Smith will be given an afternoon spot on WCAU in addition to his regular late spots.

A new cast makes its debut with the return of the "Melody Man" to WFIL, with Mill Spooner as the "Melody Man," and Vernon Crawford as the "stogie."

Milton J. Feldman, editor of Radio Press, local fan sheet, will trek altarward with Marcia Schwartz shortly.

Lester Joy, manager of KYW, has been appointed to the Publicity Committee for the dedication of Franklin Institute. The President will attend.

Angelo Palange, who has just taken on a new feature the WPEN "Amateur Hour," is shortly to take it from the station's studios to the stage of a vaude house.

William Swayze and Barbara Thorne will be co-starred on an evening spot with their songs over WCAU.

Don Bovay, will be heard on a seven-day schedule over WCAU.

Powers Gouraud made eight speeches during personal appearances within the past five days, in addition to his nightly broadcast over WCAU.

**WKBN, Youngstown**

Mikeman Stewart Dean took time out for a trip to his home in Hamilton, Ont., where he did a little skiing.

Midyear commencement exercises of Memorial High School, Campbell, O., were aired in a special broadcast with the mike handled by Anthony Ross, member of the school faculty and of the WKBN staff. Radio's place in education was discussed, with several students brought to the mike. Broadcast created wide interest.

A line was installed in a big downtown store to give a picture for Colleen Moore's Doll House on exhibit.

**KDYL, Salt Lake City**

Al Priddy, announcer, assumes post of assistant news editor. Priddy recently became Master Sergeant in the U. S. Army Reserve.

Ted Kimball, announcer, takes part of the Answer Man broadcast from the stage of the Capitol Theater.

Floyd Farr, chief announcer, handling three local audience shows, "Hello Ladies," "Wally Roth in Concert" and "Mellow Moods."

Walter Wagstaff, commercial manager, sporting a 1938 Oldsmobile.

**WHBC, Canton, O.**

Vic Decker, sportscaster, has started a basketball series from city auditorium.

"Memos on the Maestros," also conducted by Decker, devotes 15 minutes weekly to big-time band leaders.

**NEW BUSINESS**

WBT, Charlotte: Procter & Gamble (White Naptha Soap), announcements, through Radio Sales; Olson Rug Co., ETs, through Presba, Fellers & Presba; Carolina Baking Co. (O'Boy Bread), ETs, through Freitag Advertising Agency; Holland Furnace, spots, through Ruthrauff & Ryan; United Drug, spots, through Spot Broadcasting; Refrigeration & Air Cond. Training Corp., ETs, through National Classified Adv. Agency; Free State Beer, announcements, through Harry J. Patz Co.; Welch Grape Juice, ETs, through H. W. Kastor & Sons; Robertson Chemical Corp. (fertilizer), announcements, through Staples & Staples.

WEW, St. Louis: Dr. Legear Medicine Co. (poultry, livestock, dog prescriptions), announcements.

WGN, Chicago: Bayuk Cigars, "Highlights of Sport" with Quin Ryan, through McKee, Albright & Ivey; Cleveland Cleaner

& Paste Co., participation, through Campbell Sanford Advertising Co.

WIND, Gary & Chicago: Carter Medicine Co., spots, through Spot Broadcasting Co.; Chicago, Milwaukee & St. Paul R. R., spots, through Roche Williams & Cunningham.

WHO, Des Moines: Earl Ferris Nursery Co.; Sterling Casualty Insurance Co., through Frankel-Rose Co.; Procter & Gamble (Drene), announcements, through H. W. Kastor & Co.; Dri-Brite, Inc., announcements, through Louis Westheimer & Co.; Crescent Cracker & Macaroni Co.; Penn Tobacco Co., news, through Ruthrauff & Ryan; Publishers Service, (Woman's World), through Albert Kircher Co.; Farmers Hybrid Seed Corn Co., announcements.

WNEW, New York: Axton-Fisher Tobacco Co. (Twenty Grand Cigarettes), spots, through McCann-Erickson.

**BOSTON**

Paul Curley and WMEX have parted. Paul's father is former governor of Massachusetts.

John A. Holman, general manager of WBZ-WBZA, addressed the Rotary Club of Portland on "Radio, Bulwark of Peace."

Paul Bellaie, local representative for WOR, has signed Parker Games, Salem, for series of announcements, through John Queen of Boston.

Dorothy Coy now being featured by WEEL nightly as the "Personality Girl" with Charles Hector's Rhythm Revue.

**KTUL, Tulsa**

Rosalie Barry, pianist, and Bertha Zimmerman, violinist, featured in first series of broadcasts.

John Esau, former manager WBBZ, Ponca City and KASA, Elk City, has been named merchandising and promotion manager of KTUL.

**RADIO EXECUTIVES  
READ RADIO DAILY  
EVERY MORNING—  
— TO REACH THEM**



**"A  
TEST  
WILL  
TELL"**

**ADVERTISE  
REGULARLY**

IN



**WBAP, Fort Worth**

W. Lee O'Daniel, whose Hillbilly Boys are heard eight times weekly for a flour sponsor, is to build his own broadcasting studio here for his programs.

John Bremond, former NBC actor, is now a regular member of "Black Night" mystery dramas. Nelson Olmsted, announcer, also appears. Five of the 13 chillers already aired were written by Virginia Willten of station's continuity staff.

WBAP alone received 3,000 letters in first two weeks for the "Plans of Helen's Home" folder containing blueprints of the home visualized by the serial's author, Della West Decker.

**WWL, New Orleans**

Since inception of its new early morning programs, locally produced, station has closed national advertising deals for two of the spots between station opening and 9 a.m. Women's World has bought Pinky and the staff orchestra, while Good and Reese are putting on Luther Geldner, singer and guitarist, with his sidekick, Billy Lyons, another singer.

Station recently went in for a prize contest to boost the a.m. audience and check on listeners. It offered a \$10 prize for the best title to cover morning Musical Clock period and "Dawn Busters" won.

Mary Allford has joined the business office.

**WSOC, Charlotte**

Charles Hicks, program director, is convalescing after a nervous breakdown. Ron Jenkins is pinch-hitter.

As a supplement to former market data, station has commissioned Walter P. Burns & Associates to do an impartial survey of its market.

Pillsbury's Women in White joins schedule Feb. 28.

Cliff Williams is newest addition to announcing staff.

E. J. Gluck, manager, in Washington this week for hearing on frequency change.

W. C. Irwin, commercial manager, back from New York, Chicago, Minneapolis, etc.

Dewey Drum off to Augusta, Ga., for regional commercials.

**ONE MINUTE INTERVIEW****LEE GRANT**

"Ten-thirty at night should be the zero hour of Radio as far as 'loud music' is concerned. At that time, all brass sections should be removed to give the radio listener a chance to relax and afterward enjoy a good night's rest without having his eardrums still hum with the queer sounds that brassy produce. If the people upstairs want to dance after that ten-thirty hour, they can do it just as well with 'sweet licks.'"

**F. C. C. ACTIVITIES****HEARINGS SCHEDULED**

Mar. 9: WLAP, Lexington, Ky. CP to change frequency and increase power to 1270 kc., 1 KW, unlimited.

WATK, Pawtucket Broadcasting Co., Pawtucket, CP for new station. 1390 kc., 1 KW, unlimited.

WPAX, Thomasville, Ga. CP to increase hours of operation and power to 100 watts, 250 watts I.S., unlimited. 1210 kc.

WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts. CP for 250 watts I.S., unlimited.

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts. 250 watts I.S., unlimited.

Mar. 23: WMBG, Richmond, CP to increase power to 1 KW., 5 KW. I.S. 1350 kc., unlimited.

WBNX, New York. CP to increase power to 1 KW., 5 KW. I.S. 1350 kc., shares time.

WHBL, Sheboygan, Wis. CP to increase power to 250 watts. 1 KW. I.S. 1300 kc., unlimited.

WTAQ, Green Bay, Wis. CP to increase power to 1 KW., 5 KW. I.S. 1330 kc., unlimited.

Mar. 28: WKBN, Youngstown, Mod. of CP. 570 kc., 500 watts, unlimited.

WTAD, Quincy, Ill. CP to change hours of operation to unlimited. 900 kc., 1 KW.

Mar. 29: Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

Paysonoga Valley Broadcasting Co., Cleveland, Ohio. CP for new station. 1500 kc., 100 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

**APPLICATIONS GRANTED**

KLZ, Denver, Colo. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.

W2XAD, Schenectady. CP for changes in equipment, addition of two frequencies, 9550 kc., and 21,500 kc., 100 watts.

W1XAL, Boston. CP to add two frequencies, 11,730 kc., and 15,130 kc., 20 watts, unlimited.

**WJR, Detroit**

Jimmy Stevenson, news reporter, goes to Tawas City up north Saturday night to place the crown on the queen of Winter Sports Carnival.

WJR stockholders have just received regular quarterly dividend of 40 cents a share.

A single announcement on "Hermit's Cave" program Sunday night drew 12,817 pieces of mail up to noon Wednesday. Carter Coal Co., sponsor, and Ralph H. Jones agency, Cincinnati, had prepared only 2,500 folders and thereby lost a bet to Owen Uridge, WJR sales manager, who predicted not less than 10,000 returns for the week.

"Jeanette Pringle" has been renewed by Pringle Furniture Co. for fifth year, through Charles Rule Agency.

**WBTM, Danville, Va.**

George Heffernan and his concert ensemble, one of station's musical units, is airing nightly from dining room of a leading local hotel.

"Theater of the Air" takes a brief vacation tomorrow and drives to Norfolk to air "Dark Cadence" over WTAR. Cast travels in a special bus.

Station's "Concert Hour", directed by George Heffernan and with Basil Browder, baritone, recently dedicated its program to one of oldest local clothing stores on occasion of its 72nd birthday.

**EXAMINERS' RECOMMENDATIONS**

John P. Harris, Hutchinson, Kan. CP for new station. 710 kc., 1 KW., daytime, be denied.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

**WOV, New York**

Dr. Rino Colla Negri, Ph.D., has joined announcers' staff.

Joseph Boley, WOV and International Broadcasting Corp. announcer, is one of the commentators for Paramount Newsreel.

Norman Thomas, Socialist leader, will speak on Sunday's "Public Service Forum" at 4 p.m.

*We want a***NAME SPONSOR****FOR ONE OF THE****BEST SHOW BUYS IN RADIO!**

To the first time-buyer with a name account, or the manufacturer of a name product, who phones, writes or wires the WOR Sales Department, 1440 Broadway, in New York, goes one of the best show buys in radio for the year 1938 . . .

**JOHN GAMBLING'S GYM CLASS***A show which . . .*

(1) . . . has been consistently sponsored for more than 10 years by such well-known firms as E. R. Squibb & Son, Colgate-Palmolive-Peet Co., Nestle Food Co., and others. And whose last sponsor used the Gym Class for 4 years, doubling his total sales during each year of sponsorship.

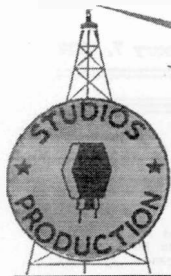
(2) A show which has a larger morning listening audience than any one show on any one station in the country.

(3) A show which sent 35,000 people into one sponsor's stores in 6 weeks, and sent 6000 other people into the stores of another sponsor within 6 hours after one announcement.

JOHN GAMBLING'S GYM CLASS is one of those radio buys which every time-buyer wishes he could lay hands on EVERY day. A show that is a natural for practically any product, and has been pulling its head off for some of America's smartest radio advertisers!

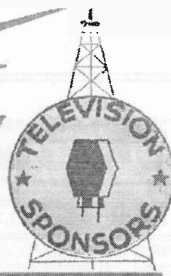
**WOR**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 26

NEW YORK, N. Y., MONDAY, FEBRUARY 7, 1938

FIVE CENTS

## CBS Television Plans Are Delayed

### SALES HEADS TO OFFER BIG AGENDA AT NAB MEET

Broadcast sales managers, who have been holding district meetings in various parts of the country the past few weeks, are expected to offer a highly interesting agenda at the NAB convention at the Willard Hotel, Washington, Feb. 14-16. In addition to discussing the sales' end, some of the preliminary meetings have taken up other topics such as the union situation, musicians, general station  
*(Continued on Page 3)*

### New Sales, News Heads Named by KWTO-KGBX

Springfield, Mo. — Promotion of John E. Pearson, former national accounts manager of KWTO and head of the KWTO-KGBX news department, to the post of sales manager for the station in charge of local and  
*(Continued on Page 2)*

### Governor of Tennessee Praises Radio's Fairness

Nashville — Governor Gordon Browning, who bought time on WSM for a talk Friday night after newspapers allegedly misrepresented his plan for rural electrification, praised radio as medium for getting a mes-  
*(Continued on Page 2)*

### Juneau Managing KYA

San Francisco — Clarence B. Juneau has been appointed general manager of KYA, local Hearst outlet. Juneau has been in radio on the Coast for the past 14 years, having managed KMTR and KEHE, Los Angeles; KTAB, San Francisco, now KSFO, and KGB, San Diego, and was active in the organization of California Radio System. He succeeds Bob Roberts, resigned.

### Skiping to Swing

Muncie, Ind. — Carl Noble, musical director of WLBC, was called to the phone after his program the other day and got the surprise of his life. An ardent fan called up to tell him how much she enjoyed the swing of his music and said: "My little three-year-old daughter enjoys it very much, too, because she can skip rope to your rhythm."

## CRITICS' FORUM



### QUESTION No. 5

Can small unaffiliated local stations successfully buck network shows, and how?

### ANSWER

Principal suggestions: (1) By localizing schedules like local newspapers instead of aping networks; (2) play up events, speakers, news and talent of local interest; (3) use less recorded stuff.

GENERALLY speaking, the small independent stations have little chance to buck the networks which have greater resources in both facilities and talent, but they can make considerable progress in that direction by intensified local showmanship, according to radio editors and critics of the country participating in RADIO DAILY'S Forum.

Networks are in a strong position not only because they can put on more elaborate programs, but also due to the fact that they have the "name" talent which gets national publicity and which the public therefore is anxious or curious to hear, it is pointed out. To offset this, the nation's radio editors offer a number of suggestions, including:

Make the local station program like the home-town newspaper.

Feature news, events and speakers of local interest.

Use less recording material.

Keep an ear to the ground for the likes and dislikes of listeners, and make changes accordingly.

Develop more local artists — but only those with genuine talent.

Utilize local dramatic groups.

Try more novelties and do things differently, instead of aping networks and thereby inviting harmful comparisons.

Cater to special tastes, such as WQXR does in New York.

Take advantage of small station's flexibility of schedule by giving listeners something different when other stations are all airing baseball or football.

Use somewhat the same kind of showmanship that local independent movie theaters employ to compete with circuit houses.

The opinions of the nation's radio editors on whether the industry should be controlled, regulated or censored by the government will appear tomorrow.

## ★ THE WEEK IN RADIO ★

### ... Webs Soft-Pedal Billings

By M. H. SHAPIRO

MAJOR webs will revert to the policy of not releasing monthly gross revenue figures except through the medium of the Publishers Information Bureau, which will give them out on or about the 20th of the month following . . . just what advantages this policy may have is problematical . . . if the figures are believed to rile certain parties, it makes no difference whether they are out on the 3rd of the month or 20th . . . and it is still a question as to

how accurate the figures are when they are "gross" literally, and do not take into account the various discounts. . . .

NBC and RCA elected new members to the board . . . newcomers including Dr. James R. Angell . . . CBS set its tentative 1937 net as \$4,297,600 equal to \$2.50 a share . . . Chicago recording studios expect to get back into harness following the AFM deadline of Feb. 25, after  
*(Continued on Page 2)*

### Delivery of Transmitter by RCA is Behind Schedule

By HOWARD I. LONDON

The non-delivery as per schedule, of the new CBS television transmitter has disrupted the network's 1938 television plans. RCA had planned to deliver the new equipment by now, but for certain reasons transmitter will not be delivered until April 1.

With at least a 60-day delay already chalked up, it will probably be late summer before CBS completes installation of its equipment on the 74th floor of the Chrysler Tower and  
*(Continued on Page 3)*

### AIR CONDITIONING DISKS GOING ON 50 STATIONS

Chicago — The Chicago Engineering Works (Refrigeration & Air Conditioning Institute) plans new series of 5 and 15-minute transcriptionists titled "The Camera Speaks" on more than 50 American and Canadian stations. Produced by Weco, subsidiary of James R. Lunke & Associates. Sam Bartlett is author of the shows, which dramatize unusual news events. Waxings are being made at Columbia Transcription service.

### Gen'l Mills Expanding "Those Happy Gilman's"

Chicago — "Those Happy Gilman's," which General Mills has been testing on WTMJ, Milwaukee, for Corn Kix (cereal), will be put on Buffalo and Hartford stations shortly. Plan is to introduce also in several other markets, probably eventually making a network show of it. Blackett-Sample-Hummert handles it.

### Fem Ventriloquist

Longview, Tex. — What is believed to be the first woman ventriloquist on the air has been put on the KFRO schedule by James R. Curtis, president of "Voice of Longview." She is Joan Thompson and she appears with "Willie Talk" as her wooden co-worker. Program has attracted much attention in these parts and station hopes to transcribe it.



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JOHN W. ALICATE : : : Publisher  
DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Feb. 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	134	130 1/2	133 1/2	+ 1 3/4
CBS A	19 1/4	18 3/4	19 1/4	+ 1/4
CBS B	19	18 1/2	19	+ 1/2
Gen. Electric	39 1/2	38 3/4	39 1/4	+ 1 1/2
RCA Common	6 1/4	6	6 1/4	+ 1/4
RCA First Pfd.	46 1/4	45 1/2	45 1/2	- 1/2
Stewart Warner	9 1/4	8 3/4	9 1/4	+ 1/4
Westinghouse	94	90 1/4	93 1/2	+ 2 1/2
Zenith Radio	13 1/2	12 1/2	13 1/2	+ 1/2

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

### Blackett to London

Chicago—Hill Blackett, president of Blackett-Sample-Hummert, has sailed for Europe with a view to opening an office in London. Blackett sailed on Conte De Savoia and goes to Italy first.

Kirby Hawkes, radio director of R.S.H., who is sailing for England on Feb. 12 will meet Blackett in Europe.

### Norman Siegel to Hollywood

Cleveland—Norman Siegel, radio editor of The Cleveland Press and Newspaper Enterprise Association, left Friday for Hollywood for a five-week stay. He will do a series on radio and the movies while on the coast. Siegel has just finished a television series.

### Renewing Phil Baker

Gulf Refining Co., through Young & Rubicam Inc., on Feb. 20 will renew Phil Baker show for another 52-week run on 62 CBS stations, Sundays, 7:30-8 p.m.

## KMMJ

Clay Center, Neb.

The favorite family station

## ★ THE WEEK IN RADIO ★

... Webs Soft-Pedal Billings

(Continued from Page 1)

which the studios will be working under license agreements . . . AFRA is continuing its negotiations with the networks, the latter seeming to favor this affiliate of the AFL as against other organizations if its employees are to be unionized . . . some 65 nations were represented at the opening of the International Communications Conference in Cairo (Egypt) on Feb. 2 . . . Bill in Congress asked for a Pan-American station to promote goodwill . . .

Eddie Cantor leaves the Texaco show to start for Camels on March 28 on CBS, with Benny Goodman orchestra continuing and Jack Oakie dropping out . . . Atlantic Refining and Kellogg Company will use the baseball school idea such as the latter used in Chicago last season . . . both these accounts, handled by N. W. Ayer & Son, will have hooks of their own for the league baseball games to be sponsored, the Atlantic Refining group of outlets

being mostly in Penn. for its minor league coverage and Kellogg working out an Eastern as well as strong midwest setup . . . WLS going in for a new \$250,000 transmitter . . . ban on Texas race horse dope resulted in WSM, Nashville, getting a break . . . WHAS dedicated its new transmitter . . .

RADIO DAILY's Critics' Forum reveals the likes and dislikes of important radio editors and writers throughout the country . . . questions commented upon and appearing the past week in R.D. included favorable answers to radio's progress, how shows can be improved, news-casts, educational programs and attitude toward electrical transcriptions. . . Broadcast Sales Managers group from the East met in Albany and talked mostly about ways and means of utilizing the local musician situations and "turning these drains on the treasury into cash at the box-office."

### Governor of Tennessee Praises Radio's Fairness

(Continued from Page 1)

sage to the people without fear of editorial distortion.

"When a news agency deliberately indulges in slime and low falsification, it is time to engage some decent medium for giving the public correct information," said Browning. "Thank God for a medium through which this can be said to the people of Tennessee."

Browning had previously resorted to radio to talk to his constituents on intra-state politics.

### WTAM is Moving Today Into \$300,000 Studios

Cleveland—Studios of WTAM, Cleveland's 50,000-watt station, managed and operated by NBC, move into new \$300,000 location in the National Broadcasting Co. Building here today. Vernon H. Pribble, station manager, has set dedication of the studios during the week of Feb. 14. Entertainments, dinners and special programs, with various organizations participating, will be held during WTAM's housewarming week.

The station now occupies four floors in a 22-story building at Ninth & Superior. Latest technical and design equipment makes WTAM studios the finest NBC broadcasting plant in the country for its size, according to J. J. Arnone, NBC construction engineer, who was also in charge of building Radio City studios. Many of NBC's chief executives will participate in the dedication ceremonies on Feb. 19.

### R. B. McAlister Married

Lubbock, Tex. — R. B. McAlister, sports commentator on KFYO, and Marjorie Tunnell were married recently.

### New Sales, News Heads Named by KWTO-KGBX

(Continued from Page 1)

national accounts, and appointment of Floyd M. Sullivan as news editor is announced by Ralph D. Foster, station manager. Pearson organized the station's news department and had been handling it in addition to his other duties. His new post, however, will require full time attention. Sullivan is a veteran newspaper editor and KWTO-KGBX commentator.

### Mutual System to Carry 3 Hours of Coast Shows

Mutual will take three hours of evening shows from the Coast beginning Feb. 27. Some of the sustinings will be programs that are being resumed and will include "Hawaii calls from Honolulu," Brown Sisters, vocal trio; George Fischer's "Hollywood Whispers," a revival program; Ozzie Nelson and others. The Indianapolis Symphony Orchestra heard opposite the NBC Toscanini programs will include guest stars such as Albert Spalding, violinist, and Richard Bonelli, tenor.

## COMING and GOING

EARLE C. ANTHONY, head of KFI-KECA, Los Angeles, sailed Saturday on the Normandie for Europe. He is accompanied by MRS. ANTHONY.

ROY H. THOMSON, president of Northern Broadcasting Co. Ltd., operating CFCH, North Bay; CJKL, Kirkland Lake, and CKGB, Timmins, Canada, has returned to Canada following a month's vacation in Florida.

LOREN WATSON of AMP transcriptions arrived in Ottawa today to attend the Canadian Broadcasters Ass'n annual convention.

JOE WEED, head of Weed & Co., station reps, left Friday for Canada combining the visit with attendance at the CAB convention in Ottawa and a call at the All-Canada Radio Facilities Ltd. in Toronto.

ADELAIDE KLEIN, actress, sails Feb. 11 for her first vacation in years. Will spend three weeks in Mexico.

GOGO DELYS returns from the coast late this month.

ARTHUR KUDNER of the advertising agency bearing his name sailed Saturday on the Normandie for Europe.

CARLO BUTI, Italian singer, sailed Saturday on the Conte di Savoia for Italy.

LINTON WELLS, "Magic Key of RCA" commentator, left Friday on an air and rail journey to the capitals of two Latin-American countries and to the west coast. He will interview foreign correspondents in Guatemala City, Feb. 13; Mexico City, Feb. 20, and San Francisco, Feb. 27. MRS. WELLS accompanies him on the trip.

WINIFRED CECIL, after singing on the Caca-Cala "Songshop" program last Friday night, sailed Saturday for Italy, where she is to sing at La Scala in Milan.

NORMAN SIEGEL, radio editor of Cleveland Press and NEA, has gone to Hollywood to do a radio-movie series.

JIM MEYERSON of the Oklahoma network, left New York on Saturday to return West.

JACK ARTHUR, emcee, and SYLVIA FROOS, EVELYN CASE, VANDY CAPE, SID GARY and JACQUES ROTH sailed on the Normandie last Saturday as entertainers on the 22-day cruise to Rio de Janeiro.

PAT WEAVER of Young & Rubicam arrives in New York early this week from the coast to discuss future plans on current shows.

JOHN T. CAREY and HERB SHERMAN, sales managers of Chicago's WIND and WJJD, respectively, are on an eastern trip.

KEN ELLINGTON, special events announcer at WBBM, Chicago, flew to New York for weekend visit.

ELLA LOGAN leaves the Chez Paree, Chicago, on Friday for Miami, with LOU HOLTZ going into the Chi spot.

J. KELLY SMITH, general manager of Radio Sales Inc., off to visit Birmingham, Charlotte and Washington.

MURRAY GRABHORN of Hearst's International Radio Sales has returned east from the coast.

ANNE SEYMOUR of "Story of Mary Marlin" is in New York from Chicago for a week's visit.

## ALAN COURTNEY

(Singing M. C. with a personal following of 400,000 buyers)

announces that on February 19, 1938 he is leaving WNEW after 2 1/2 years—completing 9 1/2 years of record-breaking performances in radio—and is now ready to negotiate direct with sponsors and agencies.

NICK KENNY—N. Y. Daily Mirror  
"Alan Courtney's program is one of my favorites."  
ALTON COOK—N. Y. World-Telegram  
"Alan Courtney brings a striking change in master of ceremonies style."  
BEN CROSS—N. Y. Daily News  
"Alan Courtney is a first-rate entertainer."

Write Box A-128, RADIO DAILY, 1501 Broadway, N. Y. C.  
or Phone Boulevard 8-1143

**CBS Television Plans Delayed by Equipment**

(Continued from Page 1)

completes the customary test period. When it will start a regular operating schedule is still a guess. Dr. P. C. Goldmark, television research engineer, and Gilbert Seldes, programming, are continuing their respective work in the meantime.

The Chrysler Tower is now undergoing alterations to accommodate the new equipment and orders have been placed for the Grand Central Palace studio equipment. But plans for the construction of a studio in the latter building have been abandoned.

New setup calls for no permanent studio. Movable scenery will be the only props. What with little or nothing of a definite nature being known about what is the best plan for constructing a television studio, network television personnel agreed that a permanent studio would be subject to numerous revisions as its television experiments progressed.

One plan calls for the grouping of numerous scenery units into a single arc-shaped unit with the camera (iconoscope) and all the necessary equipment located in the center of the arc. Under this set-up, scenes depicting several portions of a drama or individual experiments could be made without any of the delays which the moving of scenery or camera equipment would otherwise entail.

The coaxial cable which will connect Grand Central Palace with the Chrysler Bldg. has not been installed yet, but will be started as soon as a definite delivery date is set for transmitter.

**AGENCIES**

THE BIOW CO. has resigned from G. Krueger Brewing Co. account because of other conflicting interests.

G. WILLIAM ANDERSON, formerly of the newspaper field, and Kenneth Joy, advertising consultant, have formed Anderson & Joy Inc. Offices are at 271 Madison Ave.

HOMER McKEE, former president of his own agency, has joined Erwin, Wasey & Co., Chicago, as a vice-president. McKee's son, Robert, is also joining the agency and will serve in an executive capacity.

H. L. STEDFIELD, formerly with Reuben H. Donnelley Corp., has formed his own advertising firm with offices at 202 West 42nd St. Arthur W. Rollka and Ann Kelman are associated with Stedfield.

LOUIS E. JACOBSON has resigned from J. Walter Thompson Co., Chicago radio department, to join WGN as a producer.

**Cherniavsky at WLW Feb. 15**

Cincinnati—Josef Cherniavsky, recently signed by James D. Shouse, v.p. of Crosley Radio Corp., for the musical staff of WLW-WSAI, takes up his new duties Feb. 15. Cherniavsky and William Stoess will work together to coordinate activities of the musical department.

**NEW PROGRAMS—IDEAS**

**School "Radio Lab"**

Three-weekly street interview feature, sponsored by Mayflower service stations over WFAS, White Plains, N. Y., was switched this month to a high school "radio laboratory," where students in communities served can bring their own ideas to the microphone. Show is outgrowth of thoughts expressed by students in interview broadcasts. Each school is assigned a week on the airwaves, with schedule embracing such varied presentations as a quiz, aired by business classes, a panel discussion on current events, a condensed version of actual classroom session, and offerings from school music ensembles. First shot by Harrison High School had business students preparing the commercials, and other undergraduates doing the splicing.

**Nestle Milk Joins Coast Show**

Nestle Milk Products Inc. on Feb. 15 will take a portion of the "Women's Magazine of the Air" participation period on the five NBC-Red Pacific stations plus KFSD, KMED and the McClatchy group, 4-4:15 p.m. (PST), to plug Alpine coffee. Contract is signed for 13 weeks through Leon Livingston Adv. Agency, Los Angeles.

**CBS Options Tony Sarg Show**

Sound Masters Inc. has sold an option on "Tony Sarg's Puppet Parade" to Columbia Artists Inc. Teddy Bergman, program director of Sound Masters, is to handle all production. The program is an original musical fantasy which deals with the imaginary private lives of Tony Sarg's marionettes.

**Mlle. Boulanger NBC Series**

Mlle. Nadia Boulanger, French musician and pedagogue, who arrived in this country last week to become the first woman ever to conduct the Boston Symphony Orchestra, will be heard over NBC-Red in a series of four programs devoted to choral music, beginning Saturday at 10:30 a.m.

**Remotes for Omaha**

Omaha—Omaha radio stations are now broadcasting remote control pickups from local ballrooms as the result of a special agreement reached with Omaha musicians' union.

**Foster May is Candidate**

Omaha—Newscaster Foster May of WOW has filed for Democratic candidate for congressman on the primary ballot.

Plan was conceived by B. M. Middleton, station sales manager. Millicent Tralle, WFAS women's director, contacts the schools and coordinates programs, while production is handled by Frank A. Seitz in cooperation with George Allen, program director for J. Stirling Getchell Inc., agency which has the account.

**"Let's Get Together"**

This is quiz for juniors, in which Lewis Wolfe, New York City public school teacher, highlights some historic incident, subsequently inviting questions and asking them of his studio audience, which consists of children between the ages of eight and twelve. Show airs Sundays 12-12:30 p.m. over WINS, New York.

**Bruce Quisenberry Honored**

Joplin, Mo. — Bruce Quisenberry, special events director of WMBH, has been awarded the local Gold Key from the U. S. Junior Chamber of Commerce for outstanding civic work during 1937. He was chosen as the young man of the city who had been most valuable to his city by a committee of three members of the Joplin Senior Chamber of Commerce, which makes the selection for the junior group.

**Sales Heads to Offer Big Agenda at NAB Meet**

(Continued from Page 1)

policies that affect sales activities, and the proposed NAB reorganization plan, which is the main purpose of next week's meeting.

Frank R. McNinch, FCC chairman, and Senator Burton K. Wheeler are among speakers who will address the opening session, with President John Elmer presiding. Edwin M. Spence is convention chairman.

**Stock Changes Reported**

Washington Bureau, RADIO DAILY

Washington—Report of CBS to the Securities and Exchange Commission at the end of last month shows that Harry C. Butcher, chief of CBS here, acquired 125 shares of Class A stock, raising his total to 300; Jacob Paley sold 4,000 of same class to his daughter and now holds 21,458 shares, while Samuel Paley sold 200 of Class A, reporting 18,000 at end of month. In Class B, Samuel Paley reported holding 2,000 shares, and 25,000 voting trust certificates, while Jacob Paley held 33,362 voting trust certificates.

Powel Crosley Jr. gave away 689 shares of Crosley Radio Corp. common, still holding 151,369 shares. Gwendolyn Crosley disposed of 1,378 as a gift and still has 129,532.

Joseph A. Sisto disposed of 4,000 shares of Majestic Radio & Television common stock and now holds only 25 shares. Harry Stein disposed of 300 shares and now holds no equity securities of the company.

**MICHIGAN**

**TEST ANY WORTH WHILE PRODUCT**

- on 8 Stations**
- in 8 Major Cities**
- on 1 Complete Network**
- at One Low Cost**

**MICHIGAN WXYZ (KEY STATION) DETROIT RADIO NETWORK**

**WOPI "The Voice of the Appalachians" BRISTOL - TENNESSEE VIRGINIA**

GUEST-ING

HUMPHREY BOGART, on Peg Murray-Ozzie Nelson program, Feb. 13 (NBC-Blue, 7:30 p.m.) ANITA LOUISE, same program, Feb. 20; MADELEINE CARROLL, March 6; BORIS KARLOFF, March 13.

MARGARET ANGLIN, BARRY WOOD, HOWARD PRICE and LUCIELLE BROWNING, on "Hammerstein Music Hall," Feb. 11 (CBS 8 p.m.)

BURGESS MEREDITH, on Paul Whiteman program, Feb. 11 (CBS, 8:30 p.m.)

JAMES MELTON and NADINE CONNER, on "Songshop," Feb. 11 (CBS, 10 p.m.)

WALTER HUSTON, in "The Signal," on "Your Hollywood Parade," Feb. 9 (NBC-Red, 10 p.m.)

ARTHUR DONOVAN, referee, on Bill Stern's "Sports Scraps," Feb. 13 (NBC-Blue, 11:45 a.m.)

VIRGINIA BRUCE, JOHN CARADINE and JAMES STEWART, on "Good News of 1938," Feb. 10 (NBC-Red, 9 p.m.)

ANNA MAY WONG, GAIL PATRICK, AKIM TAMIROFF, LLOYD NOLAN, in "Dangerous to Know," on "Hollywood Hotel," Feb. 11 (CBS, 9 p.m.)

Further Rise Is Seen In Canadian Radio Fee

Toronto—As Major Gladstone Murray of Canadian Broadcasting Corp. has indicated he must have still another \$500,000 a year for corporation needs, it is predicted that a further increase in radio set license fees will be made. Critics of the boost to \$2.50 which starts shortly declare the charge may eventually reach \$7.50 yearly, the same as in New Zealand. Meanwhile a probe of CBC finance situation is being talked at Ottawa.

H. G. Horner Appointed

West Coast Bureau, RADIO DAILY, Los Angeles—H. G. Horner, has been appointed managing director of 2GB and 2UE, Sydney, Australia, as well as of Broadcasting Service Association Ltd., transcription affiliate, according to advices reaching Dr. R. L. Power, American representative.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market. 366 Madison Ave., N. Y. C.—Mu 2-5767.



● ● ● Miami: Thinking Out Loud (and sometimes talking out of turn) ... As our train pulled out of Richmond, Va., we gazed thru the windows anxiously looking over the territories that have just been names to this reporter in the column—and we took particular notice of the southern states—because many times people have told us that we're "from Dixie"! ... Gertrude Berg's wise selection of players for her "Goldbergs" is evidenced in the fact that two of the cast are currently engaged in Broadway productions—George Tobias, who is Mike, is the Russian of Broadway's "You Can't Take It With You," and Everett Sloane, Molly's Sammy, is in the new hit "All That Glitters" ... Funny that Oscar Bradley once hired a tutor to help him get rid of his heavy English accent—and now this same accent helps him get many laughs (and earn a livelihood) via the Phil Baker show ... Les Sims, just before he opened at Loew's State, received a radiogram from the London Symphony Orchestra advising him they are going to introduce his symphony—and would he please appear as guest artist—Sims goes June 1 ... A wire says the Brewers' Ass'n show featuring Lou Holtz, MR. Richard Himber, Connie Boswell (or Jane Froman) with (maybe) Ted Husing starts on CBS Feb. 14.

● ● ● Funny, but no sooner do we leave Broadway and our domicile than word and news from all parts of the country confronts us down here under the palm trees, such as: Sarabeth Barger of WHO, Des Moines, who is not a singer or actress but just reads commercials—receiving a silver cup for the most pleasing personality in radio by the Humble Boosters—whatever they are ... Sidney Kaufman, cinema commentator of WQXR, who reviews the reviews of critics, gets fan mail from celebrities and critics ... Sam Henderson of WORL, Boston, during a street interview offered one buck to the person giving him a live turtle ... before he could turn around to get his second breath, a man walked up and handed him one, collecting the buck!

● ● ● Wonder if the boys and girls around the office envy this co-worker now—if they could see the torture we're having with this sunburn—which we snatched the first day—for fear that the Floridians would just shower us with attention and keep us out of the sun. Looks like we'll spend the rest of the time between vinegar bathcovers ... Saw Bobby Feldman, WMCA's nite mayor, diving off the hi-board at the Roney-Plaza pool ... Joan Abbott looks so sweet at the Dempsey-Vanderbilt with a dark tan and her platinum locks ... Just heard an interesting bit about Gabriel Heatter from his daughter, Maida, vacationing here. Her dad disappears during the day from his home—and not even his wife or rest of the family knows where he is for eight hours at a stretch. Seems he has a room someplace without a phone and goes there to write his daily air chatter undisturbed by visitors or calls ... Fields and Hall auditioned their new comedy routine over WEAJ for a Chicago meat packer last week and Ann Brae has joined the team for the "giggly" effects ... Cas Franklin, for the past several months baritone soloist at the Hotel Stevens, Chicago and heard through WBBM, is back in Manhattan and will take a movie test within the next ten days.

● ● ● From WMC, Memphis, comes word that the program dept. there is awaiting with bated breath the decision of the National Safety Council as to what city wins the 1937 Council award ... Seems that if Memphis wins, WMC can claim a substantial share of credit. The station on its own initiative established four weekly safety program series in addition to several special event broadcasts and a spot announcement campaign ... Furthermore, the report states, since no other Memphis station presented safety broadcasts on regular basis, WMC feels it's entitled to a lion's share because of its radio activities in this field.

☆ F. C. C. ☆ ACTIVITIES

APPLICATION GRANTED

WMMN, Fairmont, W. Va. CP to increase power to 1 KW., 5 KW. LS. 890 kc., unlimited.

APPLICATION DENIED

Gomer Thomas, Bellingham, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

John C. Hughes, Phenix City, Ala. CP for new station.

HEARINGS SCHEDULED

Feb. 9: Harry M. Ayers, Annisson, Ala. CP for new station. 1420 kc., 100 watts, daytime.

S. B. Quigley, Mobile, Ala. CP for new station. 1200 kc., 100 watts, daytime.

Roberts-MacNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Feb. 11: WAPI, Birmingham, Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 5 KW. shares time.

APPLICATIONS RECEIVED

City of New York Municipal Broadcasting System, New York. CP for new high frequency station. 26,100 kc., 100 watts.

Laredo Broadcasting Co., Inc., Laredo, Tex. CP for new station. 630 kc., 500 watts, unlimited.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

EXAMINERS' RECOMMENDATIONS

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime, be denied.

WACO, Waco, Tex. CP to increase power to 100 watts, 250 watts LS. be granted. 1420 kc., unlimited.

Church of Jesus Christ of Latter-Day Saints, Salt Lake City. CP for new international short-wave station. 6020, 9510, 11710, 15170, 25675 kc., 50 KW., unlimited, be granted.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited, be dismissed.

Dozen U. S. Commercials Signed by Canadian Chain

Montreal—A dozen big U. S. commercials are with accounts signed the past month by Northern Broadcasting Co. for its three stations, CFCH, North Bay; CKGB, Timmins, and CJKL, Kirkland Lake, according to Don L. Bassell, manager of the local office. Shows include Jell-O, Chase & Sanborn Hour, "Kraft Music Hall," Rudy Vallee, "One Man's Family," "Carnation Contented Hour", Borden (Rush Hughes), Lifebuoy's "Big Sister" and Al Jolson, Rinso's "Big Town", Tuckett's Tobacco and Bee Hive also have joined the schedule.

Roy H. Thomson, president of Northern, is back from a month's vacation in Florida.

Spent yours Where the Money is! WABY COVERS THE CAPITAL DISTRICT ALBANY, N.Y.

HEINZ MAGAZINE OF THE AIR

*Under the Musical Direction of*

*Mark  
Warnow*

*Featuring*

CHANNING POLLACK . *Playwright & Philosopher*  
MORTON BOWE . . . . . *Popular Tenor*  
THE HEINZ ORCHESTRA and CHORUS

*and*  
GUEST STARS

☆  
EVERY SUNDAY 5:00 to 5:30 P. M. *Eastern Time*  
OVER THE COLUMBIA NETWORK  
FROM COAST TO COAST

☆  
MARK WARNOW  
*Managed Exclusively by*  
THE COLUMBIA ARTISTS, INC.

## PROGRAM REVIEWS

**Kate Smith Hour**

Abbott and Costello, new comedy team which made its debut last Thursday night on the Kate Smith program over CBS, has a good style of delivery for radio effectiveness. It's the old vaudeville cross-fire formula, which always is good when the material is, and in this instance the comedy stuff was half fresh and half vintage. With the right break in the way of gags, the new combination ought to click well.

Another swell item on the program was the "Affairs of Anatol" skit with Miriam Hopkins and James Rennie. Tom Richey, vibraphone artist, and Mrs. Hortense Odium, head of Bonwit-Teller store, also provided entertaining and interesting bits. Jack Miller's band and the Ted Straeter singing group rounded out the Ted Collins production.

**Cities Service Hour**

Dr. Frank Black took over from Rosario Bourdon the baton on the veteran Cities Service last Friday night over NBC-Red, with soprano Lucille Manners continuing as star vocalist and Robert Simmons of The Revellers coming in for a featured vocal spot. Program in general does not deviate from the previous successful pattern. Dr. Black handled the orchestral end with plenty of sweep and color, equally efficient in semi-classics and in more popular renditions. Miss Manners did beautifully in "La Habanera," "Blue Room" and other numbers, while Simmons made nice work of his numbers, including "I Still Love to Kiss You Goodnight," and in duets with Miss Manners, such as "They Didn't Believe Me" and "Can I Forget You," and there was added vocal effectiveness by the chorus. All in all, a fine program.

**"Streets of New York"**

These dramatizations by the New York City WPA radio unit, aired over WINS at 3:30-4 p.m. on Fridays, revive incidents in the early history of the big town and its development along metropolitan lines to the present day. First episode, "Fifth Avenue," gave glimpses of famous old hostelrys such as the Fifth Avenue and the Albert, also noted

**School Days**

Seattle—XVI of Seattle-Tacoma always has at least one member of its staff going to college and working a shift. Jerry Geehan, sports announcer, is finishing up at College of Puget Sound. Nick Forzoff, announcer, is a junior at the U. of Wash. Jim Wallace, chief engineer, is taking graduate work for a M.S. degree. Betty Kuhl and Dorothy Ann Simpson of business office also were taking about 12 hours each for their degrees when they started in at XVI.

## RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

## HERB HOLLISTER

**O**UT in Wichita, the folks consider Herb Hollister, general manager of KANS, just about tops as a live-wire, aggressive young man with the ability to do things. Word to the same effect also has spread around the country, for Herb's 100-watter made news last year when, at the age of six months, it went NBC—and Herb personally made news by being elected to the NAB board of directors.

Born Sept. 11, 1899, in St. Louis, Herb began tinkering with radio some 15 years ago when he started a radio shop in Emporia, Kan. Later he moved back to Kansas City, where he spent his youth, and owned and managed WLEF for five years before going to Wichita. The record he established in building up KANS is one of the success stories of that region.

Hollister also is a partner with Don Searle, newly appointed general manager of Central States Broadcasting System, Omaha, in the ownership of KMMJ, Clay Center, Neb. He married Elizabeth Atteberry in 1923 and there is a Herb Hollister III.



Did big buildup job on 100-watter .....

**Inter-Office Survey**

Philadelphia — Following out an idea of Benedict Gimble Jr., WIP president, who believes that the families of station employees constitute a fair cross-section of the radio audience, WIP is now conducting an extensive survey of the 68 employees on its staff to ascertain their likes and dislikes.

personages of the day as well as the shanty folk who were ousted to make way for progress, and finally down to the modern thoroughfare and more recent events and celebrations that took place on it. Production and acting are good.

**Briefly**

Maurice Spitalny, new musical head at KDKA, Pittsburgh, went over the NBC-Blue network Friday after the news period at 6 p.m. in a program of dinner music that had plenty of unobtrusive enjoyment in it. Though hardly a fair opportunity for Maurice to spread himself, the program was very pleasing.

Mitzi Green scored on Paul Whiteman's show over CBS last Friday night, singing "Thanks for the Memory" and later doing some of her clever impersonations. Miss Green has matured considerably in professional adeptness and talent, and sounds mighty good.

Alice Remsen added some vocal enjoyment to the "Death Valley Days" serial on NBC-Blue last Friday night. Cast as a saloon singer in the western pioneer days, she brought back memories with a rousing rendition of "Tarara-boom-de-ay."

Those Rexall transcriptions, "Coast to Coast Frolic," with Walter Cassel, Willie Morris, the Don Voorhees orchestra, Dun Ross as emcee and Jean Paul King commenting pack a lot of stuff into 15 minutes.

**News While It's Hot**

Pittsburg, Kan.—It happened just across the street from the offices of KOAM. Two members of the staff were eye witnesses.

There was a shot, screams. A man pursuing a woman across the sidewalk. More shots. A man fell, fatally wounded. Woman collapsed under a hail of blows from the killer's gun. Four bystanders pinned the murderer to the pavement.

Five minutes later, KOAM was on the air with a news flash. Within 50 minutes, the special events and news departments had a 15-minute program on the air, with an eye-witness account of the shooting and a report on killer's confession in police headquarters.

**"Waiting for Lefty" on WQXR**

"Waiting for Lefty," the Clifford Odets one-acter that attracted considerable attention on the New York stage a few seasons back, will be presented in the WPA Federal Theater Radio Division's "Contemporary Theater" series tomorrow night at 9:15 over WQXR. Arun Foxman is directing.

**Leo Fischer Four A's Treasurer**

At a meeting of the international board of the Associated Actors and Artists of America, held Friday afternoon, Leo Fischer, was elected international treasurer, to succeed Otto Steinert, who resigned. Fischer is executive secretary of the American Guild of Musical Artists.

**Atlas-KFWB Deal**

West Coast Bureau, RADIO DAILY Los Angeles—Herbert R. Ebenstein, president of Atlas Radio Corp., now in Hollywood, announces a deal has been consummated with KFWB as local outlet for release of Atlas programs and exclusive franchise holder for the Los Angeles territory.

## PROMOTION

**Sales Boosts on Bible Dramas**

Sunday Players Bible dramas, Mertens & Price production now heard on about fifty American, Canadian Hawaiian and Australian outlets, is supported by elaborate sales plan, including announcement copy, gift booklets, miniature Bibles, Catholic prayer books, newspaper publicity, photo and mat service, show-print posters, and portable reproducing units which are made available for churches and other organizations desiring play-backs of the programs.

Sponsors in many cases rate the portable unit on a par with the broadcasts because of personal contacts made possible through presentation of the disks to special groups. First Federal Savings & Loan has four playbacks in constant service.

**Cellophane Dollars**

Dollars wrapped in cellophane are finding their way around Longview, Texas, in a promotion by KFRO. Idea is a "buy-here" variation, with the wrappers bearing such notation over station's imprint and slogan. Distribution, says station president James R. Curtis, is designed to make "citizens of East Texas more conscious that the radio station is a part of the community and that the money earned by the radio station is spent in the home territory."

**WLBC, Muncie, Ind.**

E. Pierre deMiller, news editor, has his eyes on facsimile news transmission. DeMiller has added to his department a complete photo outfit.

Donald Burton, owner, has inaugurated new era of programs. Station has undergone a complete revision of scheduling with many new programs to be added as others fade from the airlines. Ottis Rousch, chief announcer and Carl Noble, musical director, collaborating on many of the new programs to be on the airwaves this week.

Francis "Jake" Higgins, special events announcer, finally has revealed his new wrinkle for his "Sports of Today" program, daily feature. Higgins has studio crammed once-a-week with members of the Magic City Rifle League for discussion on the fine points of shooting. Higgins says he's going to stage a William Tell exhibition for his air listeners soon.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

**Greetings from Radio Daily**

Feb. 6

Johnny Allen Wolf

February 7

Alan Devitt

Lewis Charles



**B**ASIL LOUGHRANE, production director of "Margot of Castlewood" and "Cabin at the Crossroads" for Lord & Thomas, was pressed into service as announcer on both shows when Charlie Lyon, regular, was summoned to hospital because of sudden illness of wife.

Vincent Pelletier, free lance announcer, takes over the "Kay Kyser Musical Klass" for Lucky Strike tomorrow. He replaces Russ Russell. Jack Latham of American Tobacco Co. and T. Wells of Lord & Thomas came out from New York last Tuesday to get show started.

Russ Perkins, WAAF baritone, has launched a new series titled "Song Webs."

Don Bolt and Sylvia Stone have a new one on WAAF titled "Sentimental Journeys." Bolt reads verse, Miss Stone sings and Estelle Barnes provides instrumental interludes.

Jack Baker, NBC tenor, has been assigned permanently to the "Breakfast Club." Fran Allison and Annette King are heard on alternate weeks.

Irma Lyon of NBC piano team of Marlow and Lyon to make guest appearance with Illinois Symphony Orchestra in concert on Feb. 13.

Leonard Dubkin, radio press agent, has opened quarters in Merchandise Mart.

Morrey Lipsey, MCA radio chief here, back at work on a full day basis again after long sick siege.

Little Lucy Gillman who plays leading part in Swift's "Junior Nurse Corps" out of hospital following appendectomy and plans to be back on air in another week.

H. A. Bezazian is battling for Don Foster (Will Irvin), radio editor of Daily Times, who has gone to Havana on vacation and picture taking expedition.

Charles Carroll, imported from Hollywood to headline the new "Margot of Castlewood" series, admits that he is really Charles Bradt of Jackson, Mich.

Bob Guilbert, headliner of Iodent's "Don Winslow," back to Mount Vernon, Ia., to help dedicate Cornell College's new theater which has a radio studio as an adjunct.

**Saphier Opens Coast Office**

West Coast Bureau, RADIO DAILY Los Angeles—James Saphier, who has been sizing up the Hollywood scene for the past month or so, opens offices in the Taft Building, Hollywood and Vine, Monday.

**WALT FRAMER**

Freelance originator of  
**RADIO SWAPS HEARD DAILY**  
OVER WWSW  
Pittsburgh, Pa.

**ORCHESTRAS - MUSIC**

**P**AUL WHITEMAN and Raymond Scott have just completed a unique musical alliance whereby Whiteman's Orchestra will be the first to play, in full orchestral arrangement, the modernistic new tunes created by the prolific composer of such hits as "Powerhouse" and "Twilight in Turkey." Whiteman will air the music on his Friday CBS programs. The new arrangement requires Paul's arranger, Joe Glover, virtually to spend more time with the Scott Quintet than he does with the Whiteman ensemble, in order to make orchestration changes from quintet to full orchestral style.

If all the musical scores which Ralph Slade has arranged were placed end to end, they would reach more than ten miles, and Slade says he can furnish the proof. Slade, in addition to being arranger, also conducts his popular mid-western orchestra heard twice weekly over WMT and every Tuesday over the Iowa Network, WMT plus KSO in Des Moines.

Sammy Robbins and his new swing band, which recently opened a limited engagement at the Emerson Hotel, Baltimore, have drummed up the best biz there in months.

Jerry Livingston, maestro - composer, has had his contract extended at Laurel-in-the-Pines for the rest of the season.

Ace Harris and the Sunset Royal Orchestra are touring the eastern seaboard down south until the middle of the month, then go to the Cotton Club, Cincinnati, for two weeks.

**WISN, Milwaukee**

Household Finance Co. sponsor of the regular morning News Flashes broadcast Mondays through Saturdays at 9:30, has renewed for 52 weeks effective Feb. 28. Alan Hale, news commentator, will continue to give the latest in local and national news.

A special all-German program was presented on Sunday, 10:30-11:30 a.m., featuring Milwaukee Singing Society, oldest organization of its kind in Wisconsin. Max Niggermeier, Elsie Schmidt, Mary Brandl and Jack Solne, all well-known in German musical societies in Milwaukee and Wisconsin, sang solos. Program was under direction of Bernard Hofmann, president of Steuben Society and president of Federation of German-American societies in Wisconsin.

**WPAY, Portsmouth, O.**

Mrs. Emma Carolyn Smith, lyric soprano, heard Mondays and Thursdays at 9 p.m., is a newcomer to the schedule who is making a hit.

A program especially designed for shut-ins is being aired daily at 4 p.m.

Jimmy Dorsey's crew, with June Richmond as vocalist, play Palace Theater in Chicago this week. Then they do several one-nighters before coming to the Hotel New Yorker.

Abe Lyman, whose Californians' orchestra currently grace the airwaves on the "Waltz Time" show and is heard several times weekly via WOR from Billy Rose's Casa Manana, has added two vocalists to his organization. They are Frank Parrish and Olga Sardi and will be heard doing the vocals during the Lyman broadcasts from Casa Manana.

When the Phil Baker series returns to New York, bandsman Oscar Bradley will find himself one of the town's busiest persons. In addition to his radio work, he is scheduled to make theatrical and hotel appearances, and he is set for a series of musical movie shorts.

Lyn Murray's Four Clubmen are now being heard on a twice-weekly sustaining series on WABC. In addition to the Clubmen, Lyn also has the 20-voice mixed chorus on the "Magazine of the Air" commercial, and the vocal septet which frequently guest stars on the Al Pearce program.

Al Donahue is airing nightly at 11 from the Colony Club, Palm Beach, over WJNO.

Blue Barron, young Cleveland orchestra leader who made his New York debut at the Green Room of the Hotel Edison last month, has augmented his orchestral aggregation with engagement of the Three Blue Notes, vocal trio. Barron and his orchestra have been signed to a recording contract by Victor.

**WIBW, Topeka**

Ezra Hawkins, hillbilly comedian and star of the hour-long "Kansas Roundup," found out something about his wide popularity last week when he celebrated his 37th birthday, with presents and greetings coming from far and wide. Ezra, whose real name is Ed Keen, has been with WIBW off and on since 1928 for a total of four years. His programs feature hillbilly comedy and songs, homey humor and philosophy and square dance fiddling.

WIBW believes in showing the advertised product to potential customers who visit the studios. So a small chick brooder holding 25 small White Rock chicks is stationed in the lobby of the "home station"—the only station of its kind that is located in what was formerly a private home. Product advertised is Purina Chick Startena.

Ed Oliver, whose full name is Ed Oliver Letson, is now heard in the role of singing announcer every Sunday at noon, with Elsa Schlangen at the organ.



**G**EORGE ROBERTS, a director of G Associated Cinema Studios, is in town from San Francisco for a stay of ten days or so.

Mary Cook Coward, talented blind soprano well known for her concert work, will be heard on the KEHE "Concert Miniatures" program in an informal recital of old and new favorites.

KSL, Salt Lake City, Utah, has bought the "Count of Monte Cristo" series of 130-quarter hour transcriptions from Earnshaw Radio Productions for sponsorship by Standard Furniture Co. Sponsor plans to run two episodes together as a half-hour Sunday afternoon feature.

"The Book of the Month Club," a new KHJ-Don Lee program, will be inaugurated as a new feature of the "Radio Campus" series, heard each Monday afternoon at 4:45.

Mr. and Mrs. Edward Niles of Seattle, Washington, are in town on a surprise visit with their radio announcing offspring Ken and Wen Niles. Two other sons are Law Professors at New York University and Loyola University, Los Angeles, respectively, and the senior Niles cracks that all his boys turned out to be lawyers or liars.

Phil Baker joins Bing Crosby, Al Jolson and other figures of the entertainment world whose racing colors are hung to the breeze at Santa Anita. Phil's bought a couple of hosses . . . and won't heckler Bottle have fun!

KFAC announces a new Wednesday and Friday program at 4:00-4:15 p.m. conducted by "The Soldier of Fortune," who, it seems, is a "musician, singer, actor, writer, world-traveler, philosopher, counsellor and advisor" . . . but remains anonymous.

The new KHJ-Don Lee symphony concert series employing 75 musicians under the baton of Elias Breeskin, and billed as "Hollywood Serenade," will bow over the Mutual network on Thursday at 7-7:30 p.m. Breeskin, who was the organizer of the Pittsburgh Symphony, and its conductor from 1925 to 1930, will be featured as violin soloist. Ted Bacon, formerly of the Portland symphony, will be assistant conductor; Mischa Russell, concert master, and Emil Gesterberger, chief arranger.

**WOR "Consumer Quiz"**

"Consumer Quiz Club," with Fred Uttal as emcee, starts today at 12:45-1 p.m. over WOR, sponsored by R. H. Macy & Co. Program will be heard five times weekly.

**NAT BRUSILOFF**

MUSICAL DIRECTOR  
New York's Own Station  
WMCA  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200

## LINCOLN

Harry Harvey, chief engineer for KOIL, KFAB and KFOR, is out, as result of policy changes now being effected by Don Searle, g.m. Succeeded by Mark Bullock, moved up from being in charge of KOIL. Charles Winkler, Harvey's assistant in charge of KFAB, is also out and will join Dee Dirks, Sioux City, Ia. Jim Cox has been appointed head of KFAB-KFOR's continuity department. Fills the vacancy of J. Gunnar Back, resigned.

Reginald B. Martin, former KFAB-KFOR station manager, will attend the NAB convention in Washington, and after that expects to locate on the coast.

## Radio Registry Branches Out

First appointment under expansion plans of National Radio Registry Ltd. is the placing of Philadelphia area coverage under William F. Smith. Managing director Chester Stratton will devote more time to outside sales and contacts, with Lou Frankel handling publicity and promotion. National Radio Register, monthly classified directory of radio people, will hereafter charge 25 cents a copy or \$2 yearly. Doris Sharp and Sylvia Lowey remain in charge of the telephone-secretary division.

## Major Angas on WOR

Major L. B. Angas, noted economist and stock market analyst, will be heard over WOR at 10:30-11 to-night on "Cures for the Present Business Recession." Talk is being made at 3:30 this afternoon from the Bamberger store in Newark and will be recorded for airing tonight.

## Gilmore Oil Renewing

Gilmore Oil, through Botsford, Constantine & Gardner, Los Angeles, on Feb. 18 will renew the "Gilmore Circus" for another year on five NBC-Red Pacific stations and KMED, Medford, Ore. Show is a variety program, Fridays, 9-9:30 p.m. (PST).

## Charles W. Stone Dies

Schenectady—Charles W. Stone, 63, consulting engineer for General Electric and long identified with the development of radio, died last week after a long illness. He was active in the affairs of RCA since its inception.

## ONE MINUTE INTERVIEW

BERT LYTELL

"One of the advantages radio serial drama has over the theater, from the actor's point of view, is the fact that on the air no actor is in danger of going stale in a role. Because each performance is built upon a new script the demands on an actor's alertness and concentration are just as rigorous on his hundredth appearance before the microphone as they were on his first."

## ★ Coast-to-Coast ★

L. Daniel Blank, regional director of the Central Branch of Atlas Distributing Corp., will address the meeting of the Janesville Rotary Club, Janesville, Wis., Feb. 21, on showmanship in business. Meeting will be under the direction of Robert W. Bliss, publisher of the Janesville Gazette and owner of WCLO, who franchise Atlas' 28-programs in that area.

Film version of "The Lone Ranger," based on the radio serial originated at WXYZ, Detroit, and the Michigan Radio Network, will be shown at the Criterion Theater on Broadway starting Friday next.

Ruth M. Sheehan, who has taken over the "Homemakers' Club" program on WIP, Philadelphia, under the radio pseudonym of Annabelle Adams, not only is a kitchen and general home expert but also a radio actress of long experience. She pulled the title role in "Sally at the Switchboard" for over a year, directed children's programs under Sears-Roebuck sponsorship, had her own "Homemaking Highlights" on ETs and has been engaged in numerous other radio activities.

Winkin, Blinkin and Nod, swing trio formerly on WTAR and WCAU, was heard Saturday on WHN and

## WORL, Boston

Zionist organization of America is sponsoring a Sunday series at 4:30-4:45 p.m.

Breaking radio silence of the past, C. F. Hovey Co., department store, has signed up for two commercials daily.

Beth Lefavour and Peter Roche start a Sunday drama series with "Marriage by Arrangement," by Roche.

Dick Bates emcees broadcasts direct from Sportsmen's Show.

## WBT, Charlotte

Johnny McAllister, better known as "Dad Briarhopper" for his daily hill-billy program, renewed old acquaintances when the Celtics, nation's leading basketball team, were in town for a game. Johnny used to play professional basketball in New York and often played against the famous quint.

Johnny and his Briarhoppers, heard six days weekly, have begun making personal appearances again and will be out on the road at least four nights weekly with the popular hill-billy show.

Royal E. Penny, sales manager, has returned from a three-day business trip to Washington and Baltimore.

## Modern Food Fading

Modern Food Process "Dog Heroes" on NBC-Blue will sign off Feb. 27.

the WLW Line. The Negro trio also recently was heard in a series on WNEW.

Helen Claire, young dramatic actress, who has been starred in many radio shows within the last five years, will play the role of a newspaper candid camerawoman in the "Grand Central Station" play next Friday over NBC-Blue network at 8-8:30 p.m.

Mrs. Franklin D. Roosevelt, Lady Astor and other noted women will discuss "The Role of Women in the Modern State," in a special broadcast originating in five different nations of the world on Feb. 25 over NBC-Blue. Program will be heard at 3-3:30 p.m. under auspices of the International Federation of Business and Professional Women.

Ted Hammerstein and his music hall, set for another year on 44 CBS stations for American Home Products (Anacin), through Blackett-Sample-Hummert, will continue along the same pattern as the present show.

Benay Venuta is making a stage appearance in Philadelphia this week, so Marcella Hendricks takes her place on Vick Erwin's "Musical Cartoons" on WOR-Mutual tonight.

## WESG, Elmira, N. Y.

A remote broadcast from the banquet hall of the Mark Twain Hotel last week brought to WESG microphones such baseball luminaries as Rip Collins, Chicago White Sox, Tommy Richardson, president of the Eastern League, Clyde Sukeforth, new manager of the Elmira team in the Eastern League, and others. Bill Pope, WESG sports announcer, handled interviews.

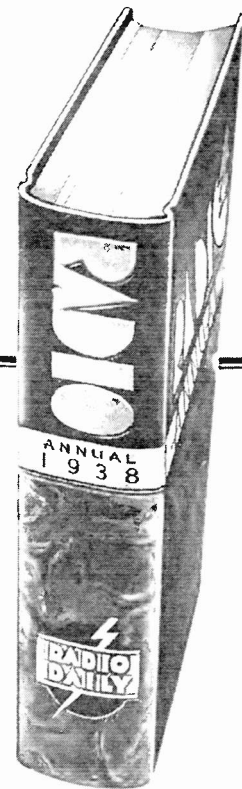
"Rhythm Rhapsody," featuring Norman Meservy, prominent local vocalist and band leader, has resumed a quarter hour commercial twice weekly.

So popular is "Quik Quiz" (street broadcast) that the sponsor has decided to remote it one day a week from a distributing city 60 miles away from Elmira. The quiz is aired four days a week from Hornell, N. Y. Program is handled by Glenn Williams and Hal Wagner.

Doris Hevener Bolvig, former Elmira, now of Brooklyn, featured CBS television pianist, played two quarter hour programs from WESG studios during recent visit to home town.

## 10th Year for Minstrels

NBC Minstrels, heard over NBC-Blue on Wednesday at 10:30 p.m., this week celebrate their 10th year. Gene Arnold, interlocutor, and his two endmen will repeat the same script used at the original broadcast in 1928.

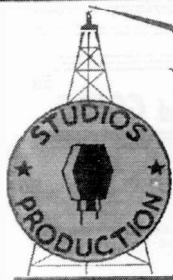


Radio Daily believes that anything that is worth doing is worth doing WELL—That's why Radio Annual will be a great reference volume covering completely a great industry.



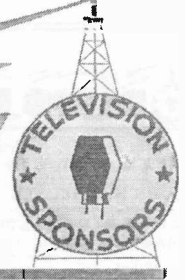
To be distributed complimentary next month to Radio Daily subscribers as part of Radio Daily service.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 27

NEW YORK, N. Y., TUESDAY, FEBRUARY 8, 1938

FIVE CENTS

## Craven Opposes Gov't Operation

### ASCAP'S FLA. TEST SUIT SET FOR TRIAL MARCH 3

Jacksonville—Ascap suit to test constitutionality of the recently enacted Florida anti-Ascap law will be heard March 3 in Federal District Court, New Orleans. Presiding will be Federal Judges Foster of the Circuit Court of Appeals, Strum of the Western District of Florida and Long of the Northern District of

(Continued on Page 7)

### Mass. High Court Bans Airing of Legal Advice

Boston—Broadcasting of "legal advice" in Massachusetts has been ruled illegal by State Supreme Court. Decision, based on a discontinued case "reported" for consideration of its legal aspects by the high court, held that such broadcasting was "contrary

(Continued on Page 7)

### Southern Sales Directors Draft Recommendations

Memphis—Broadcast Sales Directors of Arkansas, Louisiana, Mississippi and Tennessee, meeting at the Peabody Hotel here last week, drafted recommendations for submission to the national committee of sales directors, scheduled to meet in Washington the day preceding the NAB convention. Those in attendance at

(Continued on Page 7)

### Mutual January Billings

Mutual gross billings for January totaled \$234,352, compared with \$214,038 the previous month and \$212,966 a year ago.

### Town Meeting Epilog

Santa Barbara, Cal.—KTMS, NBC outlet here, has built up a big following for its own "Town Meeting" which is aired directly following the network "America's Town Meeting of the Air." Local meet is held in public library, with both local and national questions discussed. Attendance now runs over 300, says Budd Heyde, KTMS manager.

## CRITICS' FORUM



### QUESTION NO. 6

Should radio be (1) government controlled, (2) government regulated, (3) government censored?

### ANSWER

	Yes	No
Government controlled	9%	91%
Government regulated	70%	30%
Government censored	8%	92%

WITH very little qualifying comment, the radio editors and critics of the nation have expressed themselves overwhelmingly opposed to either control or censorship of radio by the government, though favoring by generous margin the present form of regulation as exercised through the Federal Communications Commission. This is the verdict elicited by RADIO DAILY's First Annual Forum.

Out of some 150 radio editors responding, only a dozen or so gave anything but a definite "yes" or "no" reply to this three-part question. The few who volunteered comment pointed out various obvious detriments to public interest that would result from government control or censorship. Two editors pointed to the inferiority of British radio entertainment and the backwardness of radio art in that country under government operation. Another cited the situation on the continent, where the public is permitted to hear only such programs as propaganda-minded governments decree.

Favorite programs, according to types, will be announced in tomorrow's issue.

### McKee Made Vice-Pres. In Erwin-Wasey, Chicago

Chicago—Homer McKee, veteran agency man and president of company bearing his name, has joined Erwin-Wasey & Co. here as vice-president. Robert McKee, secretary-treasurer of McKee agency, which is being absorbed, also joins E-W. Homer McKee was associated with Sears-Roebuck for years, and portion of that account will be handled

(Continued on Page 7)

### Central States System Signs With Technicians

Omaha—Don Searle, Central States Broadcasting System general manager, has signed an agreement with ABT negotiators giving the 23 technicians at KOIL, Omaha, and KFOR and KFAB, Lincoln, assurance of a 48-hour, six-day week with minimum wage standards.

Wage scales agreed to by Searle are: technicians, starting at \$130 to \$216.66 for 5-year man; supervisors, starting at \$216.66 to \$238.33 for 3-

(Continued on Page 2)

### Sponsoring Tigers Games On Nine Michigan Stations

Official announcement was made in Detroit this week that the games of the Detroit Tigers this summer, except those in New York, will be broadcast over nine stations under the joint sponsorship of Kellogg Co. and White Star Refining Co.

Ty Tyson of WWJ and Harry Heilmann of WXYZ and the Michigan network will be at the microphones. Besides the two Detroit stations the

(Continued on Page 7)

### New Station in Toledo Being Dedicated Feb. 27

Toledo—Formal dedication program for WTOL, new local station, is set for Feb. 27 at 1-6 p.m., according to Lester Mitchell, program director. Mrs. Mary M. West is the latest to be added to program department, which also includes Allan Grigsby, Ralph Sisson and Elaine Beeson.

### FCC Member Says Public is Best Critic—Urges Radio Freedom

The American system of broadcasting "has been proved beyond question to be the best for our country" and "the operation of all the broadcasting facilities by a government conflicts in many respects with the basic principles of democracy," declared Commissioner T. A. M. Craven of the FCC in a talk Sunday night over CBS.

Speaking to the general public, in an address based on the recent report of the FCC Engineering Department, Craven said he was certain that "the vast majority of thinking people will quickly recognize the perils to our political system of any

(Continued on Page 7)

### LUM AND ABNER SIGN WITH GENERAL FOODS

General Foods (Postum), through Young & Rubicam Inc., about March 1 will sponsor "Lum and Abner" on a national network three times weekly. Sponsor will probably take the 6:45-7 p.m. period on CBS immediately following the new General Foods-Boake Carter series which starts Feb. 28 at 6:30-6:45 p.m. on 80

(Continued on Page 7)

### "Valiant Lady" Joining CBS "Gold Medal Hour"

Chicago—General Mills is moving "Valiant Lady", serial tested on WGN, to its "Gold Medal Hour" on CBS starting March 7, replacing "Hollywood in Person". New show

(Continued on Page 7)

### Underestimated

Boise, Ida.—Having the "recession" in mind, Commercial Manager Walt Weaver of KIDO, in setting 1938 quotas at the turn of the year, put down what he considered a fair figure for January. The figure was a half-inch under normal. Actual results of the past month, however, totaled as much as the combined figures set for January and February.

# RADIO DAILY

Vol. 3, No. 27 Tues., Feb. 8, 1938 Price 5 Cts.

**JOHN W. ALICOATE** Publisher  
**DON CARLE GILLETTE** Editor  
**MARVIN KIRSCH** Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Merrer, Secy. Treasurer and General Manager; Chester H. Bahn, Vice President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post-free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338 (cable address: Filmday, New York, Hollywood, Calif.—Ralph Walk, 6428 Hollywood Blvd., Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1929.

## FINANCIAL

(Monday, Feb. 7)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	133 1/2	132 1/2	133 1/2	— 1/2
Gen. Electric	39 1/2	38 1/2	38 1/2	— 1/2
RCA Common	6 1/2	5 7/8	6	— 1/2
RCA First Pfd	45 1/2	45	45 1/2	— 3/4
Westinghouse	92 1/2	90 1/2	90 1/2	— 1 1/2
Zenith Radio	13	12 3/4	12 3/4	— 1/4

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3 1/2	3 1/2	3 1/2	.....
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### OVER THE COUNTER

Stromberg Carlson	Bid 5 1/4	Asked 6 3/4
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## Central States System Signs With Technicians

(Continued from Page 1)  
 year man; senior supervisors, starting at \$238.33 to \$260 top. Agreement also gives time and a half pay for overtime, six holidays a year, paid vacations and dismissal notice of two weeks.  
 Ray McGrath, Omaha attorney, and D. J. Dunlop, ABT business manager from Chicago, handled negotiations for the technicians who are ABT members 100 per cent. Technicians at WAAW, Omaha, will be negotiated for during the week. WOW technicians have no wage-hour grievances and are organizing an independent union.  
 CSBS technicians said they would walk out unless demands were met. Searle agreed to demands just in time to avert a strike. Searle and union representatives will meet this week to prepare a formal contract.

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 5 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You're A Sweetheart (Robbins Music Corp.)		36
Bei Mir Bist Du Shoen (Harms Inc.)		33
I Double Dare You (Shapiro-Bernstein Inc.)		32
Dipsy Doodle (Lincoln Music Corp.)		29
Whistle While You Work (Irving Berlin Inc.)		24
Sweet Someone (Leo Feist Inc.)		23
I See Your Face Before Me (Crawford Music Corp.)		21
True Confession (Famous Music Corp.)		21
Two Dreams Got Together (Remick Music Corp.)		21
Bob White (Remick Music Corp.)		20
Thanks for the Memory (Paramount Music Corp.)		20
I Can Dream Can't I (Marlo Music Corp.)		19
Rosalie (Chappell and Co.)		19
You Took The Words Right Out of My Heart (Paramount Music Corp.)		19
More Than Ever (Miller Music Inc.)		18
Nice Work if You Can Get It (Chappell and Co.)		18
Mama That Moon Is Here Again (Paramount Music Corp.)		17
Moon of Manakora (Kalmar-Ruby Music Corp.)		17
Outside of Paradise (Santly Bros-Joy Inc.)		17
Silhouetted in the Moonlight (Harms Inc.)		17
In the Still of the Night (Chappell and Co.)		16
I've Hitched My Wagon to A Star (Harms Inc.)		16
I Live the Life I Love (Words and Music Inc.)		15
Just A Simple Melody (Witmark and Son)		15
Once In A While (Miller Music Inc.)		15

## Two New Script Classes At University of Minn.

Minneapolis—Two new classes for radio script writers open in the extension division of the University of Minnesota here this week. Each will run 17 weeks. One is for beginners, with considerable time spent in writing announcements and shorter script programs.

The second class, a radio workshop for advanced scripters, gives them opportunity to get dramatizations and character sketches whipped into shape under the direct criticism of class members and visiting professionals from the radio studios. This procedure has made the course directly helpful in the three years it has been running. The instructor, who established the course, is Luther Weaver, Twin Cities radio advertising man.

## Hartoney Disk Series For Eastern Stations

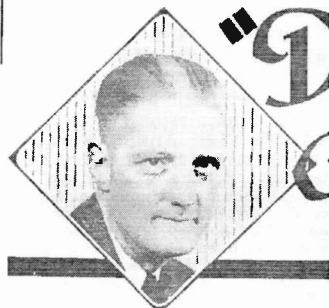
Philadelphia—Hartoney Co., makers of Nico cigarettes and nicotine stain remover, is having a series disked by WPEN, with Angelo Palange featured in a program of music and comments, to be placed on stations in Southern Penna., New York and New England.

## Mack Millar to Coast

Mack Millar, who handles publicity for Abe Lyman, Ozzie Nelson, Shep Fields, Bob Hope, George Olsen and others, leaves about March 1 for Hollywood, where he will center operations in future.

## Andre Baruch Taking Step At University of Minn.

Andre Baruch, announcer on Kate Smith show, has filed intentions to marry Beatrice Wayne, singer.



# "Day in Review"

## DISTINGUISHED

FOR EXCEPTIONAL SERVICE AS A SALES BUILDER FOR A PRODUCT THAT WAS FIRST MARKETED IN DETROIT AND MICHIGAN. A THREE YEAR DRIVE. A BIG JOB — A BIG SUCCESS.

### LOCAL, NATIONAL AND WORLD WIDE NEWS

Broadcast each evening (except Sundays) at a time when a review of important news is eagerly awaited by families. The voice of Harold True, narrator, adds the final touch to this popular, tested, successful sales making quarter hour feature.

FULL TELEGRAPHIC SERVICE OF UNITED PRESS RADIO NEWS

## KING-TRENDELE BROADCASTING CORP

MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK

THE PAUL H. RAYMER CO., Representative

## COMING and GOING

FRED WEBER, general manager of MBS, is in Chicago. He is expected back in New York on Thursday.

THEODORE STREIBERT, executive vice-president of WOR, has returned from his Jamaica vacation.

ED CURTIN, NBC press department news editor, has returned to his desk after a two-week vacation.

WILLIAM ROBSON, director of the CBS Columbia Workshop, has left for a two-week vacation in Mexico. During his absence, George Zachary will have charge of the Workshop.

WM. SILBERBERG of WJEF, Hagerstown, Md., is in New York for a few days on station business. He is stopping at the Hotel Edison.

ALLEN T. SIMMONS, manager of WADC, Akron, and HERBERT V. AKERBERG, CBS vice-president in charge of station relations, have returned to Miami after a Havana trek. Both are expected to be at the NAB convention next week.

KARL O. WYLER, manager of KFSM, El Paso, is in New York.

BEVERLY T. WHITMIRE, manager of WFBC, Greenville, S. C., is visiting in town.

DON CORDRAY, WMCA announcer, made a week-end trip by plane for a family visit at Canton, O., where he got his start at WHBC.

## McKay Morris in "Ma Perkins"

Chicago—McKay Morris, prominent stage actor now appearing here in "Tovarich," has been signed for role of Gregor in "Ma Perkins," according to Kirby Hawkes of Blackett-Sample-Hummert agency.

**WQXR**  
 for your  
**RADIO DOLLAR**  
 INTERSTATE BROADCASTING CO.  
 730 Fifth Ave., New York

# 2,500,000 STEADY CUSTOMERS FOR YOU

**W**E ARE speaking of the Italian Market—2,500,000 Italo-Americans living about one hundred miles around the city of New York. Ordinary sales, advertising and merchandising plans, do not affect this market. If a manufacturer wants it, he must go after it definitely. There is hardly a major market in this country in which brand preference is so confused. For example, if we take the food field, we find this situation: There are 7500 groceries serving the Italian population of New York, New Jersey, Connecticut, Pennsylvania and Delaware, and doing a yearly business estimated well above 200 million dollars. About 80% of this business is done in American goods and only 20% in

imported products. It seems incredible, but in this tremendous amount of merchandise, at the present time, in the Italian Market, there is no brand of any of the following kinds of products that has an outstanding preference—milk, butter, sausages, biscuits, pies, candies, salt, canned fruits and vegetables, domestic tomatoes, cereals, and sugar. In the beverage field there is no outstanding brand of beer or soft drink that is preferred; the brand that is used is that recommended by the grocer. The same is true for cigars, clothing, clothing shops, hats, toilet articles, electrical appliances, automobiles, hardware, etc. An examination of these facts quickly brings to light the ease with which it is possible to cap-

ture this market—to create a leadership for a particular brand with a very modest expenditure, for such an enormous potentiality. Radio Stations WOY, WBIL, WPEN reach and dominate this entire market. Since 1932, without a single exception, any product that has first been advertised through the medium of WOY, WBIL, WPEN, is now a leader in its own field. Here is a market for you, and we are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve your distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation whatsoever on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

**WBIL** ★ **WOV** ★ **WPEN**  
NEW YORK, 5000 Watts      NEW YORK, 1000 Watts      PHILADELPHIA, 1000 Watts

## AGENCIES

CARROLL O'MEARA, Young & Rubicam producer in Hollywood, off to San Francisco to huddle with Legendorf, bread account on "Phantom Pilot".

NICHOLAS E. KEESLEY has been named assistant secretary of N. W. Ayer & Son, Philadelphia. He was formerly office manager in the agency's New York radio department.

TRACY-LOCKE-DAWSON INC., Dallas, has placed a bi-weekly program, "Roses for Madame" on KSD, St. Louis, for Standard-Tilton Co. (American Beauty Flower). Joe Edwards is account executive. A slogan contest and weekly award of roses are part of the campaign.

JACK LOUCKS, formerly with E. Katz Special Agency, has joined Blackett-Sample-Hummert, Chicago, as assistant to George McGovern, media director.

## AAAA Pacific Council

American Ass'n of Advertising Agencies has established a new sectional council called the Pacific Council, embracing territory west of the Rocky Mountains. Officers are David M. Botsford of Botsford, Constantine & Gardner, Portland, chairman; Hunter H. Vinton, Gerber & Crossley Inc., Portland, secretary-treasurer; Edmund M. Pitts, J. Walter Thompson Co., S. F., vice-chairman; August J. Bruhn, McCann-Erickson Inc., L. A., and Richard P. Milne, Seattle. Name of the Western Council has been changed to Central Council.

## Iturbi Pinch Hits for Reiner

Detroit—Sudden illness prevented Fritz Reiner from conducting Ford's Sunday Evening Hour over CBS. Hurried arrangements brought Jose Iturbi from Charleston, S. C., where he played a concert Friday night, to wield the baton. Immediately after the concert Iturbi left for New York.

## GUEST-ING

RALPH BELLAMY and CONGRESSWOMAN MARY T. NORTON of N. J., on Kate Smith program, Feb. 10 (CBS, 8 p.m.)

BARBARA STANWYCK, on Chase & Sanborn Hour, Feb. 13 (NBC-Red, 8 p.m.)

ARTHUR GOULD-PORTER, on "Encores and Epitaphs," today (WNEW, 4:30 p.m.)

ENID SZANTHO, Hungarian contralto, on American Banks program, Feb. 14. (NBC-Blue, 9 p.m.)

BURGESS MEREDITH on Paul Whiteman show, Feb. 11 (CBS, 8:30 p.m.)

**In Atlanta  
THEY LISTEN TO  
WATL**

PETTY CASH VOUCHER  
Week BEGINNING Feb. 3

● ● ● Thursday... At Penn Station before the Florida Special departs. Barry Wood, Teddy Powell, Lenny Whitcomb, Johnny Augustine, Dave Kent, Willie Horowitz, John Kunecu, Doris Rhodes, Kelvin Keech, John Mayo and Sammy ("That Old Feeling") Fain—who brings a box of candy—for his girl, Sally Fox—are there to bid us farewell—glad to see us go.... On the same platform is Major Albert Warner—without any farewellers around.... The choo-choo passes through Baltimore and we spot WBAL's transmitter. Before coming to Washington we ask the porter how long the train stops there—thinking we might phone Arthur Godfrey a second—but our informer replies that the "train only slightly hesitates" in D. C.

● ● ● Friday... A wire arrives in the morning from Zeke Manners and another from Chicago with news that Emil Flindt, who played with Wayne King, is now heard nightly via WIND—and that Herbie Kay and Judy Starr open at the Oriental Theater in Chi.... Toward nightfall the train pulls into Miami.... After settling ourselves at the Roney-Plaza, we go with Harry Fox and Jack Robbins to La Conga for dinner and then to the dog races at the Miami Beach Kennel Club, where we spot the Easy Aces and Ricardo Cortez. Desiring to retire early, we depart—only to remember Belle Baker's opening at the Fleetwood.... N. Y. is represented by Paul Small of the Wm. Morris office, George Woods, Harry Richman, Barney Ross and his bride, Jack Cohn of Columbia Pictures, Mrs. Nathan Kramer, Mrs. Louis Sobol, Bobby Feldman, Columnist Hy Gardner and others. Then with Miss Baker to the Dempsey-Vanderbilt and a wind-up at the Continental, where Lillian Carmen sings and we note Paul Sabin, Harry Kannen, Terry Lawler and Joe Lewis—and get to bed after 5 a.m.—a fine start.

● ● ● Saturday... Awake early and decide to settle down to business. Carl Erbe, who is Ben Marden's boy up in our parts, but is Dempsey's and Sam Goldwyn's man down here, calls for us and drives over to WIOD, where we call on Headman Daniel Mahoney—but he's out boating—so General Manager Martin Wales' charming secretary, Lois Jordan, takes us through the studios (which will be reported on later along with the others)... Then to WQAM to see Norman McKay—who is out doing a remote show. We meet wordslinger Fred Fowler, who tells us that Fred Barton, the g.m., has a cute story for us.... Too late to visit WKAT—so we drive through the Islands around here.... Jack Rice, pres. of the International Radio Club, phones us with tickets to the races—but we go to see a genuine "hi-li" game. Then to the Royal Palm Club, Esquire Club, Gay 90's, where we listen to Charles King, to the Paddock, where Dan Healy shares the spotlight with Louis Prima's brother, Leon.... Learn that WMCA's Bobby Feldman is seriously ill and must delay his return to N. Y.... Wind-up at the Continental Club where we spot Frances Carroll of the Carroll Sisters—who was supposed to take over Ina Ray Hutton's band.... To bed after 6 a.m.—nice vacation, eh.

● ● ● Sunday... The phone rings to awaken us. It's Song-writer Al Dubin—the large half of Warren & Dubin. Publisher E. B. Marks is off to the races. Norman McKay takes us to breakfast in our bathing trunks and invites us to watch a new type of "man on the street" broadcast called "Traffic Greeters" making a date for the following day. Also, to appear on Dinty Dennis' Kellogg show Tuesday night.... Not having witnessed a pigskin game all fall, we had to come to Miami to see the first of the year—watching the Washington Redskins and Chicago Bears.

TOTAL EXPENSE: 25-cent hotcheck tip at the Royal Palm.  
AUDITOR'S REMARKS: Request denied. In warm climate, do you have to wear a hat!

## PROGRAM REVIEWS

## Chase &amp; Sanborn Hour

John Carter, who assumed the chief vocal spot on the Chase & Sanborn Hour over NBC-Red last Sunday night, has a clear and ringing tenor voice but neither the singing weight nor showmanship personality of his predecessor, Nelson Eddy. Program did not open with the brace of song numbers customarily delivered by Eddy, but was started by a Bergen-McCarthy bit, with Carter coming in somewhat later to sing "Song of Songs" as a salute to Marlene Dietrich, guest of the evening, and doing another number later. Aside from the McCarthy bits, which have not been as funny lately, the versatile Don Ameche is now the highlight personality of this program.

## Radio Newsreel

As one of the items in their always interesting "Radio Newsreel" on NBC-Red last Sunday afternoon, Parks Johnson and Wallace Butterworth presented Vincent Lopez, with tenor Billy Scott, in a demonstration of the Lopez streamlined version of "Star Spangled Banner." Streamlining operation consisted of eliminating certain high notes on which some singers are supposed to crack. As far as we're concerned, the revision merely takes the kick out of the songs.

## Sedalia Singers

Columbia's Chorus Quest program brought one of the best sessions of its kind to the CBS network last Saturday at 6-6:25 p.m. when the Sedalia Singers, Negro choral group, of Palmer Memorial Institute were heard via WBIG, Greensboro, N. C. All numbers on the program were by Negro composers, and the singing had tone quality, deep feeling and the spiritual sweep that is characteristic of Negro folk music.

## Producers Shifted

West Coast Bureau, RADIO DAILY  
Los Angeles—John Christ, J. Walter Thompson producer, takes over production on the Peg Murray-Ozzie Nelson show from Robert Brewster, who switches to the production chore on Pond's "Those We Love," handled by the same agency.

Another Way to  
Tell the KUOD Story!

KVCO,  
Tulsa, is the  
most powerful sta-  
tion between St. Louis,  
Dallas and Denver, covering  
the heart of the Triangle. More  
population, more radio sets and  
more spendable income than any  
other Oklahoma station! 25,000 watts.  
N.B.C. Edward Patry and Co., Rep.

**COLUMBUS, O.**

Bill Wallace, chief announcer at WCOL, steps up to the post of production manager, with Bill Hamilton becoming chief announcer. Eleven local boy scouts will operate this station next week as part of the Boy Scout Week, according to Ed Bronson.

Jay Jackson, former WCOL announcer, is now with WBNS.

Several programs which passed away recently: Rose Kaye's "Social Whirl," WBNS, and the transcribed "Linda's Love" at WHKC. The Dinkledorfers, failing to land a sponsor, are leaving for other parts.

**Announcer's Handbook**

Salt Lake City—The KDYL Announcer's Handbook, written by R. T. Harris while he was production manager at the NBC-Red outlet, will be made available to all stations in the country in a few days, according to Harris, who now conducts his own advertising agency here. Book of more than 30 pages, loose-leaf, has been revised to fit any station.

**WFIL Staff Meetings**

Philadelphia—To acquaint salesmen with what station has for sale in shows, WFIL plans weekly staff meetings called "Know Your Station". All sustaining shows are being disked and run off before the sales force for criticism and suggestion as well as discussion of sales technique. Idea comes from WFIL planning board consisting of Joe Connelly, John Clarke, Dave Tyson, Erva Giles, Margaret Shaffer and Jack Steik.

**Dolberg Succeeds Carney**

San Francisco—Glenn Dolberg, program manager of KFI and KECA, Los Angeles, for the past six years, has been appointed NBC program manager here, succeeding Kenneth B. Carney, who resigned to enter the advertising field in Hollywood.

**Horn & Hardart Renewing**

Horn & Hardart on Feb. 20 will renew its WABC children's program, 10:30-11:30 a.m., for another year. Agency is Clements Co., Philadelphia.

**D. R. Sheehan Dead**

Montreal—D. R. Sheehan, 52, continuity writer for CBC here, died at his home yesterday.

**FCC ACTIVITIES**

APPLICATIONS RECEIVED  
Nathan Frank, New Bern, N. C. CP for new station, 1300 kc., 100 watts, unlimited.  
Emporia Broadcasting Co., Inc., Emporia, Kan. CP for new station, 1370 kc., 100 watts, daytime.

BIRTHDAYS						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Greetings from Radio Daily

February 8

Don Ball  
Truman Bradley Irving Kaufman  
Frank E. Mason Charles Sears

**NEW PROGRAMS—IDEAS**

**WAIM's "Sounds of Industry"**

A novel program of advertising is being effectively used by Lawrence & Brownlee, insurance agents of Anderson, S. C., over WAIM. Program is known as "Sounds of Industry" and begins each week with the sound of a fire alarm, with the fire fighting equipment leaving the station. Each week the sound made by some local industry is recorded and broadcast and is the feature of a clever contest.

Program was originated by G. Paul Browne, publicity director of the station, and Roger Skelton, assistant engineer of the station, who record the sound effects and write an insur-

ance dramatization of some actual claim paid by this insurance agency.

**WIOD's "Tourist Register"**

WIOD, Miami, NBC outlet for the southern resort city, rings the bell with a morning program titled "Tourist Radio Register." The program features comparative temperature readings from representative northern cities, and suntanned vacationers hear with delight of below zero thermometer readings, eight-foot snowdrifts, icy streets and frozen cars in their home towns. By telephoning a special switchboard setup in the station to handle calls, visitors "write their name on the air" to let other vacationers know they have arrived in the sunny southland.

**SAN ANTONIO**

Eighty-six smalltown newspapers are cooperating with KTSA in "Home Town Editor," with Johnny Boyer conducting. He reads excerpts from the papers.

KABC's new home in the Milam Bldg. has three studios, an audition studio, announcer's studio and solo studio.

**KFRO, Longview, Tex.**

Preparing for the coming political season, station is installing RCA transcription cutting equipment so that speeches of political candidates can be made. Music teachers and schools also are being notified that the equipment is available for recording students' work.

Wally Ford, conducting "Man on the Street", last week encountered a man who was nearly 15 feet tall—and interviewed him with a step-ladder.

**WKRC, Cincinnati**

Neild Sampson, formerly of WHP, Harrisburg, Pa., is a new member of the announcing staff.

"Choosing a Career" is a newly started series on Saturdays at 6:45 p.m.

Gladys Lee, staff pianist and organist, composed the theme melody heard at the start and close of "Secret Diary", station's latest script show.

**KOIN-KALE, Portland, Ore.**

Latest addition to the KOIN-KALE announcing staff is Robert Colvig, formerly at KGA, Spokane, and KORE, Eugene, Ore.

Edward SeCour, bass singer and member of the KOIN vocal staff, is receiving congratulations on the birth of a 7½-pound daughter, Patricia Kathryn. Mother and daughter doing fine.

**Renewing Lombardo**

General Baking Co. through BBD&O on Feb. 20 will renew Guy Lombardo for 52 weeks on the same 26 CBS stations, Sundays, 5:30-6 p.m. Sponsor has had the CBS spot for the past eight years.

**PHILADELPHIA**

Cortese Trio, from Arcadia International Restaurant, has joined the WIP ork roster.

There is an epidemic of man-in-the-street interviews here. KYW, WFIL and WIP all have 'em, and all seem to be getting results.

WPEN, which is changing from strictly foreign language to a higher percentage of English programs, reverses the usual procedure and is trying to revise its advertisers' minds from their foreign commitments to English.

**KQV, Pittsburgh**

Bob Pritchard, man-on-street, did such a good job for his sponsors that they had to stop advertising for a month to catch up on orders.

Joe Villella has finished Pittsburgh's second orchestra popularity poll, with Guy Lombardo again winning first place and Sammy Kaye second in the national contest, and Joey Sims and Barry Blue in the local contest. Some 50,000 votes were cast.

Lou Kaufman, commentator and crusader, is stirring up plenty interest with his daily 1 p.m. program.

Donald Novis disks are being sponsored by Max Azen, furrier.

**WPTF, Raleigh, N. C.**

Bob duFour of U. of N. C. has been put on the staff as apprentice announcer.

Deep River Choir from Shaw University returns next month in a new series of negro spirituals.

Castleberry Food Products starts "Castleberry Riddle Man" here this week, with Wesley Wallace, station's production manager, as the Riddle Man.

Shakspeare's "As You Like It" will be presented in streamlined form Feb. 11 by the Carolina Play-makers.

**Metzler with CBS**

Al Metzler, formerly manager of George Lottman's New York office, has joined Columbia Artists as publicity contact. He succeeds Ed Supple, who resigned yesterday.

**OKLAHOMA**

Max Baer, former heavyweight champ, featured in WKY broadcast while visiting in Oklahoma City.

Elliott Roosevelt, Hearst radio pres., named colonel on acting governor James E. Berry's staff.

Father Coughlin programs begin on Oklahoma Network, being fed to eight state stations by special network.

"Teller of Curious Tales," 15-minute spot of five to six weird stories is new thrice-weekly series on KTOK, sponsored by Lee Radio Co. with Leslie Beck as narrator.

Maurice, wife of Waymond Ramsey, KOMA program director, recovering satisfactorily from an operation.

David Fris, KOMA, laid up with flu.

Harry Edwards is new KOMA man on transmitter staff.

**WHN, New York**

Four Harris Brothers, swing quartet, started a new series at 11 p.m. last night.

Irving Fields, pianist, now playing nightly at Hotel Elysee.

Irene, youngest member of Drew family, has joined her singing brothers, Morton and Ed, heard Wednesdays at 7:45 p.m.

A new Jules Verne series, "Mysterious Isle," presented by WPA Federal Theater radio division, starts today at 6:15 p.m.

**FOR SALE!  
Complete Studio  
and Master Control  
EQUIPMENT**

One of America's leading radio stations is moving into new quarters and offers for sale its present complete system for the operation of five studios.

Composite equipment now in use has been maintained to highest standards of present day efficiency. Components include such famous names as Daven, U. T. C., Kenyon, Ferranti, Cornell-Dublier, Aerovox, Westinghouse, General Radio, Weston, R.C.A., Stromberg-Carlson, I.R.C., etc.

Can be sold complete or knocked down.

Also available are a number of RCA condenser microphones and Western Electric 600A microphones.

Write or wire for itemized list. Complete layout can be inspected in actual operation.

**Box A-129, RADIO DAILY**  
1501 Broadway, N.Y.C.



**GUS EDWARDS** is preparing to launch another show, employing the formula for which he is noted, and is presently auditioning juvenile entertainers for the forthcoming "Talent on Trial."

Bill Goodwin is reported asking for release from his recently-signed exclusive contract with the Wm. Esty agency, which does not expire until December, 1939.

George Jay pried into the private lives of song-writers Jack Lawrence and Arthur Tinturin yesterday on KFVB's "Hollywood Matinee." Also guesting for Jay was Gloria Rich, Republic Pictures starlet. Wednesday's quizguest will be the Galli Sisters. Last week Lee Wiley, Clarence Muse and Katherine DeMille and Anthony Quinn aided Jay with interviews and songs.

Fox Case, West Coast head of the CBS public relations department, is back at his KNX desk following a trip to San Francisco, where radio execs met with officials of the Golden Gate International Exposition. NBC and Mutual were represented at the conference, as well as independent broadcasters and representatives of the Northern California Broadcasters Assn.

Leo Tyson, KMPC general manager, has a new one in "Agency Preview" on which he auditions four 15-minute programs which he believes are salable for agency approval. Announced as a regular weekly feature, Thursdays at 2-3 p.m.

Universal Camera Corp. is sponsoring the 10-10:15 a.m. Sunday news period on KNX for one year.

Ernest Jarvis has been appointed assistant to Marion Karol, KNX continuity editor. Jarvis has been assigned to night duty checking scripts and other material.

Milton Berle's deal for a new program to be sponsored by the Crescent Cracker Co. has fallen through because the sponsor wanted the show to emanate from New York and Berle is tied here by picture commitments to RKO.

KMPC has a new program, "Let's Share the Day," featuring Reginald Gorton, winner of an Eddie Duchin's recent singing contest; Arthur E. Sutton, station program director; and Paul Tompkins, staff organist, at 11:45 a.m. each Tuesday and Thursday. Sutton had a similar program for many months on CKLW, Windsor, before emigrating to Beverly Hills.

Harriet Harris, triple-threatening at KFVB as actress-writer-director, appears on more programs than any other individual at the Warner station. Portrays various characters on "Curtain Calls," "Amateur Authors" and "Your Los Angeles," in addition to writing and directing her own "Grandmother's Fairytales."

## ORCHESTRAS - MUSIC

**ADRIAN'S** Orchestra has been renewed on the Zenith Foundation show, heard Sunday nights over CBS from Chicago, according to word from A. Biggie Levin.

Mark Warnow has moved his office and staff from the 18th floor to the 13th floor of the CBS building. Larger quarters enable him to place his extensive music and recording library in the same office.

Joe Rines and his orchestra begin a series of transcribed programs for a cigaret sponsor (20 Grand) March 14. The show will be broadcast over 150 stations, three times weekly. The Pickens Sisters will do vocals.

Johnny Johnson and his "nodding rhythm" orchestra are now being heard Wednesday and Sunday nights at 1 a.m. from the Village Barn via WOR.

Joe Reichman, currently playing an engagement at the Mark Hopkins Hotel in San Francisco will be held over for an additional four weeks.

### Standard to Augment Music Library Service

West Coast Bureau, **RADIO DAILY** Los Angeles—Gerald King, Hollywood head of Standard Radio, announces that an increase of 150 per cent in Standard Library monthly releases will be put into effect on April 1, guaranteeing to subscribers a minimum of 100 additional new titles each month with which to augment the basic library of standard classics, semi-classic and perennially popular numbers. Another feature of the plan is that current releases will be grouped according to type of material, and subscribers permitted to order complete or partial service according to their needs. King refers to the new plan as Standard's "tailor-made service."

### Celebs in WKAT Series

Miami Beach—John Oliver La Gorce, president of National Geographic Society and prominent local resident, was lined up as initial speaker on new thrice-weekly WKAT series sponsored by the City. Others to be heard expected to include Hi Phillips, George Ade, Harry Richman and Mark Honeywell, with invitations also to Major Albert Warner, Damon Runyon, Gar Wood, Jack Dempsey, Nicholas M. Schenck, Arthur Kudner, Bernard Gimbel, W. K. Vanderbilt and others.

### Howe Defends Canadian Tax

Montreal—In a letter to Mayor Day of Toronto, Minister of Transport C. D. Howe explains the increased annual tax on radio sets by declaring that the policy is considered the best and least expensive to the public in the long run.

Louis Satchmo' Armstrong, Lil Armstrong, and Clarence Williams have written a new tune entitled "Satchel Mouth Swing." Satchmo' has recorded the tune for the Decca. Other numbers recently published by Williams include "Be A Little Bit Careful," safety song, and "My Days Are Just An Interlude."

Lang Thompson and his Orchestra have returned to the Commodore Perry Hotel, Toledo, and will be heard over NBC-Blue via WSPD.

Vincent Lopez and his Orchestra are due in New Orleans on Feb. 16 to open the new supper club of the Jung Hotel. Benny Pollack and his orchestra are back in New Orleans' Blue Room for four weeks. Take the air over WSMB, WDSU and WWL. Earl Dantin and his cocktail ensemble are continuing in the bar of the Monteleone, according to the management.

King's Jesters go into Michigan Theater, Detroit, on Feb. 27 after closing long run at LaSalle Hotel, Chicago.

### Canadian Representative Appointed by Star Radio

Star Radio Programs has signed All-Canada Radio Facilities Ltd. as its exclusive representative throughout the Dominion. Sales and representation of Star programs and services to Canadian stations will be handled directly from All-Canada's main office in Toronto and branches in Montreal, Winnipeg, Calgary and Vancouver.

H. R. Carson is managing director of All-Canada. Star Radio is being represented at the Canadian Association of Broadcasters meeting in Ottawa by G. F. Herbert, manager of All-Canada.

### Television Course

Spring term of N. Y. University will include a course giving historical background, recent progress and future development of television. Classes will be held Tuesdays at 6 p.m. under Prof. H. H. Sheldon.

Television and the radio engineer also will be the topic of a talk on Thursday at 8:15 p.m. in Havemeyer Hall, Columbia University, by Alfred F. Murray, engineer in charge of Philco television research. A demonstration of apparatus will accompany the talk.

### RCA World's Fair Exhibit

Exhibit planned by RCA at the New York World's Fair calls for a building shaped like a huge radio tube, 136 ft. long on a base 190 ft. wide. Entire front of two-story structure will be of glass. Exhibit will house working models of various radio devices and experimental television broadcasts.



**PAT FLANAGAN**, WBBM sports announcer, and Mrs. Flanagan planning a Panama Canal cruise for end of February. Disembarking at Los Angeles, Pat will visit the White Sox and Cub camps before returning here for another season of sports-casting.

Everett Mitchell, senior NBC announcer, and Ranch Boys entertaining at Daily News Travel show at Stevens Hotel.

Curley Bradley of Ranch Boys back at work after throat ailment.

Jim Crusinberry, WBBM sports editor, is vacationing in Los Angeles. Buck Weaver, news editor is writing "Sports Huddle" series during Jim's absence.

Harry Mason Smith of Radio Sales Inc. is back at his desk after a month sunbathing in Florida.

Del King, former announcer with WJJD, has joined the WLW-WSAI staff.

Judge J. M. Braude, who broadcasts Safety Court proceedings over WJJD, off on a month's vacation.

John Harrington, WBBM newscaster, leaves Feb. 12 for a vacation in Hollywood at home of Joe E. Brown with whom he broadcast baseball last summer here.

WGN now presenting seven weekly audience shows from its 600-seat auditorium. They are "On A Sunday Afternoon," Henry Weber's "Pageant of Melody," Northern Trust Company's "Northerners," American Tobacco's "Kay Kyser Musical Klass," "Melodies from the Sky" with Harold Stokes, Thursday Evening "Concert Revue" and "Curtain Time" on Friday.

### WQAM, Miami

Joe Mitchell Chappell, author of "Heart Throbs" and other books of poetry, formerly heard on Colonial Network, is doing a daily stint here under Red Cross Drug Department Store banner.

Puritan Dairies bankrolling dramatized "Robinson Crusoe" serial.

Fred Fowler, announcer, is now being referred to as "Cap" since his purchase of a 24-foot motor launch.

Representatives of every station in Florida attended monthly meeting of Florida Association of Broadcasters in Daytona last week. Representing WQAM were Fred W. Borton, president, and Fred Mizer, general manager.

Norman McKay, WQAM program director and Transradio Press representative, absent from the station last week, covering A. F. of L. powwow in Miami, Biltmore Women's golf and Surfclub tennis.

Bob Baker orchestra, WQAM house band, takes over at the Biscayne Kennel Club.

**Southern Sales Directors  
Draft Recommendations**

(Continued from Page 1)

the sixth district meeting were Carter Parham, WDOJ, Chattanooga; F. C. Sowell, WLAC, Nashville; Jay P. Beard, KBTM, Jonesboro; J. C. Limer, KMLB, Monro, La.; A. M. Gottschall, WSMB, New Orleans; Hoyt Wooten, WREC, Memphis; Bob Alburty and Eugene Fournelle, WHBQ, Memphis; Wiley Harris, WJDX, Jackson, Miss.; J. C. Eggleston, WMC, Memphis; O. L. Smith, WNOX, Knoxville; W. A. Kirkendale, WMPS, Memphis; O. W. Jones, WQBC, Vicksburg, Miss.; J. A. Barry, KFPW, Fort Smith; W. P. Beville, WWL, New Orleans; Harben Daniel, WSM, Nashville; S. A. Cister and Howard Shuman, KTHS, Hot Springs, and Louis Draughon and Winston McClellan, WSIX, Nashville.

Harben Daniel, of WSM, presided at the meeting.

**Mass. High Court Bans  
Airing of Legal Advice**

(Continued from Page 1)

to the statute" defending the "policy of the Commonwealth."

The question of broadcasting legal advice arose in 1936 in the petition of three Boston lawyers to enjoin a broadcasting station here from continuing "good will court" and "court of common troubles" programs. Later the programs were dropped.

**Calif. Regional Net Biz Up**

Sacramento — KFBK, local McClatchy station, received a total of four broadcasting hours weekly of new business during January from California Radio System. New shows are "Hollywood in Person," five daytime quarter hours weekly for General Mills; "Dr. Friendly," five daytime quarter hours weekly for Kruchen Salts; "Hollywood Health and Beauty Magazine," three daytime quarter hours weekly for Lady Alycia Cosmetics; "Voters Council," Sunday afternoon quarter hour from The Townsend Club, and "House of Vision," a Sunday afternoon half hour for Progressive Optical Co. of California.

**Four Years in KSTP Spot**

Minneapolis — Four years on the "Polly the Shopper" participating program on KSTP is the record of Royal Laundry here. It has been using three participations a week in the 15-minute shoppers' program, the maximum permitted by the station. The 825th broadcast will be Feb. 10, making it the program's oldest participant in point of continuous broadcasting. Luther Weaver and Associates are the agency.

**WROK** ROCKFORD, ILL.  
1410 KC.  
**IS THE RADIO**  
VOICE IN NORTHERN ILLINOIS AND  
SOUTHERN WISCONSIN

☆ **PROMOTION** ☆

**"To Our Advertisers" on KIDO**

A Sunday promotional program directed and dedicated "To Our Advertisers" started Feb. 6 as a new feature on KIDO, Boise, Ida. Each week one of the local business house advertising managers is invited to appear on the program for a short interview.

Another new department is the "Question Box" which attempts to answer any listener queries pertaining to radio.

**KVI Santa Helps Store Win Prize**

Montgomery Ward in Tacoma, which won first prize this year for the largest sale of toys in any Montgomery-Ward store in Western Washington or Oregon, competing with 14 or 15 other stores in the contest, attributed its huge sales to the daily 15-minute Christmas program over KVI, in which Elvin Evans, KVI salesman, played Santa Claus in the store's toy department and broadcast his interviews of the youngsters. Hundreds of kiddies brought parents to Montgomery Ward to see Santa and the great increase in toy sales

**Lum and Abner Sign  
With General Foods**

(Continued from Page 1)

stations with a repeat at 8:45 p.m. Carter network is the largest five-a-week daytime series to be signed for the air in recent years. "Lum and Abner" finish their airing for Horlick's on NBC Feb. 25. Benton & Bowles has the Carter account.

**Sponsoring Tigers Games  
On Nine Michigan Stations**

(Continued from Page 1)

Tiger web includes WELI, Battle Creek; WBCN, Bay City; WJIM, Lansing; WOOD - WASH. Grand Rapids; WFDF, Flint; and WIRM, Jackson.

**Braun Joins Small Co.**

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Braun, who resigned as head of the Thomas Lee Artists Bureau last week, has joined the Small Co. as head of the radio department, succeeding Pete De Lima, resigned, who came to the company from the CBS artists bureau nearly a year ago. De Lima will announce his new affiliation during the coming week.

**4 Spots—47 Dresses Sold**

Joplin, Mo.—Manager of the Arkay Shop recently picked 54 dresses from his stock, placed a special price on them, and advertised them with four spots spread over two days on WMBH. No other advertising was used, not even a placard in the store, but in those two days 47 of the dresses were sold, and manager admits there was no reason for the other 7 to be sold.

resulted. Mail order business also shot up—many orders even being sent to KVI.

**Community Service**

Community service programs and the persons who took part in them in broadcasts over KFAB-KFOR in the past year provided copy theme for a full page ad recently taken by stations in the Lincoln (Neb.) Sunday Journal and Star. Subjects ranged from the National Peony Show to the Christmas Seal Sales Campaign. Joe di Natale was the promotion man.

**Newcomers Welcomed**

New residents of Fort Worth, Texas, receive personal invitations to visit the WBAP studios and witness a program in a new promotion just originated. Letter urges newcomers to listen to the station regularly and keep posted on its programs through columns of Fort Worth Star-Telegram. Lists are obtained from local Chamber of Commerce.

**"Valiant Lady" Joining  
CBS "Gold Medal Hour"**

(Continued from Page 1)

will be aired from WBBM studios, with Joan Blaine and Francis X. Bushman handling. Ed Smith, radio director of General Mills, set the details here yesterday. Sandra Michael is author; Knox-Reeves agency.

**Sell Election Returns**

Des Moines — Iowa Broadcasting System has sold the Feb. 12 election returns, on hotly contested City Manager issue, to French Glass & Paint Co. over KSO-KRNT. Glen Law and Ken Brown will be at mikes.

Network also has sold to Manbeck Motor Co. the local section of bowling series between Ned Day, Olympic champ, and Lowell Thomas, March 5-6, with Gene Shumate and Gaille Hayes announcing. Other sections of tourney will be conducted in Chicago, St. Louis and Milwaukee.

**Jackie Heller Gets License**

Chicago—Jackie Heller, tenor, and Ruth Greeley, former "Vanities" dancer of Morristown, N. J., have applied for marriage license. Reported they expect to marry March 1.

**Chorus Quest from KDAL**

Duluth—The Feb. 26 broadcast of Columbia's Chorus Quest over CBS at 6 p.m. EST will originate at KDAL here. Local entrant is the Duluth State Teachers' college choir.

**Richard Brooks at New Time**

Richard Brooks, WNEW news commentator, will be heard on his program, "The Little Things in Life," at the new hour of 7 p.m. on Tuesday, Thursday and Saturday.

**Government Operation  
Is Opposed by Craven**

(Continued from Page 1)

scheme for government operation of broadcasting."

"The constitutional guarantees of free speech and a free press are the pillars of democracy," Craven said. "To these I would add a free radio. All must be safeguarded and preserved."

"A critical audience is the best assurance of continuously improving radio programs. Broadcasters and sponsors will not, and under a competitive system they cannot, long tolerate a type of program that does not win public acceptance. And for my part, I would prefer to entrust this progressive improvement to the collective judgment of the great mass of radio listeners rather than undertake to authorize any governmental agency to lay down fixed and rigid requirements of program content. The function of government, in addition to policing the channels of the air and assuring a fair allocation system, is to make certain that real competition does exist in broadcasting."

**Ascap's Fla. Test Suit  
Set for Trial March 3**

(Continued from Page 1)

Florida. Ascap will be represented by its general counsel, Schwartz, Frolich & Finkelstein of New York, and Frank J. Wideman of West Palm Beach and Washington.

**McKee Made Vice-Pres.  
In Erwin-Wasey, Chicago**

(Continued from Page 1)

by E-W. Other accounts moving over include Bunte Bros., Link Belt and Hercules Life Insurance. Chester Vail, v.p., continues to head local office.

**Martin May Join Federer**

Lincoln, Neb.—Reggie Martin may join forces with Howard Federer, general manager of Westland Theaters, for a west coast radio station. Martin recently resigned the station manager job with KFAB-KFOR here, and Federer used to have WDAG, Amarillo (now KGNC).

... Did you know  
that the instructors  
in the School of Radio  
Technique are well-  
known men constantly  
engaged in radio  
productions?  
GEORGE MARSHALL DURANTE, DIR.  
R. K. O. Bldg. Radio City, New York

## SAN FRANCISCO

Dudley Manlove, former vaudevilian and announcer, streamlines by train to New York to appear on Dave Elman's "Hobby Lobby," tomorrow.

Rush Hughes has finally gotten over his cold which he got in Chicago recently and which was aggravated by his trip west in the cab of the stream-lined U. P. train "City of San Francisco." The trip, however, was worth it. Rush spied plenty.

H. E. Middlebrooks, transmitter specialist, with other CBS experts, here from Hollywood.

Van Fleming, NBC producer, practically chosen for a new commentary show in the making.

Ruth Farber, 13-year-old San Francisco contralto, won the Bennie Walker (Holsum Bread) Amateur Finals and will get an air trip to New York and a week's stay at the Waldorf-Astoria Hotel from the agency, Leon Livingston.

Allen Shepherd is doing the announcing for Durkee's "My Secret Ambition," emceed by Tom Brennehan, which emanates from the Palace Hotel on Sunday nights for CBS coast release.

Gordon Mooser has been transferred from KEHE to KYA, where he's chief accountant.

Billie Byers, NBC actress, will return to "Hawthorne House" Feb. 16, broadcasting from a wheel chair. An auto accident, in which she received a broken leg and a cut face, caused Ted Maxwell, author of the Wesson Oil serial, to write her out.

KQW (San Jose) has lost E. L. Barker, manager there, to the NBC sales department.

Dick Wynne, KYA announcer, presents the 8 a.m. news edition at the outlet, Clarence Myers, press chief, the mid-day and mid-afternoon flashing, and Dick Deasy, announcer, does the final night edition at 6:15.

## CANADA

Harry O'Donnell of CKY is broadcasting weather bulletins over CBC western network.

Charles Jennings has been named CBC chief announcer in Toronto.

Mercer McLeod, Vancouver, B. C., program director of CBC, has been transferred to Winnipeg to produce the Sunday show, "Tudor Manor."

Johnny Craig, commercial representative at CKX, Winnipeg, recently did some pinch-hitting as hockey announcer.

## ★ Coast-to-Coast ★

SCORING a double news scoop within an hour, Iowa Network's news staff flashed first reports of Gov. Nelson G. Kraschel's decision to run for reelection as governor rather than for senator as had been the popular belief. Iowa's first news of the decision came when Glen Law, IBS newscaster, aired it over KSO-KRNT. Within the hour, Ken Brown, special events director, had rushed a line into the governor's office and had the first personal message broadcast on the subject by the governor, over the same stations.

Jim Randolph's new "Tangled Tunes" program on KRNT, Des Moines, rechristened "Riddles in Rhythm" just before it hit the air, drew a tremendous response from listeners who kept him busy reading their letters and entries all week. Aired Saturday nights from a local tearoom, show features a medley of four tunes whose names suggest a fifth tune title.

Wally Townsend, CKLW (Windsor-Detroit) staff pianist, is back on the job again after several weeks' illness minus 30 pounds and plus a mustache. During Townsend's absence, Roy Milne took over the piano duties.

Flying mud held no terrors to Lornie Wilkinson and Al Michel, WHBY and WTAQ sports announcers when they collaborated in presenting a sportscast of the first mud wrestling match ever held in Green Bay, Wis., for through cooperation of the city fire department both announcers were fitted out with firemen's helmets, slickers and boots.

WJAG, Norfolk, Neb., recently received an unusually high tribute from the family of an 87-year-old woman who had just died in a nearby town. The old lady's last few years had been made brighter by WJAG's programs.

Lee Goldsmith, studio manager at WCKY, Cincinnati, is mourning the theft of his auto.

Frank Barden, dramatic baritone,

does a third guest spot on Pepper Upper show next Sunday at 5:30 CST over Dr. Pepper-Dixie Network.

Walter Weaver, commercial manager of KIDO, Boise, Ida., is without a home these days. Two small daughters have smallpox.

An interview with Byron "Whizzer" White, Colorado University's All-American quarterback and the nation's leading scorer last fall, highlighted a series of broadcasts presented during Eleventh Annual Elks Boxing Tournament by KFEL, Denver. Broadcast was handled by Bill Welsh, with Frank Bishop of the KFEL staff doing the between-round commentary.

Voice of Aaron Feinstein, formerly of Schenectady and a WGY dramatic player but now airing daily from KZRM, Manila, has been picked up on short wave sets around Schenectady.

Approaching its second year, KSL's "Midnight to Dawn Review," seven hours of music, mirth and melody each Saturday and Sunday a.m., has established all-time record for sponsorless, plugless broadcasting. The

## KANSAS CITY

Myra Clark has been added to the KXBY continuity staff by Miss Margaret Hillias, program director.

Joe Negeim, vocal artist recently returned from Arabia, has joined KMBC.

Sol Bobrov and Val Tatum have been added to the WHB musical staff. Besides working in a daily quarter hour feature, "The Romancers," Bobrov will continue as WHB musical director.

J. Allen Jacobs, recording engineer for KMBC, left Friday night by plane for Philadelphia and New York to visit recording laboratories.

Ray Moler, KMBC technical supervisor, went to Columbus to attend a ten-day conference of broadcast engineers at Ohio State University.

George Couper Jr. of KXBY sales staff is in Chicago on business until the middle of next week.

KXBY is trying a novelty on early morning time program, "The Waker Uppers," using a feminine voice, Margaret Hillias, as an aid to regular announcer.

Clarence Rand, orchestra leader who formerly worked for WHB, stopped off on his way to Chicago from the coast.

Salt Lake City show is and has been entirely sustaining except for goodwill salutes to listening communities and DX clubs. Radio newspaper readers were apprised of the fact in Geoffrey Archer's column in the San Francisco Daily News. The program without a plug thus got a plug.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.



Columbus 5-7366-7

Mr. William B. Stuhler  
Young and Rubicam, Inc.  
285 Madison Avenue, N. Y. C.

My dear Mr. Stuhler:

During the year 1937, Young and Rubicam has bought \$3,526,430 worth of time on NBC and CBS. This figure marks your company as one of the leading advertising agencies in the radio field.

Your past record proves that you have produced some of the finest shows on the air. May we help you maintain this high standard by supplying you with the finest in recording?

A telephone call will bring a sample to your office.

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh

CBS AFFILIATE

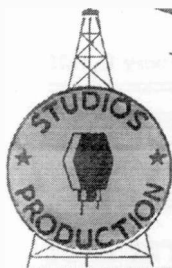
KLZ

For advertising - Radio Sales - Advertising Agency

DENVER

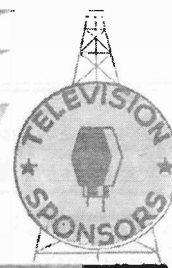






# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 28

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 9, 1938

FIVE CENTS

# Baldwin's Parting Blast

## RCA NET FOR 1937 ESTIMATED AT 9 MILLION

RCA net profit for 1937 is estimated at \$9,000,000, equal to 41.5 cents a share on the common, compared with \$6,155,900 or 21 cents in 1936, it is stated by President David Sarnoff in a letter to stockholders announcing that annual meeting will be held April 5.

Gross income of the corporation for the year is estimated at \$112,650,000.

(Continued on Page 2)

## Phelps Introduces Bill Against Libel Actions

Albany—Bill sponsored by Assemblyman Phelps Phelps, who also is a WMCA commentator, to exempt stations from liability as a result of unauthorized remarks such as ad

(Continued on Page 3)

## Canadian Sustainings Take 57% of CBC Time

Ottawa—Time on CBC network is taken up by 57.25 per cent Canadian sustaining programs, 3.3 per cent Canadian commercials, 17.8 per cent U. S. sustainings, 8.9 per cent U. S. commercials and 12.22 per cent sustain-

(Continued on Page 3)

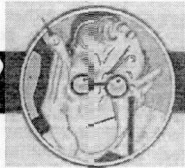
## Allis-Chalmers Plans

Allis-Chalmers Co. (farm equipment) will start a new show March 5 on NBC-Blue out of Chicago, Saturdays 10:30-11 p.m. EST. Show will be a musical plus a speaker. Split network of 24 stations, will not bring the program to the East. Agency is Bert G. Gittins of Milwaukee.

## Five Shumates

St. Louis—New claimants to the "brothers-in-radio" title are the Shumates of St. Louis and Des Moines. They out-brother the Patts and Starks by one full brother. KMOX accounts for four Shumates—Don, Paul, Louis and Ray—the Shumate Brothers Quartet. Then at the Des Moines end there is Gene Shumate, sports announcer for KRNT and KSO of the Iowa Network.

## CRITICS' FORUM



QUESTION No. 7

What types of programs do you like best?

ANSWER

Program	Points
1. Variety	786
2. Drama	514
3. Symphony	494
4. Dance Bands	310
5. Commentators	294
6. Sportscasts	274
7. Novelty	198
8. Forums	153
9. Comedy	130
10. Familiar Music (Popular and Classical)	90

**F**OREGOING tabulation, giving the program preferences of nearly 150 of the nation's leading radio editors and critics, and in many cases directly or indirectly reflecting the likes of their readers, speaks for itself.

In connection with the high place accorded drama, it is important to note that hardly any of the editors mentioned serials. This is taken to mean that the preference is for drama of the legitimate category rather than for the continued chapter plays. Comments in other departments of the Forum, relative to the improvement noted in radio drama the past year, strengthen this conclusion.

The same applies to the music division, in which symphony works rate third in the editors' preference list—and then, just to show that the newspaper boys are not ultra-highbrows, they give fourth place to dance bands. The low position given comedy reflects, more than anything else, dislike of the poor quality of such material that has been hitting the air lately.

Starting tomorrow, the "Squawks" will begin. These are the straight-from-the-shoulder criticisms, observations and peevish by the specialists in radio listening, and are the most interesting feature of the Forum.

## New Bill Would Create Program Censor Board

Washington Bureau, RADIO DAILY  
Washington—Measure to be filed by Senator Clyde L. Herring in the next two weeks to set up a radio board of reviews within the FCC would take the form of an amend-

(Continued on Page 3)

## Store Buys and Donates Sunday Period on WTAR

Norfolk—W. G. Swartz Co., local store, is building up loads of goodwill, and indirectly helping its business, by purchase of a 6 p.m. Sunday spot and donating the time to any social, civic, fraternal or religious organization desiring to use it for promotional purposes. Feature made its debut last Sunday and already is booked up for a month.

## Schillin WINS Sales Head

A. B. Schillin of the advertising agency bearing his name has been appointed director of sales for WINS, the Hearst station in New York. Although Mr. Schillin has resigned, the agency will continue.

## Hot Final Report is Being Submitted by Managing Director of NAB

By GEORGE W. MEHRTESS  
Washington Bureau, RADIO DAILY  
Washington—Declaring that he cannot offer his services to the NAB beyond his present term because "conflicts of interests at times have made the job difficult," Managing Director James W. Baldwin will submit a hot document as his final report to the association when the annual convention opens Monday. Among other things, Baldwin charges NBC and CBS with possible mon-

(Continued on Page 3)

## REPLY ISSUED BY SESAC TO NAB REPORT ON MUSIC

Society of European Stage Authors & Composers Inc. (Sesac), in a reply issued yesterday to the NAB report of last Aug. 18 which dealt with the Sesac musical catalog, charges that latter report contained "numerous mistakes, misleading aspects and erroneous conceptions". It is pointed out, first, that the Sesac repertoire consisted of about 19,000 copyrighted compositions at the time of the NAB

(Continued on Page 3)

## Husted and Koepf Join WLW-WSAI Sales Staff

Cincinnati—K. Wallace Husted, assistant g.m. of WCCO, Minneapolis, joins WLW-WSAI on March 1 as assistant sales manager in charge of western division, while John Kuelling Koepf, promotion manager of Cincinnati Post, joins Feb. 14 as sales

(Continued on Page 2)

## One Year Old

A cake with one brightly burning candle is in order at RADIO DAILY today, marking the first anniversary of the radio industry's first and only daily trade paper.

Due to beehive activity in putting Radio Annual to press, there will be no special birthday ceremonies this year. But wait until the fifth anniversary rolls around!

# RADIO DAILY

Vol. 3, No. 28 Wed., Feb. 9, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, Feb. 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	135	132 1/4	135	+ 1 3/4
CBS A	19 3/4	19	19 3/4	+ 3/8
Crosley Radio	9 3/8	9 1/4	9 3/8	+ 1/8
Gen. Electric	40	38 3/8	40	+ 1 3/8
RCA Common	6 1/4	6	6	+ 1/4
RCA First Pfd	46 1/4	45	46 1/4	+ 1 1/2
Stewart Warner	9	8 7/8	9	+ 1/8
Westinghouse	9 1/4	9 1/2	9 1/4	+ 3/8
Zenith Radio	13 1/2	13	13 1/2	+ 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15	15	15	+ 3/4
Nat. Union Radio	3 1/4	3 1/4	3 1/4	.....
OVER THE COUNTER				
			Bid	Asked
Stromberg Carlson			5 3/4	6 1/4

### RCA Net for Past Year Estimated at 9 Million

(Continued from Page 1)  
up 11 per cent, and net income was \$15,400,000 an increase of 34 per cent. Tax deductions amounted to \$2,100,000, an increase of 85 per cent; patents and goodwill deductions were \$4,300,000, up 3 per cent. Total dividends paid during the year totaled \$6,409,226, paid to 11,790 preferred and 230,659 common stockholders.

### Music for Mentally Ill

Syracuse—WFBL's staff orchestra got its most unusual request to date, when asked to perform a radio experiment in an effort to cure a mentally-ill patient at Onondaga General Hospital. Patient lost his memory last fall as result of an auto accident. Recently he showed temporary consciousness on hearing music, so it was arranged for Dick Mulliner and WFBL ork to play his favorite tunes. Doctor's report now awaited.

**WAKD**  
ALBANY, N.Y.  
Newly Equipped for Super Power

### More Seats, Price Hike For KMBC's Barn Dance

Kansas City—Success of KMBC's "Brush Creek Follies", barn dance program, is evidenced by moving of the show to bigger seating space in Ararat Shrine Temple and boost in admission prices, formerly 25 cents, to 40 cents for adults and 20 cents for kids. Fran Heyser and Jimmie McConnell produce the show, with Texas Rangers heading talent.

Switch to Ararat is being publicized by "Chick" Allison, KMBC promotional chief, via taxicab cover placards.

### Pushing Albany Measure Protecting News Sources

Albany—A drive to pass the Hall-Thompson bill, exempting newspapermen, including trade paper employees, from divulging sources of information before any State court, tribunal or legislative committee, is scheduled for this week. Senator G. L. Thompson and Assemblyman Leonard Hall are scheduled to press for favorable report from committee.

### Bill Lengel in New Offices

William C. Lengel-Literary Associates is moving offices to more commodious quarters at 654 Madison Ave. Bill Lengel, former Cosmopolitan, Liberty and Columbia Pictures editor, now represents one of the most distinguished list of authors in America, handling their work in the literary, radio and motion picture fields.

### Honti Introducing "Lita"

"Lita", new tango foxtrot just published by Whitney Blake, will be presented for the first time by Josef Honti on his "Continental Varieties" over NBC-Blue at 3 p.m. today. The number was written by Maud Miller Stevenson.

### Harry Hoff Joins Hammer

Harry Hoff has resigned from Consolidated Radio to join Sam Hammer Radio Productions as head of sales department. Eve Veverka heads the woman's department.

### WOR "Hymn Singer"

Norman Gray, "The Hymn Singer", with Louise Wilcher at the organ, starts a new series over WOR at 9:15-9:30 a.m. Saturday. Also will be heard Mondays, 9:45-10 a.m.

### WMCA Early Dance Show

A Monday through Saturday dance program at 7-7:45 a.m., with recordings of popular bands, is now being presented on WMCA. Joe Tobin and Sam Brown are announcing.

First in local accounts in Chicago  
**WGES**  
(In the heart of Chicago)

### Canadian-U. S. Tangle On Commercial Programs

Ottawa—Delicate yet complicated situation that confronts Canadian and American outlets, networks and commissions involves the use of some Dominion outlets for U. S. network commercial programs while others are being deprived of them. Reason for the latter is that U. S. network stations have contracts protecting them within a certain radius.

Specific case cited is that of KOMO, Seattle, whose owner O. B. Fisher declared that NBC gave him exclusive service within a radius of 123 miles. CBC station, CBR, in Vancouver, is about 123 miles from KOMO. However, neither the FCC in the U. S. nor other government departments as well as the CBC and NBC wish to state flatly that any valid contract exists which may be termed an international instrument. Major Gladstone Murray of the CBC is working out something in effort to end the embarrassment. KOMO does not object to NBC sustainings being heard in Vancouver.

### Husted and Koepf Join WLW-WSAI Sales Staff

(Continued from Page 1)

promotion manager, it is announced by Robert G. Jennings, v.p. of Crosley Radio Corp. and general sales manager of the stations. E. C. (Jimmy) Krautters, who moved to the sales department a few months ago, has been promoted to assistant sales manager in charge of service.

### Jack Douglas at WJBK

Detroit—Jack Douglas, emcee, formerly with NBC in New York as well as WJR here and WLW in Cincinnati, is now at WJBK emceeing a new morning commercial, "Night Watchman". Douglas expects to originate a couple of new network shows from here. Next week he will appear with the Al Pearce show when it airs from this city.

### "Round Table's" 8th Year

Chicago—"University of Chicago Round Table", NBC program, starts its eighth consecutive year next Sunday with its 350th broadcast. Besides being oldest program of its kind, it has about the biggest audience of any daytime educational offering.

### Radio Talent at Hotel White

Now being heard daily at cocktail time in the Mary Murray Room of the Hotel White are Peter Chambers, Kathryn Mayfield and Lew Coby. The Murray Hill hostelry presents singers and instrumentalists from the radio field for personal appearances.

### Workshop Honors Boy Scouts

Columbia Workshop will pay tribute to the Boy Scouts of America in connection with the organization's 28th anniversary in a special program Saturday entitled "Be Prepared."

## COMING and GOING

G. E. ZIMMERMAN, vice-president and general manager of KARK, Little Rock, Ark., is in town.

HAROLD V. HOUGH, general manager of WBAP, Fort Worth, and treasurer of the NAB, is in town for a few days before going to Washington for the NAB Convention next week.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas, is another visitor in town.

KERN TIPS, manager of KPRC, Houston, arrived in town yesterday.

FRANK RYAN of CKLW, arrives in New York tomorrow on a business trip.

HAVEN MACQUARRIE and his "Do You Want to be an Actor?" heard Sunday nights on NBC-Red, go back to the Coast after the Feb. 13 broadcast.

MRS. ALBERT SPALDING, wife of the violinist, arrives in New York today on the Ile de France from abroad.

RUDOLPH SERKIN, pianist, sails today for Europe, accompanied by MRS. SERKIN and URSULA SERKIN.

MME. KERSTIN THORBORG, Metropolitan Opera contralto, and her husband, GUSTAF BERGMAN, sail today on the Washington for the other side.

ADOLF BUSCH, violinist, and MRS. BUSCH also are passengers on today's outgoing Washington.

SONDRA KOSTNER, radio actress, and ELEANOR LANCASTER, are motoring to New Orleans for Mardi Gras on Feb. 25. Trek is being made in a trailer-radio-equipped.

MEFFORD RUNYAN, CBS v.p., left Hollywood on Monday for San Francisco to continue his inspection tour of western CBS. Donald W. Thornburgh, v.p. in charge of Coast operations, accompanied Runyan.

LESLIE LIEBER, CBS publicist in New York and an on-and-offer with the "Saturday Swing Club", is in Hollywood for a month of look-around from the Hollywood Roosevelt.

SAM SLATE, contact for James A. Greene & Co., Atlanta, is in town to work on new Nehi show which starts on NBC March 11.

### 4 More Canadian Stations Are Signed by Weed & Co.

Weed & Co. has been appointed American representatives of four additional Canadian outlets. One is CHNS, Halifax, effective Feb. 21. Station is 1,000-watter managed by Major Coates Borrett and is a basic member of the Maritime and CBC networks. Other stations are CKPR, Fort William, Ontario; CFAR, Flin Flon, Manitoba, and CKBI, Prince Albert, Sask. The last three stations mentioned are to be represented immediately.

**KSTP**  
35,000 WATTS  
NORTHWEST'S LEADING RADIO STATION  
OFFERS  
LIFELIKE RECEPTION  
NEW TRANSMITTER  
INCREASED COVERAGE  
BASIC RED NETWORK  
MINNEAPOLIS SAINT PAUL

## BALDWIN IS SUBMITTING HOT FINAL NAB REPORT

(Continued from Page 1)

opplies and recommends creation of a radio board of review.

Under the NAB reorganization plan, which is the main objective of the convention, the post of managing director is eliminated, with a paid president to be appointed instead.

The proposed Havana treaty, Baldwin declares in his report, would make it possible for nine NBC stations and four CBS stations to increase their power to 500,000 watts or more.

"I hold that therein lies one of the greatest dangers that has ever faced the American broadcasters," Baldwin states. "The possibility of a monopoly in broadcasting by NBC and CBS is obvious. If NBC is allowed to operate its nine stations and CBS its four stations with 500,000 watts or more, they will be given a virtual monopoly on broadcasting in the U.S."

Commenting on character of radio programs, Baldwin states that shows in bad taste can never be excused and places the blame for poor programs on advertising agencies, whom he declares have been given a free hand to hire script writers.

"It is my belief that the failure of broadcasters to accept the responsibility in this matter will be ample justification for the FCC to adopt regulations governing this subject," says Baldwin. He recommends creation by the network affiliated broadcasters of a board of review which would serve in an advisory capacity on all network shows.

Proponents of radio legislation are expected to make use of the Baldwin report.

## Canadian Sustainings Take 57% of CBC Time

(Continued from Page 1)

ings from BBC, according to Major Gladstone Murray, g.m. of CBC.

Delegates to the Canadian broadcasters convention here were told that an average of only eight and a half hours weekly is taken by U. S. commercials, giving CBC \$120,000 a year, while about \$250,000 a year in programs had been rejected.

Gladstone added that U. S. programs are of such high caliber that CBC would be glad to have them even with the advertising deleted.

## New Authors' Agency

Center & Johnstone have opened a talent agency, handling authors, at 285 Madison Ave.

## LUCILLE & LANNY

LINWOOD GARY

"2 voices and a pianny"

Now appearing with Fred Allen

TOWN HALL TONIGHT

Arrangements by Lanny Grey

Management NBC Artists Service

## NEW PROGRAMS—IDEAS

### Melody Puzzle Variation

A variation of the melody puzzle idea is being used successfully for the second year by KVI, Seattle-Tacoma, for the Tacoma Philharmonic Orchestra. Last year the half-hour program each Sunday brought such a response that it has been started again this year. Recordings of familiar classical numbers are played, a brief description of the composer, his life and the qualities that characterize his music is given, then listeners are invited to send in their lists of the names of the selections. First five sending in correct answers receive tickets to the next Philharmonic concert.

Ruben Gaines, KVI announcer, who was formerly business manager of the Philharmonic, handles the broadcasts.

### Reply Issued by Sesac To NAB Report on Music

(Continued from Page 1)

report, whereas NAB gave the number as only about 5,000; that later additions to the Sesac catalog bring the number of compositions to about 25,000 at present; that the NAB report contained "a number of questionable and erroneous advisory statements of a legal nature"; that Victor Herbert's "Badinage" is in the Sesac repertory, not Ascap's as suggested in the report, and that about 50 additional stations have acquired the Sesac license since the report and up to Jan. 1.

Sesac says it has received hundreds of unsolicited letters from stations praising its repertoire and music. Commenting on the intention of NAB to issue a supplementary report, Sesac says this would be "useless and meaningless until the first one has been corrected."

The NAB report was a voluminous tome of 444 pages. Sesac's reply takes up 28 pages.

### Frisco Expo Dispute

San Francisco—With airchiefs from the major nets and indie outlets in northern California agreed that broadcasts from the Treasure Island site of the 1939 International Golden Gate Exposition should be non-exclusive, plans for erection of a \$400,000 broadcasting auditorium by the California Exposition Commission seemed temporarily blocked by internal disputes over right to spend the money for radio and over control of broadcasts. Legal opinion will be consulted.

### Would Curb Rights Society

Montreal—A resolution urging curbs on Canadian Performing Rights Society, which he terms a "legalized racket", has been presented to the Manitoba Legislature by W. R. Sexsmith, with considerable Dominion sentiment behind him.

### KIRO "Question Box" Grows

Some 400 spectators gathered at Third and Pike in Seattle, the other evening to watch the fun on KIRO's "Question Box" program, conducted by Maury Rider and Al Botzer.

While the program is not unique in context, it appears that the questions on this particular edition are super-sticklers, for the prize money has mounted each week, until there's \$20 in the "kitty"—not a bad take for answering only four questions correctly.

Program is sponsored by Eastern Outfitting Co., who award a merchandise prize for each set of four questions, complete with correct answers, accepted for use on the program, as well as a \$5 bill to each contestant who answers one complete set of questions correctly.

### New Bill Would Create Program Censor Board

(Continued from Page 1)

ment to the Communications Act and provide the same penalties now imposed under the law. Aimed particularly to protect children from "unfit" programs, the bill calls for broadcasters to submit programs voluntarily to the federal board for approval.

## DELEGATIONS ON THE WAY FOR THE NAB CONVENTION

Norfolk—A larger than usual delegation will represent WTAR at the 16th annual NAB convention in Washington, Feb. 14-16. It will include Campbell Arnoux, g.m.; John New, sales manager; Ralph Hatcher, sales promotion director, and Lee Chadwick, continuity head.

Fort Worth—Harold V. Hough, g.m. of WBAP and treasurer of the NAB, has gone to New York for a few days before proceeding to the NAB convention.

Detroit—Lynne C. Smeby, technical supervisor of WXYZ, leaves Sunday for the NAB convention in Washington.

Salt Lake City—S. S. Fox, g.m. of KDYL, and J. M. Baldwin, chief engineer, have gone east for the NAB meet and to look over new equipment.

## Phelps Introduces Bill Against Libel Actions

(Continued from Page 1)

lib statements on quiz and interview programs, was filed in the lower house yesterday. Measure has strong backing by stations and advertising agencies.

# MICHIGAN

## TEST ANY WORTH WHILE PRODUCT

- on 8 Stations
- in 8 Major Cities
- on 1 Complete Network
- at One Low Cost

# MICHIGAN

WXYZ (KEY STATION) DETROIT

## RADIO NETWORK

## AGENCIES

ALVIN AUSTIN CO. has been named to handle account of Eastern Wine Corp., California wine firm. Radio will be among media to be used in promotional activities. Emil Mogul is account executive.

ROBERT G. PATT, formerly associated with Campbell-Ewald, has joined Free & Peters Inc., Chicago, radio reps.

ROBERT BURNS & ASSOCIATES INC., new agency, has been organized and has offices at 221 North La Salle St., Chicago.

CRAMER-CRASSELT, Milwaukee, is reported giving up the Maytag (washing machines) account. Numerous Chicago agencies have been soliciting the account but none has been announced as successor. Maytag Co. offices are in Newton, Ia.

RADIAD SERVICE, Chicago, has moved to new quarters at 612 N. Michigan Ave.

## KGVO, Missoula, Mont.

Manager A. J. Mosby and Chief Engineer Tom Atherstone made a motor tour of station's coverage to check reception since installation of new Truson radiator. Findings were very o.k.

Marguerite Hood, co-director of radio extension division of Mont. State University which functions through KGVO facilities, has been invited to address National Conference of Music Educators in St. Louis, March 27-April 1.

New setup of "Boos and Bouquets" programs includes H. F. Kane, speaking in behalf of listeners; Ann Dunne, presenting bouquets, and Jimmy Barber, accepting comments and making necessary remarks.

## WICC, Bridgeport

Joe Lopez, Mack Parker, Sherman Reilly and Jud LaHaye will be the "fearless four" on the new Wednesday evening show known as "Tom-pkins Center" from New Haven.

Dorothy Whitehead of press department birthdated Sunday.

## WNBC, New Britain

Bobby Jones, warbler, has turned salesman on the staff.

Program Director Hal Goodwin and family have moved to a home in the suburbs.

Representatives of three denominations will have International Brotherhood Day as their topic when they air Feb. 20 at 2 p.m.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

Greetings from Radio Daily

February 9

Chester Lauck	Charles Marshall
Mrs. Mack Millar	Walter Preston
James Rich	Wilmer Walter



● ● ● Miami, Feb. 8—MIAMI MEMOS: Ted Husing arrived yesterday with Betty Lawford. He packed his trunk with clothes and took an overnight bag for the train trip. On his arrival here he remembered that he forgot to ship the trunk—so he's without clothes....Phillips H. Lord has the room next to ours at the Roney. He plans going to Cuba.... Understand that Playwright Irwin Shaw is preparing a show for Roger White office.... A travel bureau takes over the time vacated by the Tim and Irene show on MBS the 13th.... Willie and Eugene Howard are due here shortly to prepare for a radio show produced by Lester Lee.... Some one here related that Nat Abramson of the WOR artist bureau just bought a 400-acre place up in the Catskills—and it was named "10 Per Cent Acres".... Jack Thurston made a big event out of christening the new organ at WQAM today.... Heywood Brown and Quentin Reynolds are slated to appear on Dinty Dennis show tomorrow night. We went on a little while ago with Songwriters Al Dubin and Joe Burke—who hadn't been talking to each other for years—and had the two big kids kiss and make up before the mike. Jack Robbins is throwing a cocktail party for them at the Dempsey-Vanderbilt to further commemorate the event.... Goodman Ace, who has been betting on everything around—and losing plenty, made a "mind bet" the other day, according to Jane Ace—and now he's lost his mind!

● ● ● In a room at WIOD there are two framed pictures. One is of Ozzie Nelson and his crew taken Jan. 21, 1932—when he was picked up from the beach for the Lucky Strike "Okay America" series. The other is of Rudy Vallee and Eddie Cantor taken Feb. 5, 1931—a Chase & Sanborn show.... Station has a studio-theater seating over 200 including the balcony.... When escorted through the studios of WQAM, Norman McKay and Prexy Fred Borton instructed the guides to deliver two types of propaganda—according to the time of day one is passing through. If it's night-time, you're told that the studios look better in daylight—and vice versa.... Station has a beautiful audition room overlooking the bay, and the walls are done up in murals of the sea.

● ● ● Freddy Martin and his band, playing at the Royal Palm—which has the most beautiful girls, dances and music we've ever seen even in the N. Y. spots like Billy Rose's, Casino, Paradise, etc.—have been renewed despite the fact that Freddy has been confined to the hospital in serious condition since his arrival. He left the hospital bed yesterday for home—where he'll be another two months.... Because Ascap isn't recognized in Florida and publishers refuse to send music down here, picture press agents are hustling orchestrations under their arms to the places—so as to get song plugs for pictures.... Eddie Cantor and his troupe plus Ted Lewis play Philadelphia March 16-19 with Eddy Duchin, Shep Fields and Morton Downey slated to go there April 27-30.... Incidentally, Eddy "The Great's" opening at the Grove in Hollywood brought down the house, according to Californians visiting here. With Dorothy Lamour, Frances Langford, Virginia Verrill, Del Casino and Sam Coslow, among those helping Eddy click.... Jerome Kern, fully recovered, is working with Oscar Hammerstein II and Otto Harbach on "Gentlemen Unafraid"—about West Point.

● ● ● W. C. Handy has just completed a deal with Paramount for the title "St. Louis Blues," bought for \$2250.... Columnist without portfolio Dorothy Dey is on the air via WKAT twice weekly from the Dempsey-Vanderbilt.... Joe Copps, publicity director for Miami, had Floyd Gibbons on the air last night on his "Men of Miami Beach" show which features visiting personalities thrice weekly over WKAT.... Hester Peabody, formerly with WHDH, WCOP and WBZ, has a show here called "What's in Your Name".... Bettye Lee Taylor, program director for WKAT, has a "Hits of Yesteryear" show with Helen Hockett, ass't to Frank Katzentine, running a program for the local power and light company called "Sunshine Sally."

## GUEST-ING

ALICE WHITE and BUSTER CRABBE, on "30 Minutes in Hollywood," Feb. 13 (Mutual, 6 p.m.)

ALBERT SPALDING, with Indianapolis Symphony Orchestra, Feb. 19 (Mutual, 9:30 p.m.)

TEDDY GRACE and BOB GIBSON, on "Ray Block's Varieties," Feb. 10 (CBS, 3 p.m.)

CONSTANCE BENNETT, with Tyrone Power in "I Will Be King," Feb. 13 (NBC-Blue, 9 p.m.)

JOHN DOS PASSOS, on "Book-of-the-Month-Club Concert," tonight (WQXR, 8 p.m.) IRITA VAN DOREN, same program, Feb. 10; MARCIA DAVENPORT, Feb. 11; ALLEN NEVINS, Feb. 12.

TED LESSER, Paramount talent scout, on "NBC Jamboree," Feb. 10 (NBC-Blue, 10:30 p.m.)

CONSUELO DE LAMAR, soprano, singing from Cuba, and SARA ALL-GOOD and WHITFORD KANE in "Mr. and Mrs. Whelan at Home" on "Magic Key," Feb. 13 (NBC-Blue, 2 p.m.)

PHYLIS KRAEUTER, cellist, on "Rising Musical Star," Feb. 13 (NBC-Red, 10 p.m.)

ENID SZANTHO, contralto, with Philadelphia Orchestra, Feb. 14 (NBC-Blue, 9 p.m.)

GUILA BUSTABO, violinist, with New York Philharmonic Symphony Orchestra, Feb. 13 (CBS, 3 p.m.)

OLIVIA DE HAVILAND and GEORGE BRENT on "Your Hollywood Parade," Feb. 16 (NBC-Red, 10 p.m.)

ROBERT BENCHLEY, on Kate Smith Hour, Feb. 24. (CBS, 8 p.m.)

FELIX KNIGHT, on Leo Reisman-Schaefer Beer program, Feb. 10 (WEAF, 7:30 p.m.)

GINGER ROGERS and DOUGLAS FAIRBANKS JR. in "Brief Moment," on "Lux Radio Theater," Feb. 14 (CBS, 9 p.m.)

## Barton to Speak

Congressman Bruce Barton will speak on "The Heart of Lincoln" over CBS on Sunday, 2-2:15 p.m., as part of the web's observance of Abraham Lincoln's birthday.



## UNIVERSAL HAND SET

for transceivers, 'phones and inter-systems, Hi output quality microphone.

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

424 WARREN LANE  
INGLEWOOD, CALIF., U. S. A.

**PROGRAM REVIEWS**

**"American Portraits"**

As an NBC Educational Feature, this new series on the Red network, Saturday 9:30-10 p.m., is a cavalcade of the lives of men and women who figured in American history. Biographical dramatizations are being presented in cooperation with the New York University Hall of Fame, subjects being chosen from those who have been honored by representation in the rotunda of the N. Y. U. Hall of Fame. Source of material otherwise is fully credited and the first "portrait" on the list was that of Andrew Jackson. All of the scripts will be done by Raymond D. Scudder of the NBC continuity staff and based on the Dictionary of American Biography which has just been completed after 10 years of research.

First program, if any indication of what is to follow, should make the series one of the best of its kind to date. Story was clearly told, with the aid of narrator and dramatic cast plus a little incidental music and a mixed chorus. It was easy to follow the story and for the listener to retain a chronological order of events in the life of Old Hickory. This type of show would lend itself admirably to any history class with the loudspeaker right in the classroom.

**William M. Kiplinger**

Heard periodically on the American Banks program over NBC-Blue on Monday nights, William M. Kiplinger of Washington is far and away the most sane, sensible and meaty commentator on the air as far as business economics are concerned. With no leaning to hysteria, one way or another, but in a soft-spoken manner that inspires confidence, Kiplinger packs more authoritative and substantial information into four or five minutes than some commentators try to put into a half hour. What's more important, Kiplinger talks with the quiet assurance of a man who knows what he's talking about. Because of the letter service which he supplies from Washington, he probably isn't interested in a weekly sponsor. But if he were, plenty of industrial firms would have a great bet in him.

**WPG, Atlantic City**

"Midnite Patrol," mystery dramas by Operator A. Harry Zoog, return to the air at 11:15 p.m. Sundays.

Benny Bishop, announcer-tenor-emcee, has a new Sunday sponsored program, "Music and Flowers," with organlog by William H. Jackson.

**STAR RADIO PROGRAMS INC.**  
250 PARK AVENUE NEW YORK CITY  
FIRST AGAIN!

**"Your Writing Reveals"**

A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered. HAVE YOU SEEN THE SALES BROCHURE?

**ORCHESTRAS - MUSIC**

**HERB GORDON** and his ork, heard over CBS from Albany's Ten Eyck Hotel via WOKO on Tuesday and Thursday at midnight, may switch to NBC-Blue via WABY. Gordon was in New York early this week conferring with Rockwell-O'Keefe.

**Victor Arden, the Chevrolet "Musical Moments" maestro, will be tendered a party Sunday at Leon & Eddie's.**

**Bill McCune, who now wishes to be known as Will McCune, brings his Staccato Styled Music to CBS starting Saturday at 5:30-6 p.m., from Hotel Bossert, Brooklyn. Heretofore McCune has aired over Mutual. His vocalists will include Marc Young, Dorothy Howe, Vincent Laydell, Hal Atkinson and Staccato Stylists.**

**Carl Hoff, who begins his fifth CBS "Hit Parade" series on Feb. 12, will return to that program in two weeks instead of the six weeks as previously reported. Hoff is booked with Al Pearce for a week in Cleveland and one in Detroit and comes back to New York immediately after that.**

**CRA band activities: Johnny Hamp opens today at Netherlands-Plaza, Cincinnati, for four weeks . . . Lou Breese booked for four weeks at Nicolle Hotel, Minneapolis, through Chicago office . . . Al Jahns will be at the New Kenmore, Albany, through Feb. 25; deal made by William Burnham of New York CRA office . . . Harry Candullo set by Dick Stevens of Cleveland office for**

two weeks at Commodore Perry Hotel, Toledo, starting Feb. 16 . . . Ferde Grofe brings his ork to Buffalo Theater, Buffalo, Feb. 11 for two weeks . . . Marvin Frederic opens today at Syracuse Hotel, Syracuse . . . Harold Stern held over for another month at St. George Hotel, Brooklyn . . . Harold Nagel extended at Providence Biltmore.

**Clarence Williams' songs, "I've Found a New Baby" was recently chosen as a criteria for swing by the Academie Francaise of France.**

**Bill Kearns, one of the NBC Kidoodlers, has written a new tune titled "Jam-a-Doodle," which has been recorded for Vocalion. The novel NBC foursome will be the guests of Happy Lewis on his WINS broadcast Friday at 11:30 a.m.**

**James C. Petrillo, Chicago musicians' head, has bought a summer residence at Fontana, Wis., on Lake Geneva.**

**Theodore Romhild, former "Carnation Contented Hour" conductor, has composed a symphonic number titled "Contemplation." It is dedicated to Irma Glen, NBC organist.**

**Edgewater Beach Hotel notified CBS that it is terminating contract within month providing for sustaining pickups.**

**Bobby Morro and band are the latest addition to WPEN's night club of the air, with music emanating from Frankie Palumbo's in Phila.**

**OKLAHOMA**

**W. C. Gillespie, v.p. and g.m. of KTUL, Tulsa, principal speaker at meeting of Tulsa Furniture Guild on subject of advertising.**

**Allan Clarks Orchestra opening ballroom engagements in new Skirvin Tower Crystal Ballroom. Clark directs WKY staff ork.**

**John Blatt, promotion manager for WKY, Oklahoma City, and KLZ, Denver, is in Denver on business.**

**Miss Jim Pettway, secretary to M. H. Bonebrake, WKY advertising manager, set for middle-aisling next summer.**

**Quaker Oats Farm Program**

**Chicago-Quaker Oats will launch new series titled "Man on the Farm" for Ful-O-Pep Foods on WLS at 12:30-1 next Saturday through Benton & Bowles, Chicago. Show is designed for farmers by farmers and will be broadcast from Ful-O-Pep experimental farm near Libertyville, Ill. Ed Aleshire is account executive.**

**Bob Hope Signs Writer**

**Wilkie Mahoney, stage, screen and radio gag writer, has been signed by Bob Hope, under personal contract, to collaborate on all his future scripts for "Your Hollywood Parade" on CBS.**

**SPRINGFIELD, MASS.**

**During the days of flood fears last week, WSPR had a regular flash service available through the co-operation of the Flood Information Bureau of the Public Service Associates. This was the first test of the practicability of the new bureau.**

**WSPR is now taking Mutual's "30 Minutes in Hollywood" on Sundays.**

**A new string sextet aired over WMAS on Sunday for the first time, making another addition to the WMAS classical programs.**

**WSGN, Birmingham**

**"WSGN Variety Hour" starts new series soon to be piped from Pickwick Club, popular nitery."**

**Bob McRaney, production manager, is busy these days trying to get new ideas for his special events dept. Recently, he interviewed Tallulah Bankhead, actress, on her wedding date.**

**WILLIAM SCOTTI**

**and The Sweetheart Rhumba Quartet (instrumentalists)**

**Featured by Manhattan Soap Co. W E A F**

**Thurs. 9:30 A.M. and 6:35 P.M.**

**Fri. 9:30 A.M.**

**Excl. Mgt. Ben B. Lipset Plaza 3-6268 607-5th Ave., N.Y.C.**

**Coming Events**

**Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.**

**Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.**

**March 3-5: Hearst International Radio Sales meeting, Chicago.**

**March 15-20: Philco Radio Dealers of Chicago convention, Miami.**

**April 5: RCA annual stockholders meeting, New York.**

**April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.**

**April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.**

**WGH, Newport News**

**Entirely modernized in equipment and furnishings, studios and executive offices of WGH have been moved into the newly constructed downtown Melson Building.**

**Raymond P. Aylor Jr., chief engineer, visited New York to secure additional data on station's Finch Facsimile installation.**

**A comprehensive schedule of re-broadcasts is in effect, the latest series including the sustaining productions of WOR, Newark. This completes the three-station affiliation of WGH with WOR, WLW, WSM.**

**WHT's Speed Covering Fire**

**Hartford, Conn.—Eighteen minutes after the sounding of call for apparatus, WHT, broadcasting division of The Hartford Times, was broadcasting the first three-alarm fire in Hartford in more than a decade.**

**Station has no portable transmitter but through efficient work of Chief Engineer Richard K. Blackburn and splendid cooperation of telephone company, hook-up was made on phone through private residence across the street from fire. Program Director Bob Martineau was at the mike.**

**Bob Carter Celebrates**

**Bob Carter celebrates his first anniversary as chief announcer of WMCA on Saturday. Staff is honoring him with a dinner at the Hotel Woodward.**

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**K A T E SMITH**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



VICTOR YOUNG is in the throes of composing a tone poem, "Columbia Square," which will be heard for the first time when the new CBS studios are dedicated and opened for business at the new location, "Columbia Square."

J. Walter Thompson office in Chicago has contracted for Swift & Co. participation in the KNX noon edition of Fletcher Wiley's "Housewives Protective League." Monday through Friday, with deal running for one year in the interests of Allsweet Margarine.

Irv S. Brecher, scripter, now under a contract to Mervyn Leroy, has been loaned to do the Frank Morgan comedy sequences on the MGM "Good News of 1938."

Oscar Bradley's orchestra, again renewed on the Phil Baker broadcasts, will accompany Baker to New York when the comedian leaves here next month.

Uzia Bermani's Gypsy Orchestra furnishes a new KMTR musical program on Monday and Friday nights at 8:30.

Mark Kelly will stick his chin out by predicting the winner of the hundred grand Santa Anita Handicap, March 5, on his Thursday night sportscast over CBS Pacific Coast.

"The Immortal Mortals" is the intriguing title of Manly P. Hall's new KFAC program on Thursday nights, 9:30-10. Hall has Lal Chand Mehra assisting him on the program.

Art Fulton of Associated Cinema Studios won \$5 on the KNX "What Would You Have Done?" program last week. He plunked it down as a first payment on a new radio the very next day.

All-Canada Radio Facilities Ltd., Calgary, has taken the 65 quarter-hour transcriptions of "Percy and Potts in Hollywood" for release in Western Canada. Series is produced by Associated Cinema.

KFAC initials "Experience Exchange" Saturday at 4-4:30 p.m., with Steven Clensos airing experiences and problems which listeners submit for discussion and advice.

The Hal Styles "Help Thy Neighbor" program found jobs for 4,000 (not 400) in its first year.

KHJ-Don Lee net will air California Opera Co. performances from the Shrine Auditorium on a twice-weekly schedule starting March 4.

#### David O. Alber Expands

David O. Alber, publicity director, has moved into larger offices at 9 Rockefeller Plaza, Radio City. He will continue to specialize in radio publicity campaigns of a nationwide nature. His newest campaign centers on Morton Downey.

Other clients include Tony Wons, Jane Pickens, Emil Coleman, Mark Warnow, Victor Arden, Benay Venuta, Robert Simmons and Ken Sisson.

## ☆ PROMOTION ☆

#### School Mailing

Furniture outfit, using the Harry Earnshaw "Count of Monte Cristo" ETs over KSL, Salt Lake City, has planned a mailing to local literary clubs, libraries, and English classes of junior and senior high schools, announcing series and making available 16-page booklets of the Dumas story. Listening synopsis of the entire tale will be included.

#### Plug Educational Features

Attractive index-folder of its important educational features has been issued by WSM, Nashville, station of the National Life and Accident Insurance Co. Airings receiving mention in the folder, with two-month

resume of broadcasts slated for each, are: "Story of the Shield," juvenile series presenting dramatizations of heroic exploits; "Adventures That Made America," program for high school students, reenacting important moments in American history; and "America Looks Ahead," an adult offering interpreting international developments.

#### Map Offer Pulls

Offer of a world map, free to listeners, drew more than 5,000 replies after three announcements on WHN, New York, recently. Offer came from ex-Congressman George H. Combs, Jr. station news commentator heard as a daily sustaining feature.

### ALBANY

Program sponsored by The Evangelist, Albany Catholic Diocesan weekly organ, begins over WABY next Sunday.

WOKO will broadcast Pete Emma's accordion band at 4:30 p.m. Feb. 9 and 16, featuring Tommy Ippolito. Snedden Welr, studio manager of WOKO-WABY, will address the Business Women's Institute on the subject of radio Feb. 14.

WABY is included in NBC's Blue network carrying the Friday night fights from Madison Square Garden, sponsored by Adam Hats.

### WHOM, Jersey City

Dolores Cassinelli is now heard nightly except Friday in popular songs of Italy and light operatic classics of today. By coincidence, she is sponsored by Cassinelli Macaroni Co., but there's no relation.

While specializing in foreign language programs, station gives listeners many programs in English, including a series of Sunday afternoon broadcasts from the Rescue Mission in New York, also the "Irish Echoes" all-request program on Saturday nights, sponsored by Daniel Reeves stores.

Larry Reilly, Irish character actor, does an all-Irish program every Sunday evening at 10-11.

From in front of station's New York studio comes the "Sidewalk Reporter," with Ray Marshall presiding, every Tuesday and Thursday.

### WTAR, Norfolk

Henry Cowles Whitehead, conductor of Norfolk Symphony Orchestra, has been chosen as musical director of the station. He continues with the symphony group.

Caleb T. Saunders, local physical culture expert, is airing a new series of five-minute shots called "Hints on Health." Rumor has it that General Manager Campbell Arnoux and Sales Manager John Now have dropped a good deal of avoidupois in Caleb's gym.

Jane Burton, secretary, resigned to take a position for a sponsor, with Eilene Wynne succeeding her.

### KANSAS CITY

Myra Clark is scripting a 15-minute daily program of gossip, night spot news and music, "In Town Tonight", over KXBY.

Gertrude Wilkerson has left the KCKN staff and gone to Amarillo, Tex., to join her husband, Bob Stahl. Frances Ford succeeds her on the Bliss Syrup commercial.

George Couper Jr. of KXBY sales staff is back from Chicago.

Listerine Brushless Shave is sponsoring Jerry Burns' sports review on KXBY. H. W. Kastor, Chicago, is the agency.

Russ Crowell and wife of WHB "Modern Choir" landed in hospital by auto accident.

Kenneth Kay, singer, added to WHY early morning show featuring Jim Cliff and his hillbilly music.

### WBAL, Baltimore

Station has arranged to be official voice of Advertising Club of Baltimore. Principal speech at club's weekly meetings will be recorded and reproduced over WBAL.

Maryland Congress of Parents-Teachers has started a series of safety programs.

"Cremo Treasure Hunt," rapidly growing Saturday night feature, expanded last Saturday night by increasing the second half to 30 minutes. Paul Dumont network personality, assisted Garry Morfit, head huntsman, and Joseph Littau led a 17-piece orchestra. More than 2,000 persons crowded Ridgely Hall for the event and about 500 had to be turned away.

### WBK-WCLE, Cleveland

H. K. Carpenter, v.p. and g.m., addressed the Cleveland Cornell Club on "Behind the Microphone."

Clara St. Clair, auditioned by Dick Powell at the recent auto show, appeared with Louis Rich on "Tales of Vienna" Sunday.

Ruth Parks, organist, presents a new Sunday program titled "The Magic Console."



DON THOMPSON, NBC production director, whose "Last Public Appearance" appeared in Liberty mag not so long ago, has been notified that his story was awarded a bonus prize of \$100.

Libby foods took "We Are Four" off WGN after a run of several years.

Joe Gallicchio, formerly orchestra leader for Amos 'n' Andy, has returned to Chicago and has taken over the orchestra on the National Farm and Home hour during illness of Walter Blaufuss, regular leader.

Arthur Peterson has been added to cast of "Story of Mary Marlin."

Joan Winters and Connie Osgood added a regular lineup of Quaker Oats "Margot of Castledwood."

Tom Fizzdale, who recently added Falstaff Beer "Public Hero No. 1" and General Mills "Valiant Lady" to his local list of clients, is sick at his home here.

Lillian Gordoni Radio Party on WSCB now sponsored by R. & B. Clothing Co. Gordoni show also is aired on Station WCLS, Joliet, by the Boston Store. Helen Burns in charge of the Joliet show.

Lou Jacobson will produce and Pierre Andre will announce Varady of Vienna series on Mutual starting Sunday Feb. 20.

Ward Cahill, formerly of WBBM news staff, is now authoring "Skelly Court of Missing Heirs" for Blackett-Sample-Hummert.

Ernest Graham is a new man on WIND engineering staff.

Bob Griffin, NBC actor, back from New Orleans vacation.

### WWJ, Detroit

Dorothy Spicer has joined as Household Adviser. She will broadcast a program every morning from Monday through Friday.

Wayne University is identifying itself prominently with broadcasting activity in the high frequency station in Detroit, W8XWJ, of The Detroit News. Sixteen members of the Wayne Broadcasting Guild are announcing and script-writing, and in addition other students are participating each week in the two Guild broadcasts over the station.

### WTMJ, Milwaukee

Detective Sergt. Joseph Downey, chief of New York's pickpocket squad, appears on Charles Nevada's "Last Word In Sports," to tell how he handles crowds at big Gotham sporting events.

Ina Ray Hutton, the "blonde bombshell of rhythm" and troupe of 18, plays the Futuristic Ballroom with broadcasts over WTMJ.

Jack Martin, staff organist, is recovering from injuries suffered in a fall on slippery streets.

**NEW BUSINESS**  
Signed by Stations

WWL, New Orleans: Bond Bread, ETs; SSS tonic.

WMAQ, Chicago: United Airlines, through J. Walter Thompson Co., daytime temperature reports.

KDYL, Salt Lake City: Welch's Grape Juice, Irene Rich; Sperry Flour, "Dr. Kate"; Campana, "Grand Hotel".

WNEW, New York: Carter Medicine Co., spots, through Street & Finney.

KHJ, Los Angeles: Ovaltine, "Little Orphan Annie", via Mutual, starting Feb. 28, Mon. through Fri.; Kellogg Co., "Howie Wing", starting Feb. 14, Mon. through Fri.

WFIL, Philadelphia: Lever Bros. (Spry), spots, through Ruthrauff & Ryan.

KSL, Salt Lake City: Gen. Foods, Boake Carter; Utah Banks, ETs.

**KSL, Salt Lake City**

"Sunday Evening on Temple Square," station's longest sustaining, takes on a new production setup on its return to airways. Earl J. Glade, creator of the popular feature, which has been on the air eight years, again heads production. Talent includes Frank W. Asper, organist; William Hardiman, violinist, and guest soloists. Glade also handles direction and announcing.

Gladys Wagstaff Pinney, continuity writer, vacationing at Sun Valley.

Gene Halliday directed the KSL concert ork for local Rotary's 27th anniversary.

Logan Garment Co., scheduled for a drama show, switched to a new KSL merchandising campaign. Using entire KSL Concert Orchestra, Gene Halliday directing, in "Fashions in Melody," with mixed vocalists, variety of music and dramatized commercials. Lennox Murdoch heads production. W. E. Featherstone placed the 52-week account, 30 minutes each Tuesday following Al Jolson. Leonard Strong is announcer.

**WBRC, Birmingham**

Bill Edwards, spieler extraordinary, is leaving soon for new position with WLW, Cincinnati.

Leland Childs, announcer, father of seven-pound girl named Carol Lee.

J. C. Bell, g.m., returns from Miami after two-week vacation.

Station formulating plans to air "Old Time Singing Convention" from the municipal auditorium each Sunday afternoon.

Fred Smith, ace sports announcer, has returned from New Orleans, where he attended a coaching school.

**WAAW, Omaha**

"Metz Melody Hour" is a new Sunday program from stage of Sokol Hall, with public admitted. Metz Bohemian Orchestra is featured, with "Hi" Schneider as emcee.

WAAW is the only local station offering news bulletins every hour on the hour. Complete details follow in six daily newscasts.

Time and temperature reports are aired every 15 minutes.

**PITTSBURGH**

Ted Weems demonstrated what a commercial radio buildup really can do by packing them in six days straight at the Stanley.

Curly Miller and his Ploughboys held a big farewell party on WWSW before going to WDOD.

Newscaster Norman Twigger of WCAE has shelved 10 pounds since resuming handball workouts with Jimmy Murray at the Downtown "Y."

KDKA, "Pioneer Broadcasting Station of the World," plans a big celebration the last of this month for The Pittsburgh Post Gazette, first newspaper on the air, when the Post Gazette moves into its new \$1,500,000 building. A spot has been reserved on the program for Darrell Martin, America's first radio editor.

Hotel William Penn has about decided to close its Italian Terrace Room on Feb. 15. Lawrence Welk, the band playing there now, is seeking a new name for its theme song.

The WCAE studios have been completely renovated — and re-acousticated.

Don Bestor's violinist, Eddie Dieckmann, has left the band and is back home under consideration for a few commercial programs.

**WBT, Charlotte**

Under an AFM agreement, Johnny McAllister has been appointed contractor and musical director for station, with 12 musicians hired. There will be three musical groups, the other two being under direction of Pete Martin and William S. Greene.

FCC license for two short wave stations has been obtained, and J. J. Beloungy, chief engineer, says the two new mobile transmitters will be ready for use in a month.

"Freshest Thing in Town" has been set on station for Carolina Baking Co.

First juvenile artist to be featured on the station is Billie Anne Newman, 11-year-old singer, with Jack Phipps, piano and organ, and Pete Martin, xylophone and vibraphone accompanying.

Three "name" bands being heard over station this week while they're in town—"Fats" Waller, Will Osborne and Bunny Berigan.

**WDBJ, Roanoke, Va.**

Announcer Bob Youse, while reading a news bulletin a few days ago about the six-hour filibuster speech of Senator Pepper of Florida, called him Dr. Pepper. Slip was caused by the fact that Bob announces the "Dr. Pepper" soft drink program three times a week.

Bob Avery, chief engineer, is attending the engineers' convention in Columbus.

Jimmy Schwartzell, bass fiddle player of the house band, is teaching Announcer Irving Sharp to play.

Paul Reynolds, announcer, is seriously considering a ground course in aeronautics. Paul already pilots a plane.

**The Time**

NEXT MON. -TUES. -WED.

**The Place**

WASHINGTON, D. C.

WILLARD HOTEL

**The Event**

NATIONAL ASSN.  
OF BROADCASTERS  
CONVENTION

**Everybody**

WILL BE THERE  
INCLUDING  
RADIO DAILY  
WITH SPECIAL EDITIONS  
EVERY DAY

## PHILADELPHIA

Norman Sichel has written a new script, "Behind Closed Doors," to be heard over KYW.

Peggy Morgan now being heard over WPEN in songs.

Rhoda Bennett's KYW Forum will introduce a new feature with guest stars.

"Thursday at Three" makes its bow on WFIL, featuring Frances Land, Mackey Swan and Thelma Freifelder. WPEN "Organ Parade" is now featuring Rose Gross.

Hugh Walton, WCAU announcer, will have a song published by Irving Berlin Co.

Betty Dickert, secretary to Leslie Joy, KYW manager, has written a script for presentation by the Philly Advertising Women. She will also have a leading part in the show, over WFIL.

Mac Parker, WCAU commentator, will have well known Philadelphians pinch-hit for him while he is in Florida.

Burton Lambert, sales representative for Hearst Radio, has been appointed to the KYW sales staff by John Hammond, sales manager. Lambert succeeds G. H. Jaspert who resigned.

Jack Hutchinson is now singing over WIP.

WFIL's Jack Steck and Florence Bendon inaugurate a new series, "Cookie and Kitty."

"Talent Scout" is the title of Angelo Palange's new program over WPEN.

Norris West, assistant program director of WCAU, has arranged a series of featuring choirs and glee clubs of various colleges.

Jim Harvey will conduct a new KYW feature, "Camera Club."

Howard Jones is now the announcer of WIP's "Street Interviews."

Manning Hall at WPEN is planning a new series, "Quaker City Follies."

A. W. Dannenbaum, WDAS president, and Pat Stanton, v.p., both laid up by tonsillitis.

WDAS is taking quarter-page ads in local dailies calling attention to its extensive sports programs. Buzz Davis and Lanse McCurley are chief commentators.

Philadelphia Record has been added to list of local papers used by WDAS to publicize its programs.

## ONE MINUTE INTERVIEW

HERBERT R. EBENSTEIN

"With the recorded show it becomes possible to produce a program and then hold it back until a carefully planned exploitation and advertising campaign, such as Atlas Radio Corporation's 'press book' idea suggests has whetted the public appetite. Thus every radio station will find a ready-made audience awaiting its broadcast. This idea is not new in the entertainment world—but, its practice has not yet been reached in radio."

## ★ Coast-to-Coast ★

**ELINOR SHERRY**, WOR singer, is tentatively scheduled to begin her personal appearance tour at the Michigan Theater in Detroit. Dates are being set by the WOR Artists Bureau.

Lawson Zerbe is playing featured roles in the "True Story" dramatic series, heard on Friday at 9:30 p.m. over NBC-Red, in addition to appearing in seven other leading air shows.

"The WSPR Jamboree" is a new program now airing nightly, 6-8:30, over WSPR, Springfield, Mass. It features Irma Serra singing to transcribed music; ET's of leading orchs and eight minutes of news by Howard Keefe. Ed Tacy is emcee.

Edward C. Ames, news commentator at WSPD and an assistant professor of English in the University of Toledo, has been named executive secretary of the Hospital Service Association of Toledo, a full-time post.

**KOBH, Rapid City, S. D.**

First of new series of interviews with interesting people brought to light Maude Ruynan, mezzo-soprano visiting relatives in Rapid City. Miss Ruynan, formerly associated with Chicago and San Francisco opera companies, was heard last season over NBC and CBS networks. Program handled by Bernie Barth.

New commercial started last week features "Fred Farnum" in a twice daily spot for Tri-State Milling Co. extolling merits of Tri-State feeds and offering current market quotations as well as authenticated information regarding poultry and livestock feeding.

"Farm and Ranch Hour," formerly one-half hour sustainer and since first of the year a full-hour daily show, tops list of audience preference. Fan mail for Bert Houchins averages 10-25 letters daily in addition to phoned requests. Program disseminates authentic information from County Agricultural agents and features discussions of farm and ranch owners.

**WIOD, Miami**

The Vagabond Microphone, handled by Announcer Sam Parker, formerly of the U. S. Asiatic Fleet, makes a radio tour of the H. M. S. Apollo, British warship visiting in Miami harbor. Accents from five different sections in England prove entertaining to WIOD audience.

"The Tourist Radio Register," where new arrivals "write their names on the air," draws heavy fan mail.

"Bill the Time Keeper" mails his photograph to members of his early morning radio audience.

Jack Dempsey's Miami Beach Restaurant contracts for a series of evening broadcasts.

Perry Lafferty, WBRV music director, inaugurates a three-a-week organ recital from the Hotel Taft, New Haven, this week.

Edith Jackson, secretary to Bert Hauser, NBC station promotion manager, has tendered her resignation effective Feb. 15. She plans to be married to Raymond B. Price at Glen Ridge, N. J., later in the month.

Milt Brandl, WISN's (Milwaukee) Early Risers Club announcer, is in the habit of receiving requests to play certain pieces for new-born babies and people of all ages, but when he received a request last week to honor a centenarian with "Dear Old Dad," he felt rather honored.

Miss Barry Farrell, secretary to John Bates when he was commercial program manager of WOR and now secretary to Frank Braucher, vice-president in charge of sales at the station, will join Bates in the latter's own production organization on Monday.

**WGAR, Cleveland**

WGAR's Cultural Institute, under the direction of Mrs. Jennie K. Zwick, has resumed the "Your Town" series on Saturday evenings. It's an open forum with Mayor Burton and his cabinet discussing and answering questions asked by listeners who attend the broadcasts.

Announcing staff enacted a surprise on Sidney Andorn gossip purveyor and theatrical commentator, by taking over his program last Thursday. The occasion was Andorn's third anniversary on WGAR for the same sponsor, Standard Brewing. Telegrams of congratulation were read, Walberg Brown's orchestra serenaded, and the announcers took turns interviewing Andorn.

Maurice Condon has been chosen as emcee for the Cleveland Food Show, Feb. 10-18. Bobby Breen of the movies heads the show.

Under the impression that Franklin Lewis, WGAR sportscaster, was "riding" him during hockey broadcasts, Jean Pusey of the Cleveland Barons Hockey Team came to the studios bristling with belligerence and threatening violence to Lewis. Lewis immediately drafted Pusey as guest for his early evening sports chat.

**KTMS, Santa Barbara**

Opening of new Montgomery-Ward store here was featured by a remote broadcast, with Bill Randol as emcee and Budd Heyde interviewing the first customers, salespeople, etc.

Inaugural show of "Kiddie Kapers," with talent chosen from Santa Barbara and vicinity, drew big mail response from listeners, who were asked to vote for their favorites on program. Success of first program has paved way for increase in local production.

## ST. LOUIS

John Conrad, who last week left his KWK publicity-promotion post, left Monday by plane for the coast. Station Supervisor Ray Dady has not yet announced a successor.

More than 300 radio performers from 24 state championship contests are expected to take part in the national championship contest for hill-billy bands, fiddler, etc., at the 1938 Radio Stars Jamboree in Municipal Auditorium next Sunday.

F. A. Meyer, formerly with Federal Bake Shops, Inc., has joined WEW sales staff.

Funeral services were held Monday for Olin F. Gibson, widely known pianist, who had worked on many stations hereabouts.

**WXYZ, Detroit**

Lynne C. Smeby, technical supervisor, leaves for Washington on Sunday to attend the NAB convention and on general business matters for the station.

Ralph Webster, member of engineering staff, is in Columbus for two weeks attending the Ohio State University short-course for broadcast engineers.

Bernard Schultz has been added to the engineering staff.

Charles Livingstone, assistant dramatic director at WXYZ, Detroit, and his wife, Harriet, local film actress, have adopted a son. The name is Russel Livingstone. A shower, to which both men and women members of the WXYZ staff are invited, is to be staged by the time this gets into print.

**WBLK, Clarksburg, W. Va.**

Engineers W. P. Heitzman and E. L. Darsey are remodeling the transmitter site and doing an attractive job.

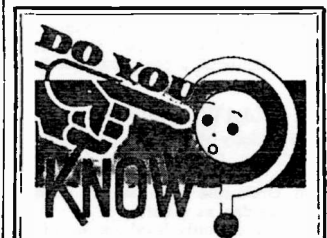
Joe Hurget, chief announcer, getting quite a bit of listener interest with his sports newscasts.

Blair Ubanks, sports announcer, drawing fan mail by his mike work on basketball games.

Jack Welsh is doing a good job with his musical clock program, but Percy the pet canary on the show is beginning to outstrip him in mail.

Due to a rug sponsor with a two-hour show, station has been signing on at 5 o'clock lately.

All DX letters are answered, and so far station has been heard in 43 states and several countries.



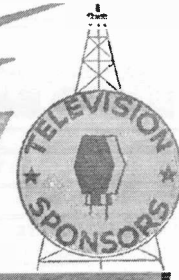
Jack Benny's program appears on the biggest week-to-week commercial network in the history of radio—more than 110 stations.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 29

NEW YORK, N. Y., THURSDAY, FEBRUARY 10, 1938

FIVE CENTS

## Legislators Go for Baldwin Report

### CANADIAN SYSTEM REPORTS \$128,819 PROFIT IN YEAR

Montreal—First annual report of Canadian Broadcasting Corp. presented to House of Commons by Minister of Transport C. D. Howe shows an operating surplus of \$128,819. Revenue from license fees was \$741,666; from commercials, \$130,434, less expenditures of \$95,332, making total revenue \$836,998. Expenditures were \$708,179.

Phil Lalonde, returning from the Canadian Broadcasters Ass'n convention. (Continued on Page 3)

### John H. Field Jr. Named Sales Manager at WPTF

Raleigh, N. C.—John H. Field Jr., for the past three years with Free & Peters and also vice-president of their affiliate, Free, Johns & Field Inc., has been appointed sales manager of WPTF, effective March 1, it is announced by Richard H. Mason, manager. Field was at one time with the New York Times and the World advertising departments, also with Scott-Howe-Bowen, early day station reps.

### Father Coughlin Network Boosted to 70 Stations

Detroit—Addition of eight stations of the Oklahoma Network makes about 70 outlets now carrying the Father Coughlin series.

### KRKO Joins Mutual

Everett, Wash.—KRKO has become an affiliate of Don Lee-Mutual network. Station, owned by Lee E. Mudgett, has just observed its first anniversary.

### Quick Change

Philadelphia—Television can take its time in arriving, according to Gene Edwards, WDAS announcer. Gene's been used to introducing Jean Hamrill as the "charming blonde singer." The other night, after nonchalantly delivering his usual introduction, Gene turned around and discovered that Jean had transformed overnight into a decided brunette.

## CRITICS' FORUM



### SQUAWK DEPARTMENT

THE three leading complaints of the country's radio editors against radio are directed at the Hollywood influence, commercials and studio audiences. Outspoken comments on these and other topics are given in today's installment of the Forum.

#### HOLLYWOOD

"All the variety shows are full of Hollywood stars who do nothing but talk about their pictures. They are spoiling the movies for the radio audience and the radio for the movie audience. They are excellent on the air, most of them, but when they are on the air they should be radio performers, not movie actors."—MRS. WILLIAM P. BARTON, Greenville (S. C.) Piedmont.

"Principal squawk is the way radio has sold out to Hollywood and its damfool ideas. Variety shows have been ruined by it. 'Good News of 1938,' compared with 'Show Boat,' is the finest example of the way Hollywood has catastrophized radio. Secondary squawk is the way dramatic programs are handled and the lousy scripts they get to work with."—RALPH F. KREISER, Bakersfield Californian.

"Too many radio programs today are nothing but film trailers. Everybody is getting fed up on Hollywood. Best advertising a show can have today is 'This program does NOT originate in Hollywood.'"—WILLIAM MOYES, The Oregonian.

"How long do broadcasters expect to get away with producing Hollywood programs that are mainly movie trailers? Why can't radio stand on its own feet, not Hollywood's?"

"The time may come when something besides names will interest the sponsor. The program and not the name is what interests the intelligent listener.

"A playwright who knows his radio is worth a dozen movie stars when it comes to building a program that is amusing, interesting or even informative."—G. CARLETON PEARL, The Microphone.

"I violently object to the multiplicity of movie stars for the purpose of exploiting coming pictures. It seems that program directors think

talent concoction is a failure without a celluloid star, either a nonentity or a reigning queen. These same stars are seable and hearable at the nearest movie house, so why perpetrate their chatter on an otherwise interested radio audience?"—MAXINE EDDY, Shawnee (Okla.) Morning News and Evening Star.

"I object to the nerve torturing voice of Martha Raye and all other like performers who think their raucous roaring is individual.

"I am heartily tired of the innumerable 'in the know' gossips who bring uninteresting news of uninteresting Hollywood stars. In fact I am fed up having Hollywood dished up as a daily radio diet."—JANE MOTTAU, Tacoma Times.

"There is the danger of too much Hollywood. Radio sponsors should be warned not to overdo it. Listeners will soon tire of it. Most movie actors are flops as radio stars."—CARL JOHNSON, Tampa Morning Tribune.

"Pet nomination for prize flop of the year is Hollywood's much heralded entrance into radio. Every effort is being made to drag in the greatest number of stars' names. Players offer practically nothing on the air—the worst hash served up in the name of entertainment is that Metro show. 'Ah, there goes Bill Powell and Joan Blondell—and here's Bruce Cabot, Hiya, Bruce!' spouted a Hollywood m.c. Blondell, Powell, Cabot were in New York City."—CHRIS MATHISEN, Washington (D. C.) Evening and Sunday Star.

"I get so sick of hearing this little darling is from MGM, Fox or Whosits movie lots, where they are producing the end of time, etcetera. And, so darned many of the movie stars sound like dumb 'hams' when they go microphoning. Their curtain speeches are especially inane. Most of their stuff is an insult to the intelligence

(Continued on Page 6)

### Probers and Advocates of Censorship Make Capital of Statements

By GEORGE W. MEHRTEHS Washington Bureau, RADIO DAILY Washington—Sponsors and advocates of radio legislation on Capitol Hill yesterday welcomed the annual report of James W. Baldwin, retiring managing director of the NAB, as giving them considerable new fuel for their proposed bills.

Senator Clyde L. Herring described the Baldwin report as "right up his alley." Herring has arranged for an interview with Baldwin, indicating that the latter "would be a fine man to lead a Senate investigation of the

(Continued on Page 3)

### HOUGH NOT IN ACCORD WITH BALDWIN REPORT

Harold V. Hough, g.m. of WBAP, Fort Worth, and treasurer of the NAB as well as a member of the association's executive committee, is not in accord with the publicized views of James W. Baldwin as contained in his final report to the NAB, nor do they represent the attitude of the executive committee, he told RADIO DAILY yesterday. Hough, who also is going out of office under

(Continued on Page 3)

### McDermott to Manage KFH in Wichita, Kan.

Wichita, Kan.—G. B. McDermott, former commercial manager of WMAQ and WENR, Chicago, has been appointed manager of KFH here, succeeding the late Cecil Price. McDermott is a Notre Dame graduate and was with World Broadcasting

(Continued on Page 2)

### Live Quotations

Detroit—Livestock quotations with sound effects is a new WJR stunt, the idea of Tim Doolittle and his Pine Center gang. Joe. Al and Curly are the sound effects members of the hillbilly troupe, and as they were all raised on the farm it's easy for them to supply imitations of yearlings, calves, pigs or sheep.



Vol. 3, No. 29 Thurs., Feb. 10, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Feb. 9)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135 3/4	133 3/4	133 3/4	- 1/4
CBS A	19 3/4	19 1/2	19 1/2	+ 3/8
CBS B	19 1/2	19 1/4	19 1/4	+ 1/2
Crosley Radio	9 3/4	9 3/4	9 3/4	.....
Gen. Electric	40 1/2	39 1/4	39 1/4	- 1/2
RCA Common	6 3/4	6 1/4	6 1/2	+ 1/2
RCA First Pfd.	48 3/4	46 3/4	48 1/2	+ 2 1/4
Stewart Warner	9 1/2	9	9 1/2	+ 1/2
Westinghouse	98 1/2	94 1/2	95	+ 3/4
Zenith Radio	13 3/4	13 1/4	13 1/4	- 3/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

### WNOX Staff Additions

Knoxville—John T. Newman Jr., formerly advertising manager of the Norfolk Virginia Pilot and Durham, N. C., Star has joined the sales staff of WNOX, Knoxville, as an account executive.

Gaylord MacPherson and Russell Hirsch have been added to the announcer staff.

### Long-Distance Interview

Chicago—E. F. McDonald Jr., Zenith Radio prexy, cruising in the Caribbean on his yacht, was interviewed the other night by Larry Wolters, Tribune radio ed. by short wave radio and wire. Wolters tried to find out the nature of the new gadget to be introduced soon by Zenith, but McDonald wouldn't tell except to say his one-year-old daughter had been working on project since she was six months old.

**Jules Rosenberg**  
- INSURANCE -

Insurance Specialists to the  
Radio and Music Industries  
John 4 2800 BERKMAN 3-0375  
80 JOHN ST., NEW YORK

### New Bill Would Legalize Contracts With Minors

Albany—Change in the status of artist and manager, where artist is under 21 years of age and classed as a minor legally, is under consideration of the legislature, which has a bill before it as recommended by The Law Revision Commission. At present, a person under 21 can repudiate his contract at any time before reaching his majority by merely writing a letter to his manager. It is believed that much excellent radio and theatrical talent is not being brought out at present due to unwillingness of managers to handle promising material under age.

### Varady Returning

Varady of Vienna, returns to Mutual either this Sunday or the following one, 1:30-1:45 p.m. Program will use Bernie Cummings out of Chicago for the first two shows until Ted Weems and orchestra return from a tour. Stations are: WOR, WIP, WGN, WHKC, KWK, WBAL, CKLW, WSAI, WHK, WOL and WCAE. Agency is Baggaley, Horton & Hoyt.

### KFEL Gets Basketball Tourney

KFEL, Denver, has obtained the exclusive radio rights to the AAU Basketball Tournament which will be held in Denver, March 13-19. Semi-finals and finals will be aired over Mutual, 11-15-11:30 p.m.

Games may be sold by Mutual stations to local sponsors. Chevrolet dealers will sponsor the KFEL broadcasts. Joe Myers and Bill Welch will be the announcers.

### WISN Adds News Periods

Milwaukee—With addition of several local periods, WISN now has one of the most comprehensive news schedules in the midwest. Besides his regular morning period at 9:30, Alan Hale, WISN news reporter, now airs daily news at 4 p.m. Headlines are scheduled at 10 p.m. daily and at 5:55 on Sundays. Edwin C. Hill, Kathryn Craven and Boake Carter programs also are heard over the station.

### "Howie Wing" Adds on Coast

Sacramento—"Howie Wing", aviation serial which Kellogg starts on Monday over Don Lee network, will be released over McClatchy's KFBK here for supplementary coverage. Kid program is being tested on coast before national release, and a few more stations may be added. N. W. Ayer & Son, Philadelphia, is the agency.

### Kemper Succeeds Conrad

St. Louis—Gene Kemper has been placed in charge of all promotion and advertising at KWK, succeeding John Conrad. It is announced by Clarence G. Cosby, general manager.

### Katz Representing KANS

Wichita, Kan.—E. Katz Special Advertising Agency is now representing KANS, the local NBC outlet managed by Herb Hollister.

### McDermott to Manage KFH in Wichita, Kan.

(Continued from Page 1)

System from 1930 to 1933, when he started with NBC as salesman. Russel "Fid" Lowe, who has been managing KFH since Price's death, will remain as assistant to McDermott.

### Makelim Adds to Staff

Chicago—Harry Roessing, former insurance broker, has been added to the WHIP sales staff by Station Manager Hal R. Makelim. Robert Kaufman is no longer with the station.

Eleanor Fuller, one of the three girls in the U. S. to hold a first-class radio telephone license, and who was Makelim's secretary at WIND, also has joined him in his new post. Miss Fuller has done pinch-hitting at transmitter and on controls.

### Asher and Jimmy to KDKA

Nashville—Asher and Little Jimmy, holders of WSM's all-time high for mail received, 40,000 letters in one week, leave for an indefinite time over KDKA, Pittsburgh. Asher has booked himself and his son solidly from Nashville to Pittsburgh. The act will return to WSM next October for seventh season.

### INS Appointments

Appointment of Howard Handelman to chief of the Detroit bureau of International News Service is announced by Barry Faris, editor-in-chief. Handelman succeeds Jack Vincent, who has been transferred to the staff of the Chicago INS bureau.

### "Lum and Abner" Date

New General Foods "Lum and Abner" series for Instant Postum on CBS starts Feb. 28 at 6:45-7 p.m., the same night Boake Carter begins his new General Foods broadcast on same web, 6:30-6:45 p.m. "Lum and Abner" will be heard Mondays, Wednesdays and Fridays.

### Swing Trio on WHN

Winkin, Blinkin and Nod, vocal swing trio, starts a new series via WHN today at 11 p.m. and Saturdays at 1:45 p.m. They will be assisted by Bernice Allen, former WCAU-CBS singing pianist and arranger.

## COMING and GOING

BOB GOLDSTEIN, the agent, sailed on the Queen Mary yesterday for England in search of radio and film talent. In a gangplank interview with Martin Starr over WMCA, Goldstein denied reports that he was working on a deal for a station in Switzerland.

F. CARLETON SMITH, the NBC Presidential announcer in Washington, comes to New York next week to officiate at annual banquet of Universal Order of Fred Smiths, to be aired Wednesday at 9 p.m. over NBC-Blue from Hotel New Yorker.

F. FRANK HUMMERT and MRS. ANNE HUMMERT, vice-presidents of Blackett-Sampson Hummert Inc., sailed on the Queen Mary yesterday for London.

JACK SKINNER, JOHN FITZGERALD, and MEL ALLEN, of CBS press, public affairs and announcing staff, respectively, will leave town tonight to arrange for CBS ski broadcast Saturday from the Dartmouth Winter Carnival, Hanover, N. H.

A. D. WILLARD JR. and WILLIAM MURDOCK of WJW, Washington, and A. J. KEMP of Radio Sales Inc., New York, visiting WBBM in Chicago.

E. H. SCOTT, Chicago deluxe radio manufacturer, is in New York on business in connection with a new robot set planned by his firm.

CEDRIC FOSTER, program director of WTHF, Hartford, is in town.

### FCC ACTIVITIES

#### HEARINGS SCHEDULED

Feb. 21: Clinton Broadcasting Corp., Clinton, Ia. CP for new station, 1310 kc., 100 watts, 250 watts LBS., unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station, 1310 kc., 100 watts, unlimited.

Mar. 9: WLAP, Lexington, Ky. CP to change frequency and increase power to 1270 kc., 1 KW., unlimited.

Pawtucket Broadcasting Co., Pawtucket, R. I. CP for new station, 1390 kc., 1 KW., unlimited.

### NEW BUSINESS

KNX, Los Angeles: Universal Camera Corp. (Univis), news; Swift & Co. (Allsweet Margarine), participation.

WOW, Omaha: Brown & Williamson Tobacco Co., Ralph Wagner, sports.

WQXR, New York: Aeolian Co., programs, through Brown & Tarcher; Coy. Inc., spots, through Brown & Tarcher; Intourist (travel bureau), program, through L. D. Wertheimer Co.

### Indiana Teachers Radio Clinic

Indianapolis—A radio clinic and speech arts festival is being held Saturday at Indiana State Teachers College. Judith Wallter, NBC mid-west educational director, will be a speaker at the joint luncheon.

NBC AFFILIATE

# WKY

has the power to sell  
Oklahoma's power to buy

## OKLAHOMA CITY

REPRESENTED BY E. KATZ SPECIAL ADVERTISING AGENCY

## WASHINGTON LEGISLATORS HOP ON BALDWIN REPORT

(Continued from Page 1)  
radio industry." The senator is reported to be drafting a bill that will put more teeth in the FCC in the matter of censorship, and he agrees with Baldwin's idea of a national board of radio review.

On the House side, Congressman Lawrence Connery endorsed Herring's suggestion about drafting Baldwin as congressional counsel in a probe.

Phillip G. Loucks, member of the NAB reorganizing committee, would make no statement. He said the job of drafting the reorganization report is not yet completed, and it is up to the convention to decide on its acceptance or rejection.

Baldwin was out of the city.

## Hough Not in Accord With Baldwin Report

(Continued from Page 1)  
the reorganization plan after serving the NAB for two years, said he favored new blood coming into the association and that he was not a candidate for any office.

"I'm being eliminated, too, but I'm not going to cry about it," said Hough. "The NAB has been very good to me, and I appreciate it. The executive committee has made mistakes and deserves criticism instead of issuing attacks. I am sure that Baldwin's opinions are not shared by the executive committee."

Other NAB members contacted yesterday agreed with Hough that the Baldwin report, aside from being ill-advised for a man in his position, was neither justified nor based on fact.

Hough, whose work as NAB treasurer was praised at the last NAB convention, is in New York for a few days, leaving tomorrow for Washington.

## WSB-Georgia Promotion

Atlanta—WSB, the Atlanta Journal 50,000-watter, is cooperating with the city of Atlanta and the state of Georgia in a big campaign to attract the interest of the nation to Georgia. The "Welcome South, Brother" drive was started ten days ago, with three weekly broadcasts at 10:30-11 p.m. CST. The Journal's "Voice of the South" tells about the attractions of Georgia, and musical entertainment is contributed by WSM.

## Quick-Finding

Boise, Ida.—A 15-second announcement on station break time over KIDO recovered a stolen car in five minutes the other day.

**D'ARTEGA**  
AND HIS  
**ORCHESTRA**

Exclusive Management  
**JACK LAVIN**

PARK CENTRAL HOTEL NEW YORK

## NEW PROGRAMS—IDEAS

### "Mother Hubbard's Cupboard"

Hubbard Milling Co. has this one, airing over KDAL, Duluth, on behalf of Mother Hubbard Energy breakfast food. A half-hour morning show, logged as "Mother Hubbard's Melody Cupboard," it presents Carol Heath as the philosophic old lady of the nursery rhyme, and Leland McEwen, organist, with Bill Harrington doing the commercials and trading words with Mother Hubbard—also with her pet pooch, Rascal. Song requests, submitted by listeners, are placed in the cupboard for drawing. If a number is drawn, person who submitted it gets a package of breakfast food. If a number is drawn that McEwen can't play, pooch (on wax) starts to bark. Show is now merchandising aprons for 25 cents plus Energy sales slip, and by way of a plug, Sam L. Levitan, station special events director, had waitresses in town's leading restaurant decked out in the outfit. Sign at cashier's cage explained the deal.

### "My Error"

New type question and answer program, with studio audience asked to detect errors in grammar, fact, and pronunciation, starts next Thursday over WINS, New York, under guidance of W. Curtis Nicholson. Mr. Nicholson has been syndicating newspaper series entitled "The Right Word."

## Canadian System Reports \$128,819 Profit in Year

(Continued from Page 1)

tion in Ottawa, reported favorable reaction to the proposal that an independent nationwide network, with license fee on sets reduced to \$1 a year, replace the CBC. The plan will be urged on the government.

Harry Sedgwick, Toronto, was re-elected president of the association. New board of directors includes: Phil Lalonde, Montreal; Gordon Love, Calgary; Harry McLaughlin, Winnipeg; Frank Elphickie, Edmonton; Col. J. L. Rogers, Charlottetown, P.E.I., and Stewart Neill, of Fredericton, N. B.

### WIBX Lifts Sausage Tastes

Utica, N. Y.—Since last November, Gold Medal Packers had been selling one pound of Grade A sausage to five pounds of Grade B. WIBX and radio reversed that ratio in exactly eight weeks. All sales promotion is handled by the station, which, incidentally, is in possession of a long term Gold Medal contract.

### Forum Switches to WBIL

"Public Service Forum," heard in the past on WOV, switches to WBIL this Sunday and continues weekly thereafter at 8:15-8:45 p.m. Hartley W. Barclay will be this week's guest speaker, his topic being "More and Better Jobs." Barclay wrote the article attacking the NLRB which started an extensive controversy.

### Public Schools Sponsored

Sponsored by First National Bank of Longview, Texas, KFRO of that city is airing weekly half-hour feature logged as "The Voice of the Longview Public Schools." Programs come direct from auditorium of school in charge of each broadcast. Different phase of school activities makes up each show, with Longview High School Band, one of state's outstanding aggregations, taking major spot. Announcements of show, in form of circular resembling a check, have been issued by the bank, in addition to descriptive folders sent out with regular monthly statements.

### Melody Contest

Old time airs, as sung or played by competing soloists or groups, provides new novelty over KFOX, Long Beach, Cal. Show is of the "amateur" type, with merchandise prizes awarded. Modern acts are not eligible, but the contest is open to hill-billy or "cowboy" candidates.

### Child Problems

Dramatic medium has been chosen for this new "child problem" program, airing over KDAL, Duluth, under auspices of Parent-Teacher Association. Sketches written by members of organization, present problems of parents in bringing up children. Title is "Your Children—and Mine."

## NASHVILLE PAPERS END CONTRACTS WITH RADIO

Nashville—Apparently as an aftermath of Governor Browning's action last week, when he bought radio time to issue a statement because he claimed the newspapers deliberately misrepresented certain facts about his visit with the President, all contracts between two local papers and three stations were suddenly terminated Tuesday. WSM was given 30 minutes' notice by Nashville Banner to discontinue "Banner News Hawk", twice daily newscast. WSIX was given less than five hours' notice to fill two spots formerly taken by the Banner. The Tennessean cancelled its Sunday comics program.

James Stahlman, publisher of the Banner, told RADIO DAILY that there was no special reason for unexpected move, and that friendly relations existed between press and radio.

### Grady Cole's Life Saved

Charlotte—Quick thinking by Martha James of WBT staff probably saved the life of Grady Cole, commentator, when a gunman accosted him at the elevator. Miss James distracted the gunman's attention for a moment. Cole jumped in the elevator and the operator quickly slammed the door shut.

There's Only One Radio Station  
in Bay City-Flint-Lansing  
-Jackson-Battle Creek-  
Kalamazoo-Grand Rapids  
.....These, plus  
**DETROIT**  
WXYZ (Key Station)  
comprise the

**MICHIGAN  
RADIO  
NETWORK**

Primary Coverage to 8 Major Markets

## AGENCIES

**CHARLES R. MARSHALL.** Charles S. O'Donnell and Gordon E. Hyde has been made vice-presidents of J. M. Mathes Inc.

**VINCENT DRAYNE**, the advertising man whose writings started Dr. H. P. Davis at Westinghouse thinking about commercial broadcasting and led to the founding of KDKA, has been made a vice-president of Ketchum, MacLeod & Grove Inc., Pittsburgh. He has been an account executive with the agency for 13 years.

**GEORGE GARRITT** on Feb. 15 will resign from the radio production staff of Young & Rubicam to join the radio department of Lord & Thomas and will work on the Lucky Strike shows.

**R. D. HOLBROOK** has been elected a vice-president and member of the board of directors of Compton Advertising Inc., it is announced by Richard Compton, president.

**AL CARTER.** A. Bratter, S. Fink, W. Kaufman, M. Prozan, H. Finfer, C. Kracht and N. W. Beck, all of the Schillin agency, are joining A. B. Schillin at WINS, where he is now sales director.

**MCCANN - ERICKSON,** Chicago, gets the Maytag Co. account.

### WOR Facsimile Tests Get Under Way Today

WOR's first experimental facsimile demonstrations were scheduled to start early this morning under the station's FCC permit to operate over its regular channel between 2 and 6 a.m. The W. G. H. Finch system is being used, with J. R. Poppele, station's chief engineer, directing the service.

First broadcast is primarily to a special facsimile receiver in the Bamberger store, Newark. Poppele says receivers at present cost about \$125, but under mass production can be had for \$35.

### WSM Starting Facsimile

Nashville—WSM will start its facsimile broadcasting the last of this week. The 50 experimental sets have been placed in various parts of the country.

#### LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.

#### CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.



● ● ● Miami Beach, Feb. 9—**PERSONAL** Postcards To: Alfred McCosker: Deal for X-Mayor Jimmy Walker to go on the air as a six-time weekly commentator at \$5,000 per via MBS is to be settled with Bond Clothes or a gasoline firm.... Will Yolen: Dorothy Dey went on the air last night via WIOD stating that your boss, Phillips H. Lord, and we "were swimming together, had lunch, dinner and visited the night spots thus settling our feud." What Feud?... Gabriel Heatter: Your "We, the People" show is destined to leave the airwaves in the middle of May to return in the fall.... H. Norman Schwartzkopf: "Gangbusters" will fade for eight weeks this summer—the first ladeout it's had.... William Paley: Your boy, Ted Husing, will return to town with a complete set of dishes initialed "T. H." He swiped them from the Towers Hotel here.... Harry Link: Just learned that you won \$12 on the nags here—not \$12,000 as reported.... Members of the MPPA: Your general manager, Harry Fox, hasn't won anything yet. He even lost nickels in the slot machines.... Shep Fields: Mack Millar, your press agent, will turn over his N. Y. office to either George Lottman or Monte Proser.... Earle Ferris: Steve Hannegan sends you his love.

● ● ● Murray Arnold, publicity director of WIP, Philly: One of the boys here just returned from Havana told us this story which we thought might interest you since it concerns itself with Jim Tisdale, one of your engineers, who vacationed there recently. Jim was on a sight-seeing tour of the city and a guide pointed to a statue, stating that "this monument was erected to the dear memory of that famous and beloved Americano, Calvin Coolidge, the President of NEW YORK".... Secretary of the Navy Swanson: Sam Parker, wordsinger at WIOD, was assigned to cover the yacht races here—but got seasick and Bill Murphy and Bill Crosby, editor of Rudder mag, subbed. Here's the pay-off: Sam was formerly a member of the U. S. Asiatic fleet!

● ● ● Jack Adams of Erwin-Wasey: Now that you have Arthur Godfrey on the airwaves for Barbasol, don't you think you oughta remove the name of "Listen to Singin' Sam" from your billboard posters?... Murray Baker: Your sister, Belle, goes to work in London next month. She is now doubling between a club and theater—a fine way to vacation.... Jonie Taps: Here's where man bites dog—Louis Bernstein is teaching Jack Robbins to swim.... Paul Whiteman: Chamber of Commerce here would like to pay the wire charges to bring your Chesterfield show here.... Blackett-Sample-Hummert: The Easy Aces, who wrote themselves out of their script show to vacation here for three more weeks—are hearing themselves on the air via WIOD, the NBC outlet—which uses transcriptions of their live show three weeks later.... Edgar Bergen: Charlie McCarthy is the only one receiving billing at the Lincoln Theater in "Goldwyn Follies".... Richard Himber: Just heard that your National Brewers' show will start Feb. 21.... Darryl Zanuck: Goodman Ace recently attended a preview by invitation and then stepped to the manager of the theater before the picture was over—and asked for his invitation BACK.

● ● ● John Royal: WKAT down here has its studios and building occupying a place built like a patio—without buttons to push, or elevators to use, to see anybody. They have a show called "Church of Good in Christ," which emanates from a colored church. Program carries spiritualism and Voodooism of the West Indies. This is the show that features Parson ABRAHAM COHEN, the colored preacher.... Major Bowes: Bettye Lou Taylor has a "Rising Stars" show here now.... Frank Kutzentine: We liked the "cat" cemented into the stone of the station's call letters.... Sam Lyons: Benny Fields and Blossom Seeley just arrived—and it started to rain.... Donald Flamm: Bobby Feldman, slightly recovered, is hoping to leave tomorrow.... Private Note to the Auditor: Hialeah hasn't been so good to us—so please remit by return air-mail.

## GUEST-ING

ED EAST and RALPH DUMKE, on "National Barn Dance," Feb. 12, 19 and 26 (NBC-Blue, 9 p.m.)

JACK BENNY, on "Good News of 1938," Feb. 17 (NBC-Red, 9 p.m.)

MARY SMALL, guest of Bob Brenner on initial "Mike Notes," today (WNEW, 9:15 p.m.)

ELIZABETH PATTERSON, on Radio Harris program, today (WOR Mutual, 6:45 p.m.)

DAVID MARSHALL of Railroad Magazine, on Syd Hayden's "Everybody's Hobbies," Feb. 11 (WNYC, 5:15 p.m.)

CHARLIE TEAGARDEN, on "Swing Club," Saturday. (CBS, 7 p.m.)

JAY HODGES and REINALD WERRENATH, on "Hammerstein Music Hall," Feb. 18. (CBS, 8 p.m.)

JEAN SABLON, on "Lucky Strike Hit Parade," Feb. 19. (CBS, 10 p.m.)

JOE COOK, on Al Pearce show, Feb. 15. (CBS, 9 p.m.)

PATSY KELLY, on Al Jolson show, Feb. 15. (CBS, 8:30 p.m.)

DR. STANLEY HIGH, on "Headlines and Bylines," Feb. 20. (CBS, 10:30 p.m.)

ROY ATWELL, on Joe Penner show, Feb. 20. (CBS, 6 p.m.)

### KDKA Sustaining Head

Pittsburgh—Clarence M. Pettit, formerly with Baldwin Piano Co. in Denver, has been placed in charge of programming of sustaining presentations at KDKA as the latest move of Station Manager A. E. Nelson to reorganize studio personnel. Pettit will develop educational, civic and special events programs. Derby Sproul continues in charge of commercials.

Four new programs start from KDKA this week: "Mr. and Mrs. Detective," Wednesday nights; Dick Fulton, tenor, with Bernie Armstrong, organist, Thursday nights; Janet Ross in "Ten Leading Career Women of Pittsburgh," Fridays, and Paul Gannon, tenor, Fridays.

### James Crocker Joins KRLD

Dallas—James Crocker, director of Gulf Radio Facilities last summer at the Pan-American Exposition, has joined KRLD as announcer.

### GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE  
12:15 P. M. EST.
- SUNDAY WFAF-NBC RED  
9 A. M. EST.

Management NBC Artists Service

**PROGRAM REVIEWS**

**"FAMOUS FORTUNES"**

General Shoe Co. (Fortune Shoes) WOR-Mutual, Tuesdays, 7:45-8 p.m. INTERESTING "AMERICAN TYCOONS" SERIES AND PLEASES DESPITE TIME LIMITATIONS.

First of a new series devoted to famous business tycoons is well produced and acted. Initial program left room for only one improvement, the addition of another 15 minutes.

Main idea of show is to present a dramatization of the founders of the huge fortunes which are in existence today. First story concerned itself with the start of Commodore Cornelius Vanderbilt, and the rise of the Vanderbilt fortune during his life. Mark Hawley, acting as narrator, guided the story through its continuity swiftly and accurately, but listener could sense a shortage of time. Sid Walton handled commercials, John Bates produced, and Bob Stanley and his orchestra supplied musical background.

**Richard Brooks**

Richard Brooks moved into a new time period Tuesday night, and will be heard in the future at 7-7:15 p.m. Tuesday, Thursday and Saturday over WNEW. In his first broadcast in the new spot, Brooks meandered from his usual style to present, in rapid fire manner, a summary of the biggest news events of the day. Commentator continues to use his own ingenuity on most of his airings, something that few others bother with. Announcer on Tuesday show read headlines of stories to be used on show, and Brooks followed up with the actual accountings and observations.

**LINCOLN**

Bill Dietz, former head salesman with KFAB and KFOR before Reggie Martin was brought on two years ago as station manager, has been brought back to his old position by the new g.m., Don Searle. Dietz was in the radio agency business during the interim.

Bill Edholm, with KFAB-KFOR sales force here, was moved to the Omaha studios this week.

Jim Cox is the new head of the KFAB-KFOR continuity department. Used to be topped by J. Gunnar Back, now resigned.

**Simon and Lipsset in Deal**

Under a deal just concluded, Ben B. Lipsset will represent the Simon Agency acts for all radio engagements, and the Simon Agency will represent Lipsset's acts for theater, hotel and club engagements.

**DON KERR**

Master of Ceremonies  
WMCA  
Fox-Fabian Amateur Hour  
Six Star Revue  
Zeke Manners' Gang

☆ **PROMOTION** ☆

**Memory Book Prize**

A copy of Don Blanding's book, "Memory Room," is the prize offered for each "memory" dramatized on "Thanks For The Memory," a weekly CBS Pacific network program originating at KOIN, Portland, Ore.

Listeners are invited to submit details of their favorite memories, and from these one is presented in dramatized form when the show is aired each Sunday at 10:15 p.m. PST.

With string ensemble and six vocalists, the show uses the theme, "Thanks for the Memory" from "Big Broadcast of 1938."

Henry Swartwood of the KOIN

**OKLAHOMA**

An entire page in last Sunday's Tulsa Tribune was devoted to Bob Wills and his Texas Playboys who are celebrating their fifth year over KVOO, Tulsa. They have established popularity record with 1,664 regular daily broadcasts. They have also made 80 Brunswick recordings.

Red Good Shoe programs begin Feb. 11 on KTOK featuring Jim Danning's Forest Rangers, 15 minute transcribed show.

Mrs. Edgar T. Bell, wife of WKY's secretary-treasurer, and Mrs. Gayle Grubb, wife of station manager, in Mexico City.

Joseph W. Lee, g.m. Oklahoma Network and KTOK, set for emcee on full hour Oklahoma University Alumni Show over network. Lee is secretary of the Alumni association.

Neal Barrett, manager KOMA, during 1937 wore out 5,700 miles of transportation in search of talent, business ideas, etc.

Artists Bureau has been established at WKY to handle outside spots for station talent. Bureau is under direction of Hal Scher.

Carolyn Montgomery, songstress, set on 4 p.m. spot on KTUL.

Paul Aurandt, announcer KOMA, engaged to Ruth Peterson.

**Additions at WOR**

Ted Malone is joining WOR writer-producer staff and brings his "Between the Bookends" from CBS to Mutual starting Feb. 28 at 8:30 a.m.

John D. Foster, formerly of WLW, has joined WOR sound effects staff under Fritz Street. Sidney Walton, recently with WHN, has joined announcing-production staff.

**Engelman Suit Settled**

RCA and several of its subsidiaries which had been named defendants in a Federal court action for \$250,000 damages by Abraham J. Engelman, settled the suit out of court yesterday. Engelman claimed he invented a new method of using the radiotron and was to receive 2½ per cent of the profits.

**Toscanini Holds Over**

NBC yesterday confirmed reports that Toscanini would be held over for an additional broadcast, March 5.

staff writes the scripts and produces the shows.

**WCAE Exploits Poll Winners**

WCAE, the NBC-Red outlet in Pittsburgh, ran an effective half-page ad in Sunday Sun-Telegraph to exploit the fact that the first five winners in RADIO DAILY'S nationwide poll are heard over that station. Pictures of Edgar Bergen-Charlie McCarthy, Jack Benny, Rudy Vallee, Bing Crosby and Fred Allen were part of the layout used by the "station of stars." Further promotion along this line is planned by the station.

**SAN FRANCISCO**

Van Fleming, NBC producer of "I Want A Divorce," and other local shows, turns instructor for one night a week starting March 10 when he opens a course in radio continuity writing at the U. of C. Extension Division.

Gracey Joyce, who recently began a program of "Musical Cocktails" with Clarence Hayes, will drive up from Del Monte once a week, where she's singing with Freddie Nagel's band.

Cliff Engle, emcee of "Good Morning Tonight," variety show, enjoying the first vacation in a number of years—because now he has only one program a week.

Ira Smith, KSFO's Farm Reporter, editing a 4-page "Farm-Market-Reporter," sponsored by wholesale fruit and produce merchants in conjunction with his daily radio column.

Leon Churchon, former KYA program manager, has been named radio chief of the Federal Theater Players.

Bob "Oscar" Reichenbach, CBS promotion expert in H'wood, up briefly for KSFO visit.

**"Valiant Lady" Supporting Cast**

Chicago—Ed Smith, radio director of General Mills, has set the following cast to support Joan Blaine in "Valiant Lady," which the company is putting into its Gold Medal Hour on CBS to replace "Hollywood In Person" starting March 7: Francis X. Bushman, Judith Lowry, Frank Dane, Sally Agnes Smith, Olan Soule, David Gothard, Ken Griffen, Ainsworth Arnold, Butler Mandeville, Cecile Roy, Ed Prentiss, Orrin Brandon, Mora Martin.

**Wilkens Joins WMCA**

Bernie Wilkens, formerly associated with WNEW and the Yankee Network, has resigned from the latter to join WMCA sales department.

Call  
for  
**BRINCKERHOFF**  
RECORDINGS  
29 W. 57th St. PL 3-3015

**ORCHESTRAS MUSIC**

**C**ELIA SALOMAN, concert pianist and teacher, will give another recital over WNYC on Sunday at 1:15 p.m. Program will be devoted to compositions of the modern Russian school.

Ray Hamilton, WNEW's singing organist, has received so many requests for "valentine" musical selections that he is planning special Valentine Day programs on both Feb. 12 and 14.

Brunswick has just released "Start the Day With a Smile," recorded by Merle Pitt and his orchestra with Alan Courtney doing the vocal. Courtney, incidentally, penned the tune.

Rudy Schramm, director of NBC Orchestra in Washington is a tireless worker. Besides rehearsing daily and performing miracles with his newly organized orchestra over WRC and WMAL, Schramm spends his time composing music. Last week he had three of his compositions accepted by Warner Bros. for publication. They were the theme songs of three network shows, "The World Is Yours," "The Brave New World" and "Let Freedom Ring."

**INDIANAPOLIS**

WFMB adds Associated Recorded Programs Service to its schedule.

Methods of organizing a radio program over a chain system were described to members of Indianapolis Rotary Club by Eugene S. Pulliam Jr., vice president of WIRE.

Jack Harding, heard over WFMB in feature broadcasts, is featuring a Travel Tour of Indiana on daily Farm Hour.

**Club Elects Howard Loeb**

Flint, Mich.—Howard M. Loeb, station manager of WFDF, has been elected second vice-president of the Flint Advertising and Sales Club.

Did you know that  
at The School of Radio  
Technique, programs  
are directed, rehearsed,  
and Western Electric re-  
cordings made for pre-  
sentation to sponsors  
and agencies?  
GEORGE MARSHALL DURANTE, DIR.  
R. K. O. Bldg. Radio City, New York

## CRITICS' FORUM

(Continued from Page 1)

of a 12 year old mind to which they believe they are talking down to—or up to, which is it?"—MARY LITTLE, *Des Moines Register & Tribune*.

"Isn't there any other city in the United States but Hollywood? Movie stars are heard in every kind of broadcast from Aunt Maria's recipes to visits to the zoo. A recent survey showed movie stars on 23 of 24 hours daily broadcast.

".....and Jimmy Fidler, and I do mean Jimmy."—DAVE DRYDEN, *Spokane Press*.

"Radio has made a mistake in going Hollywood. Majority of movie names fall flat over the air and can't compare with radio's own stars. Variety programs make mistake in making an hour a hodge-podge, trying to get everything into an hour. Too many dramatic 'bits' from movies and stage plays clutter up ether programs. Radio has too many vox pop and amateur programs, trying to kid the public into thinking such stuff is entertainment. This is only a cheap attempt on the part of a sponsor. Too much laughing on the part of emcees and stars when they face mike. Announcers who still insist on stilted speaking should be thrown off the air."—DOROTHY DORAN, *Akron (O.) Beacon Journal*.

### COMMERCIALS

"Principal cause of national baldness soon will be dramatized plugs—hair is being pulled out in living rooms from coast to coast. Worst offender on the networks—Jergens Lotion. Most painless advertising—Jello. Kidding the product and variety plugs into the banter on variety shows is the most worthwhile advance yet made in selling by radio."—CHRIS MATHISEN, *Washington (D. C.) Evening and Sunday Star*.

"Commercial announcements. (a) The type that takes 10 minutes of a 15 minute program proving that Goat-bugle's Soap Chips make dishwashing an adventure. (b) Obviously phoney testimonials. These range from the baseball player who has 'always eaten Ducky-wuckies' to the movie star who would rather be caught without her ermines than to be found not bathing in a certain soap. (c) Commercials that feature three act dramas with a moral proving a certain product 'is the best.'"—DAVE DRYDEN, *Spokane Press*.

"We all know that radio is conducted for profit, but the listener pays the bill by buying advertised

★ **GOAL IS LACKING** ★  
**R**ADIO has no goal. It is a hodge-podge of this and that, thrown together without rhyme or reason and conducted quite generally without regard to any stated policy. No change can be expected under the existing commercialism.

Stations sell time without noticeable discrimination and advertisers employ their time pretty much as they please. This results in a complete absence of direction. Unless one knows schedules intimately, he cannot know when or where he can hear anything he may be specifically interested in.

A few sponsors recognize a responsibility to the public and their programs reflect a desire to cater to taste and culture. The remainder know and care only what the sales department reports. If a popularity poll or a Crosley report shows that their program is widely listened to, they are satisfied they are doing all right.

I think Columbia has gone farther than any major broadcaster with which I am acquainted in guiding its programs for the best interest of the public.

It has always been my belief that broadcasting is a privilege and carries with it an obligation. I do not believe that those responsible for putting programs together should be guided by what the public clamors for in its mail or indicates in the numerous polls. A station director with a sense of what is good for the public doesn't need the help of such artifices to determine what he shall broadcast. We don't say his programs will have the largest audiences, but he will have the best listeners.

A common evil of the network system is competition. It is not possible for a single listener to hear more than one program at a time, yet the competitive nature of broadcasting frequently brings two worthwhile programs to the air at the same time. Sometimes one good program is scheduled simultaneously with another for the sole purpose of breaking up an audience.

Radio has within its power the direction of public interest and reaction. It is the most powerful arm ever devised to mold the habits and opinions of a whole people. Its use in that respect to date has been small, except in the way in which it promotes the sale of coffee, toothpaste and nostrums.

A firmer direction by the FCC is needed. I would even go so far as to believe that a control such as the Securities Commission holds over the exchanges would be desirable. Radio needs a "big stick," to be wielded by a powerful committee. Until someone or something gives it direction, purpose, and imbues it with a sense of responsibility, radio won't get anywhere or serve the useful purpose for which it seems so obviously designed.—HENRY P. LEWIS, *Springfield (Mass.) Union*.

articles. Why then, must we listen to those absurd 'quickie' commercials—the sponsors pay nothing in entertainment—sandwiched in between good programs, which must carry the load? They are unfair to both listeners and the good programs, which invariably follow. Too—emcees have the habit of 'blessing' everyone on the program. The entertainers get handsomely paid for their stint, even though they may need a fictitious 'build-up' for their best work. Overdoses of studio applause detracts from the show, using up good air time that listeners would enjoy. The Bing Crosby-Bob Burns show is the best on the air in this respect."—RICHARD M. GREENWOOD, *Lafayette (Ind.) Journal and Courier*.

"To me, the commercial announcements are too long on most programs.

"The Jello program has given the commercial end a new twist that is not only pleasing, but I am sure it is bringing better results. If more sponsors would can the cut and dried commercials and give it some life, more radio listeners would want to hear the announcements.

"Give the listener something he wants to listen to, and he'll listen."—TED NOEL, *Wichita Eagle*.

"In majority of broadcasts, the commercials are too long, stupidly handled—an insult to the intelligence of the listener—I hope. The smart sponsor will make them un-

obtrusive."—MARIE COCHRAN, *Toledo News Bee*.

"Long commercials—Unbelievable commercials—Commercials in poor taste. Barnum may have been right but claims made for some products are TOO strong."—JOHN CAMERON SWAYZE, *Kansas City Journal Post*.

"Too much commercial gab and not enough goodwill advertising."—NICK KENNY, *New York Daily Mirror*.

"Too much advertising in an indirect way, cropping up as poor jokes in star programs. Sometimes commercial announcements are too long as in Major Bowes at times."—W. J. MCGURTY, *Utica (N. Y.) Observer-Dispatch*.

"Would like to lodge bellyache against advertising method of having characters express gratitude for product in play form—canned hokum fools no one. Orchestras aren't given enough chance."—NED CHEW, *Oklahoma News, Oklahoma City*.

"Most commercials are too long; commercials on patent medicine programs claim too much. Can't somebody stop them?"—CARL OCHS, *Catholic Daily Tribune, Dubuque, Ia.*

"Commercials are overdone, especially on the Procter-Gamble shows, and most transcribed features, for

that matter. If dialers would refuse to dial these shows until the plugs were brought within reason it would serve the sponsors right."—BOB HALL, *San Francisco Call-Bulletin*.

"Too much advertising, on some of radio's best programs—which is the one and only reason I would favor government control."—HAZEL A. ANDERSON, *Lynn (Mass.) Daily Evening Item*.

"Advertising spiels are just so much detriment to every program. I wonder the sponsors don't cut them severely. Who cares whether soap is such and such, or that cereal is such and so, or that this certain car is a great so and such proven by such and so. Again I ask, who cares? Public disapproval of the long advertisement yarns, bears testimony to the fact that no matter how highly a product is cracked up by a smooth tongued announcer, they are not interested in anything beyond the actual program itself."—A. WALLACE GRAY, *Plainfield (N. J.) Courier-News*.

### STUDIO AUDIENCES

"Cut out applause! Make comics leave out gestures and humor visible only to studio audiences."—LETTITIA J. LYON, *Binghamton (N. Y.) Sun*.

"Those studio audiences have gotten out of hand, and comics are mugging for a handful of audience, letting a couple of million people wonder what is going on.

"Too cockeyed much mutual admiration of screen star and emcee. Too much plugging of movies."—CLAUDE A. LA BELLE, *San Francisco News*.

"Studio audiences, the appeal to them with costumes and the phony applause; long-winded and silly commercials are glaring faults in radio. But above it all is the feeling of strain that permeates all shows, a feeling that if a cue is missed or the show goes a split second beyond its time, all is lost.

"A little more informality without too much intimacy could correct this. Bing Crosby's show achieves a feeling and air of naturalness and spontaneity that is refreshing as a summer breeze and which might be strived for by many other programs."—ROBERT M. SHEPHERDSON, *Peoria (Ill.) Journal-Transcript*.

"Why in hell do they insist upon letting a few rubber necks spoil the studio broadcasts with their ill-timed applause and that laughter when there's nothing worth laughing at?"—E. D. KEILMANN, *Capper Publications, Topeka, Kan.*

### PROGRAMS

"Most of the variety programs are too over balanced with too much attention paid to the building up of individual stars and pictures and not enough attention to the assembling of an entertaining program.

"Too much repetition by radio of the same type of program. For instance, did you ever try to dial away from a speaker only to find every



station spouting a speaker? Or a football game? Or a band? BLAH!"—NICK KENNY, *New York Daily Mirror*.

"'Colossal' programs — Shows studded with stars to impress listeners but lacking in material and production." — JOHN CAMERON SWAYZE, *Kansas City Journal-Post*.

"Too much talking. Listeners hear conversation all day long. They want entertainment for relaxation to get away from it all, etc. Give us music and more programs like Arneche's, Benny's and Bing Crosby's where things are not as serious as they seem.

"Leave off smutty jokes. Children listen in, too, and the air should be kept clean. There's nothing risqué about some of the topnotchers — Benny, Charlie McCarthy, Eddie Cantor." — TURNER JORDAN, *Birmingham News*.

"There are entirely too many programs being built glorifying Hollywood. What's the matter with featuring some of radio's good singers and orchestras, or comedians—people who strictly belong to radio—rather than movie stars who 'get by' strictly on their movie fame?

"'Hollywood Hotel' was an excellent program when it first started, but since then its standard has fallen off very much, and too many other programs have been built along its lines.

"Let's have some originality!"—CHESTER BROUWER, *Fort Wayne Journal-Gazette*.

"I still do not like to have the sudden changes made in program without notice. Care should be exercised to put on program as scheduled. After all, it's the radio audience that counts, not the studio audience. I dislike the applause that fills the air and prevents the listener from knowing what is going on. There is so much sameness in the program. You seldom hear a new star, but each sponsor seems to vie with the other in presenting guests. You hear them first on one show and then on another. There is lots of good talent that never gets a break. Also most of the radio audience can spell simple words without the assistance of the announcer and most of them are not hard of hearing so that the announcer need not yell. If radio would just calm down it would be more enjoyable."—INA WICKHAM, *Davenport (Ia.) Democrat and Leader*.

"Programs have become too stereotyped for one thing. The weekly programs vary so little—even the sustaining shows—that tuning a dial for something 'new' is becoming exceedingly difficult. Seems broadcasters are content to get into a slump and stay there.

"Radio moguls will not listen to 'new ideas' until those ideas have been proved. How are you going to 'prove' an idea until you give it a chance? That's why hundreds of individuals trying to 'sell' an idea are starving.

"I think radio needs a 'house cleaning' of a lot of its executives who

★ BIG CITY CONCENTRATION ★

TOO much New York, Chicago and Hollywood—especially Hollywood. What's the matter with Boston, Cleveland, Washington, New Orleans, Miami, St. Louis, Minneapolis, etc.? I still don't think New York, Chicago and Hollywood ARE America.

Too many local stations afflicted with network-itis, taking anything that comes over the wire but not attending to their primary duty of serving their communities. A station should be the voice of its own community. That's why it's licensed to broadcast.—ROBERT M. HOFFMAN, *Syracuse Herald*.

are content to 'leave well enough alone.' And what a house cleaning that would be!!"—WILL BALTIM, *New Brunswick (N. J.) Daily Home News*.

"There are too many Hollywood ballyhoo programs. Who gives a hoot? Hollywood and film stars aren't the only persons in the world. There are many fine constructive programs. We need more of them. Too much third rate drama. We need good dra-

matic programs and not so many of them. Cut out about half of the serials. Thousands of listeners would appreciate light or classical music in the later hours when one can usually get nothing but jazz bands. More originality needed in programs. The way it is now, one goes Hollywood and they all do the same, with the result that we have a lot of second rate programs. Cut out a lot of this gag stuff. Most of it's so overdone it isn't even funny.

let alone fresh." — HARRY W. MOODY, *Illinois State Journal, Springfield, Ill.*

"Imitation in musical presentation, comedy formula, and production—causing stagnation, saturation and monotony. Hollywood shows over-stuffed with names."—PAUL KENNEDY, *Cincinnati Post*.

"Radio, to my way of thinking, has lost sight of its primary reason for existence—entertaining the millions of listeners. Concentration seems to be solely on selling something. I have a feeling that if performers and scripters would start thinking about their entertainment obligations, programs would be improved considerably."—HERBERT KENNEY JR., *Indianapolis News*.

The Squawks will continue tomorrow.

You Can't Sell 'em If  
You Can't Reach 'em And  
You Can Reach 'em If You

"A  
TEST  
WILL  
TELL"

ADVERTISE  
REGULARLY

IN



## SAN ANTONIO

Beeman Fisher, WOAI manager, is on a three-week trip to Chicago, New York and the NAB convention in Washington. He returns Feb. 28.

Terrell Sledge, WOAI salesman, has resigned.

Guy Savage now doing the daily "Voice of the Crowd" for KABC.

Steve Wilhelm of Wilhelm Adv. Agency plans to reopen Beethoven Halle about Feb. 19 with a Saturday night barn dance, 20-people floor show, also dining and dancing, with broadcasts weekly.

Schmick, formerly of Payne Adv. Agency, replaced Mrs. Ivy Mac Olivari as sec. to George Johnson at KTSA.

Lamoyne Flaherty is the new featured vocalist with Ernest Hauser's KSTA Staff Orchestra.

Lenox R. Lohr and Keith Kiggins of NBC stopped off here a few days ago and conferred with Hugh A. L. Half, proxy of Southland Industries.

## WFTC, Kinston, N. C.

Frank Harden recently started a new series, "Hints to the Housewife," but has turned over the reins to the more appropriate hands of Mrs. H. T. Gray.

Aunt May conducts a Birthday Party for kiddies twice weekly.

Jimmy Barber as "Uncle Henry" reads funnies for kids on Saturday nights.

Bob Wasdon of commercial department drops into the studio once a week to do a program of old musical favorites as "Happy Bob."

Bessie Ballard, staff organist, recently started a new "Afternoon Melodies" series.

Jack Siegle and Frank Harden have stirred up interest with a feud on the late "Dancing Party."

A special Greek program twice weekly, featuring all-Greek music, is gaining listeners. Pete Balofas is emcee.

## WAPI, Birmingham

New studios are now completed and open to the public.

Dick Foster, production manager, is announcing weekly touring mike show which travels over state.

Clint Blakely, formerly of Carolinas, is newest addition to mixing staff.

Stan Malotte becomes staff organist and will be assisted by Clo McAlpinc.

## BIRTHDAYS

17 18 19 20 21 22 23  
24 25 26 27 28 29 30

Greetings from Radio Daily

February 10

George Hessberger  
G. Stanley McAllister  
Edwin S. Reynolds  
Ivy Scott

## ★ Coast-to-Coast ★

MARY ANN BOCK, 12-year-old whistling discovery of Phil Spitalny, became homesick while on tour with NBC "Hour of Charm," so Phil gave her a vacation to visit her home in McKeesport, Pa.

The Kidoodlers are having their name protected by copyright.

Lorraine Ascherin has joined WRJN and will announce from the station's South Milwaukee and Cudahy, Wis., studios, inaugurating a new women's program, "Can I Help?" on Saturdays at 5:45.

J. Frank Garrett of the CBC publicity offices in Winnipeg died this week.

Dorothy Chapman, young American operatic soprano of the Chicago and San Carlo opera companies, has joined "Italian Gaieties," variety show heard Sundays on WOV at 4:30-5:30 p.m.

Percy Winner, who formerly conducted a program of news comment entitled "Overtones of the News" on WQXR, will be heard again over that station in a series of three broadcasts on foreign affairs at 6:30 to 6:45 p.m. on Sundays, beginning Feb. 13.

Tom Cochran, recently in from M-G-M where he was assistant director, has sold a script to NBC Theatricals. Show is "Three Magic Words" and will be waxed for feature use on St. Patrick's Day.

The Andrews Sisters, who have been renewed on the CBS Sunday evening "Double Everything" program, are tentatively scheduled to

## OMAHA

W. K. "Bill" Bailey, salesmanager for WAAW, has been named station director but will continue to manage the commercial department. Duane Gaither is handling programs and production.

Don O'Brien, WAAW announcer, will be married Feb. 26.

John Blair was here conferring with John Gillin, WOW g.m.

Don Kelley, KOIL announcer, has been selected by the University of Omaha as instructor in an extension course in radio broadcasting.

Mrs. Orville Weimer, wife of the WAAW announcer, has been confined to an Omaha hospital.

Harry Johnson, CSBS sports announcer, has started a new sports broadcast giving the stories back of sports headlines. Irma Perry Cartwright and Milan Lambert, piano team, provide music for the program.

appear on the stage of the local Paramount Theater when their air contracts permit. The trio feels complimented upon the receipt of a congratulatory wire from the Boswell Sisters. The wire was sent after the Andrews offered the tune, "Heebie-Jeebies" on a recent show. Tune was introduced and popularized by Connie, Vet, and Martha Boswell.

David Lowe, WNEW movie commentator, formerly heard at 9:15 p.m., drew over 3,000 pieces of mail on his first 7 p.m. broadcast over WNEW on Monday. Lowe offered five pairs of tickets to a Broadway play and 15 pairs of tickets to movies in the New York area for answers to questions about film stars.

Alistair Cooke, NBC's "Critic on Broadway," will be heard as the intermission commentator during the broadcast of Verdi's "Othello" from the stage of the Metropolitan Opera House on Saturday over NBC-Blue.

Risdon Creamery Co. is the new sponsor of Uncle Nick's "Team Age Follies," replacing Sally's Furs, heard over WJBK, Detroit, Tuesday, Thursday and Friday at 8:30 p.m. from the stage of neighborhood theaters.

## CHICAGO

Bob Elson, WGN-Mutual sportscaster, to New York for conference with Lennen & Mitchell and P. Lorillard folks relative to baseball broadcasts this summer. Will later visit west coast to cover Spring training of the Cubs and White Sox.

Sterling Products concludes "Wife vs. Secretary" on WGN in a fortnight.

Clark Dennis and Sylvia Clark of NBC open tomorrow at Oriental Theater.

Toni Gilman, elder sister of 13 year old Lucy, is pinching recovery for her pending recovery from appendicitis. Vivian della Chiesa plays Chicago Theater starting Feb. 18.

Ed Smith, radio director of General Mills, Minneapolis, in town since first of week.

Jackie Heller opens at Riverside Theater in Milwaukee on Feb. 11.

Fanny May candy stores using spot announcements on WMAQ.

Glenn Plummer, secretary to E. F. McDonald of Zenith Radio, flew to Hollywood to visit her husband, Evans Plummer, radio scribe.

Chicago's National League club, the Cubs, of which Phil Wrigley is owner-president, has bought WBBM's "Dugout Dope" for forthcoming season. Val Sherman will handle the interviews with players. Neisser-Meyerhoff Inc. is agency.

Gil Gibbons, associate production director of "Cabin at the Crossroads" and "Margot of Castlewood," is the papa of a new daughter.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law  
Al Jolson  
Marilyn Miller  
Fred and Adele Astaire  
Eddie Cantor  
Maie West  
Will Rogers  
Grace Moore  
Ed Wynn  
Fannie Brice  
Jeanette MacDonald  
W. C. Fields  
Charles Butterworth  
Charlotte Greenwood  
Clifton Webb  
Marion Davies  
Oscar Shaw  
Ann Pennington  
Harry Richman  
Ina Claire  
Willie and Eugene Howard  
Norma Terris  
Hal LeRoy  
Gilda Gray  
Jack Whiting  
Gertrude Niesen  
Nick Long, Jr.  
Lina Basquette  
George Murphy  
June O'Neal  
Carl Randall  
Patricia Ellis  
Georgie Tapos  
Grace Bradley  
Medrano and Donna  
Melissa Mason  
Pierce and Roland  
Virginia Bacon  
Walter Tetley  
Virginia MacNaughton  
Buddy Raymond  
Florence Rice  
Don Costello  
Gloria Young  
The Five Reilys  
Paulette Goddard

and  
Hundreds of Others

## NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL Class or Private Instruction For Preparing Adults and Children For RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing... Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16) Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record. Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9:00 A. M. to 10:00 P. M. Daily  
Except Sundays. Close Saturdays  
at 6:00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK

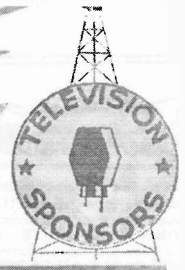
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 30

NEW YORK, N. Y., FRIDAY, FEBRUARY 11, 1938

FIVE CENTS

## Year-Round Advertisers Increase

### CHARLES MARTIN SIGNED BY UNIVERSAL PICTURES

Charles Martin of the Biow Co. has been signed by Universal Pictures to a writer-producer-director contract. Martin quits the ad agency on Feb. 28 and will leave by boat for Los Angeles, arriving there March 15. According to Universal home offices, he will be given an extensive buildup. For the past few years Martin has been putting on the Philip Morris cigarette shows for the Biow agency  
*(Continued on Page 2)*

### Houston Listeners Applaud KXYZ 24-Hour Operation

Houston—KXYZ, which went on a 24-hour daily schedule last month, has received a generous response from listeners, expressing great appreciation for the service, according to Program Director Charles Nethery. Station is one of the very few in the country on a 24-hour basis.

### WJSV Will Broadcast Court Traffic Trials

Washington Bureau, RADIO DAILY  
Washington—Traffic trials will be aired over WJSV starting today. The plan, aimed to promote safety, was recently advanced by Representative Schulte of Indiana. Local judges at first were opposed to it, but yesterday gave consent. Initial broadcast will be at 9:25 a. m., with another at 10:30 a. m.

### Entertainers for NAB

Washington Bureau, RADIO DAILY  
Washington—Talent being loaned by networks to highlight the NAB convention banquet will include Kate Smith, Benay Venuta, Eton Boys and others.

### Test is Successful

WOR's first facsimile transmission early yesterday morning was pronounced "highly successful" by the station's engineers. Tests were conducted at 2-6 a. m. and consisted of a two-column description of facsimile and its future possibilities titled "WOR Radio Print". Width of page was 4 inches, and finished product was neatly legible.

## CRITICS' FORUM



### LEADERSHIP NEEDED

"A few years ago broadcasters let control of their own programs slip out of their hands into those of advertising agencies, leaving the broadcasters more or less in the position of hotel operators with little to say as to who their guests shall be. They still exercise a certain amount of control over the conduct of these guests—but not much—and it seems to be dwindling year by year. Now the networks seem to be letting control of their remaining talent slip to Hollywood. The so-called artists service departments are altogether too eager to send their best people to Hollywood—in order to collect commission. Then Hollywood sells them back to radio at an increased figure—and in the long run, the listener has to pay for the shortsightedness of network broadcasters.

"Meanwhile though broadcasters are the springs that feed Hollywood, they are doing little to replenish their own stocks. The cupboards of radio—so far as reserves are concerned—are altogether too bare. They need restocking. How to do it? Least that could be done is to adopt some serious sort of talent hunting system rather than closing the doors so tightly to all those who apply. It should be remembered that Edgar Bergen and Charlie McCarthy made the rounds of studios offering to work for practically nothing. At NBC in Chicago they were heard, finally, and laughed out of the place.

"It seems to me that what radio needs most at this time is leadership, courage and faith in its latent strength. They need a little of that inquisitiveness of scientists, a little more of the courage of pioneers—for that's what they still are—a little more imagination to exploit the immeasurable potentialities of radio."  
LARRY WOLTERS, Chicago Tribune.

"I'd like to squawk about the unhealthful lot of 'health talks' now on the air. The nation will soon be nothing but a neurotic populace if these health talks aren't properly squelched! And another thing—I don't like these 'bureaucrats'!"  
MAXINE EDDY, Shawnee (Okla.)  
Morning News and Evening Star.

### MOGULS WON'T LISTEN

"What's wrong with radio is that those responsible won't listen to what's wrong with radio. The advertising agencies have all but closed the door to new ideas and new comers who might—and the possibility is worth the risk—provide some relief after the monotony of recent seasons. If radio goes stale—and it is—how long must it be before the public itself goes stale? There is all the difference in the world, and the sponsor ought know it, between tuning in and listening.

"Thanks to such showmen as Vallee and Cantor, both well advised, radio has a few first-class achievements of which the industry may be proud. But at least 90 per cent go on and on and on, collecting for themselves and their agencies, and are prepared to continue so long as they can get away with it.

"Unless the radio medium has exhausted its possibilities, and I don't believe that, the problem is simply man-power. In other mass entertainment business, motion pictures, producers have been quick to cure existing ills. New executives, new stars, new writers rise with new ideas and new trends. If it's a gamble, at least the gamble is risked. But to date the film industry has a pretty respectable record of keeping the lead out of its collective pants."  
LEO MILLER, Bridgeport (Conn.) Herald.

### BAD PROGRAMMING

"The big networks' total disregard of the listening public, insofar as providing a well balanced variety of programs at all hours, is the biggest fault of radio today, we feel. This is most evident in the daytime hours when, between 10 a. m. and mid-afternoon, practically nothing except serial stories and a few household chats are available to the many persons seeking a bit of musical refreshment to lighten the day's responsibilities. It is evident during the football season when the major networks invariably cover one and the same game each Saturday to the exclusion of other big games that many listeners are anxious to hear. "It is evident, too, on certain evenings—especially Thursday when the week's big variety shows, Rudy  
*(Continued on Page 7)*

### NBC Had 44 Sponsors on Air Throughout 1937 Against 4 in 1928

Reflecting the growing number of national advertisers who are becoming sold on radio as year-round medium, a report compiled by NBC shows that 44 sponsors used time on that network throughout the past year, compared to only four in 1927-28.

The number increased to seven in 1929, 13 in 1930, 18 in 1931, 19 in 1932, dropped to 16 in 1933, jumped to 28 in 1934, 32 in 1935 and 36 in 1936.

Oldest steady user of time on NBC

*(Continued on Page 3)*

### NBC TELE TRANSMITTER BEGINS TESTS IN MARCH

NBC's television transmitter atop the Empire State Bldg. is undergoing changes and it is expected that tests will begin sometime in March. Transmitter is being changed over to operate on direct current.

No physical changes are being made in the coaxial cable which connects the transmitter site and the NBC-Radio City studios. The terminal box in the Empire has been moved, but that was caused by space  
*(Continued on Page 3)*

### Musicians' Freelance Rule Up for Court Trial Tues.

Recently enacted resolution of Local 802 of the AFM which would prohibit members from playing additional radio or other jobs once they had earned \$54 per week  
*(Continued on Page 2)*

### WALR Newspaper

Zanesville, O.—Newspaper ownership of radio stations has been reversed by WALR, managed by Ronald B. Woodyard. Instead, Woodyard's station has its own newspaper, a weekly called The Minute Man with 15,000 circulation. Columns include program schedules, promotion, etc. Other stations can get sample copy from Woodyard for 3-cent stamp.



Vol. 3, No. 30 Fri., Feb. 11, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Balin, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Thursday, Feb. 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	134 1/4	132 1/4	133 3/4	— 1/4
CBS A	19 1/2	19 1/4	19 1/4	— 1/4
CBS B	19 1/2	19 1/4	19 1/4	— 1/4
Crosby Radio	41 1/2	39 1/2	40	+ 1/2
Gen. Electric	6 1/2	6 1/4	6 1/4	— 1/4
RCA Common	50	48 1/2	49 1/2	+ 1
RCA First Pfd	9 3/4	9 1/4	9 1/4	— 1/4
Stewart Warner	98	95	95 1/2	+ 1/2
Westinghouse	13 3/4	13 1/2	13 1/2	+ 1/8
Zenith Radio				

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 1/4	15 3/4	+ 1/2
Nat. Union Radio	8 1/2	8 1/4	8 3/4	...

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5 1/2	6 1/2

## NEW BUSINESS

WINS, New York: American Institute of Food Products, Glenna Strickland, half-hour program, six weekly.

WCKY, Cincinnati: Appliances, Inc., and Fairbanks-Morse refrigerator dealers, "Coon Creek Girls."

WTMJ, Milwaukee: Axton-Fisher Tobacco Co. (Twenty Grand cigarettes), ETs, through McCann-Erickson; Roundy, Peckham & Dexter (food products), spots, through Neisser-Meyerhoff.

KMJ, Fresno, and KOH, Reno: Kellogg, "Howie Wing," through N. W. Ayer.

WMCA, New York: Seedol Laboratories (Kelpamalt tablets) "Your Good Neighbor," through Grady & Wagner; Horvita Inc. (cream), participation, Anise Ives, through Schuyler Service; Community Opticians, renewal, Zeke Manners Gang, through Commonwealth Advertising Agency.

WHN, New York: West Dialecting Co. (C. N.) participation, "Ida Bailey Allen's Homemakers of the Air," through Moser & Coins, Inc.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

## Musicians' Freelance Rule Up for Court Trial Tues.

(Continued from Page 1)

will be fought in the Supreme Court of N. Y. County beginning Tuesday. Justice Thomas Noonan will hear argument for a preliminary injunction restraining Local 802 from carrying out its resolution. Action is brought by 11 members of 802 through O'Brien, Driscoll & Raftery, attorneys, after being advised by the executive board of the AFM that they were within their rights. It was agreed that pending the outcome of the trial Local 802 would not enforce the new law. This law affects only individual musicians and not an established orchestral organization. It would deprive some of the best known radio shows from using its favorite instrumental soloists.

Don Voorhees, headed the group of 11 who brought the suit. Others are Michel Piatro, David Grupp, Samuel Brodthin, Harry Urbout, Norman Welner, Harry Glantz, Mitchell Miller, Max Manne, Samuel Feinsmith and Gilbert Koener.

## Harbord on World Trip

General J. G. Harbord, chairman of the board of RCA, leaves Monday for a trip around the world. He will inspect the RCA communication stations and RCA Victor photophone and record plants during his trip.

En route to the west coast, Harbord will stop over in Arizona for a visit with his old friend, Gen. John J. Pershing. He will sail March 2 for Hawaii. He expects to be back in New York by the middle of July.

In Sidney, Harbord will be the guest of honor at the World Radio conference.

## Flamm Heads Committee

Donald Flamm, president of WMCA, is chairman of the banquet committee of the Jewish Consumptive Relief Society of Denver scheduled to be held at the Waldorf Astoria on March 27. This marks the 4th consecutive year of Flamm's tenancy in that capacity. Nick Kenny, radio editor of the Mirror is to emcee the banquet.

## 8th Year on WTAM

Cleveland—Spang's Bakeries on Feb. 25 will air its 1400th consecutive broadcast over WTAM. Sponsor has been on the station eight years.

In commemoration of the 1400 broadcast, sponsor will air a full hour. Cities Service is relinquishing the first half-hour of its time on WTAM so that the sponsor can air the show.

## Mendel Jones at WCKY

Cincinnati—Mendel Jones, formerly program director at WHK-WCLE, Cleveland, has assumed his new post as production and promotion manager at WCKY.

## Lynden Morrow Promoted

Pittsburgh—Lynden Morrow has been shifted from sales promotion to sales department at KDKA by Manager A. E. Nelson.

## Charles Martin Signed By Universal Pictures

(Continued from Page 1)

on both NBC and CBS. Before that he produced and directed the "Five Star Final" shows on WMCA and subsequently did scripts for "March of Time."

Blow agency and Martin are working on a staff of four to handle the Philip Morris shows after the latter leaves. No one reported set as yet.

## Would Curb Radio Brokers

Ottawa—Problems relating to the operations of "radio brokers" occupied the attention of the Canadian Ass'n of Broadcasters at the convention just ended here. Discussion centered on possibilities of eliminating the commissions paid by the broadcasters to the brokers who arrange programs for commercial firms, and sell them through national advertising agencies. The brokers normally charge 15 per cent and the agencies another 15 per cent. The association canvassed methods suggested for the elimination of one of those commissions.

## WNEW Four Years Old

WNEW will be four years old Sunday, but no ceremonies have been planned by the station. Kay Reed, station organist since WNEW took the air, will repeat some of the numbers she broadcast on the occasion of the opening of the station.

## Hazeltine Net Higher

Hazeltine Corp. reports 1937 net income of \$549,293, equal to \$3.14 a share, against \$358,909 or \$2.05 a share in 1936.

## Benny 100% in Survey

Boise, Ida.—Telephone survey conducted by Manager C. G. Phillips of KIDO showed a 100 per cent audience for Jack Benny program. About 80 per cent said they catch program over KIDO, and others via KFI.

## Golden Gloves on Inter-City

WMCA and Inter-City stations will carry the Golden Gloves All-Eastern Finals from Madison Square Garden starting March 7 at 11-12 midnight.

## Universal Radio Expands

Universal Radio Programs has taken a larger suite of offices at 545 Fifth Ave. According to L. N. Marks, Universal v.p., increased volume of business within the last two months has made the change necessary.

More Power for Your Job!

**WABY**

NEW EQUIPMENT...  
NEW PUNCH!

ALBANY, N.Y.

## COMING and GOING

ARTHUR B. CHURCH, president and general manager of KMBC, Kansas City, is in New York.

ELEANOR ONDEK of the program department at KDKA, Pittsburgh, arrives in New York today for a visit.

DR. LEON LEVY, president of WCAU, Philadelphia, who returned to his office after two weeks at Palm Beach, leaves again today for another fortnight of Florida sunshine.

WILLIAM RYAN, NBC sales head in San Francisco, is in Hollywood for a few days huddling with Syd Dixon, Pacific Coast sales chief.

W. C. ALCORN, vice-president and general manager of WBNX, accompanied by Mrs. Alcorn, will return Wednesday on the Empress of Australia from a month's cruise to Rio.

SIDNEY W. CAULFIELD, treasurer and in charge of sales of WBNX, and Mrs. Caulfield sail Feb. 19 on the Empress of Australia for a month's cruise to the West Indies.

GRACIELLA PARRACA, Cuban singer-composer, is en route to Havana to sing at the Carnival Feast and benefit of the Cancer Hospital drive against Cancer in Cuba.

KERMIT SHAFER, Ken Sisson's manager, has gone to Hollywood in Sisson's behalf.

HOWARD LANE, general manager of the McClatchy radio interests and the California Radio System, has returned to Sacramento from a three-week trip to Washington and New York.

HENRY G. WELLS JR., general manager of WCOA, Pensacola, Fla., is in New York for a few days before proceeding to the NAB convention in Washington.

SUE TOHRNER left town yesterday for a vacation in Miami.

WM. SILBERBERG of WJEF, Hagerstown, Md., returns home today after being in New York on business since first of the week.

G. W. JOHNSTONE of WOR leaves today for Washington where he will attend the National Press Club dinner tomorrow night and NAB Convention opening Monday.

J. R. POPPLE, chief engineer of WOR, leaves tomorrow to attend the facsimile group meeting to be held on Sunday at the Mayflower Hotel, Washington.

EDDIE CANTOR is due to arrive in New York on Feb. 27.

E. C. MILLS of Ascap expected back Monday from Florida business trip.

BENAY VENUTA returns today from Philadelphia where she has been appearing at the Earle Theater for the past week.

SAM TAYLOR, WHN Hollywood commentator, off for the coast. Will fly back in time for next broadcast.

JOSEPH N. WEBER returns to New York today from Florida.

## "As the Jewish Market Goes— So Goes New York"

Listen in over Station

**WMCA**

To the following programs:

**ZION VARIETY SHOW**

Mondays at 7:30 P. M.

**LET'S SING TOGETHER  
THE SONGS OF ISRAEL**

Wednesdays at 7:30 P. M.

**MOLLY PICON in  
"I Give You My Life"**  
Fridays at 7:30 P. M.

Judge for yourself!

ADVERTISERS BROADCASTING CO.  
205 East 42nd Street, New York, N. Y.  
Murray Hill 4-1364

## YEAR-ROUND SPONSORS SHOW LARGE INCREASE

(Continued from Page 1)

is Cities Service, which has run without interruption since 1925. American Tobacco started in 1923, but had short layoffs in 1933-34. Procter & Gamble began in 1924, with some interruption in 1932-33. Bristol-Myers has run from 1925 with only a short 1933 layoff.

### Will Thompson Jr. Named General Manager of KROY

Sacramento—Will Thompson Jr., former commercial manager for KFBK, has been appointed general manager of KROY, the Royal Miller station. Full reorganization of technical, sales and production staffs is reported planned by Miller.

### Radio Weather Forecasts Start Feb. 20 on Yankee

Boston—What is announced as the first completely organized and accurate radio weather forecasting service will start Feb. 20 on Yankee network's 14 stations, according to John Shepard III, president of the web. Programs will be presented daily at 9 a.m. Antenna for the meteorological instruments is in the rocky summit of Mt. Washington. Service also will be received via short wave from Naval Observatory, Arlington, and other points.

## FCC ACTIVITIES

### SET FOR HEARING

Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

WRSP, Inc., Wisconsin Rapids, Wis. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

Martin Anderson, Orlando, Fla. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

WBIG, Greensboro, N. C. CP to move transmitter site locally, install new equipment and vertical radiator and increase day power to 5 kw.

### APPLICATIONS RECEIVED

Greenville Broadcasting Co., Greenville, N. C. CP for new station. 1500 kc., 250 watts, daytime.

Coastal Broadcasting Co., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

WJR, Detroit. CP for new relay broadcast station. 31100, 34600, 37600, 40600 kc., 150 watts.

Citizens Voice & Air Show, Provo, Utah. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

KLZ, Denver. CP for new relay broadcast station. 1622, 2058, 2150, 2790 kc., 200 watts.

### CKLW Signs in Detroit

CKLW, Windsor, is calling attention to itself and its programs with a group of seven outdoor boards spread in strategic locations throughout Detroit. The station has also erected on the roof of the Mortgage and Bond Building a 25-foot red Neon sign, reading CKLW and flashing "At your service." The sign commands attention from southbound traffic on Woodward Ave., main thoroughfare of the city.

## NEW PROGRAMS—IDEAS

### Youth Guidance

"Looking Ahead With Youth" is the title given to a new series of discussions on educational and vocational guidance which is to be heard over WCCO, Minneapolis, each Wednesday, at 6:15 p.m. Programs are to be sponsored jointly by WCCO and the Minnesota Education Ass'n.

The talks are built to be of special interest to junior and senior high school students. In order to stimulate the greatest amount of audience interest, station is asking listeners—either student or adult—to send questions to the program. Speakers scheduled for the series will answer them as the programs progress.

Among the prominent Minnesota educational leaders lined up for the broadcasts are the Minneapolis superintendent of schools, the State Director of Vocational Rehabilitation, several University of Minnesota professors, the State Commissioner of Education, and other active educators. WCCO plans to run the series until April 6.

### Weekly Singing Lesson

A 30-minute singing-lesson program has been inaugurated at WMBH, Joplin, Mo., every Wednesday afternoon at 4:30. The instructor is Oliver Sovereign, outstanding vocal teacher of the district, the only local musician to be featured in the current issue of Who's Who In Music. The program is being made the subject of a series of newspaper advertisements, plugs over the station, and letters to all interested organizations in the district.

Sovereign is director of a women's choral group which has won first prize in the Missouri state competition for several successive years.

### WRUF Speech Series

WRUF, Gainesville, Fla., State and University of Florida radio station, inaugurates a new series of ten weekly half-hour programs titled "Our Speech" to run through April 15. Programs were prepared especially for the radio by Prof. Lester L. Hale, of the University of Florida speech department. Purpose is to tie up personality and speech and thus create a "speech consciousness" in daily life. "Our Speech" is directed primarily to high school English and speech classes and Prof. Hale will conduct the classes personally. The

### NEW HAVEN

"Poetry and an Organ" is now fed by WELI to Inter-City chain. Don Raphael is at the organ, assisted by Vera Cruse, Kenny Lamont and Charlie Wright.

Dec Peterson and ork now being heard over WBRY from Seven Gables Inn.

Judson LaHaye thriving under tough schedule of Bridgeport-New Haven commutation.

transcriptions were prepared in the studios of WRUF. Other stations planning to use the transcriptions are: WJAX, Jacksonville; WMFJ, Daytona Beach; WLA K, Lakeland; WCOA, Pensacola; WFOY, St. Augustine; WSUN, St. Petersburg; and WTAL, Tallahassee.

### "100 Will Die"

Ominous, but striking title of this one, over WHK, Cleveland, helps drive home safety message at which program is aimed. Show takes dramatic form in monthly spot, supplementing weekly safety-first program over same station from Cleveland City Hall. Put on in cooperation with Cleveland Police Department. broadcasts are built on actual records by Gene Lavalle under supervision of Captain John L. Weiss of Accident Prevention Bureau. Each dramatization will consist of events leading up to some accident, the accident itself, subsequent police investigation and outcome.

### Behind the Scene

Different type of retail business each week is subject of "What Goes on Behind the Scenes" discussion, newcomer over WADC, Akron. Veteran of some business classification is interviewed during half-hour session.

## NBC TELE TRANSMITTER BEGINS TESTS IN MARCH

(Continued from Page 1)

being rented by the building management to another tenant.

In connection with CBS television plans, the transmitter portion of the CBS television system was scheduled for completion on April 1, but RCA was requested by CBS to modify the transmitter to provide for new standards of DC transmission. In spite of these modifications, made necessary by the new standards, the plans are for RCA to have the apparatus ready for inspection with full performance data prior to April 15.

The new NBC mobile television unit is now in Camden being rebuilt and is expected to be ready for field experiments in about four weeks.

### Brewster Morgan Back to CBS

West Coast Bureau, RADIO DAILY

Los Angeles — Brewster Morgan, former CBS producer who was responsible for the network's Shakespearean productions last summer, has returned to the fold after a six-month sojourn at M-G-M as a writer. Will work on special assignments from Charles Vanda, CBS program director, for the time being.

There's Only One Radio Station  
in Bay City-Flint-Lansing  
-Jackson-Battle Creek-  
Kalamazoo-Grand Rapids  
..... These, plus  
**DETROIT**  
WXYZ (Key Station)  
comprise the

**MICHIGAN  
RADIO  
NETWORK**

Primary Coverage to 8 Major Markets

## PROMOTION

### Breaking Used Car Jam

A powerful goodwill promotion is being staged by WTMJ, Milwaukee, in an effort to break the used car jam existing among Greater Milwaukee's 160 automotive dealers.

The special air campaign, running throughout the month of February with the theme, "Rid the Road of Jalopies," involves a minimum of 12 special broadcasts and frequent daily intermediate announcements and station breaks to focus public attention on today's used car buying opportunities. The broadcasts include such special events as a mammoth bonfire which burns old "jalopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

### Kiddie Revue Tie-up

Added build-up is being given youngsters starred on the "Kiddies Revue," KLZ-KVOR amateur variety show, through a personal appearance tie-up completed with managers of Denver's Fox Theater chain by Howard R. Chamberlain, KLZ Production manager.

After the show, sponsored jointly by Old Homestead Bread Co. of Denver and Star Baking Co. of Colorado Springs, is aired on Saturday morning, the entire cast presents a variety show from the stage of one of the theaters. Picture house managers cooperate by exhibiting "shorts" designed to attract a juvenile audience.

### Consumer Preferences

Open-minded research of buyer preferences is being inaugurated by WORL, Boston, in a new sidewalk interview feature. Object is to stimulate buying of all commodities, and show spots a "What and Why" announcer in front of Repertory Theater, armed with questions on what each candidate prefers to buy, where he buys it, and why. Listeners supply questions, and statistician tunes in to the answers, tabulating the results, which are forwarded weekly to various businesses concerned. W. Cort Treat, station manager, eyes the stunt as a human interest and good-will builder.

### Weekly Program Schedule

Nelson Rupard, publicity man at WHB, Kansas City, is issuing weekly program schedule to 150 newspapers in nearby rural district containing brief biogs of staff announcers and artists on station.

### Key Man

Omaha—"Key" man in the WOW organization is John Gillin, general manager. He wears four keys on his watch chain: a debate award, scholastic honor key, university award key and the junior chamber distinguished award key.



● ● ● Miami Beach, Feb. 10—"Little Shots About Big Shots": This sidelight on Al Dubin, who departed for the coast yesterday, just came to the front and we think it a gem. Before he wrote hit tunes with Harry Warren for Warner Brothers, etc., Al, twice the size of Mack Gordon (and Revel), was a fellow trying to write lyrics in Philly—besides running a school for amateur songwriters similar to the one depicted by Jack Oakie and Milton Berle in "Radio City Revels"...Dubin, also at that time, liked to have a snort or two, but his money wasn't plentiful like today—so he'd go to the bars and grills—and on the sidewalk before entering, would write a few sets of lyrics. Armed with these scribbled words, he'd then sell the bartender the idea that for a few drinks he would turn these over to him, and in short time, the scribbled words would be worth a young fortune...As Al relates it now—that method would not impress the drink-slingers as much as appealing to their national viewpoints—if it was an Irish feller tending bar, the words would concern themselves with Ireland, etc...However, when Al did get into the chips, he took \$1700 and went down to Philly, walking from bar to bar, buying up these "drink lyrics" for the price advanced—sometimes two, three or five bucks—and thus settled all claims... One such lyric, returned for \$3 consumed in drinks, resulted in "Lullabye of Broadway" being written—which won the Academy award.

● ● ● On Saturday WQAM will air a high-chair fighting match from the Miami-Biltmore. All contestants are diaper-weights!...Boarnan Byrd, radio editor of the Miami News, gave this story top position today: "Atlantic Refining will sponsor a show via WIOD which will interest big game anglers. The recent discovery of giant tuna, white marlin, blue marlin, striped marlin ranging upward of 600 lbs. and broadbill swordfish in the blue waters of the Gulf of Mexico." Of course this is just the essence of his story...Byrd told us he hasn't a chance to listen to the radio because of his other duties on the city desk.

● ● ● Harry Richman opens tonight at the Royal Palm with Gloria Graton, Orville Knapp's widow. Joe Lewis opens tomorrow at the Continental...A wire just arrived that Mark Warnow's chief songplugger, Dave Kent's, much-awaited child was born dead. Our condolence to the Kents...Ozzie Nelson sent his manager, Billy Kent, who's honeymooning here, a letter loaded with criticism for the public's faith in Roosevelt...We just discovered the reason for the candle in our room: it's to be used when the lights go out during the hurricanes (not produced by Goldwyn!). The other night it looked like we were going to have one!...Frank Katzentine, headman for WKAT, is lining up five Chinese and five Japanese to go on his station and debate the Eastern fracas as they see it.

● ● ● Phillips H. Lord came down to the pool the other day wearing the most beautiful beachrobe seen in these parts. It was white, brocaded with blue settings of palm trees, etc.—so Ted Husing remarked that these must be the places the Gang Busters hide behind...Jane Ace is frying herself in the sun, while Goodnan—who can't find a golfing partner who can play as bad as himself—is occupying his time playing cards with Georgie Price—in the shade. Georgie interrupts the game every so often to get the latest stock market quotations from his Miami branch office...We broke three slot machines here last night trying to beat the racket—and if we had busted just one more, the guy promised to let us take one back with us...Betty Lawford is picking the nags here a la "Oi-win" of "Three Men on a Horse." Every time she puts her own dough up—she loses—but reaps a harvest on those MENTAL bets...Jane Froman is here and Ella Logan is expected here this week-end with Jack Dempsey and his frau...Tom Mix has the room to the right of us.

## GUEST-ING

GLADYS SWARTHOUT and JOHN BOLES in "Romance in the Dark," on "Hollywood Hotel," Feb. 25 (CBS, 9 p.m.). ALICE FAYE, TONY MARTIN, JOAN ALLEN and FRED ALLEN (from N. Y.) in "Sally, Irene and Mary," same program, March 4.

LEO REISMAN, interviewed by Frankie Basch, Feb. 14 (WMCA, 4:15 p.m.).

EDGAR LEE MASTERS and NORMAN CORWIN on A. M. Sullivan poetry program, Feb. 13 (WOR-Mutual, 2:30 p.m.).

IRVING CAESAR and GERALD MARKS, songwriters, on "New York Town," tonight (WHN, 9 p.m.).

RICHARD BONELLI, with Indianapolis Symphony Orchestra, March 5 (Mutual, 9:30 p.m.).

GLADYS SWARTHOUT, on Chase & Sanborn Hour, Feb. 20 (NBC-Red, 8 p.m.).

JUDY GARLAND, on "Broadway Melody Hour," Feb. 16 (WHN-WOR, 8 p.m.).

## AGENCIES

J. WALTER THOMPSON CO., Seattle office, has added Wilson B. Cosby, senior copywriter and Edward Kneass, to handle travel activities. Both are from San Francisco.

WARREN E. KRAFT, v.p. and manager of the Seattle offices of Erwin, Wasey & Co., has returned there after an extensive California trip.

### WBTM, Danville, Va.

National Conference of Jews and Christians presents a Tuesday series at 7:15 p.m. Program brings to the mike a Protestant minister, a Catholic priest and a Jewish Rabbi, aiming at justice, amity and understanding.

Coca-Cola Bottling Co. of Danville, sponsors of "Singin' Sam" twice daily, features the giving away of six bottle cartons of Coca-Cola to two lucky persons twice daily.

THE SONGBIRD OF THE SOUTH

**KATE SMITH**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



**RUPERT HUGHES** will be guest of honor on the new KHJ-Don Lee "Presenting American Composers" tonight. Weekly half-hour show will have Merle Armitage, concert impresario, as narrator, with Frederick Stark and staff orchestra. Initial stanza will feature the compositions of Stephen Foster and George Gershwin.

Remington-Rand has extended existing contract for KFI newscasts for another 13 weeks, and Armand Cosmetics signed for a series of spot announcements for a like period, while American Stove Co. is sponsoring a 15-minute series, "Hollywood Food Secrets," starting March 18 on same station.

Gus Edwards is auditioning juve prodigies at KFVB Saturday for his forthcoming "Talent on Trial."

Jeanette MacDonald will sing an original composition by hubby Gene Raymond on Vick's "Open House" over CBS Sunday. Title is "Will You?"

Midge Lovell Poleski has joined Max Schall in the new set-up at the Thomas Lee Artists Service.

Manning Ostroff initials "Men Over 40" on KFVB, Thursdays at 8 p.m. Script will stress achievements of men over 40.

Eddie Davis is writing the Jack Haley-Log Cabin show.

Ruth Allen, formerly in the cast of the "First Nighter" network series, has migrated West and joins KMTR's "Spring Hill Bugle" feature, heard Saturday nights at 8.

**WKRC, Cincinnati**

John McCormick, g.m., and Bill Williamson, sales manager, are leaving for the NAB meet.

A series on income tax filing starts Feb. 16.

Lee Bland will be in charge of seven broadcasts set for Feb. 14-21 in connection with National Drama Week.

BIRTHDAYS						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Greetings from Radio Daily**

- February 11: Ben Alley, Harry Swan, Billy Hallop
- February 12: George Griffin, Philip G. Lasky, Raymond Knight, Curt Petersen, Tom Waring
- February 13: Jay Fallon, Lennie Hayton, Russ Morgan

**ORCHESTRAS - MUSIC**

**JOE GALLICCHIO**, formerly musical director for Amos 'n' Andy on the coast, is rejoining NBC in Chicago as staff conductor on Feb. 27. Just now he is filling in for Walter Blaufuss, who is seriously ill.

Irving Fields, WHN piano stylist, will have Connie Lang, South American singer, as his guest tomorrow at 5:30 p.m.

Ken Sisson, Manhattan arranger and conductor currently in Montreal conducting "Canada 1938," has stepped in where native Canadians have not ventured and is giving Canadian composers a break by airing their compositions on his Friday evening show through a nationwide

hookup. Tonight he is featuring "My Home in Saskatchewan," unpublished fox trot, and "Make Your Mom Your Valentine," by Hal Moon and Shurley Marson, Montreal lads, published by Whitney Blake, N. Y.

George Duff's Orchestra, which has been at the Texas Hotel's "Den" in Fort Worth since New Year's, left this week for the Washington-Youree Hotel, Shreveport. Ed Lally's orchestra takes over Den spot for a while, and the KTAT wire for airings.

Saturday and Sunday cocktail dancers go into the Belmont-Plaza's multi-mirrored Glass Hat, featuring the dance-able ministrations of Sonny Kendis—at the piano and with the baton.

**KLZ, Denver**

Unable, because of a crowded schedule, to carry a remote broadcast from Denver's airport when Benny Howard, the noted test pilot, landed there in a sub-stratosphere experimental plane, Newscaster Jack Fitzpatrick was detailed to handle interviews which were recorded and aired at the first available time.

Some sort of a record for "special features" broadcasting was established by Norbourne Smith, assistant production manager, when he mounted the "rumble seat" of an 1890 model tandem bicycle to interview Veta Barbour after she pedaled into Denver from her Northfield, Mass., home.

**WHIP, Hammond-Chicago**

Olson Rug renewal, through Presba, Fellers & Presba, is among recent business signed by Hal R. Makelim, manager. Herbert Morgan Motor Sales, First Church of the Nazarene (renewal) and Arno Furniture Co. are other accounts.

Doris Keane of WHIP-WWAE, vacationing in Florida, will attend the NAB meet in Washington next week.

Magic Washer program on Polish Hour reported bringing in over 2,000 letters weekly.

Carl Schurz German Hour, on being cut to a half-hour daily, brought deluge of requests for resumption of full hour.

**WDNC, Durham, N. C.**

Bob Van Camp has been retained as staff organist.

James Dees, baritone, started a new series Tuesday.

Mack Watts and the Koloa Sereaders are back on the schedule.

Lee Vickers is announcing the "Human Side of Banking" sponsored by Fidelity Bank.

Alice Walters is back in the office after a week's illness.

**WIBW, Topeka**

Hilton Hodges, special events announcer, was recently promoted to continuity staff by Ben Ludy, new general manager. He retains six of his most important commercials.

Ben Ludy introduced a new program the other day that clicked too good and had to be changed. It was a quarter-hour featuring piano music of Maudie Shreffler, music director. Listeners were invited to telephone requests, which were read off by Ed Oliver Letson, singing announcer, as fast as three phone girls could take them. At the second broadcast, so many calls came that the phone company hollered. Program continues—without requests.

Governor Walter A. Huxman was heard recently in a remote from the state house, talking on the sales tax. Art Holbrook, special events announcer, described the Senate Chamber scene before the Governor spoke.

**WJR, Detroit**

Harry Wismer will continue to interview club women for another year in "Meet the Missus," renewed by Fitzpatrick Bros. for Kitchen Klenzer through Neisser-Meyerhoff agency.

Kroger, through Ralph H. Jones agency, Cincinnati, has renewed "Linda's First Love" for another year.

Music from Michigan "J Hop" will be aired over WJR from Ann Arbor tomorrow night. Kay Kyser and Jimmy Dorsey will be there with their orks.

**KQV, Pittsburgh**

Jack Abbott, KQV-WJAS salesman, returned from Chicago with a bride.

Lee Sellars, news commentator, is attracting the attention of local big-wigs in politics.

Chet Boswell, who recently came here from New York, is singing thrice weekly on KQV, twice on WJAS and doing other stints besides. Also wrote a song dedicated to Karl Krug, Sun-Tele columnist.



**KENNETH CARPENTER**, head of NBC sales, and Mrs. C. leaves for Nassau Bahamas this weekend. The Carpenters will join Niles Trammell, NBC v.p., and his wife there.

Marge Kerr, Tom Fisdale v.p., plans to plane to Miami for further recuperation from illness soon as she is able to make the trip.

Barbara Luddy, star of "First Nighter" and "Margot of Castlewood" under care of physician although she has persisted in missing no broadcasts.

Si Harris, Northwestern undergraduate, is the new announcer on the Alka-Seltzer "National Barn Dance."

Actress Sunda Love donated a pint of blood to a neighbor the other day.

Jack Fulton and Franklyn MacCormack, Wrigley headliners, will go to Indianapolis to headline state convention of American Legion banquet.

Jim Jordan (Fibber McGee) to Kansas City on business and to visit his brother and family there.

Hal Hackett and Howard Barnes of MCA, New York, here for Kay Kyser's show on Tuesday.

WAAF notes: Jack Odell, program director, supervising "Sentimental Journeys," new Sunday poetry-music show featuring News Editor Don Holt, songs by Sylvia Stone, piano accompaniment by Estelle Barnes... Holt also has a new daily news commentary at 11:15 a.m. . . . Harry Creighton interviewing famous sports personages on his daily "Sport Shorts" . . . Continuity Editor Joe Silver announces the Sunday "Symphonic Hour" . . . Engineer Emmett Melinthin gives vent to announcing ambitions by piloting "Waltztime" . . . Russ Perkins, baritone, has started a new series, "Song Webs" . . . Pat Casey, tenor, heard twice weekly.

**Two New WINS Series**

Two new WINS series debut Sunday. "Lives of Great Composers" will be heard at 8-8:30 p.m. and "Men's Lyric Chorus" at 8:30.

**SYNDICATE TRANSCRIPTIONS**

DISTRIBUTOR WANTED FOR U. S. A.

Exclusive representation for United States available to agent having proper contacts to handle outstanding syndicate transcription shows. Also interested in agents with contacts in foreign countries. Full information and auditions from Martin Maxwell at Hotel Washington, Washington, D. C., during N.A.B. Convention.

Martin Maxwell will also be available in New York City on February 17th at Hotel Aster.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## NAB Joins in Drive Against Excise Tax

Washington Bureau, **RADIO DAILY**  
Washington—Entire radio industry, including dealers and distributors, as well as voluntary support from organized labor and the NAB, is being enlisted in support of the drive for reduction of the federal 5 per cent excise tax on radio, according to a report from the Radio Manufacturers Ass'n. The report says NAB has advised station members that the radio tax affects broadcasting interests—radio "circulation" as represented by listeners.

## WHAI Nears Completion

Greenfield, Mass. — Greenfield's new station, WHAI, probably will start broadcasting toward the end of next month. Plans for the power plant site on Woodward Road have been sent to the FCC for approval, John W. Haigis announced.

The plans call for illuminated tower from 150 to 180 feet high and a colonial brick powerhouse nearby. Tower will have station letters in large neon signs, visible for many miles.

Meanwhile, Haigis said, work on the Mansion House studio is nearing completion.

## Get Merit Certificates

Norfolk — John Peffer, assistant technical director and John Carl Morgan, announcer, both of WTAR here, have been awarded certificates for Meritorious Public Service in Emergency for their short-wave amateur work during the hurricane on the eastern seaboard in 1935. Awards were given by the American Radio Relay League.

## New G.E. Capacitors

Schenectady—Designed particularly for use under severe conditions of humidity and temperature, General Electric has announced new line of small radio transmitter capacitors. These may be operated continuously at voltages not in excess of 10 per cent above rated value.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- 2,107,333—Electron Discharge Device. Johan Lodewyk H. Jonker, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.  
2,107,352—Phototube. Marten C. Teves and Hendrik de Boer, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.  
2,107,353—Lead-in for Electron Discharge Devices. Hand Vatter, Berlin-Charlottenburg, Germany, assignor to Siemens & Halske Aktiengesellschaft.  
2,107,387—Vacuum Tube with Tank Circuits. Ralph K. Potter, Madison, N. J., assignor to American Telephone & Telegraph Co.  
2,107,393—Radio Receiving System. Kurt Schlesinger, Berlin.  
2,107,394—Radio Receiving System. Kurt Schlesinger, Berlin.  
2,107,395—Radio Receiving System. Kurt Schlesinger, Berlin.  
2,107,409—Automatic Volume Control Circuits. John F. Dreyer, Jr., Brooklyn, assignor to RCA.  
2,107,410—Automatic Gain Control Circuit. John F. Dreyer, Jr., Brooklyn, assignor to RCA.  
2,107,423—Electric Condenser Construction. Bror G. Olving, Hamden, Conn., assignor to Products Protection Corporation.  
2,107,425—Curt Protze, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.B.H.  
2,107,472—Selective Control Mechanism for Radio Sets. James H. Denison, deceased, late of Hartford, Conn., by Alvina M. Denison, administratrix.  
2,107,514—Automatic Volume Control System. Louis F. Willging, Cincinnati, assignor to Crosley Radio Corp.  
2,107,518—Electron Discharge Device. Cabot S. Bull, Hillingdon, and Sidney Rodda, Enfield, England, assignors to Electric & Musical Industries Ltd.  
2,107,519—Electron Discharge Device. Isaac Schenbergl, London, Cabot S. Bull, Hillingdon, and Sidney Rodda, Enfield, England, assignors to Electric & Musical Industries Ltd.  
2,107,520—Electron Discharge Device. Otto H. Schade, West Caldwell, N. J., assignor, by mesne assignments, to RCA.  
2,107,633—Direction Finder. Frederick J. Hooven, Dayton, Ohio.  
2,107,782—Radiation Frequency Converter. Philo T. Farnsworth, San Francisco, and Donald K. Lippincott, Larkspur, Cal., assignors to Farnsworth Television Inc.  
2,107,811—Amplifier Tube. Edward H. Yonkers, Jr., Chicago.  
2,107,908—Immersion Starter for Pool-Type Discharge Devices. Emil Rupp, Berlin-Frohnau, Germany, assignor to General Electric Co.  
2,107,945—Cathode Structure. Albert W. Hull and William A. Ruggles, Schenectady, assignors to General Electric Co.

## KOMA's New Quarters Being Dedicated March 1

Oklahoma City—New studios and business offices covering entire floor of Biltmore Hotel will be dedicated March 1 by KOMA. Layout provides for three studios, musicians' room, audition room and offices.

## New Dynamic Mike

Los Angeles — American Microphone Co. has announced its latest dynamic microphone, believed by the firm to be the smallest true dynamic released for commercial use.

## Scott Plans Robot Set

Chicago—E. H. Scott, who pioneered the de luxe short-wave radio ten years ago, this spring plans to bring out a new type of robot radio. The receiver, featuring phonograph combination, will have no dial, knobs, or "electric eyes," and will be tuned remotely with small selector. It will be designed like an ultra modern bookcase.

## Plug Web Shows

WBAL recently took full page ad in Baltimore-News-Post, plugging schedule of NBC-Bluc and Mutual programs. Sixty-four shows were listed, each given equally prominent display.

## KSD to Build Playhouse Accommodating Over 700

St. Louis—New playhouse, constructed to theater specifications and able to accommodate an audience of more than 700 persons, is being planned by KSD here to augment normal studio space.

Increased production activity, both musical and dramatic, plus rising local interest in programs and several strong audience-participation shows over the station, were given as reason for the addition. Unit will be known as "KSD's Radio Playhouse."

## Test Portable Transmitter

Hartford—WDRG engineers under Chief Engineer Italo Martino are now making exhaustive tests of station's new portable transmitter, WIXOU. Mounted in a car, new unit is designed for emergency broadcasts.

## WOKO, Albany

William Jones is a newly added announcer.

Billy Rose, announcer-singer, has been abed with a cold. Johnny Lee did some subbing.

Forrest Willis goes into third year with Montgomery - Ward musical clock.

## Int'l Television Radio Amends Registration

Washington Bureau, **RADIO DAILY**  
Washington—An amendment to pending registration statement of International Television Radio Corp., filed with the SEC, says the 1,000,000 shares of common capital stock will be offered without the aid of an underwriter. Of the proceeds, \$500,000 is to be used for television, \$250,000 for infra red ray purposes and \$250,000 for facsimile. William H. Priess is president of the Jersey City corporation.

## Perfect Sound Machines

Salt Lake City — KSL engineers here are perfecting specialized sound machines to improve background effects. Latest apparatus is a sound table console with three turntables and five pickups. Variable speed turntables have been augmented with a high and low pass filter capable of eliminating high and low frequencies between 500 and 4000 cycles.

## WMCA Studios Delayed

Installation delays at WMCA's new studios will hold up construction for at least one month, it was learned yesterday. At present it is doubtful whether station will be able to take over new headquarters until early in April.

IN  
*Any*  
EMERGENCY—

...we pick up work

quickly

...we make haste

carefully

...we deliver promptly.

**CITY**  
PHOTO ENGRAVING CORP.  
250 WEST 54th STREET, NEW YORK  
Telephone • • • • • CO lumbus 5-6741

# CRITICS' FORUM

(Continued from Page 1)

Vallee's and Kate Smith's, are on at the same hour so that Mr. Listener must miss the wealth of entertainment contained in one or the other, which he'd relish on, say, Wednesday night at 8 o'clock when dramatic features predominate. Smart independent stations, which present programs of a different type than the competing networks are offering at the same hour, are bound to attract a large audience.

"It's refreshing to find radio improving its educational and cultural programs, but it's disheartening to find the most extravagant of these (the NBC Symphony) scheduled at a time when nobody is in the mood for classical music. At so late an hour Saturday night, a majority of the older folk have gone to bed. Young people, in search of recreation after a busy week's work, are mostly at parties seeking music for dancing, realizing that they can sleep late Sunday morning."—ROCKY CLARK, Bridgeport (Conn.) Post.

## YOUNG BLOOD, NEW IDEAS

"Radio needs young blood, young ideas. There are many radio executives who know very little about the business they are in—they did not 'grow up' with the industry. Commercialism, ways and means of making more money out of radio, is their main and selfish thought. The time is not far away when radio stations will beg for listeners and use various promotion stunts to increase 'circulation.' The goose that lays the golden egg has his neck in a sling. Listeners are beginning to place value upon their time at loudspeakers; no longer is radio a novelty, a place to 'while away the time.' Schools and educators are beginning to demand more of radio and most likely will prove salvationists for a stagnant instrument that could be a great force for good in our daily life. Keep your eye—and ear!—on these Parent-Teacher groups."—DARRELL V. MARTIN, Pittsburgh Post-Gazette.

## PUBLICITY

"Better and more prompt correction sheets. More actual publicity data and less flowery language. Correction sheets that will give a radio editor an idea of a nearby station for programs that are of value. Usually it is impossible to find the station."—MRS. MARION C. McDONALD, Youngstown (O.) Vindicator.

"Inaccuracies between the program announcement and the program when it is aired. No reason or excuse given why such and such didn't happen as per schedule. Late arrival of notices and so-called radio 'news' on the day the program is to appear—often I get word of a program the day after it has been aired."—BILL POTTS, Fort Worth Star-Telegram.

## A VARIETY OF THINGS

"Too many names without regard for ability on the air. For instance, name the Hollywood stars singing on radio to whom nobody would listen were they just plain 'Mary Smith.' Where are Jane Pickens, Ruth Etting, Connie Boswell, Ramona, Annette

Hanshaw, etc., etc.? Then there's the football announcer, at least one outstanding example on NBC, who doesn't know the first thing about a game—can't tell who has the ball when he's talking, he doesn't know eighth grade grammar and he's bad all over the place except when he's reading commercials that the agency wrote for him. Then there's the announcer who yells—why? And there's too much time taken after the broadcast of a serial asking will he do this, will he do that. That doesn't prove anything to me. Why not use that time telling a little more of the story? Nobody but a three-year-old could tell what's going to happen next day, anyway."—EDITH RILEY, Houston Post.

## MORE FRANK DISCUSSION

"Radio should permit more discussions on the air such as attempted by Gen. Johnson on social diseases. Knowledge never did anyone harm—and this information ought to be handed out to the thousands who need it as the sacrifice of those 'chosen few' who will be foolishly horrified. They used to whisper about tuberculosis—but it's discussed boldly just as are social diseases. Education along these lines is needed for happy marriages and healthy homes more than courses on cake-baking and interior-decorating. Magazines are bending—papers should, and radio can. Let's stop all this disguising and call things by their proper names. There would be far less sordid talk then."—MARY O'NEILL, Albany Knickerbocker News.

## REMOTES

Radio appears to be learning its lessons rapidly. However, the greatest mistakes are occurring in the gratis broadcasts of orchestra music for fill-in purposes. In many cases, managers are becoming the apparently unsuspecting victims of a new racket. Numerous "clip-joints" are maneuvering their bands and talent into these sustaining spots for the purpose of luring new lambs to the slaughter. Most of such places do not even contract the broadcast talent except for the period of broadcast, which in many cases is made from a private room in the club. Were all parties aware in such cases, it would constitute at best false advertising.—C. FULTON FIELD, Long Beach (Cal.) Press Telegram.

## COMMENTATORS

My pet peeve is the commentator who mispronounces ordinary fifth grade words: gravity as though it were what yokels call "pot likker"; exchange with accent on first syllable, etc. Offenders are usually employees of local stations, but even small stations should be able to afford a dictionary and ought to compel its use.

Then there's the announcer who insists on commenting about nothing in particular and drowns out the music. And the other nitwit who

covers current events, runs out of anything to say and then switches to another announcer—and uses half a column of bunk introduction. Also the mug who runs out of conversation but keeps on talking anyway.

One of the outstanding radio programs is a peeve because the commercials hammer you with "aspirin" until it drives listeners mad—and off the air. There is also the speaker who has a permanent frog in his throat and makes us hope he'll take time out to clear it or put on a substitute.—HARRY LaPERTE, Tulsa World.

## ANNOUNCERS

"My pet peeve is these loud-voiced announcers, reminding me of things to take for various pains and aches. I think the average person turns the radio on to forget his ills; not to be reminded of them. Advertising should be limited, thinks me."—ARTHUR C. PAMERLEAU, Flint (Mich.) Journal.

"Auctioneer complex of commercial announcers. Radio is the medicine show of the air and has been made so largely by announcers who have patterned their style after the old-time barkers. Less vehemence would be an improvement."—S. W. GRANT, San Antonio Express.

## AMATEUR PROGRAMS

I think it is about time for a change in the presentation of amateur shows. The present style of shoving rehearsed programs on the air in such manner as to create an "unrehearsed atmosphere" is becoming too "sticky". Surely only a few people at most are fooled by this racket. Why not give the amateurs a decent break, if they are to be given a break at all. There is little excuse for not presenting their talents to the public in a properly arranged variety bill, just as any professional program is presented—minus the "who are you?" and "your age?" gags, all of which have to be rehearsed beforehand.—A. WALLACE GRAY, Plainfield (N. J.) Courier-News.

## FAN MAIL

After a decade, one would think the sponsor and station manager would have ceased grasping at fan mail as the only tangible chart of listener interest, yet the belief is as strong as ever. (Letters from a giveaway are a different thing.) And the belief is typical of thought in the industry. Technically, radio is far and away ahead of its day. In other respects, it is not a great deal farther along than it was ten years ago. New programs, new development of ideas, a form of "sponsor control" and flexible contracts are needed.—RICHARD PHEATT, Toledo Blade.

## SHOULD HAVE OPINIONS

Why does Bill Paley say radio shouldn't have opinions, no editorial page? He's wrong. A radio station should have an editorial board and

definite opinions, but always be willing to let representatives of opposed opinions have equal time. Why doesn't radio frankly admit its primary function is entertainment and stop worrying about what some dull educators, so-called artists and literati say? It pleases the masses, not the specialists. A matter of politics and policies, I suppose.—CHARLES J. GILCHREST, Chicago Daily News.

## GENERAL COMMENTS

"Too much 'sameness', too much Hollywood; not enough true radio talent being developed; not enough good writing in commercials or continuity; too much expensive razzle-dazzle and not enough genuine entertainment. But these are insignificant. I like radio, and think it is doing swell. If left alone radio will develop properly and become a trusted servant and a happy friend to have around the house."—EDGAR A. GUEST JR., Detroit Free Press.

"The loudness, vehemence and repetitiousness of almost all commercial announcements; the breaking into a piece of great music with a station identification; the over sugary camaraderie among entertainers before the microphone."—RONALD D. SCOFIELD, Sacramento Bee.

"There is too much of that follow the leader spirit. A program clicks and at once there are dozens of imitators. There doesn't seem to be sufficient originality. Maybe it's the fault of the boys who are paying the bills."—W. B. McCLAREN, Grand Rapids Herald.

"Too much movie stuff. Long-winded commercials. Irresponsible, inexperienced newscasting. Plethora of script serials . . . most of them lousy anyway. Silly publicity stuff from studios and chains."—ADRIAN FULLER, Columbus Dispatch.

"Commercials too long and too often. Too much confusion. Too many people talking at the same time. Hour programs too long. Too many stars selling themselves and their latest picture. Production departments should stop following one another like sheep. Old jokes and lack of original material."—CLIFFORD GRASS, Canton (O.) Repository.

"The present trend toward pretentious Hollywood shows that over-balance themselves and fall of their ponderous weight (and advance publicity) get my goat. Radio entertainment is essentially informal, direct, household. It should have the ease and dexterity of a rapier, not the blunt heavy strokes of a Heidelberg sabre. The saccharine build-ups afforded second rate gueststars."—JACK SHAFER, Newark Ledger, Long Island Press, Staten Island Advance.

"Most radio chains have a narrow viewpoint. An example. . . Last year the NBC refused to allow an ex-con to appear on 'Crime Clues'. Wanted to keep air pure and clean, most likely. But that same chain fell all over themselves in airing words of

(Continued on Next Page)

## PHILADELPHIA

Bob Elmer, assistant to WCAU's sports commentator Bill Dyer, makes his vocal debut on a studio program shortly.

Lenard Taylor, formerly of the WIP, joins the sales staff of WFIL.

The Imperial Hawaiians heard over WFIL have just completed their 3000th broadcast.

Thomas Elmer will be the soloist on KYW's Civic Symphony Concert.

WPEN Artist Bureau is discontinuing its band department in cooperation with the local AFM.

Ray Cathrid will conduct a bi-weekly radio column called "Just Homefolks" and will assume the toga of radio editor of the Philly Daily News.

Alan Scott will drop his Saturday evening spot on WCAU, but will still be heard three times weekly.

Marie LaTell and Jack Hutchinson will be heard over WIP in a new series of popular song recitals.

## KDYL, Salt Lake City

S. S. Fox, g.m., and J. M. Baldwin, chief engineer, to New York and Washington for NAB Convention and equipment negotiations, anticipating KDYL's power boost to 5 kw.

Oliver Coburn, new addition to Technical Staff, hails from Denver. George Snell, production mgr., bought a new home.

Floyd Farr, chief announcer, making transcriptions for Salt Lake agencies, Ad-Craftsmen and R. T. Harris Advertising.

Douglas Courlay, continuity writer, preparing file of catchlines culled from national magazines and big-circulation newspapers.

By Woodbury, musical director, assimilating material for complete musical library, files, indexes, popularity charts, etc.

Ted Kimball, program chief, writing original dramatic sketches for his star afternoon studio feature, "Hello Ladies."

Marjorie Lloyd is doing the new participating "Women In the Headlines."

Cecilia Jensen, steno, has blossomed forth as a script writer.

Robert Hilliard's concert orchestra is featured in "Gems of Melody" for Boyd Park Jewelers.

## ONE MINUTE INTERVIEW

## RAY BLOCH

"Lee Grant writes that 'ten-thirty at night should be the zero hour of radio as far as 'loud music' is concerned.' There's a very simple correction I'd like to make. There cannot be any such thing as 'loud music' on the radio—not as long as they keep that little dial marked VOLUME on every set sold in the country. Just a twist of that little innocent dial could make even my 'Swing Fourteen' sound like a choir duet!"

## ★ Coast-to-Coast ★

ACCORDING to figures just released by widely accepted independent survey, covering period from Jan. 1, the most impressive showing for daytime programs is made by Irna Phillips' newest script show, "Woman in White," which Pillsbury introduced Jan. 3 to replace the same author's long-popular "Today's Children." Although only four weeks old at the end of the time covered by the survey, "Woman in White" is already among the first three to receive highest popularity rating. Irna Phillips also writes two other outstanding daytime serials, "Guiding Light," and "Road of Life."

KCKN, Kansas City, Kan., set another station record in mail for January, when 2,194 letters were received, against 1,374 the previous month.

Pat Rossi, WOV vocalist, and Grace and Scotty, NBC team, will be guests tomorrow at the Cost Accountants Dinner in the Roosevelt Hotel.

Morton Downey will be heard over WOR-Mutual tomorrow at 11:15 p.m. with Abe Lyman's band from the Casa Manana.

KNOW, Austin, Tex., "got its man" the other day when Texas Highway Patrol asked station's cooperation in locating a truck driver en route to Austin from Dallas. A little emergency message aired at 2:14 p.m. brought results in 11 minutes.

Welcome Lewis will be the guest vocalist on Victor Arden's Chevrolet ET heard over WOR on Feb. 21.

Jack Gibney, formerly of the public relations department at Fort Benning, has joined WRBL, Columbus, Ga., in charge of all newscasts.

WOPI, Bristol, Tenn., has inaugurated "Your Late Sports Review," furnished by Transradio.

The Radio Rubes, NBC vocal and instrumental quintet, mark their 500th consecutive broadcast today, on their regular NBC-Blue broadcast at 5:30 p.m.

Morris S. Novick, formerly director of WEVD, has been sworn in by Mayor La Guardia as Director of Radio Communications of the New York City owned station WNYC. Novick, a member of the American Labor Party, has been active in coordinating radio activities of the CIO.

Paul Brenner, WNEW man-in-the-street, heard daily at 1:15 p.m., beginning Tuesday will broadcast from lobby of Criterion Theater on Broadway, three days a week. His broadcasts from Paramount lobby in Newark will continue at the same hour, Monday, Wednesday and Friday.

WSAL, Salisbury, Md., interviewed Jesse Crawford over its station last Wednesday night. The organist played a one night stand at the New Theater in Salisbury, and manager J. Roy McLennan prevailed upon Crawford to come over.

Roy Harris, winner of the "Good News" title contest, "Of Human Hearts," appeared on "We, the People" over CBS last night. Milton Weiss of M-G-M publicity department arranged the interview with Gabriel Heatter, emcee of the program. Harris has been placed on three different radio programs since he arrived recently from the coast.

The Novelairs have been renewed for another 26 weeks on the daily Wheaties program over WMCA. Evelyn Prochaska is their manager.

Sparky Sparks, conductor of "Sports Review" over KFXR, Oklahoma City, recently was host to Max Baer.

## SAN FRANCISCO

Betty Kelly, NBC soprano, back on "Woman's Magazine of the Air" after six-month absence. Now singing Mondays, Wednesdays and Fridays, with Beryl Cameron doing the Tuesday and Thursday vocal stints.

Bob McAndrews and Nell Cleary, NBC press, out briefly with flu and colds.

KSFO has a new control room, announcer's studio and duplicate transcription rooms with W. E. 23 A speech equipment in the Russ Building. A stage and control room have been built in the Palace Hotel Gold Room where "My Secret Ambition" emanates for the coast CBS net. Chief Eng. R. V. Howard installed.

Beryl Cameron singing twice weekly with Eddie Swartout's NBC studio orchestra, sustaining for coast web.

Hal Burdick's "Night Editor" series has been renewed by Tomashke-Elliott (Oakland) for 13 weeks more after March 6.

Dean "Budda" Maddox's "Sidewalk Reporter" series is under way at last for Holsum Bread (Leon Livingston Agency). Assisted by Marcia Miller, dramatic actress.

Les Malloy's "Mental Whoopee" on KGGC sponsored.

Will King, an ex-vaude headliner, is scripting and acting in a new KFRC Sunday show tagged "Such Is Life."

Dick de Angelis, actor, has returned his "Golden Treasures" program to KJBS for Sunday airings.

Ben Harkins, "The Irish Minstrel," and Dorothy Divon, "Morning Merry-maker's" vocalist, being heard in a twice-weekly quarter-hour show on KFRC tabbed "Dramelodies."

Fred Macpherson, KRE (Berkeley) press chief, and production man, doing another series of daily sidewalk interviews called "Piedmont Personalities."

Darrell Donnell, radio editor of the "S. F. Examiner," out with a fractured ankle.

## KSD, St. Louis

Wright Esser, feature writer, will have his third legit play, "Serrat," produced by Frederic Melville in London next fall. Esser also has written five novels and over 100 short stories.

Frank Eschen had Gene Tunney on the air in his "Sports Review" the other day.

## CRITICS' FORUM

(Continued from Preceding Page)

Hitler and Mussolini from Berlin.... Evidently the brass hats couldn't see the difference between a legal and moral gangster.—SID SHALIT, New York Daily News.

"Too many box-top contests today. Not enough thought to better program material."—ALBERT EDWIN SONN, Newark Sunday Call.

"There's too much advertising per time on air, particularly on shorter commercials, and at certain hours, particularly noon and at 6 p.m., too many spot commercial announcements. Also, some variety shows,

particularly MGM-Maxwell House, are too crowded with big names. Fewer and more connected shows would be better."—EDWARD J. HEALY, Albany (N. Y.) Knickerbocker News.

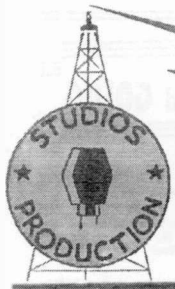
"The glad-handing of some cmcees is becoming unbearable. After all, why should they be so profuse with their thanks for a performance by some artist who is being well paid?"—GUY BOWSHER, Evansville (Ind.) Courier.

Additional comments in Monday's issue.



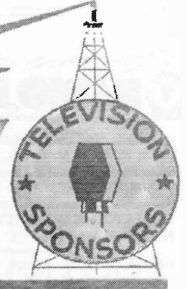
Radio advertising increased 18 per cent in 1937 over the year before, while magazines gained 12 per cent and newspapers only 2.8 per cent.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 31

NEW YORK, N. Y., MONDAY, FEBRUARY 14, 1938

FIVE CENTS

## 250 Arrive for NAB Meet

### CRITICS' FORUM

#### CONCLUSION

THE following general comments wind up the first nationwide radio editors' forum conducted by RADIO DAILY—and to sum up, the principal criticisms of radio are (1) too much Hollywood, (2) studio audiences and their applause, (3) long, repetitious and extravagant commercials, (4) not enough daytime music, (5) too many serials, (6) backslapping on programs, (7) stentorian announcers, (8) unfunny comedians, (9) conflicting programs, (10) lack of new ideas and new talent, (11) unqualified commentators, (12) not enough good drama.

"I have no pet squawks. I'm interested only in seeing radio progress and what I say in my columns is met constructively. Currently we have too much Hollywood and Hollywood production on the air; some sponsors have not yet discovered that 'the best commercial bulletin is the one so short it can not be dialed off'; America has yet to discover what is really good humor and broadcast slapstick; we have too many daytime serials and not enough daytime music. But such things can not be remedied overnight. They will be taken care of in the general move forward radio is continuously making. Radio's biggest problem, however, is to generate new ideas and build new names. It needs both very badly."—BOB STEPHAN, Cleveland Plain Dealer.

"Candidly I think there is entirely too much of the so-called light entertainment. Less swing music, less Hollywood gossip, less injection of advertisers' pleas, less exploitation by advertiser of parents through chil-

(Continued on Page 9)

#### At Home

Little Rock, Ark.—KARK has been airing a job-finding program for the past two months under auspices of U. S. Employment Service. Majority of applicants have been laborers and general office help. But last week the emcee on program was nearly floored when a young man approached and said he was looking for a job as—announcer.

### EIGHT AGENCIES PLACED 59% OF NBC BUSINESS

Eight of the 85 agencies which booked business on the NBC networks last year were responsible for 59 per cent of the total gross receipts, it was revealed by the official agency breakdown which was released by the web over the week-end.

Blackett-Sample-Hummert, J. Walter Thompson, Lord & Thomas, Compton Advertising, Young & Rubicam, (Continued on Page 8)

### More Shows Back East, Predicted by Pat Weaver

Chicago — Cutting down of show costs due to general conditions, plus New York World's Fair activities next year, will conduce to bring more radio production and important personalities back east from Hollywood, according to Pat Weaver, radio director of Young & Rubicam. Weaver, (Continued on Page 2)

### Radio Business in South On Upturn, Kiggins Finds

New Orleans—Radio business throughout the south seems to be on the upturn, Keith Kiggins, NBC station relations man, declared here last week. Here on a lap of a tour of inspection which took him through the south-southwest, Kiggins found things looking better. He also noted a tendency among newspapers and radio stations in many instances to bury the ax and to work together for their mutual good and believes the old feeling of distrust is gradually (Continued on Page 9)

## Annual Convention Gets Under Way Today in Washington

By GEORGE W. MEHRTEUS  
Washington Bureau, RADIO DAILY

Washington—With approximately 250 delegates expected in Washington over the week-end and an additional number expected to arrive this morning, the sixteenth annual convention of the National Ass'n of Broadcasters will open at 9:45 a.m. today in the Hotel Willard.

According to the official program, opening address of welcome will be delivered by Hon. George E. Allen, Commissioner of the District of Columbia. Following Allen will be an address by NAB President John Elmer, and then will follow addresses by Senator Burton K. Wheeler of Montana, chairman of the interstate commerce committee, and Frank R. McNinch, chairman of the FCC.

Keen interest centers around membership reaction to the annual report of James W. Baldwin, NAB's outgoing (Continued on Page 4)

### AGRAP-CIO AFFILIATION INDICATED IN BALLOTING

With returns now coming in fast, indications are that the AGRAP affiliation balloting will be completed within another week. Although voting has been heavy, no majority has as yet been indicated, but at present it appears that an affiliation with the CIO will be upheld.

Membership has not lived up to (Continued on Page 4)

### Kroger's New Serial Starts on 17 Stations

Cincinnati—Kroger Grocery & Baking Co., through Ralph H. Jones Co., today starts its new script show, "The Editor's Daughter", on 17 stations, Monday through Friday, in behalf of Kroger's Clock Bread. Program will be heard on KLRA, KDKA, (Continued on Page 2)

### Packard Fades March 1

Packard's "Hollywood Mardi Gras," with Lanny Ross, Walter O'Keefe and Charlie Butterworth, fades March 1. Ross makes a film for Columbia, then goes on a concert tour. Young & Rubicam agency has plans for putting O'Keefe in another show.

### CBC Eventually to Center On Non-Commercial End

Ottawa—In a statement issued after its three-day annual convention, held behind closed doors, the Canadian Ass'n of Broadcasters said it believed that "Canadian Broadcasting Corp. is gradually working out the idea for which it was originally formed, that is, to build a number of non-commercial stations across Canada and eventually to leave the network business to the private stations."

## ★ THE WEEK IN RADIO ★

### Baldwin's Swan Song

By M. H. SHAPIRO

GROWING resentment, piling up since October, culminated in James W. Baldwin, managing director of the NAB, giving a farewell blast to the industry last week when he sent copies of his final report to the membership at large. . . . having made up his mind that he and the NAB were to part forever in so far as serving it in official capacity was concerned, Baldwin gave full vent to both his feelings and what he thought was wrong with the NAB. . . . to all appearances the move was ill-advised. . . . and since he really saw the

"handwriting on the wall" in Chicago last summer. . . . or should have seen it, taking into consideration the opposition that developed in certain quarters. . . . he should have remembered the joshing but excellent advice the late Will Rogers gave Al Smith when he told him not to run against Hoover but wait until 1932 when he would emerge a bigger man than ever. . . . perhaps Baldwin should have refused to take the job last summer and perhaps he would have been in a position now where (Continued on Page 4)

### Public Oppose Censor

Government censorship of programs is opposed by the big majority of radio set owners, according to a survey by the American Institute of Public Opinion, of which Dr. George Gallup is director. In reply to another query, overwhelming percentage said they had heard no program in the past year which they considered offensive.



Vol. 3, No. 31 Mon., Feb. 14, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher  
 DON CARLE GILLETTE : : : Editor  
 MARVIN KIRSCH : : : Business Manager

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 Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(Friday, Feb. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	134	133 3/4	133 3/4	.....
CBS A	19 1/4	19 1/4	19 1/4	+ 1/8
Gen. Electric	40 3/4	39 1/2	39 3/4	- 1/8
RCA Common	6 5/8	6 5/8	6 5/8	.....
RCA First Pfd.	50 1/2	49 1/2	49 1/2	.....
Stewart Warner	9	9	9	- 1/4
Westinghouse	96 1/2	95	95	- 1/8
Zenith Radio	13 1/2	13 1/4	13 1/4	- 1/4
OVER THE COUNTER				
Stromberg Carlson		Bid 5 3/4	Asked 6 1/4	

**Kroger's New Serial Starts on 17 Stations**

(Continued from Page 1)

WBWM, WCHS, WDAF, WDBJ, WIBA, WJR, WLAC, WLW, WMBD, WMC, WOOD, WOWO, WTAM, KFH and KMOX. World Broadcasting System is producing the show.

**Ralph Edwards Renewed**

Ralph Edwards has been renewed for another 13 weeks as announcer on the Sunday Horn and Hardart children's show over WABC. He's been on the program for six months.

**BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

Greetings from Radio Daily

February 14

Jack Benny Jessica Dragonette  
 Eric Madriquera Peggy Allenby

**Under One Tent**  
 ★ POWER  
 ★ MARKET  
 ★ POPULARITY  
 Newly Equipped for Super Power

**Radio Daily on the Job**

The NAB convention is being covered for RADIO DAILY by the following men from the home office staff: M. H. Shapiro, Ted (Scoops Daily) Lloyd, Don M. Mersereau, Marvin Eirsch and Arthur Simon.

**RCA Facsimile Equipment More Shows Back East, Is Being Added by WOR Predicted by Pat Weaver**

(Continued from Page 1)

WOR has placed an order for radio facsimile equipment to be supplied by RCA. This additional equipment, to be delivered within a few weeks, differs in a number of points from the facsimile system now being used by the station during experimental broadcasts which are being conducted daily by the WOR engineering staff. Having selected several of the most advanced methods of radio facsimile transmissions yet devised, the RCA system will be tested alternately, permitting WOR to keep pace with the aid in the development of the new field in which the station is pioneering. WOR is now experimenting with the system developed by W. G. H. Finch and has successfully transmitted facsimile of a WOR "news-paper".

who arrived here Friday on his way back to New York after a long stretch on the coast, said he expects to be in the east much of the coming season. Young & Rubicam's Packard show in Hollywood folds March 1.

**James Burke Promoted**

James F. Burke, of the CBS program department, has been appointed assistant to W. B. Lewis, vice-president in charge of programs. Gwendolyn Jones will be assistant to Burke.

**Floral Follow-Up**

Colorado Springs, Colo.—Seven local florists have taken a quarter hour a week live-talent show on KVOR following the "Songsshop" on Friday nights. Program features a tenor and instrumental group of six and is titled "A Bouquet of Melody."

**COMING and GOING**

JERRY BELCHER was in Nashville yesterday for his NBC-Red network broadcast.  
 PICK MALONE and PAT BADGET (Pick and Pat) are taking a two-week vacation in the south: Pick at Pinehurst, N. C., and Pat in Florida. They return to New York and their CBS program Feb. 28.  
 GINA CIGNA, operatic soprano, sailed Saturday on the Saturnia for Italy.  
 ALBERT N. BAUDIN, official of General Electric Co., and his family sailed Saturday on the American Legion for South America.  
 MRS. ARTHUR DE NUNZIO, singer with the San Francisco Opera Co., is on route to Italy on the Saturnia to further cultivate her voice.  
 A. L. CHILTON, head of KLRA, Little Rock, Ark., is in town.  
 CLAIR HEVER, WHBF sales manager, is in from the west.  
 EDGAR H. TWAMLEY, director of WBBN, Buffalo, is in town for short time.  
 JOHN THORWALD, managing director of WRB, Dallas, is in New York.  
 C. MERWIN DOBYNS, owner and general manager of KGER, Long Beach-Los Angeles, accompanied by his brother John, commercial manager, left on the new Union Pacific "Streamliner" for Washington to attend the NAB convention. In addition to taking in the convention, Dobyns plans to visit New York, Chicago and St. Louis for conferences with several radio advertising accounts.

**WMCA's Prayer Sign-Off**

Donald Flamm, president of WMCA, has placed in effect a new official station sign-off which will go into effect immediately, replacing the old transcribed message. New sign-off is a prayer for oppressed people in other countries.

**Brewers' Show Date**

Starting date for the American Brewers Ass'n show on CBS has been set back to Feb. 21 or 28 at 8 p.m., opposite Burns and Allen. Show will have local sponsors in various cities, after style of George Jessel's Mutual program. Lou Holtz, Ted Husing, Connie Boswell and Richard Himber's orchestra comprise the talent. U. S. Advertising Co., Toledo, is the agency.

**Merry Macs to Tour**

The Merry Macs, who make their third consecutive appearance on the Fred Allen show Wednesday night over NBC-Red, will leave immediately following with Al Pearce and his gang on a personal appearance tour.

**Al Pearce's Tenth Year**

Al Pearce and his Gang will celebrate their tenth year on the air on their broadcast Feb. 15 at 9-9:30 p.m. over CBS network. Troupe is scheduled to open at the Palace theater in Cleveland and following Friday for one week, broadcasting from that city Feb. 22. Program is sponsored by Ford Motor Dealers.

**SYNDICATE TRANSCRIPTIONS**  
 DISTRIBUTOR WANTED  
 FOR U. S. A.

Exclusive representation for United States available to agent having proper contacts to handle outstanding syndicate transcription shows. Also interested in agents with contacts in foreign countries. Full information and auditions from Martin Maxwell at Hotel Washington, Washington, D. C., during N.A.B. Convention.  
 Martin Maxwell will also be available in New York City on February 17th at Hotel Astor.

There's Only One Radio Station  
 in Bay City-Flint-Lansing  
 -Jackson-Battle Creek-  
 Kalamazoo-Grand Rapids  
 .....These, plus  
**DETROIT**  
 WXYZ (Key Station)  
 comprise the

**MICHIGAN RADIO NETWORK**  
 Primary Coverage to 8 Major Markets

## R E P U T A T I O N

WITH the constantly shifting pattern of radio representation, new names come on the stage, old names leave the scene. A very few achieve more distinction with the passing years; for such distinction must be based upon sound practice, high ethics and efficient sales performance. The value of a name in radio can neither be borrowed nor bought. It must be built.

KERM, *Bakersfield* · WBRC, *Birmingham* · WDOD, *Chattanooga*  
 WJJD, *Chicago* · WXYZ, *Detroit* · KMJ, *Fresno*  
 WOOD-WASH, *Grand Rapids* · WMBR, *Jacksonville*  
 WLAC, *Nashville* · WDBO, *Orlando* · WPRO, *Providence*  
 KOH, *Reno* · WRVA, *Richmond* · WHEC, *Rochester*  
 KFBK, *Sacramento* · WTOC, *Savannah* · KSOO, *Sioux Falls*  
 WSBT, *South Bend* · KWK, *St. Louis* · KWG, *Stockton*  
 WSYR, *Syracuse* · WDEL, *Wilmington* · WORK, *York*  
 ————— Michigan Network —————

PAUL H. RAYMER COMPANY

*Radio Station Representatives*

NEW YORK      DETROIT      CHICAGO      SAN FRANCISCO

# 250 IN WASHINGTON FOR NAB CONVENTION

(Continued from Page 1)

ing managing director, who will officially deliver his message today.

At the conclusion of Baldwin's speech, delegates will hear the report of Harold V. Hough, treasurer.

Report of Committee on Reorganization and discussion of reorganization report are scheduled for this afternoon. Tomorrow there will be continued discussion of the reorganization committee report. If report is adopted, the chair will announce procedure and order of business to follow. Later on Tuesday delegates will hear address of Commissioner T. A. M. Craven, and then report of district elections.

Tomorrow evening the Annual Banquet will be held at 7 o'clock in the Grand Ballroom of the Willard.

Wednesday will bring reports of the Nominating Committee, Joint Committee on Radio Research, by Arthur B. Church; Report of Sales Managers' Committee by L. H. Avery; Report of Engineering Committee by Paul Loyet, Report of Resolutions Committee, and adjournment.

Meeting of newly elected board of directors will be held immediately after close of convention.

Delegates who either are on hand or have signified intention of attending include:

John J. Gillin Jr., and Wm. Ruess, WOV; Marie W. Vandergrift and M. F. Rubin, WPAV; Norman Keeds and Wm. H. Appleby, WPG; Richard H. Mason, WPTF; F. W. Borton, WQAM; George E. Joy, and Louis N. Persio, WRAC; Jim Woodruff Jr., WRBL; Frank Russell and Fred Shawn, WRC; Hoyt B. Wooten, WREC; Clarence Coody, Lloyd Thomas, and A. E. Fuller, WHOK; Garland Powell, WRNF; J. Hoy McLennan and Frank M. Stearns, WMAZ; Gene T. Dyer and L. A. Sanford, WSBG; N. L. O'Neil and Gordon Gray, WBSA; H. Whillahan, WSMB; Otto M. Schlabach and Chas. F. Callaway, WKBH; W. P. Willamson Jr., WKBN; C. G. Moss, WKBO; James F. Hopkins, WJBK.

Besse A. Beck and Melvin Lahr, WKOK; John McCormick and M. R. Runyon, WKRC; John E. Fetzer, WKZO; Citmore N. Nunn and Winston L. Clarke, WLAP; Stanley N. Schultz, WLAW; W. S. Craig, WLBC; B. D. Butler and Glenn Snyder, WLS; Edward A. Allen and Philip P. Allen, WLVA; K. H. Berkeley and Otto Brandt, WMAL; W. W. Smith and K. Kiggins, WMAQ; E. K. Wooten and H. M. Sued, WMAC; John W. Potter and Alexander Sherwood, WHBB; Hiram Y. Burn and H. P. Furstenau, WHBL; E. A. Alburty and H. B. Wooten, WHBQ; James A. Wagner, WHBY.

E. J. Gluck, WSOQ; J. H. Ryan and E. F. Flanagan, WSPD; Quincy A. Brackett and Lewis B. Arce, WSPR; Harold H. Meyer, WSUN; John J. Storey, WTAG; L. B. Wailes and B. F. McClancy, WTAM; Campbell Arnoux and John H. New, WTAR; Clarence T. Hoffman, WTGB; Cedric F. Foster, and Norbert O'Brien, WHTT; D. A. Read, WHTC; Walter J. Damm and Don Albert, WTMJ; William H. West and Lester E. Cox, WTMV; Davis Keane and Dr. George F.

# THE WEEK IN RADIO

... Baldwin's Swan Song

(Continued from Page 1)

he might have been considered more strongly for a good NAB berth... Baldwin may or may not be right in some of his beliefs, but the fact remains that a great many broadcasters certainly do not agree with him... being a broadcaster himself, he should never have said anything that may be used against the industry, especially at a time when adverse legislation is the greatest fear harbored by the radio men with investments, large or small...

FCC Commissioner T. A. M. Craven, in a CBS network talk, opposed government operation of radio, the system in use having "proved beyond question to be the best for our country..." for the government to operate all broadcast facilities would be in conflict with the principles of democracy, he further stated... Ascop suit to test the Florida anti-Ascop law will be tried in New

Courier, WWAE; W. J. Scripps and Harry Bannister, WWJ; Vincent F. Callahan and J. D. Bloom Jr., WWL; George W. Smith and Paul J. Miller, WWVA; Edgar L. Bill and Charles C. Caley, WMDD; D. H. Poyner and C. Blair, WMBH; Frank King and Glenn Marshall Jr., WMBR.

H. W. Slavick, WMC; Wayne M. Nelson and E. Z. Jones, WMFR; O. J. Ketchner and R. C. Warden, WMMN; S. D. Quarton and W. H. Quarton, WMT; John Shepard 3rd and R. L. Harlow, WNAO; Ted Mathews, WNAX; H. V. Akerberg, WNBC; C. N. Mastin and Harry Trener, WNBK; B. F. Fisher and Hugh A. L. Hall, WQAI; Clark Luther and Paul Lohay, WOC; W. B. Dolph, WOL; T. C. Streibert, WOR; L. A. Benson and E. P. Shutz, WIL; Hal Leyshon and Martin Wales, WIOD; Benedict Gimbel Jr., WIP; Robert E. Hausman, WIRE; G. Richard Shaft, WIS.

Kern Tips, KPRC; J. M. Mooney and M. B. Campbell, WFAA; Joseph A. Lang and Paul Hanon, WGAB; Roy Thompson, WFGF; Samuel H. Cook and Chas. F. Phillips, WFBL; Hope H. Bartoll Jr. and Harold W. Bacheider, WFBF; Howard M. Loeb, WFDF; Donald Withycomb and S. R. Rosenbaum, WFIL; Walter Tison and H. H. Baskin, WFLA; Walter B. Fraser, and R. M. Tigart, Manager, WFOY; Hal A. Saville and Richard Mawson, WRAN; Edgar H. Twamly, WBEW; Edney Ridge and J. M. Bryon, WBG; R. A. Bored and W. I. Orr, WBNS; W. W. Behrman and Clarence Leich, WBOW; J. C. Bell and G. G. Marshall, WBRC; William Schudt Jr. and Harry Butcher, WBT; J. A. Holman and S. D. Gregory, WBZ; Leonard Kapner, WCAE; J. Thomas Lyon and L. M. Milburne, WCAQ; Colonel H. Nelson Jackson, WCAX; Earl H. Gammons, WCCO; H. K. Carpenter and C. M. Everson, WCLE; Sam C. Fante Jr., KSOO; E. L. Finley and R. F. Bjorn, KSRO; Stanley E. Hubbard and Paul Spearman, KSTP.

Edward E. Bishop and Edward E. Edgar, WGH; W. Ward Darrell and S. D. Gregory, WGL; I. R. Lounsberry and L. H. Avery, WGR-WKWB; H. W. Wilson and Ben Farmer, WGTB; Kolin Hager and J. H. Norton, WGY; E. A. Hanover and William Fay, WHAM; Barry Bingham and Mark Ethridge, WHAS; L. H. Bailey and W. P. Ogelsby, WHAT; Donald Dwight Davis and Dwight T. Schilling, WHB; Sidney H. Bliss and John Dixon, WCLO; Kenneth B. Johnson and C. Robert Thompson, WCOL.

John Howard and M. Watters, WCPO; H. Dean Fitzer, WDAF; Barney Lavin, WDAY; Ray P. Jordan and F. D. Kessler, WDBL; Harold P. Danforth, WDBO; J. F. Jarman Jr., WDNC; Franklin Doolittle, WDQC; J. C. Chait, WDSU; Edgar R. Bill, WDZ; A. H. Morton and W. S. Hedges, WDEA; R. L. Harlow, WEAN; Inglis M. Taylor, WEBQ; Avery Wynne

Orleans, March 3... WOR began active experiments with transmission of facsimile, using the W. G. H. Finch method and garnering considerable space in the daily papers as well... Year-round advertisers are increasing, according to NBC statistics... Several members of Local 802 of the AFM filed suit against the local to stop enforcing its \$54 top earning fees for free-lance musicians... Sesac let out a squawk over the inaccuracy of the NAB report on its catalog... Canadian broadcasters held their meet early in the week behind closed doors, but the main argument appears against the CBC and how to get more American commercials... RCA net for 1937 reached the 9 million dollar mark... goodly share of it coming from NBC... CBC incidentally reported a profit for its Canadian network of \$128,819 the past year....

and B. W. Frank, WEED; H. E. Fellows, WEEI; John V. L. Hogan and Elliott M. Sanger, WQXR; M. E. Tompkins and Loren Watson, Associated Music Pub.; Jan G. Bailey and C. M. Jansky, Jansky & Bailey.

Clarence Wheeler, WHEE; Leonard Reinsch, WNIO; H. K. Carpenter and C. M. Everson, WHK; J. O. Maland, WHO; Joseph Lang, WHOM; Joseph W. Mason and John M. Davis, WBG; Roy Radner, WIBM; Ben Ludy and E. C. Nash, WIBW; Gene T. Dyer, WGES; Oliver Morton, WENR; John T. Calkins, WFSG; A. S. Foster, WEW.

G. W. Grignon and R. N. Wehl, WISN; John J. Boyle and Mortimer L. Burbank, WJAR; J. F. Hopkins, WJBR; H. Vernon Anderson and Charles P. Manship Jr., WJBO; Wiley Harris and Allen Lacy, WJDX; Leo Fitzpatrick, WJR; Harry Butcher and A. D. Willard Jr., WJSV; H. C. Wilder and H. L. Lohnes, WJTN; S. W. Townsend and John F. Weisner, WJN; A. L. Ashby and P. J. Hennessey Jr., WJZ; Clair McCullough, WGAL; John F. Patt, WGAR; Laurence Leich and W. W. Behrman, WGAF; Frank Megarce and George Coleman, WGBI.

Richard O. Lewis, KGAR; Sam H. Bennett, KTAP; Ed. Craney, KGIR; Harold Hough, WBAE; D. A. Kahn, KTOK; B. F. Orr, KTRH; Karl O. Wliet, KTSB; Ben S. Fisher, KVOD; William B. Way, KVOO; W. B. Greenwald, KWBG; Robert T. Convey and C. G. Cosby, KWK; John D. Ewing and John C. McCormack, KWKH; T. W. Symons Jr. and T. W. Symons 3rd, KXLI; A. J. Mosby, KGVO; Lewis Allen Weiss, KHJ; Ralph R. Brunton and C. L. McCarthy, KJBS; B. F. Fisher, KJR.

P. W. Thurston and L. F. Brokover, Gen. Electric; P. L. Deutsch and A. J. Kendrick, World Broadcasting; W. E. Hutchinson, WAAP; P. H. La Stayo,

# AGRAP-CIO AFFILIATION INDICATED IN BALLOTING

(Continued from Page 1)

votes cast by committee members whereby the CIO held a large majority. A swing toward the more conservative AFRA, and votes demanding independence for AGRAP, are cutting heavily into pre-ballot forecasts.

Temporary agreements between AGRAP and several radio stations which were due for negotiation have been extended until the duration of the balloting.

WAAT; Allen T. Simmons, WADC; Jess Swicegood and Landin Kay, WAGA; Ronald B. Woodyard, WALR; Maurice Coleman, WATL; Harold Thomas, WATR; Nathan Lord and George W. Norton Jr., WAVE; Fred A. Palm, KOY; Lloyd Yoder and H. A. Woodman, KFO.

Arthur B. Church and J. Leslie Fox, KMBC; C. W. Meyers, KOIN; J. C. Linder Sr., KMLB; Herb Hollister, KANS; Merle S. Jones and Ken W. Church, KMOX; Donald W. Thornburgh, KNX; R. H. Owen and P. J. Merryman, KOA; Don Searle, KOIL; Bert Fisher, KOMO; James C. Wallace and Lawrence King, KAST; Ellis Atteberry, KCKN; S. D. Gregory and A. E. Nelson, KDKA; S. S. Fox, KDYL; Calvin J. Smith, KFAC; K. W. Fyle and Lester E. Fox, KFBI; Gene O'Fallon and Frank Bishop, KFEL; Dalton Le Masurier, KFJM; Lawrence W. McDowell, KFOK; James R. Curtis and H. C. Hohnson, KFRO; R. V. Hamilton and C. H. Thomas, KFRR; Herman K. Hohenstein, KFVO; Oscar C. Hirsch, KFVS.

K. L. McCarthy and Ralph R. Brunton, KQW; Arthur Westlund, KRE; O. L. Taylor, KRGV; L. M. Sepaugh and R. B. Lanford, KRMD; Luther L. Hill and Craig R. Lawrence, KRNT; Gregory Gentling and Earl Gammons, KRQC; Robert E. Priebe and P. K. Leberman, KRSC; R. H. Laubengayer, KSAL; Edward W. Hamlin, KSD; Philip G. Lasky and Wesley I. Dumm, KFSO; Gardner Cowles Jr. and Luther L. Hill, KSO; B. C. Thomson and Bob Elliston, KFTR; Dewitt Landis and O. L. Taylor, KFVO; P. J. Meyer and F. Fitzsimmonds, KFVY; C. Merwin Dobyns and John A. Dobyns, KGER; Ben S. McGlashan, KGFV; John J. Gillin Jr., WOW; H. J. Powell, KGGF; F. C. Eighmey and Lee P. Loomis, KGLO; O. L. Taylor, KGNC; J. C. Denous and N. C. Petersen, KGNO; Leslie Joy and F. E. Chizzini, NBC Theasurus.

## "As the Jewish Market Goes— So Goes New York"

Listen in over Station **W M C A**

To the following programs:  
**ZION VARIETY SHOW**  
Mondays at 7:30 P. M.  
**LET'S SING TOGETHER**  
THE SONGS OF ISRAEL  
Wednesdays at 7:30 P. M.

**MOLLY PICON** in "I Give You My Life"  
Fridays at 7:30 P. M.

Judge for yourself  
ADVERTISERS BROADCASTING CO.  
205 East 42nd Street, New York, N. Y.  
Murray Hill 4-1364

**WALT FRAMER**  
Producer - Originator  
"THE BLESSED EVENTER"  
Daily 10:30 A. M. Over WWSW  
Pittsburgh, Pa.

**LANG-WORTH**  
Largest Tax-Free  
Musical Library  
In The World  
On Demonstration Now  
Hotel Willard-930-31

Gear RADIO to the picture age  
with

# Finch Facsimile

RADIO'S MOST  
DRAMATIC FORWARD-STEP  
OF THE YEAR!



Facsimile Recorder which, early in 1938, pioneer broadcasters will place in test homes for experimental transmission. Hardly more than a foot square; complete in a single unit; automatic; works on any radio.

Facsimile Copy as it issues from the Recorder. Two columns; wide; carries news bulletins, photographs, advertising, open-up from various sources all available to broadcasters. Recorder holds week's supply of dry paper; no liquids or carbon transfers; standard papers give black and white or black and orange copy. Paper cost approx. 20¢ week.

Electric "Pen" in Recorder, which, actuated by signals from broadcasting station, swings to and fro in automatic step with transmitter, silently printing while citizens sleep. With few moving parts, these simplified Recorders make facsimile possible in remote districts.

Radio facsimile as a vital public service is here now. Under Finch patents the following stations have been licensed for facsimile broadcasting, FCC having granted permits for experimental use of regular frequencies, full power, from midnight to 6 a. m.

- WGH — 250 watts — Newport News, Va.
- KSTP — 25,000 watts — St. Paul, Minn.
- WSM — 50,000 watts — Des Moines, Iowa
- WMO — 50,000 watts — Nashville, Tenn.
- WHK — 2,500 watts — Cleveland, Ohio
- WCLE — 500 watts — Chicago, Ill.
- WGN — 50,000 watts — Chicago, Ill.
- WOR — 50,000 watts — Newark, N. J.

The laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza 5-6570

*William H. Finch*



Scanning Head with photoelectric eye, in compact, easily operated transmitting apparatus, which plugs into ordinary broadcasting amplifiers without equipment changes; translates printed matter, line-cuts, half-tones, photos, into electrical signals which can be sent over regular channels.

**FINCH TELECOMMUNICATIONS LABORATORIES, INC.**  
37 WEST 57th STREET, NEW YORK CITY

## AGENCIES

CHARLES ROBERTSON JR. and Charles Coward of The Ralph H. Jones Co., Cincinnati, were in New York last week. Robertson completed last minute details in connection with the new Kroger Show, "The Editor's Daughter." Coward conferred with NBC and members of the cast of "Hello Peggy," the twice weekly Drano-Windex show, on a new plot formula effective immediately. He also attended the meeting at the Waldorf Astoria Hotel of the National Electrical Manufacturers Association, where he presented the 1938 range campaign to the participating manufacturers.

FRANK KIERNAN & CO. has been appointed to handle the radio and newspaper advertising of Shortwave Diathermy Laboratories Inc.

ROY S. DURSTINE of BBD&O delivered a business talk last week before the Advertising Club of Chicago.

## Flash—Corpse in Car

Norfolk, Neb.—A striking example of what may be done toward crime detection by a group of cooperative listeners to a local station occurred last week when WJAG here made a broadcast to the Nebraska State Highway Patrol for a listener who had seen a corpse being transported in a passenger sedan, laid out on a stretcher from front to rear seat, and thought the circumstances were peculiar. Reports immediately commenced coming in from listeners who had seen the car at various points. Several members of The Nebraska State Highway Patrol who kept tuned to WJAG started chasing the car. In the meantime the Norfolk police investigated the local reports and found that a body was being transported from Norfolk to Winner, S. D. for burial. Within an hour of the first broadcast WJAG was able to broadcast a clearance.

## NEW BUSINESS

WSVA, Harrisonburg, Va.: Ivory Soap, "The Gospel Singer", E.T.s. through Compton Advertising; DeSoto, program; Dwinell-Wright Corp.; Carter Medicine Co., spots, through Street & Finney; RCA-Victor, spots.

KGO, San Francisco: McKesson & Robbins (Pursang), through H. W. Kastor & Sons.

WNEW, New York: Pepodent Co., "Make Believe Ballroom", through Lord & Thomas.

## PRESTO

RECORDING  
EQUIPMENT

ON DEMONSTRATION  
DAY and EVENING

Room 940

THE WILLARD

DURING N. A. B. CONVENTION



• • • Inauguration of WTAM's new \$300,000 studios Friday night was the big doings in Cleveland. In honor of the occasion, WHK of the UBC System devoted its "Today's Tribute" program that night to the NBC station. Walter Logan, musical director of WTAM, led the UBC concert ork in one of his own compositions, and Manager Vernon Fribble spoke briefly. WTAM's first manager, Leonard Baldwin, and the first program director, L. W. Zimmerman, also were among the guests.

• • • KTUL, Tulsa, has found a program, locally built, that is competing favorably with NBC's Bing Crosby... From 9 until 9:30 on Thursdays, opposite the first half of the Crosby show, KTUL stages its all-colored Amateur Show. The broadcast is also a stage show, held in front of a live audience and is remoted from the Crystal Palace Ballroom in the heart of the colored section of Tulsa. Only in its fifth week, the program and the Ballroom have out their SRO signs and fully half of the audience is white. Admission is charged. The show known as the "Dixieland Jamboree" was sold, produced and emceed by one man, "Bud" Akin of the KTUL staff.

• • • The news room of KARK, Little Rock, Ark., recently flashed a dispatch relating the death of a nationally prominent man. The dispatch was received while a religious program was on the air and it was necessary to fade the broadcast for the news announcer. The first words after the program was brought back on the air were, "...now, isn't that fine!" It seems that two young ladies had just finished a duet and were being complimented. It was quite a jolt, though, to puzzled listeners.

• • • An example of newspaper-radio co-operation is now being furnished by the Jersey Journal, Jersey City, N. J. Expressing itself as desirous of presenting daily radio programs in the form most pleasing to the greater number, the Journal is conducting an "election" on the question of whether listings should be continued as now printed, giving each station's program for the day under the station's call letters, or whether all should be grouped together according to time of broadcasts. Ballots for the "election" are provided on the radio page.

• • • The Hal (NBC) Gordons will have another mouth to feed around the first of March... Just split the name, Cinderella, reverse it—and you'll have the name of a new NBC artist. The little lady is the creation of comic-strip artist Bill Coselman. Ella Cinders is her name... They're screen-testing Margret Brill, NBC's debutante harpist... More than 100 safety clubs have asked for a copy of Haven MacQuarrie's one-armed driver script!... Frank Luther, who conducts the "Person-to-Person" program over NBC, has just discovered that if you pick up your phone and dial "I L-O-V-E Y-O-U" you'll get a busy signal. However, if you're more persistent and dial "D-A-R-L-I-N-G," you'll get the operator!"

## Governor Drops WDSU

New Orleans — After 10 years of cordial relations between the Huey Long political machine and WDSU, the station last week was canceled and two others, WSMB and WWL, were substituted to carry the sustaining "fireside chat" of Governor Richard Leche. WDSU recently carried the speeches of Jimmy Morrison, lawyer organizer of the strawberry farmers' union, and administration critic.

## Betty Baker Makes Good

St. Louis—Betty Baker, kid sister of the Baker gals who warble on the CBS "Double Everything" show on Sundays, now has her own program twice weekly on WEW, St. Louis. Still in high school, Betty made her debut a few weeks ago on the Jackie Norder Variety Show, got the fan mail and now is on her own. The station is seeking a sponsor for her.

## GUEST-ING

HELEN JEPSON and CHARLES KULLMAN, on "Magic Key of RCA," Feb. 20 (NBC-Blue, 2 p.m.).

LOUISE RAINER, on "Good News of 1938," Feb. 24 (NBC-Red, 9 p.m.).

LOTTE LEHMANN, on "Kraft Music Hall," Feb. 24 (NBC-Red, 10 p.m.).

PHILIP GUEDALLA and SCHNICKELFRITZ BAND, on Rudy Vallee program, Feb. 17 (NBC-Red, 8 p.m.).

HUMPHREY BOGART, LOUISE FAZENDA and FRANK McHUGH in scenes from "Swing Your Lady," on "Hollywood Hotel," Feb. 18 (CBS, 9 p.m.).

COL. STOOPNAGLE, on Paul Whiteman program Feb. 18 (CBS, 8:30 p.m.).

WALTER CONNOLLY, on Al Jolson broadcast, Feb. 22 (CBS, 8:30 p.m.).

FERDE GROFE, guest conductor on "Magic Key of RCA," March 20 (NBC-Blue, 2 p.m.).

ROSE PAULY, soprano, soloist with Ford Symphony Orchestra and Chorus, Feb. 20 (CBS, 9 p.m.).

## NASHVILLE

Buddy Thomasson recently joined WSIX sales force.

With taking of Fortune Shoe program, WSM now has two mutual shows.

Jack Knapp, 6 feet 7 inches, is now on the WSIX announcing staff. He came from WDDO, Chattanooga.

## Manufacturers Ass'n Disks

National Ass'n of Manufacturers has completed a series of quarter-hour disks made by NBC on topics of current interest. George E. Sokolsky is the commentator. Disks are available free to one station in a city. To date, 235 stations have signed up for the service.

Results

COUNT MOST

WILLARD HOTEL

NEAL and JOE WEED

WEED & COMPANY

RADIO STATION REPRESENTIVES  
NEW YORK - CHICAGO  
DETROIT - SAN FRANCISCO

**PROGRAM REVIEWS**

**"Hollywood Serenade"**

Mutual's new "Hollywood Serenade" via KHJ, Los Angeles, Thursday at 10-10:30 p.m., presents popular music with symphonic treatment in a manner that makes for very pleasant listening. Orchestra is a 75-piece affair directed by Elias Breeski, and in the vocal end is the Frank Hubbell Choir plus a femme soloist who registered nicely on the opening broadcast. Things moved along so smoothly and entertainingly that the half-hour was over in no time.

**Cavan O'Connor**

Making his radio debut here, Thursday at 12:15 over NBC-Blue, Cavan O'Connor, vocalist from England, displayed a tenor voice with possibilities. In the short time allotted him on this occasion, however, he hardly had a chance to make a good showing for himself. He sang "Lolita" and another number, with the Sears Orchestra supplying musical background.

**Bob Brenner**

Personal facts, hobbies, superstitions and other notes on radio stars are handed out by Bob Brenner in this new WNEW program, Thursday at 9:15-9:30 p.m. Mary Small appeared and sang as guest on the opening broadcast. Brenner talks with a southern accent that doesn't sound too genuine, and practically all the personalities he talked about are heard on major network stations. On the whole, this type of program should have generous listener interest.

**Gertrude Berg as Instructor**

Voted "Dean of Radio Script Writers" by the class in radio writing conducted by Erik Barnouw, at Columbia University, Gertrude Berg of "The Goldbergs" will appear before them as guest instructor and lecturer on Feb. 28.

**KARK Staff Orchestra**

Little Rock, Ark.—Appointment of Thomas Morrissey, director-critic-composer, as musical director to head newly added staff orchestra at KARK is announced by G. F. Zimmerman.

**NEW PROGRAMS—IDEAS**

**"Musical Memory Contest"**

A "Musical Memory Contest", offering \$45 in cash prizes at each broadcast for correct answers to questions about music, composers and instruments, is a new WQXR feature on Wednesdays, 9-9:30 p.m.

Program is conducted by Norman MacKay.

Contestants in the studio will compete for prizes by answering factual questions about all phases of music, by identifying musical themes, and by naming instruments played behind a screen. Listeners will participate by contributing questions to be used on future programs, for which they will also receive cash awards.

**G-Man Interview Series**

The story of the G-men and Uncle Sam's war on crime will be the subject of a series of Saturday evening interviews over KOIN, Portland, Ore., with a local representative of the Federal Bureau of Investigation. The official is C. C. Spears, special agent in charge, Federal Bureau of Investigation, United States Department of Justice.

With Stanley Church in the role of interviewer, Spears talked during the first broadcast on "The FBI and Organized Crime."

Titles of interviews on three succeeding Saturdays will be "Recruiting the G-Men," "Science Stops The Criminal" and "The FBI's Who's Who In Crime."

**WBT Audition Laboratory**

A new program, "WBT's Audition Laboratory," made its bow Friday night, 11:05-11:15 o'clock, on WBT, Charlotte. The program features talent discovered by the weekly auditions conducted by WBT. Jack Phipps, organist and pianist, and Pete Martin, xylophonist and vibraphonist, will accompany the singers. Audience reaction to the singers will

**Traffic Trials on WMAL**

Washington Bureau, RADIO DAILY Washington—WMAL, as well as WJSV, is carrying the proceedings from Traffic Court. Series started last Friday 10:45 a.m. spot.

determine whether or not they will stay on the air.

**"Great Sea Stories"**

"Great Sea Stories," derived from the literature of all time and all countries, is a new series to be presented by the WPA Federal Theater Radio Division beginning the first week in March. This program will be heard over one of the coast-to-coast networks to be specified with the definite date and time within a fortnight.

Adventures of the sea from the time and pen of Homer to H. M. Tomlinson's will be dramatized and presented by the writers and actors of the WPA Federal Theater Radio Division which has in the past year and a half made an enviable reputation for high quality productions of radio dramas.

Sea-tales from writers as widely separated in time and style as Boccaccio on the one hand and Joseph Conrad on the other, or from a chapter in the Bible to a yarn by a modern Chinese, will be heard in this new radio series.

**Coming Events**

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders' meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

**"Pickwick Papers"**

"Pickwick Papers" by Charles Dickens, will be dramatized and presented in a new series of broadcasts by the WPA Federal Theater Radio Division over WQXR, beginning the first week in March.

**NATIONAL REPRESENTATION BY INTERNATIONAL RADIO SALES**

*Now Representing*

- WINS . . . . . New York
- WBAL . . . . . Baltimore
- WCAE . . . . . Pittsburgh
- WLS . . . . . Chicago
- WISN . . . . . Milwaukee
- KOMA . . . . . Oklahoma City
- WACO . . . . . Waco
- KNOW . . . . . Austin
- KTSA . . . . . San Antonio
- KOY . . . . . Phoenix
- KEHE . . . . . Los Angeles
- KYA . . . . . San Francisco

Effective March 1, 1938

- WDRG . . . . . Hartford
- WORC . . . . . Worcester

AN ADVANCED REPRESENTATION SERVICE FOR STATIONS  
NEW YORK · CHICAGO · DETROIT · LOS ANGELES

**KMMJ**

**"The Old Trusty Station"**

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.

**PROMOTION**

**Timely Thinking**

A loose-leaf brochure containing a series of expressions titled "Straight Thinking Americans," each separately and handsomely printed from engraved plates on 11x14 inch parchment, has been prepared by David Rosen, specialist in marketing, management and public relations. The series was originally issued by Rosen in 1936, and is being revived at the suggestion of prominent business executives who regard the philosophies expressed therein as even more timely today.

One quotation, from Owen D. Young, says: "Capital which overreaches for profits; labor which overreaches for wages, or a public which overreaches for bargains will all destroy each other. There is no salvation for us on that road."

Alfred P. Sloan, J. P. Morgan and Thomas J. Watson are among other contributors.

**Used Car Parade**

There are lots of automobile parades, but usually with new, shiny cars in line. WROK, at Rockford, Ill., staged a parade of used cars not long ago. The WROK mobile transmitter, also equipped for P.A., had a place in the parade, and Russ Salter, announcer, laid down a barrage of description of the cars in line as the cavalcade wheeled about the city. Several sales of cars in the parade were made.

**KNX's 800,000 Phone Calls**

Latest promotion piece sent out by Sales Manager Harry W. Witt of KNX points out that its 1937 findings (that KNX is the most popular station during greatest number of quarter-hour periods) is based on results of some 800,000 phone calls instead of the few thousand usually employed in surveys.

**WHO 1938 Picture Book**

The 1938 "WHO Picture Book" is off the press. In handy size, 7x9 inches, its 48 pages are packed full of photos of the station's talent, staff personnel, productions, transmitter, attractive studios, etc., as well as some of the network favorites heard via WHO. Booklet is sold for a quarter, and gives the station an impressive buildup.

**EIGHT AGENCIES PLACED 59% OF NBC BUSINESS**

(Continued from Page 1)

Wade Advertising, Benton & Bowles, and Stack-Goble are the agencies. Together they billed a total of \$22,875,440. The grand 1937 total for the web was \$38,651,286.

Network had previously announced that no agency or client billings would be released this year, but rule has been rescinded.

Complete list of agencies plus the billings of each follows:

Blackett-Sample-Hummert	\$3,086,667
J. Walter Thompson Co.	4,376,915
Lord & Thomas	3,872,538
Compton Advertising	2,916,100
Young & Rubicam	2,772,680
Wade Advertising Agency	1,457,479
Benton & Bowles	1,200,461
Stack-Goble Advertising Agency	1,192,359
Kastor & Sons Advertising	873,235
Leunen & Mitchell	851,357
H. B. Ayer & Son	782,166
H. B. D. & O.	764,162
McCann Erickson	698,496
Roche, Williams & Cunningham	698,101
Erwin, Wasey & Co., Ltd.	695,652
Pedlar & Ryan	609,161
Aubrey, Moore & Wallace	582,611
James C. Gardner Advertising	547,634
Campbell-Ewald Co.	518,582
The Bjom Co.	509,704
Hutchinson Adv.	504,521
Cecil, Warwick & Legler	482,600
Needham, Louis & Brorly	455,744
Mason, Inc.	416,155
Gardner Advertising	397,712
Fuller & Smith & Row	344,659
Arthur Kuehler	330,301
MacManus, John & Adams	318,529
L. W. Ramsey Co.	257,462
Henri, Hurst & McDonald	201,475
Peck Advertising Agency	157,296
Hickson O'Donnell	135,232
Birmingham, Castleman & Pierce	144,220
Newell-Emmett Co.	144,104
Blaker Advertising	143,836
Donahue & Co.	143,311
D. P. Brothier & Co.	140,913
Westco Adv. Agency	133,674
McJunkin Adv. Co.	133,216
Russell Coner Adv.	131,216
Kenyoun & Eckhardt	102,136
Brown Adv. Agency	91,226
Southmayd	83,699
Wessel Co.	75,919
Ralph H. Jones Co.	70,836
McKee, Abright & Ivory	68,280
Baggaley, Horton & Hoyt	66,298
Leo Burnett Co.	64,688
Howard Williams Co.	64,360
Walker & Downing	63,560
Lambert & Peasley	58,344
H. C. Bernstein Agency	57,888
Brook & Archer	35,848
Borsford, Constantine & Gardner	52,800
Logan & Stebbins	49,512
Fitzgerald Adv.	42,072
Emil Briskaer & Staff	39,680
Ruthrauff & Ryan	38,870
J. M. Mathes	36,036

Charles Stuart	35,088
Tomac-Elk-Elliott	35,072
Long Advertising Service	35,046
Craven & Bassett	29,938
D'Kelly & Wadsworth	24,403
Leighton & Nelson	24,192
Clements Co.	20,580
James Morton	18,460
Raymond Morgan Co.	16,608
Glicksman Advertising Co.	10,476
Hays MacFarland	8,460
Rogers & Smith Adv. Agency	7,946
Federal Adv. Agency	7,372
Auspitz & Lee	5,868
Dan B. Miner	5,360
T. J. Maloney	5,300
L. D. Wertheimer Co.	4,590
Joseph Katz Co.	3,772
R. C. Smith & Son, Ltd.	3,474
General Adv. Agency	3,354
Gerth-Knollin Adv. Agency	3,328
Sidney Garfinkel Adv. Agency	3,096
Critchfield & Co.	3,072
Baker Adv. Agency	3,032
Harmon Co.	2,744
Miles Weinberg Adv. Co.	2,232
No Agency (Billed Direct)	1,009,087

TOTAL \$38,651,286

**Leading NBC Accounts**

The 20 leading NBC advertisers in 1937, and their gross expenditures, were:

Procter & Gamble	\$4,456,525
Standard Brands	2,508,139
General Foods	2,532,193
Sterling Products	1,169,836
Miles Laboratories	1,457,470
American Home Products	1,403,496
National Dairy Products	1,275,202
Pepsodent	1,269,158
Radio Corp. of America	1,133,385
General Motors	953,831
Jersey Woodbury Sales	841,457
American Tobacco	772,374
Bristol Myers	762,200
Packard Motor	757,821
Lady Esther	683,869
Campagna Sales	583,123
Citico Service	575,603
Sun Oil Co.	567,409
Kellogg Co.	563,373
Firestone Tire & Rubber	537,634

**Top Network Agencies**

The 10 top agencies in placing of network business last year, based on official CBS, NBC and MBS data were:

Blackett-Sample-Hummert	\$7,256,744
Lord & Thomas	5,549,195
J. Walter Thompson	5,283,134
Young & Rubicam	3,821,010
Benton & Bowles	3,634,240
Ruthrauff & Ryan	3,450,016
Compton Advertising	3,001,600
N. W. Ayer	2,842,215
Newell Emmett	1,931,761
B. B. D. & O.	1,801,696

**"Four Clubmen" Signed**

Lyn Murray's "Four Clubmen," heard five times weekly over CBS, have been signed by Decca to record the songs from "Snow White and The Seven Dwarfs."

**CROSLY RADIO CORP.**  
IS PROUD TO PRESENT  
**JOSEF CHERNIAVSKY**  
"The Musical Centerman"  
as  
Co-Musical Director  
of  
**WLW WSAI**



**F. C. C. ACTIVITIES**

**HEARINGS SCHEDULED**

Feb. 14: Amarillo Broadcasting Corp., Amarillo, CP for new station, 1500 kc., 100 watts, unlimited.  
W. C. Irvin, Amarillo, CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.  
Northwestern Broadcasting Co., Vernon, Tex. CP for new station, 1500 kc., 100 watts, unlimited.  
Great Western Broadcasting Co., Omaha, CP for new station, 1500 kc., 100 watts, unlimited.  
Mar. 24: General Electric Co., Albany, N. Y. CP for 4 new television stations.  
Mar. 25: P. W. Spencer, Rock Hill, S. C. CP for new station, 1500 kc., 100 watts, daytime.  
Mar. 29: Fredricksburg Broadcasting Corp., Fredricksburg, Va. CP for new station, 1200 kc., 250 watts, daytime.

Cuyahoga Valley Broadcasting Co., Cleveland, CP for new station, 1500 kc., 100 watts, daytime.  
McComb Broadcasting Corp., McComb, Miss. CP for new station, 1200 kc., 100 watts, daytime.  
WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams, 1200 kc., 100 watts, CP for 250 watts LS., unlimited.  
Cuyahoga Valley Broadcasting Co., Warren, O. CP for new station, 1200 kc., 100 watts, unlimited.

Mar. 30: Chester Howarth and Clarence Berger, Wallace, Ida. CP for new station, 1420 kc., 100 watts, 250 watts LS., unlimited.  
WHBF, Rock Island, Ill. CP to change frequency and increase power to 1240 kc., 1 KW. Unlimited.  
King-Trendle Broadcasting Corp., Pontiac, Mich. CP for new station, 1440 kc., 250 watts, unlimited.

**APPLICATIONS GRANTED**

Beaumont Broadcasting Association, Beaumont, Tex. CP for new station, 1420 kc., 100 watts, unlimited.  
Mervel M. Valentine, Laredo, Tex. CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

**NAT BRUSILOFF**  
MUSICAL DIRECTOR  
New York's Own Station  
WMCA  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200

**SOUND REPRODUCTIONS CORP.**  
Represented at the Convention  
BY  
**EUGENE L. BRESSON**  
Washington Hotel

Call  
★  
**BRINCKERHOFF**  
for  
**RECORDINGS**  
29 W. 57th St. PL. 3-3015

**WJSV, Washington**  
A. D. Willard Jr., manager, and Bill Murdock, sales manager, are back from Chicago.  
The speakers' studio has been re-decorated and refurnished. The new furniture includes love seats, cozy corners, potted plants, soft lights and flowing drapes, all in a restrained version of the modern manner. So intrigued is the staff with the studio that it appeared for a time that all business of the station would have to be conducted there.  
**WICC, Bridgeport**  
Harry Dority, chief control engineer at the New Haven end, is convalescing.  
Virginia Miller, "Shopping Parade" hostess, ill at her Darien home.  
Bill Elliott, emcee of "Street Scene," will also handle new spelling bee from New Haven.



# CRITICS' FORUM

(Continued from Page 1)

dren and more cultural, stable and pro-American programs would greatly enhance that prestige of radio which is deplorably falling off."—JOHN L. SPRINGER, *Newsdom*.

"The Hollywood stampede is downright sinful. Half of our variety shows are nothing more than 60-minute theater commercials. If we must have 'previews', give radio listeners the entire story. The current preview is a first cousin to the theater trailer. Let's have more of the lighter classics—don't sandwich them in on a 'heavy' symphonic show or a jazz program. It just won't work. Let more artists follow Benny and Bernie in their trick chocolate-coated commercials and none of that coaxing, juvenile touch if the commercial must be straight."—LEE ROY MANUEL, *Fort Worth Press*.

"In my estimation a vocal chorus is the greatest program on the air—and there are not enough of them. There are too many 'lousy' dance orchestras on late evening sustaining shows. There are plenty of 'name' orchestras available, why put up with second raters on the networks? All these 'swing' shows are driving me nuts. Why bastardize music?"—H. B. HOOK, *Mason City (Ia.) Globe-Gazette*.

"Major Bowes and Benny Goodman have run novel ideas into the ground. When lasting melody, subtle comedy, distinctive drama, faithful reproduction of classics, development of sound American music and artistic arrangement of programs become goals for radio, we'll be getting some place. As long as slapstick comedy, 'swing' music, risqué-worded novelty songs, sensational drama ('Gang Busters,' 'True Story Court') and lavish over-dressed variety programs continue to find a following, radio is threatened with stagnation."—GEORGE HILLYER, *Topeka State Journal*.

"Too many shows are built with an attempt to please all of the people some of the time in course of every show, instead of picking a definite group to cater to; shifting shows and hence markets, occasionally—but holding to some definite audience and entertainment formula in each show. Give billing to radio writers in program listings and at the microphone—in order to give radio listeners a chance to follow their favorites just as they can in magazines and on stage

and screen."—DOROTHY MATTISON, *Worcester Telegram and Gazette*.

"Too much studio applause. Too great exploitation of Miller joke book. Too great use of movie stars who have no entertainment value before microphone. Too few original radio productions. Too lax rules by nets in allowing local stations to cut in on worthy sustaining shows for commercial announcements. Radio presumes too low I.Q. of average listener. Programs are produced generally on too simple basis, commercial repeated too often during same broadcast."—ROBERT M. GRAY, *Memphis Commercial Appeal*.

"Commercials are getting worse. Many of the programs are slowing up by sticking too close to the script. That is, it is becoming more obvious that the material is being read. A few ad-lib remarks can remedy this easily. Too many 'guest stars'. And the grid announcers with 'up, tail and wing' backs. Especially detailed descriptions of formations and defenses are irritating."—DAVE LEWIS, *Long Beach (Cal.) Sun*.

"Poorly timed pauses to permit synthetic laughter and continued use of poor satire in the name of comedy. Of course, excess commercial injection and the stereotyped formula of orchestras 'open the program with' announcement—they all do it. Great need for originality."—NEWCOMB F. THOMPSON, *Boston Evening American and Sunday Advertiser*.

"Too many crime programs on the air. Not suitable for younger generation. Children's programs are nothing more than 'thrill' stories."—KENT OWEN, *Racine (Wis.) Journal-Times*.

"Entirely too much back-slapping—at \$500 a slap. The 'guest stars' who 'happen into' the studio and are prevailed upon to perform—oh, so spontaneously—before the microphone, are particularly annoying. After their performance, the guests are thanked profusely and treated like higher beings although everyone knows they contracted to make the

## Radio Business in South On Upturn, Kiggin Finds

(Continued from Page 1)

wearing away. Kiggins was also reported to have looked into the WSMB and WDSU musicians' union tangle here over closed shop, but apparently nothing definite resulted at present.

### Junior Reporter Club

Youngsters from six to sixteen, having journalistic inclinations, get an opportunity to test their prowess in a new program over WFIL, Philadelphia. Dubbed the "Junior Reporter Club of the Air," show invites local boys and girls to write up some occurrence they witnessed during week preceding broadcast. Five best stories are selected, and their headline-hunting juvenile authors brought before the mike to relate them. Big shots of the journalistic fraternity will serve as guests from time to time, answering questions about stories they covered, but cash prizes go only to the youngsters. Every story submitted gets membership certificate for the writer.

appearance three weeks to a month before, and, in addition, spent the whole afternoon rehearsing the 'surprise' performance."—DAVE DRYDEN, *Spokane Press*.

"Too many stations devoting too much time to religious racketeers and religious programs. Too many stations improperly regulate their programs, so they have to break in the midst of a good program for some commercial blurb or to switch to a commercial program. Either of these means curtains for that station as far as I'm concerned, as a listener."—KYLE C. MOORE, *Knoxville Journal*.

"Same old jokes, aged in the wood, same old situations and same old 'arguments' a la Jack Benny, who is making last year's ideas this year's tiresome hour. Hats off to Fibber McGee, and Rudy Vallee who knows the value of variety in his programs, the topnotcher A. 1 showman of radio."—HAL CRAM, *Portland (Me.) Sunday Telegram*.

SAN FRANCISCO

519 California Street  
Exbrook 1697

TORONTO

Metropolitan Building  
Adelaide 4420

Joseph Hershey McGillvra

ADVERTISING REPRESENTATIVES FOR RADIO STATIONS

NEW YORK

366 Madison Avenue  
Vanderbilt 3-5055

CHICAGO

919 N. Michigan Avenue  
Superior 3444

## INTERNATIONAL NEWS SERVICE

### N.A.B. CONVENTION HEADQUARTERS

WILLARD HOTEL

**WOPI** "The Voice of  
the Appalachians"  
BRISTOL - TENNESSEE  
- VIRGINIA

## BALTIMORE

WCBM has inaugurated a half-hour titled "Baltimore Marches On," Tuesdays at 8 p.m., sponsored by a group of merchants and manufacturers, with cash and merchandise prizes to writers of best letters.

"Answers," new radio game of skill, has started over WBAL.

## WJR, Detroit

Leo Fitzpatrick, g.m.; Owen F. Uridge, sales manager, and William F. Alfs, attorney, are the WJR delegates to the NAB meet. Fitzpatrick is a former president.

With "The Editor's Daughter" starting this week, Kroger will have two programs on station. Other is "Linda's First Love."

## WSPD, Toledo

Judy Tom is pinch-hitting on "Women in the News" daily news broadcast while Elaine Wolf recuperates from operation.

Connie Desmond has been named head of production department.

Jack Fitzgerald, announcer, placed in charge of the public events and special features department.

Dick Willis of Smith's Tennesseans and Maude Foley were married the other day.

Shirley Mitchell has been given the character lead in "The Living Dead."

## WPG, Atlantic City

A "Boardwalk Roundup" on Fridays at 5:15 p.m. gives new entertainers a chance to make their mike debut.

Harry Zoog's Radio Theater has started the new detective series on Thursdays at 11:15 p.m. with casts composed of active policemen.

## WJBK, Detroit

Al Nagler, sports announcer, is airing the wrestling matches from the Naval Army every Thursday night and the basketball games of the U. of Detroit each Saturday.

Angus Pfaff described the Shrine Circus at Coliseum last week, with Wayne McDonnell as remote operator.

## KMAC, San Antonio

Howard W. Davis, manager, back from Washington.

Vernon Geyer at electric organ and songs by DeLores Crouch provide a new remote from Alhambra Club.

Three Simpson Sisters now warbling regularly.

## KFVS, Cape Girardeau

New studios, housed in two-story brick building next to Hotel Marquette, will be formally dedicated soon. Occupancy already in effect.

Oscar C. Hirsch, owner-manager, is attending the NAB convention.

Bamby Bakery is sponsoring a series of juvenile spelling bees.

## TRY RADIADS

SALES PRODUCING COMMERCIAL ANNOUNCEMENTS FOR EVERY TYPE OF RETAILER.

WRITE FOR SAMPLE RADIAD SERVICE

612 N. MICHIGAN AVE., CHICAGO, ILL.

## ★ Coast-to-Coast ★

JOHN J. ANTHONY, director of WJMA's "Good Will Hour" heard Sundays at 10-11 p.m., has been scheduled for a series of personal appearances at philanthropic organizations who frequently offer their services to him in assisting unfortunates seeking his advice on the air. Among his New York engagements are Association League of Beth David Hospital, where he speaks Feb. 24; annual meeting of Long Island Philanthropic League, March 22, and forum of the Ocean Parkway Jewish Center in Brooklyn, March 8 and April 15.

Jean Ellington did not appear on her regular broadcast with Norman Cloutier and his orchestra over NBC-Blue yesterday at 4:30 p.m. due to taking part in the "Magic Key of RCA" program at 2 p.m. over same network.

Landt Trio and Curly Mahr will appear on the "Pipe Smoking Time" over CBS tonight and next Monday at 8:30 p.m. in place of Pick and Pat, who are taking a two-week vacation.

Mark Hawley, prolific young radio commentator who acts as narrator on WOR - Mutual's new "Famous Fortunes" series heard Tuesdays at 7:45-8 p.m., is a busy gentleman. Currently he appears in New York on 14 different sponsored programs. Neill O'Malley, Raye Wright, Jean Colbert, Thomas Patrick Dillon, Tom Tully head the cast of this week's "Famous Fortunes" episode, which will depict the life story of John Jacob Astor. Bob Stanley's orchestra supplies the musical background.

Radio listeners of WROK, Rockford, Ill., heard the whoopee of

## KTSM, El Paso

Frank Moser is newly appointed musical director of the station. A merchandising and publicity department has been created, with Conrey Bryson as its head.

Two of KTSM's staff, Morrison Qualtrough, announcer, and Eddie Duty, Technician, middle-aisled it last month with sisters, Joyce and Diana Tompkins.

Several local merchants sponsored a Dollar-Day.

Tranco's "Guess What" and "That Was the Year" series are being sponsored by Whitehouse Gas & Electric and Rogers Hoyt Furniture, respectively.

## WPTF, Raleigh, N. C.

Marian Wallace, sister of Wesley Wallace, production manager, is back from extensive study in New York and is now featured with the studio orchestra.

Graham Poyner and Kingham Scott get together for a quarter-hour of banter and melody each Tuesday and Thursday.

New Year's Eve, parts of the President's address, portions of Gov. Henry Horner's New Year's message, some of the broadcast of events of the Rockford flood, and other highlights of January, all over again, during the new program, "The Month in Review," which the station aired early in February. Transcriptions of news and program highlights of the month make the new program possible.

Martin Starr's "Theater Forum," presenting opinions by producers and critics along Broadway, returns to the air over WMCA on Wednesday at 12:05 after midnight and weekly thereafter.

Charles Crutchfield, WBT program director, has been asked to serve as commentator for a travelog movie short. Paramount Pictures is to make film recordings of scenic spots over North Carolina to be used in advertising the Old North State. The travelog is being sponsored by the Governor's Hospitality Committee.

Lawson Zerbe, who appears in many of the leading dramatic air shows, has completed his first radio drama "When I Grow Up." The production features a group of poems by Roy L. Deets of Dayton, O., including "Nocturne," "Ashtoreth" and "Al Sirat."

Estelle M. Sternberger's WMCA program, "The Woman Editor of the Air," has changed to a new schedule, Tuesdays and Thursdays at 12:30 noon.

Rose Marie will be heard over NBC-Blue tonight at 7:30-7:45.

## WHK-WCLE, Cleveland

Harry Stair has rejoined the sales staff of WHK-WCLE after an absence of 15 months. During that period he has been affiliated with several advertising agencies in greater Cleveland.

Because of the large number of Mutual network feeds originating in the studios of WHK-WCLE, the stations have arranged a rehearsal schedule for artists and studios which is adhered to as regularly as the regular program schedule. The stations now have 35 staff artists who are presented in local studio productions.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.  
366 Madison Ave., N. Y. C.—Mu 2-5767.

## SAN FRANCISCO

New KYA-CRS Sunday feature stars Reiland Quinn, program manager, as traveling raconteur in "Man of the World."

New secretary of the Northern California Broadcasting System is L. B. West of Honolulu Broadcasting Ass'n, succeeding Bob Roberts, recently resigned as manager of KYA.

KGGC, KLS, S. F. Chronicle and the President Theater featuring a question and answer program Sunday afternoons for a half an hour.

Fox Case of CBS trained to Hollywood after conference here with radio men and officials of the 1938 World's Fair.

Sid Hoff, Oakland band leader, signed over to a long run at El Patio, succeeding Everett Hoagland. He opens Feb. 24, with KPO and KGO dividing wires.

Ricardo and his violin being tutored by Pierre Monteux.

Ruth Forber, 15-year-old songstress who won the Benny Walker finals, planned for New York last week for a week's stay at the Waldorf and a Radio City audition.

## KVOR, Colorado Springs

Duane Osborn, recently appointed staff pianist, is playing two daily programs and also has charge of the musical unit on "Way Back When" Sunday show.

H. C. (Cozy) Strang has been named chief engineer.

Carl Drumeller employed as operator after several months of substitute work.

Zelle Wade, assistant in the program department, back after a month's illness.

Hugh B. Terry, manager, returned from a vacation in Hot Springs, Ark.

John Blatt of the promotion department of the Oklahoma Publishing Co. is spending several days here inspecting KVOR and its trade territory.

## KQW, San Jose, Cal.

Fred Ruegg, formerly of KGTR, Butte, has replaced Bill Gordon.

New sales staff members are Lee Mikesell, replacing Ben B. Sanders, and Brant Bernhard, replacing Ed Barker. Latter joined NBC in San Francisco.

C. V. Davey, chief engineer, and Eddie Calder, announcer, married Peggy Matteson and Audrey Mycroft, respectively, some time ago, but kept it quiet until now.

CLAUDE

AUSTIN

VOCAL COACH and ARRANGER

★

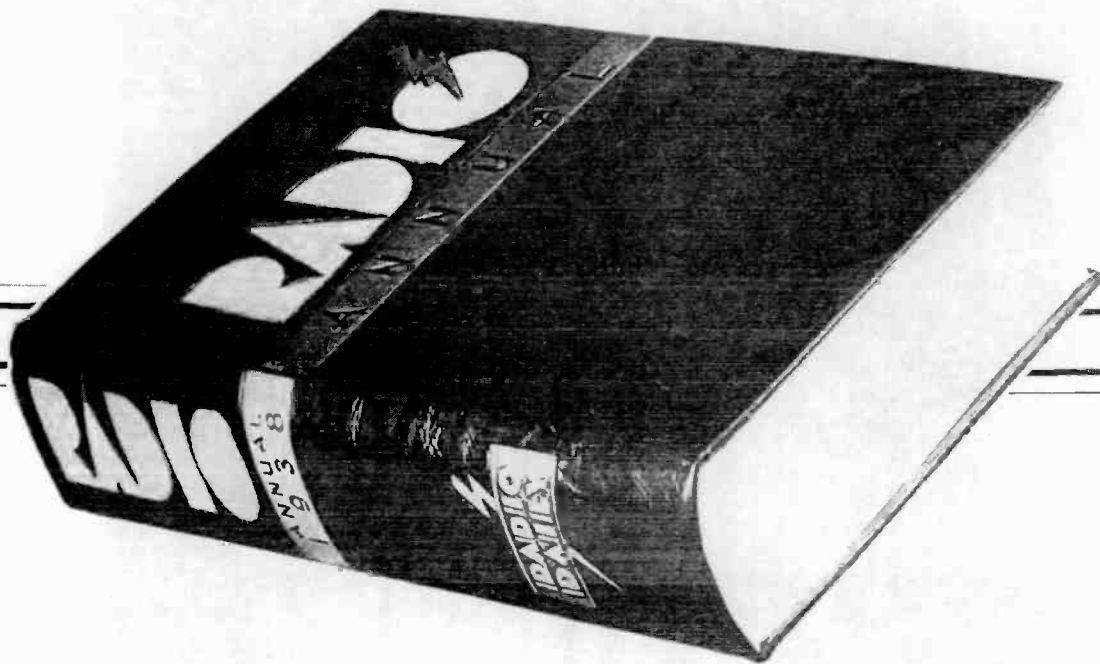
"COACH of STARS"

Present and Future

799—7th Ave.  
New York, N. Y.

Telephone  
Circle 7-4541

**This is the Book that will soon be  
on the desks of  
RADIO EXECUTIVES EVERYWHERE  
and stay there  
EVERY DAY THROUGHOUT 1938**



**COVERING RADIO COMPLETELY**

a full year in the making — 1000 pages — Stations — Networks — Sponsors — Programs — Statistics — Television — Technical — Educational — Literary — Cultural — Foreign — Agents — Talent — Representatives — 1001 other things

**NOW GOING TO PRESS-READY IN A FEW DAYS**

*... distributed complimentary to Radio Daily Subscribers as part of Radio Daily Service.*

## EYES THAT DO NOT SEE



## EARS THAT DO NOT HEAR

Some children grow up to be color-blind—some, culture-blind. But those who have learned to enjoy a Beethoven symphony, to appreciate Rembrandt, to find pleasure in Plutarch, have staunchly armored themselves against the buffetings of life. An extra relish for every second of living has become theirs—an enduring inner satisfaction that can never be snatched away.

So that its huge public may continue to enrich their spiritual resources \* \* \* **MUTUAL DEDICATES 22% OF ITS TIME TO CULTURAL PROGRAMS** \* \* \* Thus Mutual enhances listener loyalty. Thus Mutual rounds out the brilliant entertainment offered by the seventy leading advertisers who, within the past twelve months, have chosen The Flexible Network.

**THE MUTUAL BROADCASTING SYSTEM**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 32

NEW YORK, N. Y., TUESDAY, FEBRUARY 15, 1938

FIVE CENTS

# NAB Plan Is Adopted

## Looking On ... AND LISTENING IN

**NAB** There is not nearly as much wrong with the NAB, or with the broadcasting business, as the final report of James W. Baldwin, ex-NAB managing director, might lead some unknowing persons to believe.

Like any young and growing industry, radio is bound to have its cases of mumps and measles.

But there is nothing to justify a sweeping indictment of the business by one who not only has been closely associated with it but who more than anyone else should realize that such statements play right into the hands of professional hecklers and legislators who shout "Probe!" at anything that promises them a headline.

The sensible element of the NAB will do well not to let the Baldwin report cloud its vision.

With so many hairbrained legislative bills stalking radio, this is no time for a spill in the ranks of broadcasters.

A united front not only is a recommendation but it discourages attackers.

A house divided will invite aggravations and prove costly to everybody.

The NAB hasn't even begun to realize its potentialities for service.

Perhaps the association's setup has been radically wrong.

Certainly such unnecessary undertakings as the NAB music library, the inaccurate 444-page Sesac report and the stuffed NAB weekly printed bulletin—each constituting a heavy drain on the treasury—are poor examples of the useful service, judgment and efficiency that members have a right to expect from their trade association.

In any event, the reorganization provides a fine opportunity for the chosen executive personnel to show what the NAB really can do for its members.

It should be given this chance.  
—D. C. G.

### Appropriate

**Kansas City**—When line trouble caused a brief interruption in a network program at WDAF last week, Announcer Webb Witmer chimed in and explained to listeners that technical difficulties made necessary an interlude of recorded music. Then he reached for a record from a nearby stack and announced the title: "This Never Happened Before."

## RADIO PAID TO ASCAP \$3,878,751 LAST YEAR

Fees paid by radio to Ascapi in 1937 totaled \$3,878,751. Other collections by the society included: motion picture theaters, \$1,099,512; restaurants, \$492,119; hotels, \$209,649; dance halls, \$127,806; miscellaneous, \$119,100.

## Kellogg on 40 Stations; Other Additions Planned

**Chicago**—Starting this week, over 25 stations, mainly in the southwest and on the coast, plus 15 outlets in Canada, will be carrying Kellogg's "Howie Wing" aviation serial, by Bill Moore. Other markets are to be opened in the next few weeks. WBS is waxing. N. W. Ayer & Son is the agency.

## New Pittsfield Station Makes Debut on Feb. 20

**Pittsfield, Mass.**—WBRK, owned and operated by Harold Thomas, who also has WATR, Waterbury, Conn., opens with a dedicatory program Feb. 20. S. R. Elman, WATR manager, is in charge of station for the present. Bruff W. Olin, formerly of WFBL and WIBX, will be in charge of commercial features.

## CIO on WADC, Akron

**Akron**—Akron Industrial Union (CIO) has contracted for 52 weeks of "The Voice of Labor" on WADC. Programs will air Fridays at 7:15 p.m.

## Warning Against Monopoly Issued by Senator Wheeler

### 112,212 Scripts in Month Sent to "Melody Puzzles"

Lucky Strike's "Melody Puzzles" on NBC-Blue has had 112,212 scripts submitted by listeners in the month it has been on the network. First day of the fifth week saw 15,000 scripts delivered to the sponsor. Persons submitting scripts, in which the title to a popular song is hidden, are paid \$25 for each script used on

(Continued on Page 5)

## Reorganization Voted by Convention Unanimously—Sentiment Strongly in Favor of New Setup

By M. H. SHAPIRO  
Associate Editor, RADIO DAILY

## AFM TO EXCEED GOAL IN IRNA AGREEMENT

**Washington**—Preparatory to disbanding itself within the coming week or ten days, the IRNA Special Advisory Committee convened yesterday and talked over the final details of its concluding services to the independently owned network affiliated stations. Official exchange of contracts between the stations and

(Continued on Page 5)

## Sales Director Group Holds Annual Meeting

**Washington**—The Broadcast Sales Directors of NAB held their second annual convention at the Willard Hotel on Sunday, with 94 station sales executives in attendance. Meeting was called to order by Chairman Lewis H. Avery of WGR-WKWB,

(Continued on Page 5)

## Broadcasters Discuss Facsimile Organization

**Washington**—Broadcasters interested in facsimile transmission held a conference Sunday afternoon at the Mayflower Hotel, the group being called together by Walter J. Damm

(Continued on Page 5)

Washington—NAB's reorganization plan was unanimously adopted at the opening session of the association's 16th annual convention in the Hotel Willard. Session was unexpectedly unmarked by any recriminations from the floor and the entire program designed to departmentalize the NAB, in accordance with the resolutions adopted at the special convention held last October in New York, was carried out in full with the exception of a few minor changes in some of the articles and selections.

Following the afternoon session, a "recess" was taken until this morning. Technically, no adjournment was taken and this move precluded the NAB from virtually adjourning itself out of existence. By taking a recess the NAB is still an organization, until such time as new directors and a paid president are chosen.

During the late evening hours, a caucus was held to elect directors from the 17th districts as provided for in the reorganization plan. Today these directors will select 12 candidates for directorship at large. There will be six directors elected out of the 12 candidates, making 23 directors in all who will govern the new NAB along with the paid president. Of these six directors at large, two will represent large stations, two the medium outlets and two the small outlets.

**Sentiment Strong for Plan**  
General sentiment appears to be strongly in favor of the complete reorganization plan, which is designed to give all groups better representa-

(Continued on Page 10)

### Coincidence

The first—or at least one of the first—broadcasting stations to buy facsimile equipment from the Finch Telecommunications Laboratories, Inc. was WGH, Newport News, Va.

And it just so happens that the station's call letters are the same as the first three initials of the inventor, who is W. G. H. Finch.

Washington Bureau, RADIO DAILY

By GEORGE W. MEHRTENS

**Washington**—A warning against permitting monopolies in radio was sounded by Senator Burton K. Wheeler in his address at the opening session of the NAB convention yesterday.

"For obvious reasons," he told the broadcasters, "neither you nor I want to see government ownership in American radio; but we cannot ignore

(Continued on Page 11)



Vol. 3, No. 32 Tues., Feb. 15, 1938 Price 5 Cts.

JOHN W. ALICATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Feb. 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg. Rows include Am. Tel. & Tel., CBS A, Crosby Radio, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Stromberg Carlson.

Talent for Nehi Show

Nehi show, which starts on 58 NBC-Blue network stations March 11 at 9-9:30 p.m. with repeat at 12:30 a.m., will consist of Graham McNamee, Teddy Bergman as "Uncle Happy," the "Golden Gate Quartet" from Atlanta, Tim and Irene and George Olsen's orchestra. Bud Pearson and Lee White will do the script with Lester O'Keefe of NBC handling the production. James A. Greene Co., Atlanta, is the agency.

BIRTHDAYS

Calendar grid for February 1938 showing birth dates.

Greetings from Radio Daily

February 15
Edgar Bergea John Seagle
Hugh Wedlock Jr. Larry Wellington

WROK ROCKFORD, ILL. 1410 KC
IS THE RADIO
VOICE IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

Wireless Network Used In 3-Station Commercial

Cincinnati—A "wireless" network is employed to broadcast the new program of the Coon Creek Girls Band over WCKY here; WHIO, Dayton, and WRNS, Columbus. Broadcast originates in the WCKY studios. Instead of using telephone lines, the program is picked up off the air by the Dayton station, which rebroadcasts it. In turn, the Columbus station picks up the WHIO broadcast and again rebroadcasts it. Engineers report good results from the unusual arrangement.

Commercial is sponsored by Appliances Inc., distributors, and local dealers in Fairbanks-Morse Refrigerators.

Fultograph Facsimile Elects Cartier to Board

J. N. Cartier, prominent advertising executive and financier of Montreal, has been elected to the board of directors of Fultograph Facsimile. Cartier will take a leading part in development of Fultograph in Canada.

Drug Store Chain on KCMO

Kansas City—KCMO is readying an hour long amateur show for Crown Drug Stores which operates a chain of 50 stores in Missouri, Kansas and Oklahoma. Set for 13 weeks beginning Feb. 27, the Sunday afternoon broadcasts will come from the Little Theater of the Municipal Auditorium where a community sing and a program by KCMO Symphonic Choir under direction of Larry Sherwood will precede the amateurs. Lee Roberts will announce show, with Tom Kelly conducting amateur contest.

Lord's Prayer Sign-Off

Joplin, Mo.—WMBH has inaugurated a policy of signing off each night with the announcer reading the Lord's Prayer, following a 15-minute transcribed Slumber Hour of soft, restful music. Comment from listeners has been very enthusiastic and favorable.

Hollace Shaw for Music Hall

Hollace Shaw, CBS vocalist, will appear in person at the Radio City Music Hall starting Thursday. Deal set by Columbia Artists Bureau.

WANTED: SALESMAN—EXECUTIVE
5,000 WATT STATION
RICH MID-WEST TERRITORY
BOX A-130
RADIO DAILY, 1501 B'way, N. Y. C.

Pacific Coast Storm Hits Radio Stations

San Francisco—Several coast stations were put off the air last week by one of the worst Pacific storms in years. The new 400-ft. KSFO vertical tower was among those that withstood the hurricane. Despite power failure, which kept some stations off the air as much as six hours, KSFO was able to continue operation by using its emergency power plant. The emergency system was used for nearly three hours, according to Chief Engineer R. V. Howard.

In Sacramento the 350-ft. KFBK tower was blown down and both this station and KROY were forced off the air for almost 24 hours. KFBK engineers rigged up emergency tower, but could not resume operation until resumption of power service.

Anti-Testimonial Move

Sacramento—International Honor Bright Society, whose aim is to prevent stars from selling endorsements of cigarets and other products, has applied for charter here. Headquarters of the unit are in Oakland, with Harold D. Summers listed as chairman.

New KFOX Announcer

Long Beach, Cal.—Norman Master-son, young actor-announcer, has been added to the KFOX staff. He also will assist owner Hal Nichols in special production preparation.

COMING and GOING

WILLIAM S. PALEY, CBS president, has arrived on the coast and is expected to remain there until the new Hollywood studios are opened on April 2.

THOMAS MARTIN, v.p. of Ruckwell-O'Keefe, returns from Hollywood with stopovers in the southwest.

FRANK KELTON of the Harty-Kelton Agency, Los Angeles, flew to New York to see his mother.

WILLIAM A. SCHUDT JR., g.m. of WBT, Charlotte, will spend 10 days between Washington and New York before returning to his station.

PAUL KAPP, new radio director of Consolidated Radio Artists Inc., is in New York from Chicago and has assumed his duties at the CRA home office.

BOB MORRIS, baritone, after 14 months with Bob Miller and his orchestra, leaves this week for the coast on a combined business and pleasure trip.

RAYMOND GRAM SWING, commentator, made a week-end Chicago trip to appear on University of Chicago's Round Table anniversary.

DONALD W. THORNBURGH, CBS vice-president in charge of west coast operations, is expected to spend a few weeks in the east after attending the NAB convention.

RUSSELL D. MCCORD, president of McCord Advertising Agency, Minneapolis, arrived in New York yesterday on the S.S. Pennsylvania from the west coast.

CLAIRE GLAZER, secretary to Frank Rokhnbach, WHN general manager, left for South Carolina yesterday for two-week vacation.

JOHN PARKERSON of Fultograph Facsimile left New York last night for the NAB convclave in Washington.

E. C. MILLS is back in New York from the south.

ALEX KEESE, regional sales manager of WFAA, Dallas, now attending the NAB convention in Washington, will then visit Atlanta and Chattanooga. Keese will be back in Dallas about Feb. 24.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made... where retailer meets customer... that's why a retailer is judge and jury of advertising results... retailers in Michigan's eight major markets prefer, by actual experience, the....

MICHIGAN RADIO NETWORK

WXYZ KEY STATION

DETROIT MICHIGAN



# C O N C E N T R A T I O N

**T**HE most successful organizations in the field of radio representation are those who do not scatter their energies nor divide their time among many activities. Instead, they use their every resource to do one job superlatively well—the job of selling spot time. This has been Raymer policy from the beginning; and the experience of the passing years has confirmed our belief in it.

KERN, *Bakersfield* · WBRC, *Birmingham* · WDOD, *Chattanooga*  
WJJD, *Chicago* · WXYZ, *Detroit* · KMJ, *Fresno*  
WOOD-WASH, *Grand Rapids* · WMBR, *Jacksonville*  
WLAC, *Nashville* · WDBO, *Orlando* · WPRO, *Providence*  
KOH, *Reno* · WRVA, *Richmond* · WHEC, *Rochester*  
KFBK, *Sacramento* · WTOG, *Savannah* · KSOO, *Sioux Falls*  
WSBT, *South Bend* · KWK, *St. Louis* · KWG, *Stockton*  
WSYR, *Syracuse* · WDEL, *Wilmington* · WORK, *York*  
WNBX, *Springfield* · Michigan Network · WJTN, *Jamestown*

## PAUL H. RAYMER COMPANY

*Radio Station Representatives*

NEW YORK    DETROIT    CHICAGO    SAN FRANCISCO

## AGENCIES

F. WALLIS ARMSTRONG CO., Philadelphia, effective March 1, will be taken over by the Ward Wheelock Co. as successor. There will be no change in personnel or accounts. Ward Wheelock home office will continue in the F. Wallis Armstrong Bldg., 16th and Locust Sts., until April 1, after which the company will occupy the 24th floor of the Lincoln - Liberty Bldg., Broad and Chestnut Sts. West coast office of Ward Wheelock Co. will continue in the Equitable Bldg., Hollywood.

BAYARD ADVERTISING SERVICE is handling the account of Miracle Mop Co. Inc., which plans to use radio in its campaign. Murray Waldorf is account executive.

STUART, AMES & JAMES INC. has been appointed advertising counsel to Mount Laurel Estates Inc., developers of Mount Laurel Club and Community, West Milford, N. J. Radio will be among media used.

AUDREY MAYES, former publicity aide de camp to Ed Fortman of J. Walter Thompson, has joined the McQuarrie agency in Hollywood in charge of the radio department.

WILLIAM ESTY, head of the agency bearing his name, and William Murray, radio head of the William Morris agency, are in Hollywood to discuss the set-up on the new Cantor show for Camel.

DWIGHT COOKE, J. Walter Thompson producer on Chase & Sanborn, has resigned and turns over the reins on the top-ranking airer to Cal Kuhl, already handling several production chores for the agency. Cooke will take a short rest before announcing his new affiliation.

MILTON WEINBURG, head of the Milton Weinburg Advertising Co., Los Angeles, is in the east on several radio deals.

BERT COCHRAN, exec for McCann-Erickson in Chicago, has gone to the coast for a winter vacation. Ed McCammon of same office vacationing in Nassau, Bahamas.

WALTER WADE, president of Wade Agency, Chicago, has gone to Miami for a fortnight's vacation.

RALPH W. ANDREWS, v.p. of The Izzard Co., Seattle, has resigned to enter agency field on his own.

FEDERAL ADV. AGENCY, New York, will handle the New Jersey campaign just approved by the State Advertising Council at Trenton.



● ● ● Washington, Feb. 14—CONVENTION CAPERS—After boarding a plane in Miami and making our first flight which totaled more than 1,100 miles we arrive at the Willard to find a bunch of the boys hanging around the lobby... Elliott Roosevelt, son of the White House tenant, planned on having some of his cronies over the House for tea—but called the invitations off when it was pointed out he might be jilting outsiders... Lester Gottlieb, MBS' special something or other, checks in wearing a Tyrone Power hat, and the few ladies in the lobby swoon... Donald Flamm, head of WMCA, sits around the lobby with his cohorts, Bill Weisman and Bert Lebbhar—all wanting to know what happens next... John Elmer, NAB's present proxy, stops to chat and relates that FCC Commissioner McNinch won't address the gathering until the morrow—outside of reading FDR's message to him. McNinch is waiting for Senator Burton K. Wheeler, chairman of the Interstate Commerce committee, to have his say today—and then he'll reply with fireworks... Jap Gude of CBS is playing host to all visitors and there are plenty at the CBS shindig—with Ann Gillis of the CBS Washington office making the boys very happy with re-fills for their glasses... Herb Akerberg is here with his wife, and so is Merle S. Jones of KMOX... Some one remarks that the new airline policy of flying wives free with their husbands is the reason many of the boys are bringing their traus here.

● ● ● Lou Mindling of Music Corp. drops in to say hello—and brings charming Dale Sherman, who is singing in Washington, up to meet the people—which makes Lou the most sought after guy around... Earl Gammons of WCCO, St. Paul, is at the party... Toward the dinner hour John Karol and Bill Lodge of CBS walk in to glad-hand the fellows... Frank Falkner, chief engineer of WBBM, Chicago, is another onlooker... Harry Butcher of WJSV, Washington, is swamped with requests for phone numbers—but doesn't know any... Peggy Stone, who was with CBS in N. Y. and is now with Hearst station relations, is so happy to say hello to her former co-workers... Al Cormier turns the lobby into a laugh-center with his imitation of Al Schillin, newly appointed sales manager for WINS... Meff Runyon, treasurer of CBS, arrived late Sunday night... Hugh Brennan of WJAS, Pittsburgh, is around looking things over... Roy McLennan of WSAL, Salisbury, Md., stops into RADIO DAILY'S sanctum to snatch one of the first copies—afraid he'll miss something.

● ● ● Sunday night Fred Weber of MBS called a meeting of the station managers of the affiliates—and we break into the room after the meeting's over to tear the top pages of the pads placed for notations. This is what we found—and still have for your inspection: One is the alphabet, top row starting with "p" to "z"—next row "a" to "o"—then "1234567890?!"—underneath that is some sort of flag and an unidentified animal... Another page shows a fellow with a Gay 90's mustache, suit and collar... One looks like a tree and then again it looks like a farm plan... The most pictorial of all—and we'd like to know the name of the artist—is a shaded cameo-effect mirror displaying a lovely lady dressed in the garments of 20's... Later at the hotel's Clubhouse, we again spot Lester Gottlieb—this time without the Tyrone Power hat, playing the slot machine. Not having had our lesson in Miami—we invest a dime and win 70 cents—which encourages Lewis Allen Weiss of Don Lee System to invest plenty in an attempt at the Jack-pot—but it's a futile attempt. We re-deposit our winnings plus added coin—and nothing happens for anybody... Jim Cosman of Federal Telephone is walking through the halls and lobby innocently wearing a sign on his back "Follow Jungle Trail to Room 736."

## GUEST-ING

OSWALD GARRISON VILLARD, on "Book of Month Club Concert," tonight (WQXR, 8 p.m.). BERNARD DE VOTO, same program, tomorrow; DOROTHY CANFIELD FISHER, Feb. 17.

JOE E. BROWN, on Elza Schallert program, Feb. 17 (NBC-Blue, 11:15 p.m.).

JOHN BROWNLEE, baritone, on Philadelphia Orchestra program, Feb. 21 (NBC-Blue, 9 p.m.).

HELEN MARSHALL, soprano; ROSS MacLEAN, baritone, and TEREZA GERSON, contralto, on "Metropolitan Opera Auditions", Feb. 20 (NBC-Blue, 5 p.m.).

SONNY DUNHAM, "PEE WEE" HUNT, and ARTIE SHAW on "Saturday Night Swing Club", Feb. 19 (CBS, 7 p.m.).

FREDDIE BARTHOLOMEW, on Eddie Cantor show, Feb. 16 (CBS, 8:30 p.m.).

HOOT GIBSON, on "Lone Ranger" Friday. (MBS, 7:30 p.m.).

MARGARET CULKIN BANNING, on Mary M. McBride program, today; GLADYS BERGER STEWART, same show, tomorrow. (CBS, 12 noon)

VIRGINIA BRUCE, with Tyrone Power in "Lloyds of London", Feb. 20 (NBC-Blue, 9 p.m.).

## Y. &amp; R. Options Lanny Ross

West Coast Bureau, RADIO DAILY

Los Angeles — Young & Rubicam has taken a 30-day option on the radio services of Lanny Ross following muting of the Packard show on March 1. Agency has a deal on the fire for a new show with Ross featured.

## Dragonette in Tucson Recital

Tucson, Ariz.—After a concert in Honolulu, Jessica Dragonette will arrive here to give her first recital of the year on Feb. 25. She will continue her personal appearance tour throughout America.

Call

★  
BRINCKERHOFFfor  
RECORDINGS

29 W. 57th St.

PL. 3-3015

Results  
COUNT MOST

WILLARD HOTEL

NEAL and JOE WEED

WEED & COMPANY

RADIO STATION REPRESENTATIVES  
NEW YORK • CHICAGO  
DETROIT • SAN FRANCISCO



**Sales Director Group Holds Annual Meeting**

*(Continued from Page 1)*

Buffalo, and the morning session was devoted to reports of the district chairmen on the one-day meetings held during January and early this month in eight of the 15 districts. More than 200 sales executives attended these conferences.

In the afternoon, the session was devoted to discussion of the various problems facing the sales directors in their daily work. Among these subjects were how to keep local salesmen working, also their daily, weekly and monthly reports and how to beat the current recession with new ideas. In connection with the latter, it was suggested that national trade associations be contacted and sold on radio such as the American Retail Dry Goods Ass'n, the various state fruit growers' associations and similar groups.

Also discussed at length was the recent advertising agency request for photostatic copies of the station logs, and it was believed that eventually the ethical stations would not be troubled with such a routine and that it was a question of good station operation not to inject more than one announcement in a station break.

It was strongly hinted that the sales directors as an organization would receive suitable recognition from the NAB in its reorganization plans.

**112,212 Scripts in Month Sent to "Melody Puzzles"**

*(Continued from Page 1)*

the air. Only four or five are used each week.

Show is running opposite Burns and Allen on NBC-Red, Mondays, 8-8:30 p.m. Talent consists of Harry Salter's orchestra; Fred Uttal, emcee, with vocalists Fredda Gibson and Buddy Clark. Lord & Thomas is the agency.

**KALE Surveys New Power**

Portland, Ore.—KALE, which recently boosted power to 1,000 watts against 500 formerly, is now making extensive signal surveys to determine exact extent of improvement in reception.

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending Feb. 12, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You Took the Words Right Out of My Heart	(Paramount Music Corp.)	35
I Double Dare You	(Shapiro-Bernstein Corp.)	27
Sweet As A Song	(Robbins Music Corp.)	27
Bel Mir Bist Du Schoen	(Harms Inc.)	25
You're A Sweetheart	(Robbins Music Corp.)	24
Thanks for the Memory	(Paramount Music Corp.)	23
Dipsy Doodle	(Lincoln Music Corp.)	22
Whistle While You Work	(Irving Berlin Inc.)	21
Ten Pretty Girls	(Crawford Music Corp.)	20
The One I Love	(Leo Feist Inc.)	20
Did An Angel Kiss You	(Famous Music Corp.)	18
Once In Awhile	(Miller Music Inc.)	18
Rosalie	(Chappell & Co.)	18
I Can Dream. Can't I	(Marlo Music Corp.)	16
Two Dreams Got Together	(Remick Music Corp.)	16
I See Your Face Before Me	(Crawford Music Corp.)	15
More Than Ever	(Miller Music Corp.)	15
Nice Work If You Can Get It	(Chappell & Co.)	15
Sail Along, Silvery Moon	(Select Music Co.)	15
True Confession	(Famous Music Co.)	15

**AFM to Exceed Goal In IRNA Agreement**

*(Continued from Page 1)*

locals of the American Federation of Musicians will take place in New York next week, or possibly later this week if President Joseph N. Weber arrives back from Florida.

Of the total number of 283 IRNA members, there are only six actual holdouts against signing and these are expected to come into the fold when certain matters are ironed out.

According to members of the IRNA committee, the AFM is assured of \$1,470,000 in additional musician salaries annually, with 30 contracts not included in this figure. Since this sum is but \$30,000 short of the \$1,500,000 expected by the AFM from the IRNA, it is indicated that actually the AFM will exceed its goal by a considerable margin.

Members of the committee who completed plans for exchange of contracts with the AFM and arranged to

disband directly thereafter were: Samuel R. Rosenbaum, E. J. Gough, Mark Ethridge, George W. Norton and Frank Coulson.

**Broadcasters Discuss Facsimile Organization**

*(Continued from Page 1)*

of WTMJ, Milwaukee. Damm has been experimenting with facsimile for over four years, and believed it was advisable for those interested to form some sort of an organization for mutual welfare, and exchange of ideas. Further discussion will be held this morning over the breakfast table. Those in attendance at the facsimile conference included J. R. Poppele, chief engineer of WOR; G. W. Johnstone of WOR, Robert Coe of KSD, Carl Meyer of WGN and Charles Chatterton.

**"Jimmie Allen" for Canada**

Kansas City—Russell C. Comer, president of Comer Advertising Co., has sold rights to "Air Adventures of Jimmie Allen" to the British-American Oil Co., Toronto. Series will be carried by 10 Canadian radio stations starting Feb. 28.

**Danish-U. S. Shortwaver**

Copenhagen—A 5 kw. short wave transmitter is being built here exclusively for communication with U.S. The government has voted a subsidy for the purpose.



"Guess everybody but me likes this new Western Electric transmitter"

**KMMJ**

**"The Old Trusty Station"**

**Clay Center, Nebraska**

**RANDY RYAN, Manager**

**Represented by GENE FURGASON & CO.**

# HERE'S YOUR ANSWER TO FACSIMILE

**T**HE Federal Communications Commission has not as yet set the standard for facsimile equipment, nor has it indicated when licenses will be Questions uppermost at present are: 1. How will the public take to facsimile? 2. What appeal will facsimile make to advertisers? 3. How The answers are very probably as follows: 1. The public will take to facsimile, if recorders are reasonably priced, and programs sufficiently ment at a profit until such time as there is a sufficient number of recorders in your area to attract advertising revenue.

Immediate success or failure of facsimile in your area will depend primarily upon yourself. It is certain that if you make a facsimile program radio and furniture dealers, and others, sell recorders to an interested public? Prices and terms will give you the answer to this question.

Your problem, therefore, resolves itself to this: You either want to go in for facsimile, or you do not. If you do, you don't want to be con- and how long it is going to take you to do so. Nor can you afford to begin facsimile in your area with a definite overhead, and then sit back and wait! advertisers in giving you sufficient support to make the venture profitable. Facsimile is big enough to finance itself at the outset. It is a develop-

## DO YOU WANT TO BEGIN FACSIMILE NOW AS A BUSINESS AT A PROFIT?

### FATHER OF FACSIMILE BROADCASTING



DR. OTHO FULTON

### THE HISTORY OF FULTOGRAPH IS THE HISTORY OF FACSIMILE

First to broadcast pictures and newspaper text in the history of the world. Fultograph is the only system that has already given world-wide proof of its dependability. Its historic achievement on October 15, 1929, when it sent pictures from England to Australia, a distance of 10,000 miles, stands today as the record and is an undisputed testimonial of Fultograph superiority. This great accomplishment was publicized in leading newspapers and magazines in every civilized country of the globe.

Countless tests between old world capitals—The transmission of Franz Lehar's opera, "Frederica," from Vienna to Paris; Marshall Foch's funeral from Paris to the London Daily Express; the first Graf Zeppelin from Frederickshaven to the London Daily Chronicle; Rockefeller educational station in Boston to the Waldorf-Astoria in New York over a period of three months last year, to and from ships at sea, airplanes, fast-moving trains, and recently over 1500 miles of the Canadian Pacific Railway—These have lifted Fultograph far above all other systems of facsimile and give absolute assurance that Fultograph is a system of facsimile that has worked and will work anywhere.

### PERFORMANCE SPEAKS FOR ITSELF

Fultograph half-tone pictures, comparable to the finest rotogravure, and printed material of all sizes and styles; line drawings, cartoons, personal handwriting, anything and everything that lends itself to print—all have been reproduced and publicized in leading newspapers and magazines throughout the civilized world hundreds of times in the last ten years.

Fultograph is ready to carry your pictures, newspapers, and messages to the four corners of the globe.

Fultograph is FACSIMILE ACCOMPLISHED, not an experiment. In all the hundreds of tests by long wave, short wave, ultra high frequency, telephone and telegraph wire lines—often relayed from wireless to wires and vice versa—over any and all distances, THERE HAS NEVER BEEN A FULTOGRAPH FAILURE, and that's another world record!

### ADVANTAGES OF FULTOGRAPH OVER ANY OTHER SYSTEM

**BASIC PATENTS**—Fultograph holds a number of master patents, chief among them being that which gives Fultograph the right to the use of the electro-magnetic clutch.

**PERFECT SYNCHRONIZATION**—over thousands of miles.

**SPEED**—Pictures and text 8½x11 inches can be broadcast by continuous-band Fultograph models in approximately three minutes.

**FULTOGRAPH PAPER**—After years of research and experimentation, Fultograph has developed its own white paper, (for several colors), thus solving a problem which has been one of the greatest obstacles to the success of facsimile systems.

**EQUIPMENT CAN BE HAD NOW**—for experimental purposes.

**REFERENCES**—INTERNATIONAL BUSINESS MACHINE CORPORATION ADOPTS FULTOGRAPH—After careful and painstaking technical investigation, the International Business Machine Corporation has bought the non-exclusive right to the use of Fultograph for business machines in transmitting facsimiles of bank checks, statements, etc.

Radio Station WIXAL, in Boston, sponsored by the Rockefeller Foundation, has a contract with Fultograph for its use for educational purposes, and Fultograph in turn enjoys the right to use this station day and night.

The fact that Fultograph has been selected by Station WIXAL in preference to other systems of facsimile is in itself undisputed recognition of Fultograph's superiority, all the more so because WIXAL is licensed as a non-profit station.

### FULTOGRAPH POINTS THE WAY TO IMMEDIATE SUCCESS

We have the locomotives and cars, you have the railroad and the men to run it. We believe that Fultograph's long and historic record of achievement, not even remotely approached by any other facsimile system anywhere, entitles us to your confidence. We are ready and willing to help you, if you will help us to do so. We do not ask you to buy anything; we give you the opportunity to sell—to establish yours as the dominant station in facsimile broadcasting in your area out of profits from sales of Fultograph recorders and Fultograph paper, which, we are convinced, the public will provide in astonishingly increasing volume.

Our proposition, frankly designed to interest a sufficient number of broadcasters to enable us to make Fultograph recorders in mass production at a price the public can and will pay for them, and at the same time give to both you and ourselves a reasonable profit, is as follows:

Territorial rights for the sale and distribution of Fultograph recorders and paper will be granted to stations as follows:

1. You agree to represent Fultograph in your area, without payment to us of any money whatever except in the measure that Fultograph equipment is ordered by you, after approved demonstration;

2. In consideration of territorial sales rights for Fultograph recorders and paper, you agree, during a period of three years, but without any penalty attached thereto except the loss of sales rights in any one year, to sell a minimum of fifty facsimile recorders the first year, and a minimum for the second and third years based on your station wattage, i. e.:

Watt Stations	1st Year	2nd Year	3rd Year
100	50	100	150
200-250	50	200	250
500	50	300	350
1000	50	500	600
Over 1000	50	800	1000

3. You agree to pay Fultograph at the rate of \$125 each for the first fifty recorders ordered by you, but Fultograph expects that after the first fifty recorders its price to you will be under \$100 per recorder, and less, if possible, after mass production costs have been established.

4. Fultograph guarantees that there will be a reasonable margin of profit to you from the distribution and sale of its specially prepared paper for the use of Fultograph recorders after quantity production

# FULTOGRAPH WAS FIRST TO BROADCAST YOU CAN LEAD THE WORLD WITH FULTOGRAPH

# MILE IN DOLLARS AND SENSE!

granted for commercialized facsimile broadcasting. But when the commission acts, the picture will instantly change, and you will want to be ready. Broadcasters to operate facsimile without a heavy initial investment and the consequent risk of a loss?

2. The appeal to advertisers will depend upon the public interest in facsimile. 3. You must be given an opportunity to sell facsimile equipment, your public will applaud and support you. You know this much from radio. Can you, then, in cooperation with your local department stores,

to lay out fifteen or even ten thousand dollars before you have had an opportunity to prove to yourself just what success you can make with facsimile, ten or more thousand recording sets have been distributed in homes and offices at a profit to somebody else before you can hope to interest your radio that is definitely a genuine public service, and one for which the public generally may be expected to be not only glad, but eager to pay.

## IT. OR DO YOU WANT TO EXPERIMENT WITH FACSIMILE AT A LOSS?

TEN YEARS AGO

from  
NEW YORK TIMES

June 21, 1928

NEW PICTURE BROADCASTING

Three-Tube Set at London Gets Photographs from Vienna  
*Wireless to the New York Times.*

London, June 20.—The first wireless broadcast of pictures between Vienna and London took place this morning. Photographs and facsimiles of a message of greeting were received at London by means of the "Fultograph," attached to a three-tube radio set.

Each picture in today's test took 3½ minutes to send and was received simultaneously in Paris and Berlin. It is said that from the time the picture is taken only about fifteen minutes is required for reception to be completed.

### AND IMPROVED MODELS FOR ALL PURPOSES

Equipment can now be had suitable for homes and offices, papers, airplanes, ships, trains, etc. Those for homes and offices in different price ranges, from a semi-de luxe radio printing press which automatically prints, cuts and delivers into a tray page by page and printed material, to a less expensive unit which works from paper which may be torn off when printed, similar to the same on a teletype machine.

### PROFITS FOR BROADCASTERS

Have been determined in a manner that will enable the general public to buy this paper at an acceptable and unburdensome price. We agree to lease one scanner (facsimile transmitter) at \$4 a month or \$6 a day, while the agreement lasts.

We agree to pay for rental of scanners monthly in advance, and to deposit with a reputable New York bank \$1,000 for each scanner as a guarantee of safe return to Fultograph upon termination of our agreement.

We will not be bound to sell Fultograph equipment, or to employ facsimile broadcast over your station to the exclusion of any other system.

We agree, however, that, subject to a satisfactory demonstration of facsimile either to yourself or an accredited representative within thirty days from the signing of this understanding, and by a written guarantee of the Fultograph company, that this is considered as a firm and binding order from you to the Fultograph company for a minimum of fifty recorders the first year of operation, for which you will pay \$125 each F. O. B. New York. Your signature attached hereto within ten days from the date of appearance of this advertisement in RADIO DAILY is all that is necessary to reserve territorial distribution and sales rights for the Fultograph equipment and paper to your station, it being understood that territorial distribution and sales rights in a city where only one radio station will be constructed to mean only the city and immediate surroundings which do not overlap the territorial rights of stations in adjacent cities; where more than one station in a city, territorial rights will be determined in combination, they to delimit the same between them.

----- Cut coupon out and address to -----  
FULTOGRAPH INCORPORATED, 342 Madison Ave., New York City

..... POSITION .....

..... CITY AND STATE .....

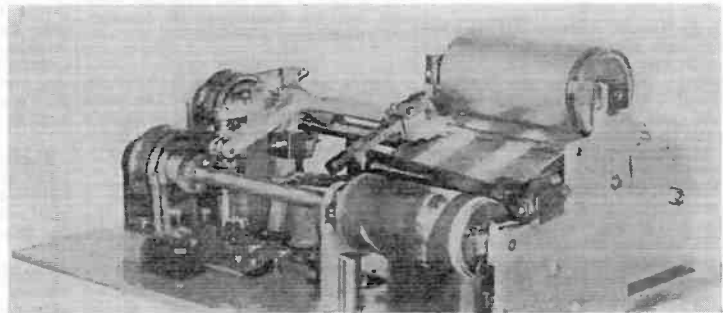
offer, which costs you nothing unless we perform to your satisfaction, is renewed after midnight, February 25, 1938.

Advertisers who wish to avail themselves of the Fultograph proposal may do so by addressing themselves directly to Fultograph representatives at the Convention, or by communicating with them at the Hotel, Suite 582, today from 6 p.m. to 12 midnight, or tomorrow (Friday) from 9 a.m. to noon. Otherwise, address home office of

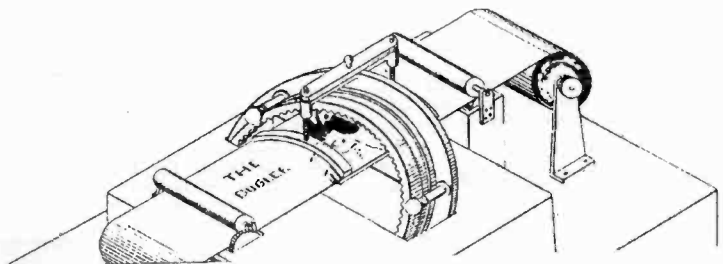
## INTRODUCING

### 1. The First And Only Radio Printing Press

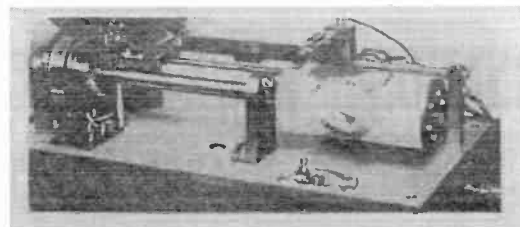
*Prints from roll, automatically cuts pages and delivers them into trays.*



### 2. Popular Continuous Band Recorder



### 3. Building Your Own Fultograph



Component Parts for Building Fultograph Facsimile Recorders by Amateurs in their own homes at very nominal cost will be an innovation that will spread world-wide interest in facsimile. Broadcasters will be quick to see the opportunity that lies before them for ready profits through the sale and distribution of this unique and sensational development of Fultograph Facsimile.

# PICTURES IN THE WORLD'S HISTORY FULTOGRAPH FACSIMILE

## KANSAS CITY

Jack Neal, KCMO sales manager, has added Barney Reilly and Warren E. Brown to the station sales staff.

Owen Balch, KCKN commercial manager, spent a week-end in Jefferson City with his father, Owen M. Balch, commercial manager of KWOS. Gerald Von Stroh has been added to the KMBC sales staff to assist with local sales.

Ellis Atteberry, general manager of KCKN, has added Francie Meisner to continuity staff.

WHB returns their once popular man in the street program, The Voice of Kansas City, to the air Feb. 22, for the Fashion Clothing Co. Harold A. "Bubs" Boyle, who originated the program, will handle the quarter-hour feature, six times weekly.

The KXBY staff has been increased by the addition of Norman Inman to the continuity staff.

M. F. "Chick" Allison, KMBC publicity and promotion chief, is on the sidelines because of flu.

Arthur M. Church, president of Midland Broadcasting Co., and KMBC, and Mrs. Church, will spend a week in Miami following the NAB convention after which they will take a short West Indies cruise, returning to Kansas City late in March.

John Larkin, formerly with KCKN, replaces Harry Becker on the KXBY announcing staff. Becker has resigned to go to Texas.

Don Davis, president of WHB, after attending the NAB convention, will fly to Houston before returning to Kansas City.

## WMAS, Springfield, Mass.

Velma Naiseaux has joined the staff as night receptionist to replace Alice Thorenson.

James Spates, chief engineer, is rebuilding the turntables to make them more efficient.

Norah Adamson, the Aunt Patty of the Rivest Children's Hour, has returned to her duties, after an attack of the gripe.

## War and Peace on KGER

Long Beach, Cal.—Conforming to radio's tradition of presenting both sides of a question, KGER offered an exciting speech by Capt. John Block last Saturday on National Defense Week, while immediately following was heard the regular weekly program featuring the World Observer, presented in cooperation with World Peaceways of New York.

## ORCHESTRAS - MUSIC

**HORACE HEIDT**, after four months of auditioning talent in his "Can You Pick a Star?" series, will present the first selection on his Brigadiers program over NBC-Blue network tomorrow night at 9. She is Jane Gibson, whistler, from Dallas.

Leo Reisman's orchestra and Felix Knight, NBC tenor, recorded six hits for Victor last week.

The first staff orchestra of the NBC Hollywood studios is being organized and will be heard shortly in a new sustaining series programs, John W. Swallow, program manager for the western division of NBC, announces. Frank Hodek will direct the orchestra. He and Meredith Willson, western division music director, are conducting auditions.

Linda Lee, NBC artist featured on the Ripley program, will be the guest singer at tonight's Ruby Newman's Monday Waltz Evenings in the Rainbow Room of Rockefeller Center.

An erroneous impression is abroad that Don De Vodi is conducting the orchestra of the recently popular Eddie Le Baron at the Rainbow Room. As a matter of fact, Le Baron and his band went to California. Don De Vodi is conducting his own special brand of rhumba music with his own Latin musicians in the Rainbow Room, and doing a very good job.

Ernie Holst's contract at the Book Cadillac Hotel has again been extended, and his orchestra will remain at that Detroit spot for another four weeks.

Joe Reichman's band has added two NBC wires weekly from its current coast hotel.

Nine new recordings by Bunny Berigan and his "Miracle Man of Swing" band will be released soon by Victor. The songs are "Trees," "Black Bottom," "In a Little Spanish Town," "Russian Lullaby," "Can't Help Loving That Man," "Heigh-Ho," "Serenade to the Stars," "Piano-Tuning Man" and "Outside of Paradise."

Originally scheduled for only a

four-week engagement, Sammy Kaye and his "Swing and Sway" orchestra are in their fourth month at the Hotel Statler, Cleveland. The engagement will continue indefinitely.

Shep Fields, at the conclusion of a seven-week engagement at the Palmer House in Chicago, takes his Rippling Rhythm on a long theater tour. He's due back in New York in April.

Jan Garber and his orchestra replace Ray Noble on the Burns and Allen show in the near future, it is reliably reported in Hollywood.

Herbie Kay and orchestra will follow Eddie Duchin at the Coconut Grove, Los Angeles, with wifey Dorothy Lamour "guesting" four nights weekly, and Edgar Bergen and Charlie McCarthy appearing on Tuesday and Friday nights. Duchin will play a string of one-nighters en route back to New York.

Frank Dailey and ork make their bow at the Meadowbrook, Cedar Grove, N. J., this evening. Ork also will return to its usual CBS schedule this week.

Freddy Martin has had his contract at the Royal Palm Club, Miami, extended to March 1, when the orchestra leaves for Chicago to fill a three-month engagement at the Aragon Ballroom. With Martin at the Royal Palm are Harry Richman, Chaney and Fox, Gloria Grafton, Dolly Arden and the Yacopi acrobatic troupe.

Zinn Arthur's WHN-WLW wire on Sundays has been changed to 6:30 p.m.

Larry Clinton, Claude Hopkins and Jimmy Dorsey will stage a swing-battle in Convention Hall, Philadelphia, tomorrow, which will be broadcast on NBC.



## 6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

selected on the basis of their advertising ability and radio experience to present in the most helpful manner complete information regarding Blair stations and markets.

## John Blair &amp; Co.

CHICAGO NEW YORK DETROIT  
SAN FRANCISCO LOS ANGELES SEATTLE

## OKLAHOMA

Eddie Gallaher in "Sports Round-up" for KTUL, Tulsa.

Lieland Seay, chief engineer of KADA, Ada, is father of girl named Rita Jane, after mother.

Glen Epperly now half of Double A Duo, six times weekly on KADA, Ada, for Allen Feed Mill.

Bill Honeycutt, KADA engineer, back from vacash.

Doris Henry, continuity writer KADA, recovered from illness.

George Hamacher, WKY, Oklahoma City, continuity chief, latest on the married list.

Ben Bezoff, WKY announcer, is a papa.

Walter Beck, traffic dept. at KOMA, Oklahoma City, is ill.

## WLBC, Muncie, Ind.

Robert Lee, announcer, on sick list. Carl Noble, musical director, busy organizing band.

Francis "Jake" Higgins, sports announcer, making preparations to do a "William Tell Act" in studios with The Old Ranger offering to do the shootin'.

Don Russell, local salesman, handling a few remotes.

Bill Craig, commercial director, attending NAB confab.

## Etta Moten in "Aunt Jemima"

Chicago—Etta Moten, contralto of motion pictures and concert stage, signed as regular headliner of "Aunt Jemima's Cabin at the Crossroads" on NBC starting Feb. 28.

## GROMBACH PRODUCTIONS INC.

113 West 57th St., New York

Program ideas, presentations, direction, material, adaptation, talent negotiation, casting, doctoring, consultant services, production.

Radio Program Service in whole or in part, Unit Productions or Production Units set up, sold or leased. Program requirements analyzed and legal clearances checked.

Agency ideas developed by studio experimentation to production of audition.

Permanent staff—private studios—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone Circle 7-2678

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## INTERNATIONAL NEWS SERVICE

## N.A.B. CONVENTION HEADQUARTERS

Mr. Moss  
Mr. Stuart

SUITE 627-628-629  
WILLARD HOTEL

Mr. Ely  
Mr. Van Cronkhite



**U**NDER a deal signed last week between NBC and American Federation of Musicians, the network studio here adds 15 musicians to its permanent payroll, which will be the first staff orchestra to be maintained by NBC proper. KFI-KECA, Red and Blue outlets, respectively, of course had maintained musical crews, but the chain recruited bands as required. The new orchestra will be directed by Frank Hodek, former conductor of the Omaha Symphony and for several years general musical director of Paramount - Publix theaters in that territory. Hodek will function under direction of Meredith Willson, NBC musical chief on the Coast. William Gilcher will be the contractor. One immediate result is the origination of more coast-to-coast sustainers from Hollywood, according to John Swallow, NBC program director.

Pat Patterson is back at his old publicity desk at KEHE, which he left a few months ago to try out a little agency publicizing.

Lew Frost, assistant to Don Gilman, NBC vice president, left for San Francisco to take over the duties of Lloyd Yoder temporarily, while the latter is attending the NAB convention.

Wilbur Evans trained in from his concert tour to resume his chore on Vick's "Open House."

Florence Ryerson, screen playwright and novelist, will do a guest appearance on KMPC's "Meet the Author" Wednesday at 3:45 p.m.

Carlton Kelsey's weekly popular concert on KHJ-Don Lee has been switched to Thursday nights at 8:15-8:45. The KHJ musical director features Carmen Calhoun and Kenny Allen as soloists.

Norman Siegel, radio editor of the Cleveland Press and NEA syndicated columnist, took a bow on Gene Inge's "Take the Air" program on KPWB. Siegel is out to do a series of articles on radio and pictures.

Robert Taylor has joined the technical staff at KMTR. This Robert Taylor, however, was formerly connected with the radio division of the Sheriff's office as chief engineer.

**KCKN Triples Response for Bowes**

Kansas City, Kan.—KCKN, which put up a fight and finally prevailed upon Chrysler to have KCKN included in the network carrying the Major Edward Bowes program last week, when this city was saluted, reports that telephone response from here was more than three times greater with KCKN carrying the broadcast than a year ago when Major Bowes saluted the city via NBC with only WDAF, Kansas City, Mo., carrying the show. The program now is heard in this area through KMBC, the CBS outlet in K. C., Mo. Ellis Atteberry, g.m. of KCKN, wrote direct to Walter P. Chrysler, with a long list of prominent local business men and citizens adding their signatures to the petition. CBS and KMBC finally agreed to let the show go over KCKN.

**MIAMI**

Floyd Gibbons, who arrived here last week via yacht with his writer, Jed Kiley, was interviewed by Steve Hanagan on WKAT. Ted Husing was another WKAT guest last week.

Jack Snook, WQAM fishing commentator, looks embarrassed these days, result of being pulled into Biscayne Bay while snoozing when a "king" hit his plug—and he was pulled into Biscayne Bay.

Sam Parker was at the WIOD mike aboard Yacht Helen emceeing the Miami-Nassau sailing race with remote equipment.

Quick action on the part of Leslie Harris, WQAM special events director, gave WQAM a scoop on the arrival of Sonja Henie in Miami. Both local stations had planned to air the arrival, but plane was an hour late, forcing both stations to abandon broadcast because of previous commitments. Harris ordered the late description of her arrival shortwaved to the station and transcribed there for airing later.

Description of the annual Miami Motor Boat and Marine Exhibition was aired over WQAM by Leslie Harris.

**KIDO, Boise, Ida.**

Roy Civile and John McMahon are drumming up quite a following with their "12 to 1 Club", Saturday midnight hour.

"Home Forum", station's first local broadcast especially for homemakers, is well under way to becoming a standard feature. Conducted by Mary Lou Kimball, program brings one or two prominent Boise women to the fore as guest speakers each Friday morning.

**PHILADELPHIA**

WIP, which recently signed an agreement with the National Association of Performing Artists and has been licensed to use recordings, has noted a great increase in fan mail on those airings using disks.

A new service program makes its bow over WFIL called the "Quaker Town Meeting." Purpose will be that of a forum for the discussion of events that deal with phases of the city's governmental life.

Gene Moore, WIP tenor, and Gertrude Altrogge, singer, will middle-aisle it soon.

KYW will hereafter feed three additional programs to NBC-Red network. They are "Sing Time in Dance Time," "Melody in Rhythm," featuring Carlotta Dale and Peggy Fox, and "By Candlelight," featuring the orchestra of Jan Savitt and his Tophaters.



**M**ANAGER QUIN RYAN of WGN off for a fortnight's vacation and fishing in Florida.

John Harrington, WBBM newscaster, has gone to Hollywood for a two week's vacation before resuming baseball broadcasting on WJJD.

Russ Young is handling Bob Elson's State Street interviews for Salerno crackers on WGN while he is in New York for conference with Lorillard Co.

Frances O'Brien of Tom Fizdale office off on motor trip to Florida. At WLW she picked up ork leader Phil Davis, who will join his wife Marge Kerr in the south. Marge is also with Fizdale crew.

Ethel Owen victim of temporary paralysis in NBC studios the other evening on "It Can Be Done." She was revived after treatment.

Harlow Wilcox, announcer for "Fibber McGee" show, has been assigned to "Kay Kyser's Musical Klass" on Mutual.

Marjorie Whitney, featured for two seasons with King's Jesters at La Salle Hotel, will return there with her new band, the King's Lads, Feb. 21.

**"Buffalo to Brooklyn"**

or: how WEBR located Joey Nash

WEBR needed someone who put over popular songs. Maybe there was talent waiting in Buffalo, in Rochester or New York City.

But a singer had to be quickly chosen and located. So the current issue of National Radio Register was consulted: "SINGERS—MEN." And there was the name of Joey Nash. (Sure we remember Joey on his Studebaker program and his World Recordings.) And there was his address and phone number.

So Joey got an inquiry:—"ARE YOU AVAILABLE?" Now, Joey didn't know WEBR . . . personally, and WEBR didn't know Joey . . . personally, but it's perfectly good etiquette to get together without a formal introduction, when it's thru NRR.

Mr. Nash advertises in the National Radio Register—cost \$10 per year—and WEBR gets the National Radio Register every month—as do 2,999 other users of radio talent.

**NATIONAL REPRESENTATION BY  
INTERNATIONAL RADIO SALES**

AN ADVANCED REPRESENTATION SERVICE FOR STATIONS  
NEW YORK · CHICAGO · DETROIT · LOS ANGELES

**NATIONAL RADIO REGISTER**

*The monthly classified directory of  
radio personnel and programs available*

415 Lexington Avenue

New York

Vanderbilt 3-8157

# NAB UNANIMOUSLY ADOPTS PLAN OF REORGANIZATION

(Continued from Page 1)

tion. The fact that 173 members voted for the reorganization plan and no dissenting votes were recorded is taken as a granted fact that those not in entire accord with the new plan will withhold their judgment until they learn just who the directors are and who is chosen for president by the 23 directors.

If the officers chosen are not satisfactory, then some resignations may be expected. Consensus of opinion, however, as polled by RADIO DAILY, indicates that nearly all of the broadcasters are in favor of the new plan, including the higher annual dues, provided the new organization comes up to expectations. Majority expect to stick to the NAB, however.

### Morning Session

Morning session was called to order by President John Elmer, who then introduced Hon. George E. Allen, Commissioner of the District of Columbia, who made a welcome speech. FCC Chairman Frank R. McNinch read a letter from President Roosevelt, but did not make his own talk, which he deferred until today. President Elmer addressed the gathering on the business at hand and asked the broadcasters to think clearly. He then introduced Senator Burton K. Wheeler of Montana, who delivered a lengthy talk, the highlights of which are found elsewhere in this issue.

Harold V. Hough, NAB treasurer, delivered his report for the year, revealing among other things that the NAB had collected \$80,000 in dues during the first seven months of 1937 and that some \$19,000 still remained in the treasury. The new setup for the dues will provide considerably more money for the NAB treasury. Report of Managing Director James W. Baldwin had already been distributed to the members by mail in order to save time.

### Afternoon Session

Opening of the afternoon session was taken up with a vote on whether to keep the meeting closed or open to the press, et al. At the morning session the press was asked to park some place else. Voting was in favor of admitting the newspapermen and holding down the phony policies of a

## Commercials Too Blatant for Sponsors

Washington—"I have observed that the complaint against commercial announcements has diminished in recent months," said Senator Burton K. Wheeler in his talk to the NAB gathering yesterday. "But many advertisements over the air to me appear to be far too blatant for the good of the advertisers themselves."

Wheeler also urged broadcasters to pay more attention to moral aspects of programs, and to avoid double entendre jokes.

certain local group getting into the NAB hair. Edwin W. Craig of WSM, head of the reorganization committee, took active charge of the afternoon business session, later giving way to Mark Ethridge of WHAS, and the two conducted the business of presenting the reorganization plan piece by piece and adhering to excellent parliamentary procedure. Changes made in the original text were relatively unimportant for the most part and resulted in about three changes. These included article 13 being amended to read: "After the words two-thirds vote" add "of the membership in attendance." In article 3 Section 5 the last sentence was eliminated and inserted instead was "there shall be one vote for each active membership."

Article 3 section 2 of the reorganization by-laws was changed slightly.

Other business transacted by the NAB board took place before the opening of the convention. It was revealed among other items that the \$80,000 the NAB promised for educational purposes is not available, but that a possible one-third of this sum could be mustered.

### Directors Already Chosen

That the reorganization plan is already succeeding in its efforts was indicated last night when the seventeen districts held their meetings to elect their boards of directors. The fear that a representative type of board member might not be chosen was dispelled by those already selected up to press time. Among these were:

Name	District
John Shepard, 3rd	1
Col. Harry C. Wilder	2
John Kennedy	4
Walter Tyson	5
Mark Ethridge	7
Walter J. Damm	9
Ted Taylor	13
Donald W. Thornburgh	16
Edward Craig	6
John J. Gillin	10
E. W. Gammons	11
Herb Hollister	12
C. W. Myers	17
John E. Feizer	8
Clair McCollough	3

Gene O'Fallon was reported to have been selected for the 14th District.

### "Town Meeting" Renewed

America's Town Meeting of the Air, heard Thursdays, 9:30-10:30 p.m. over NBC-Blue network, has been renewed for a three-year period with programs set for a six-month period annually.

**Star Radio Programs Inc.**  
250 Park Avenue New York City  
**QUALITY SCRIPTS!**  
Phone: Plaza 3-4991  
612 N. MICHIGAN AVE., CHICAGO, ILL.

## NAB Districts

Washington—NAB districts, under the proposed reorganization plan, will be as follows:

- District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
- District 2: New York.
- District 3: Delaware, New Jersey and Pennsylvania.
- District 4: District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
- District 5: Alabama, Florida, Georgia and Puerto Rico.
- District 6: Arkansas, Louisiana, Mississippi and Tennessee.
- District 7: Kentucky and Ohio.
- District 8: Indiana and Michigan.
- District 9: Illinois and Wisconsin.
- District 10: Iowa, Missouri and Nebraska.
- District 11: Minnesota, North Dakota and South Dakota.
- District 12: Kansas and Oklahoma.
- District 13: Texas.
- District 14: Colorado, Idaho, Utah, Wyoming and Montana.
- District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada and Hawaii.
- District 16: Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and New Mexico.
- District 17: Alaska, Oregon and Washington.

## Cantor's Itinerary

West Coast Bureau, RADIO DAILY  
Los Angeles—Eddie Cantor and his troupe, who leave for the East on Feb. 24 and broadcast from New York on March 2 and 9, will then enroute for Cleveland, where the show is scheduled for personal appearances at the Civic Auditorium March 13-15. Philadelphia will play host to the cast for a broadcast on March 16, and for personal appearances in that city, March 16-18. The comedian will make his final broadcast for Texaco from New York on March 23, and six days later will inaugurate his new series for Camel cigarettes from the same point.

## First from Painesville

Ashtabula, O.—First professional radio broadcast emanating from Painesville, west of here, took place last week when WICA relayed by remote control a program on Painesville's community forum on world affairs. The program was a luncheon session of the forum at which David Friday of Washington, noted economist, spoke on "The International Distribution of Economic Power." The program, sponsored commercially, involved transmission through specially set up lines to forum headquarters.

# LETTER FROM PRESIDENT READ BY FRANK MCNINCH

Washington—Chairman Frank R. McNinch of the FCC, scheduled to address the NAB convention yesterday, delayed his talk until today and instead conveyed to the meeting a message from President Roosevelt. The letter, addressed to McNinch, read as follows:

"It is a pleasure through you to extend greetings and good wishes to the radio broadcasting industry on the occasion of the Sixteenth Annual Convention of the National Association of Broadcasters to be held in the Capital of the Nation. "During the past year we have witnessed basic developments and progress in radio which will have a profound effect upon the application of broadcasting in this country as well as on the North American Continent.

"One of the greatest advantages of the system of licensing broadcasting is that it is sufficiently flexible to lend itself readily to adjustment to meet our changing social and economic needs. In a new field of public service such as that of broadcasting we may and should expect rapid progress in both the development of the art and in meeting the public requirements that this national resource shall increasingly contribute toward our social as well as our economic advancement. The broadcasting industry has, indeed, a very great opportunity to serve the public, but along with this opportunity goes an important responsibility to see that this means of communication is made to serve the high purposes of a democracy. I have the high hope that the industry under the guidance of and in cooperation with the Federal Communications Commission will prove itself to be worthy of the great public trust reposed in it.

"I hope the forthcoming deliberations will be fruitful of wise judgments in dealing with the many and diverse problems that enter into the broadcasting industry."

## WIL Colored Show Draws

St. Louis—Attendance at the second broadcast of Claude Collins' All Colored Amateur Show showed an increase of more than 300 per cent after the first broadcast over WIL. The first show brought a mere 400 customers to the Regal Theater, from whose stage the pick-up is made but the second performance a week later packed the house (which seats 1,000) with 1,400 spectators. An additional 400 hundred were refused admission due to the fire laws.

## Magill Managing Heifetz

Wallace Magill has resigned from the NBC music division to manage Jascha Heifetz, the violinist.

**CROSLY RADIO CORP.**  
I AM PROUD TO PRESENT  
**JOSEF CHERNIAVSKY**  
"The Musical Cameraman"  
Co-Musical Director of  
**WLW WSAI**



**LANG-WORTH**  
Largest Tax-Free Musical Library In The World  
On Demonstration Now Hotel Willard-930-31

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SALES PRODUCING COMMERCIAL ANNOUNCEMENTS FOR EVERY TYPE OF RETAILER.  
WRITE FOR SAMPLE RADIAD SERVICE  
612 N. MICHIGAN AVE., CHICAGO, ILL.

## WARNING ON MONOPOLIES ISSUED BY SEN. WHEELER

(Continued from Page 1)

the signs or the tempo of the times. Only broadcasting's own folly would make the threat real. And that would evolve if we allowed any entities in the industry, or outside of it beckoning for entry, to become too large, too potent; to permit them to reach the point where the influence they exert is so great as to create political animosities and internecine strife that could only result in its destruction.

### Three Kinds of Monopolies

"There are several species of monopoly that might get a strangle-hold on radio. All deal with power. One is power in watts—high power protected over unlimited areas; a second is power in numbers of stations concentrated in identical ownership; the third relates to the power and the status of the networks. Each deals with the extent of influence, of coverage, in the hands of a single person or group. And in each case you have another element of 'power' that, which reposes in radio because of its peculiar faculty in moulding public opinion—a unit of force and influence that cannot be achieved by any other medium.

"If radio has any tradition, it is that of service to a particular community and its immediate contiguous areas. Many stations—the best of them—have acquired for themselves a definite status in their communities, a sort of local pride, attained because they have dedicated themselves to these communities and their advancement.

"With high power a station immediately loses its local or statewide status. It has no community to serve. The nation becomes its oyster. It is in direct competition with those smaller local units which theretofore performed an acceptable and commendable local or regional service. High power places in the hands of one licensee, one man or one small group of men, a degree of power, both economic and political, that gives him tremendous advantage over his competitors and places in his hands a potentially dangerous means of moulding public opinion.

### Opposes Clear Channels

"As I construe it, this is contrary to those basic concepts of our constitutional and Democratic form of government. Thus, I believe that the clear channel, as such, is undesirable. The initial reason for the clear channel was rural coverage. That premise is no longer valid when we find that practically all of these channels now are assigned to the metropolitan centers of the country rather than rural



**NEW YORK'S  
FASTEST  
GROWING  
STATION**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

## Exhibitors at NAB Meet

Washington—Radio firms with exhibits, etc., at the NAB convention, and their hotel room numbers, include the following:

WILLARD HOTEL		Room No.	
Amperex Electronic Products	425-70	Langlois & Wentworth	930-31
Appleby and Appleby	436	Ray Linton	426
Associated Recorded Program Service	926-74	Joseph Hershey McGillivray	841
John Blair & Co.	437-38	Mutual Broadcasting System	638-39
Cincaudagraph Corp.	936	NAB	772-73
Columbia Broadcasting System	328-30-31	National Broadcasting Co.	828
Electrical Research Products Inc.	944-45	NBC Thesaurus	832-33
Fairchild Aerial Camera Corp.	934-35	Presto Recording Corp.	940-41
Fineh Telecommunication Labs.	923-24	RCA	971-72
Free & Peters	372-73	Radio Daily	204-56
Paul F. Godley	570	Radioscriptions, Inc.	939
Graybar Electric Co.	429-30-31	Radio Transcriptions	545
George P. Hollingbery	771	Paul H. Raymer Co.	730
International News Service	627-28-29	SESAC	734-35-36
International Radio Sales	505-6-7	Standard Radio	325-27
Johns-Manville Co.	917	Trans Air, Inc.	645
		United Press	925-70
		Weed & Co.	434-35
		Howard H. Wilson Co.	706

WASHINGTON HOTEL	
Associated Broadcasting Co. Ltd.	E. Katz Special Adv. Agency
Blaw-Knox Co.	Transamerican Broadcasting & Television

areas and that the majority of them therefore serve a small geographical area over which they are merely giving a duplication of service.

"The second species of monopoly is the concentration of facilities in identical hands. This can happen locally or nationally; locally when all or practically all of the outlets in a given community are controlled by the same group. It can happen nationally through ownership by the networks, or by other groups. Of important stations in key communities.

"The third form of monopoly may sprout from another type of power—and I refer to the power of the networks over the independently owned stations affiliated with them. This power has come to the networks in two ways—first, from the fact that a considerable portion of the affiliated station's revenue is derived from, and is under the control of the network. And second, that the stations in smaller communities are largely de-

pendent upon the programs which the networks furnish them.

### Favors One-Year Licenses

"Many of you have discussed with me the lack of stability in the broadcasting industry that has resulted from short-term licenses, the six-month tenure. You would like to hear me say that I believe you should have your licenses granted for a three year term, the longest permissible under the Communications Act. I am sorry but I do not feel it is yet time for this, even though I am mindful that some of you are doing outstanding work, I do not believe that a three-year license is yet justifiable. Radio broadcasting is still in too unsettled a state. The course has not yet been clearly charted for the future, as I have attempted to indicate to you. I do not say, however, that longer licenses should not be issued—perhaps for a year at the start—as a means of encouraging investment of a sounder nature in broadcasting."

### McIntyre Compliments Radio

O. O. McIntyre, one of America's premier columnists, who died early yesterday, paid tribute to WOR's "Let's Visit" program in his last column published on the day of his death. Of the program, heard over Mutual on Wednesday at 9:30-10 p.m., McIntyre wrote "The best programs, outside of the symphony orchestras and bands, to my notion, are the concise informative ones. Educational yet pleasant to take, I refer to those conducted by Dave Driscoll and Jerry Danzig ('Let's Visit'). These programs are not rehearsed and they show the average man on the street a pretty intelligent fellow."

### Foreign Radio Expositions

Berlin—International Radio Exposition will be held July 29-Aug. 7 at the House of Radio.

Paris—Fifth annual Exposition of Radio-Electricity and its accessories, organized under auspices of SPIR, will be held Feb. 18-21 in the Marcellin Berthelot amphitheater with cooperation of American Radio-Electric.

## PRETSO

RECORDING EQUIPMENT

ON DEMONSTRATION DAY and EVENING

Room 940

THE WILLARD

DURING N. A. B. CONVENTION

## A.A.A. TO PUT UP FIGHT ON UNION JURISDICTION

International Board of the Associated Actors and Artistes of America, at its meeting yesterday afternoon, took a strong stand to defend the jurisdiction of the four A's and of any of its branches from the claims of any outside union, it was stated by President Frank Gillmore following the meeting.

Question of the jurisdiction sought by AFA has been referred to a committee, which will report back to the board at its next meeting scheduled for Feb. 21.

### Exhibit Machine Gun Mike

Washington—The new directive microphone which can be aimed at the desired sound source to pick up a program for broadcasts which would otherwise be clouded by "interference" from nearby noises is being exhibited at the NAB convention in the Willard Hotel. E. W. Thurston, commercial engineer of the Western Electric, and his staff of broadcast equipment specialists are in attendance.

Assistants are L. F. Bockoven, G. W. Davis, H. F. Scarr, W. E. Jonker and C. E. Snow. Will Whitmore, editor of the W. E. magazine "Pickups," and E. J. Quinby, technical information specialist are also on hand for the occasion.

### Form Own News Bureau

Nashville—As a result of being deprived of news from both the Nashville Banner and the Nashville Tennessean, the three local stations, WSM, WSIX and WLAC, have organized their own news gathering agency. The radio news bureau will be handled by Ralph Perry and will specialize in local and state news.

### Gillilan to Speak

Washington—Strickland Gillilan, noted humorist, will be guest speaker at the annual banquet of the NAB in the grand ballroom of the Willard Hotel tonight. CBS, NBC and Mutual are jointly providing entertainment features.

*Did you know that at The School of Radio Technique numerous Western Electric recordings are made to check a student's progress during his course?*

GEORGE MARSHALL DURANTE DIR.  
R. X. D. Bldg. Radio City New York

## International Broadcast On N. Y. World's Fair

Elaborate plans have been completed by Grover Whalen whereby the entire world, through national and international radio hook-ups, will hear a special broadcast direct from the site of the World's Fair in New York. Broadcast, scheduled for April 30, exactly one year prior to opening date of the Fair, will also be televised, it is stated.

Purpose is to acquaint world with the coming fair, and is the opening of a huge publicity campaign. Radio, which is scheduled to play a large part in the publicity campaign, is also scheduled for a prominent part at the fair. CBS is now negotiating for an exhibit on the grounds, while RCA already has been signed. Commercial exploitation by present sponsors is also on the schedule.

Ray Perkins is turning producer and will wax for sample purposes a dramatic show in which he himself will not appear. Program, entitled "Miracles Do Happen!" is based on an idea created by Fulton Oursler, editor of Liberty Magazine; with dramatizations by Grace Perkins and Barbara Maclaren. Cast calls for average of eight performers per script. Direction will be by Perkins, a former NBC production man, who plans to exhibit to agencies for sale.

### Book Show Test on WLBC

Muncie, Ind.—WLBC has been selected for the test campaign to be conducted by the Radio Better Book Review with the initial broadcast to be made on March 6. Purpose of the Radio Better Book Review is to present periodically a concentrated review of the current outstanding books issued by the foremost publishers in an attractive broadcasting program. The reviews will be strictly impartial and non-competitive. The outstanding books will be commented upon by literary commentators on the programs. Publishers, authors and listeners have been invited to cooperate with the broadcasts.

### WNEW One-Hour Musical

"The Fun Club", one-hour musical show, makes its debut Feb. 21 at 12 noon over WNEW. Alan Kent will emcee, with talent including John Raye, tenor; Sweet Young Things, vocal trio, and Merle Pitt's orchestra.

## ★ Coast-to-Coast ★

**IRENE DAYE**, Dallas rhythm singer who has been a professional only six weeks but is stopping the show daily at the Adolphus Hotel Century Room, will be heard on the "Pepper Uppers" program over Dr. Pepper Dixie Network next Sunday.

**Joan Banks and Parker Fennelly** play the leads in Kroger's new serial, "The Editor's Daughter."

**Edwin Lloyd (Ty) Tyson**, sports announcer at WWJ, Detroit, begins his 12th year of baseball broadcasting over the Detroit News Station in April.

**Three Radio Rogues**, novelty trio, having recently completed five movies in six months, went from Hollywood to San Francisco to appear at the Bal Tabarin Cafe. Thursday they will appear on Janet Baird's "Woman's Magazine of the Air" over Pacific Coast NBC-Red network. Jimmy Hollywood, Eddie Bartell and Sid Chappon are the "Rogues."

A tribute to the late O. O. McIntyre, columnist, will be broadcast over WNEW at 7 p.m. today by Richard Brooks, commentator.

**Alfred W. McCann Jr.**, WOR food commentator, passes his 1,250th hour on the air tomorrow.

**Muriel Dickson**, NBC and Metropolitan Opera star, will be feted at the first of the 1938 Opera Evenings which will be staged in the Georgian Room of the Hotel Piccadilly on Feb. 19 by Jenö Bartal, Viennese maestro. Miss Dickson sings the title role in Gian-Carlo Menotti's opera, "Amelia Goes to the Ball," which will be given next month at the Metropolitan.

**Kate Smith's** second "Command Appearance" will be on Thursday at 8 p.m. over CBS.

**Orson E. White**, concert pianist, is being heard in a new program each Sunday over WRJN, Racine, Wis.

**WJAG, Norfolk, Neb.**, was another station that aided in the Leshara

bank-robber hunt. Nebraska State Highway Patrolmen keep tuned to WJAG for flashes, and on various occasions has provided the limbs of the law with tips.

**Foster May**, WOW (Omaha) newscaster, was a member of a posse which hunted down and captured a bank robber at Leshara, Neb. Mobile unit recorded interviews, which were aired that night.

**Johnny Olson's "Rhythm Rascals"** are now being heard each Monday, Wednesday and Friday noon CST over WSAU, Wausau, Wis., as well as WTMJ, Milwaukee, and WBY, Green Bay, Wis.

### Stockmen Get KSL Service

Salt Lake City—A plea from Western stockmen in the 11 western states was answered by KSL last week with the addition of daily livestock and grain quotations on each 3:15 news period. Service supplied by INS and UP lines. The new service scoops local news sheets by one edition and provides first and latest reports to emanate from Salt Lake City. With Dow Jones averages and complete stock quotations, KSL now boasts complete financial, grain, and stock bulletin service for listeners.

## Full WIND "Night Watch" Bought by Axton-Fisher

Chicago—Axton-Fisher Co. (Twenty Grand Cigaretts) has bought entire WIND "Night Watch" period from midnight to 4 a.m., six nights, and to 2 a.m. Sundays, with Allen Thomson, emcee, gagging comment on recordings, news, weather, temperature. Program previously on participating sponsorship basis with Ricketts' restaurants taking big hunk. McCann-Erickson is agency.

### WADC, Akron

Station expects to begin shortly a series of programs originating in the Hawaiian Room of the Hotel Mayflower, where Chet Rykes and his orchestra are playing.

Bob Wilson will conduct a 12-week school of radio speaking for the adult education division of Akron University at Buchtel Hall.

### May Robson Finishes Series

West Coast Bureau, RADIO DAILY  
Los Angeles—May Robson has completed the final episode of the transcribed "Lady of Millions" produced by Frank Purkett of Associated Cinema Studios for Velure. The 105th platter was cut last week.

### WBIL Renews "Americans"

The WPA series "Lives of Great Americans," heard over WBIL, has been renewed for an additional five weeks. Program has been assigned a new air time and will be heard on Sundays at 8:45-9:15 p.m.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

### INTERNATIONAL PRODUCTION STUDIOS

1 W. 60th St., N. Y. C.



Columbus 5-7366-7

National Association of Broadcasters

Hotel Willard

Washington, D. C.

Gentlemen:

During the convention you will discuss many matters of vital importance to the Broadcasting Industry.

One of the most important phases of all broadcasting is recordings. International Production Studios with its expert engineers and thoroughly complete studios and equipment can render you valuable assistance in planning, preparing and balancing your programs.

May we anticipate a personal visit from you in the near future so that we may have the pleasure of playing one of our sample recordings for you?

Very truly yours,

*Kenneth W. Howard*  
Sales Manager.

KWH/amh

NBC AFFILIATE

WKY

OKLAHOMA CITY

REPRESENTED BY E. KATZ SPECIAL ADVERTISING AGENCY

has the  
power to sell  
Oklahoma's  
power to buy





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 33

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 16, 1938

FIVE CENTS

## Stronger NAB is Seen

### McNINCH TO ASK PROBE

### Second Day's Session is Mild—Delay Expected in Finding Right Man for Presidential Post

Washington Bureau, RADIO DAILY

Washington—An FCC probe to determine if there is a trend toward monopoly in broadcasting is being considered by Chairman Frank R. McNinch, he told the NAB gathering yesterday. McNinch said he had in mind suggesting to the Commission that it proceed soon to investigate the existence of monopoly and if there is any undue or anti-social centralization of power and control. This would also mean a probe of broadcasting chains, management contracts, actual practices of net-

(Continued on Page 6)

### Allis Chalmers Show Set Back to March 12

Chicago—Because of the added Toscanini concert, Allis Chalmers program on NBC has set back its starting date to March 12. Show will air from here for eight midwest blue and 16 Mountain and Pacific Red stations. Joe Dumond (Josh Higgins), Jack Baker, Annette King, studio orchestra and weekly guests will make up talent. Bert Gittins, Milwaukee, is the agency. Show replaces "Land of Memories" on WLS.

### Gruen Watch Disk Series Scheduled for 20 Stations

Gruen Watch Co. will shortly start a series of half-hour disks on about 20 stations affiliated with Trans-American Broadcasting & Television Corp. Program will be a musical show using Warner Bros. talent. Frank Smith, ex-WLW, is advertising manager for Gruen. McCann-Erickson Inc. has the account.

### Ontario for Benny

Toronto—Jack Benny's Jell-O program has a strong following in Ontario. Independent survey conducted for Northern Broadcasting Co. stations CKGB in Timmins, CKL in Kirkland Lake and CFCH in North Bay showed that 94, 95 and 97 per cent, respectively, of the persons queried were listening to the Benny show over the local stations.

### Squawking Healthy

Said Commissioner T. A. M. Craven in his address before the NAB convention in Washington yesterday:

"The habit of complaining about our public institutions is a typical American characteristic. We all of us criticize policies of government and we have the best government in the world. Criticism of radio from many sources is no novelty and we have the best radio system in the world. Such criticism of government, of radio and of all our public institutions is a wholesome thing. It tends to prevent stagnation."

### TWO RADIO MEASURES INTRODUCED AT ALBANY

Albany—Two bills affecting radio were introduced in the state senate yesterday. One, presented by John T. McCall of New York, would make broadcasting stations a public utility, regulated in the same manner as telephone companies, with gross re-

(Continued on Page 2)

### Katz Is Appointed Rep For KOIL-KFAB-KFOR

E. Katz Special Advertising Agency on March 1 takes over national representation of Central States Broadcasting System's three stations—KOIL, Omaha, and KFAB and KFOR, Lincoln.

### WMCA BECOMES LINK IN WLW LINE HOOKUP

WMCA and WLW have completed plans whereby WMCA will be added as a New York outlet for the WLW Line in an interchange of programs to become effective immediately. Included in the WMCA-WLW wire will be KQV, Pittsburgh, and WSAI, Cincinnati, which will provide an auxiliary link in the line from New York. Announcement of the deal was made jointly by Donald Flamm, president of WMCA, and John Clark.

(Continued on Page 3)

### Three-Man Review Board Proposed by Sen. Herring

Washington Bureau, RADIO DAILY  
Washington—The radio bill on which Senator Clyde L. Herring of Iowa has been working, and which he plans to introduce as an amendment to the Federal Communications Act, will call for a three-man board of review to pass upon scripts voluntarily submitted by broad-

(Continued on Page 2)

### Eight Additional Stations Are Taken Into NAB Fold

Washington—Eight new member stations were taken into the NAB fold at the convention. Among the latest additions are WINS, New York Hearst station, and KFJZ, Fort Worth.

## Craven Eschews "Reforms"; Upholds Private Operation

By GEORGE W. MEHRTEUS  
Washington Bureau, RADIO DAILY  
Washington—Declaring that he has no desire to be a "reformer," that the best progress in broadcasting must be the result of voluntary action by the industry itself, Commissioner T. A. M. Craven of the FCC told NAB convention delegates at their second day's session yesterday that "it is

proper that radio broadcasting in this country be operated by private industry and it is equally proper and necessary that this industry be encouraged to earn reasonable profits when it renders good service to the public."

In an address reflecting knowledge and experience acquired by 25 years

(Continued on Page 6)

By M. H. SHAPIRO  
Associate Editor, RADIO DAILY

Washington—Second day of the most important convention in the sixteen years of the NAB history passed with comparatively little excitement beyond the election of the six additional directors to complete the new governing board of 23. Speech by FCC chairman Frank R. McNinch was roundly applauded, but at the same time carried threats of investigation, as well as advice on liquor advertising.

An adjournment was taken which officially put the old setup of the NAB out of the picture as per organization vote of Monday.

Remaining business for the board of directors of 23 is to appoint a secretary-treasurer, which is a paid position, and also a paid president. It is possible that the former spot may be set today, but there is every indication that the presidential job may be deferred for a month or even six months. In that event, a temporary man may be assigned to the position. Tentative salary range is a wide one—from \$20,000 to \$40,000.

Apart from the McNinch speech, the gathering was addressed by Commissioner T. A. M. Craven, whose attitude and ideas are quite different than those of Chairman McNinch. Highlights of both speeches will be found elsewhere in this issue.

The usual resolutions were proposed and passed by the outgoing board of directors, and these included resolutions thanking President Roosevelt for his message as delivered Monday by McNinch, a thank-you to McNinch himself, one

(Continued on Page 3)

### Stand-Off

Olympia, Wash.—"Women vs. Men in Radio" was put to a test by KGY the other day when all commercial and station announcements were done by women announcers. Even the "man-on-the-street" became a "girl-on-the-avenue". Innovation brought loads of letters from listeners. Some liked it, some didn't. But it was a good stunt.



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JOHN W. ALICOATE : : : Publisher

DON CARLEGGILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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**FINANCIAL**

(Tuesday, Feb. 15)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg
A—Tel. & Tel.	135 3/4	135	135 1/2	— 1/2
CBS A	15 1/2	15 1/4	15 1/2	— 1/4
Coslev Radio	9 1/4	9 1/2	9 1/2	— 1/4
Gen Electric	40 3/4	39 3/4	39 3/4	— 5/8
RCA Common	6 7/8	6 5/8	6 5/8	— 1/8
PCA First Ptd.	50	49	49 1/2	+ 1/2
Stewart Warner	9	9	9 1/2	+ 1/2
Westinghouse	97 1/4	93 1/4	94 1/4	+ 1 1/2
Zenith Radio	13 1/2	13 1/4	13 1/4	— 1/4

**NEW YORK CURB EXCHANGE**

Hizeltine Corp.	16 1/4	16 1/4	16 1/4	+ 3/4
Maestic	1 1/8	1	1	— 1/8

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	5 3/8	6 1/2

**Andrews Sisters to Disk**

The Andrews Sisters, currently heard on Wrigley's "Double Everything" show over CBS, fly to New York from Chicago on Monday to make six sides for Decca.

**"Wife-Saver" in New Series**

Allen Prescott ("The Wife-Saver") starts a new series this month for Procter & Gamble over WOR-Mutual.

**BIRTHDAYS**

5	12	19	26
6	13	20	27
7	14	21	28
8	15	22	29
9	16	23	30

Greetings from Radio Daily

February 16

Mildred Bailey Bert Kalmor  
Joe Lombardo Larry H. Pfeiffer  
Leah Ray Dell Sharbut  
Joe Smith

Spent yours Where the Money is!  
**WABY**  
COVERS THE CAPITAL DISTRICT  
ALBANY, N.Y.

**Try This on Your Announcers**

Greensboro, N. C.—Dr. E. R. Moses of the English Department of Woman's College of the University of North Carolina, who has been instructing the production staff of WBIG, in Greensboro, N. C., in a class of correct English, handed the announcers the following choice bit of continuity: "Theophilus Thistle, the successful thistle sifter, in sifting a sieve full of unsifted thistles, thrust three thousand thistles through the thick of his thumb; now, if Theophilus Thistle, the successful thistle sifter, in sifting a sieve full of unsifted thistles, thrust three thousand thistles through the thick of his thumb, see that thou, in sifting a sieve full of unsifted thistles, thrust not three thousand thistles through the thick of thy thumb. Success to the successful thistle sifter!"

**Three-Man Review Board Proposed by Sen. Herring**

(Continued from Page 1)

casters, the Senator, revealed yesterday. Board should include at least one woman, Herring says. An FCC attorney, he disclosed, has been working with him on the measure. It will not be introduced before another month, due to new developments, he said.

Senator Burton K. Wheeler, who addressed the NAB convention Monday, is opposed to the Herring bill on the grounds that it would lead to censorship. Broadcasters also feel that the submitting of scripts for review is not practicable.

**Rural Radio Magazine**

"Rural Radio," new monthly magazine catering to rural listeners, has made its appearance, published in Nashville by Rural Radio Inc., with E. M. Allen Jr. as publisher and E. M. Kirby editing. Kirby is educational director of WSM, Nashville.

Publication blends farm and fan appeal in attractive format, bounteously illustrated. Price is 10 cents a copy. \$1 a year.

**Prison Interview on Web**

Nashville—WLAC's "State Penitentiary Interview," with F. C. Sowell Jr., v.p. of station, interviewing inmates of state pen here, will be heard over WREC, Memphis, on future Saturdays. WROL, Knoxville, and WAPO, Chattanooga, both have transcriptions of the show and are seeking a sponsor. A state web may result.

**Saparroff in Series**

Winston-Salem, N. C.—Albert Saparroff, violinist and cousin of Rubinoff, is presenting a Sunday afternoon concert series over WSJS. He is accompanied by Ruth Walser.

**PRESTO**  
RECORDING EQUIPMENT

ON DEMONSTRATION DAY AND EVENING

Room 940

**THE WILLARD**

DURING N. A. B. CONVENTION

**Two Radio Measures Introduced at Albany**

(Continued from Page 1)

cepts of radio corporations subject to 3 per cent emergency tax imposed on utility firms.

Other measure, introduced by Julius S. Berg of the Bronx, provides that slanderous words when broadcast shall constitute libel.

**Buys ET Playlets**

Maryland State Optometry Ass'n has bought the transcribed dramatic playlets produced by National Transcription Features, which is now recording a series of straight organ music for station libraries. National has taken additional space at 2 East 45th St. George H. Field, sales manager, is back from a trip through the east.

**Party for Igor Gorin**

Igor Gorin, radio and concert baritone, who is now on his first coast-to-coast concert tour, will be host at a cocktail party tomorrow afternoon in the Essex House.

**KFXD in New Building**

Nampa, Ida.—KFXD has moved into its new building, which has been under construction for the past six months. Frank E. Hurt is owner and operator.



"I've Already Advertised Over WHB ... Those People Are Waiting for the Fire Sale to Open"

**WHB** • Kansas City's Dominant Daytime Station affiliated with Mutual, has the audience, but no national representation. — For time clearance, schedule, information, data, telephone Harrison 1161, collect, or wire collect to—DON DAVIS, President, KANSAS CITY, MISSOURI

**COMING and GOING**

CLEM McCARTHY goes to Santa Anita to air the Derby on Feb. 22 for NBC.

GEORGE COUPER JR. of the sales staff of KXBY, Kansas City, stopped off in St. Louis, Philadelphia and New York on his way to the NAB meet, and will make Detroit, Cincinnati and Chicago on his return trip.

EARL HARPER, WNEW sports commentator, is due up from Florida today to announce the dinner to new manager of Newark Baseball team, Johnnie Neun. Harper returns to Florida after the broadcast over WNEW.

MARY PICKFORD is expected in Chicago today for Buddy Rogers' closing at the College Inn.

GENE BUCK, president of Ascap, and JACK MAJOR, the CBS entertainer, are back from a week-end in Washington.

C. L. BERRY, head man of CFCP, Grande Prairie, Alberta, the most northerly broadcasting station, is on a trip to New York for a visit at CBS and NBC studios.

KATE SMITH, TED COLLINS, TED STRAETER and DICK McDONOUGH are in Washington for the NAB convention.

DONALD FLAMM, president of WMCA, with WILLIAM WEISMAN, vice-president, and BERT-AM LEBHAR, general manager, returned to New York yesterday from the NAB convention.

**Butterfield Back to Acting**

Chicago—Because he did so well when showing another actor how to "put more feeling" in the part, Herb Butterfield, director of "Margot of Castlewood," was prevailed upon by Basil Loughrane, Lord & Thomas radio chief, to play the part himself.

**STATION**



NEW YORK  
Serving New York and New Jersey

HOURS A DAY

**Stronger Organization Is Predicted for NAB**

(Continued from Page 1)

to Craven, one to the FCC for its attendance and cooperation, one to the local committee on the convention for its efforts, one to the membership urging that they contribute the amounts they subscribed for toward the \$83,000 to be donated to the Federal Radio Education Committee over a period of two years and the usual resolve that broadcasters ask for three-year licenses instead of six months. Also, the tenth and final resolution thanked the NAB reorganization committee for its untiring efforts, considered unprecedented in NAB history.

Newly elected setup of board of directors will have a session today and upon their decision will hang all future direction of the NAB. Closing feature yesterday was the annual banquet, the entertainment being headed by Kate Smith, with others present from various branches of the entertainment field.

General feeling among the broadcasters is that the NAB is on the road to a bigger and better status as a factor in the broadcasting industry. Directors who have been elected are optimistic on the eventual outcome from all angles.

**KDYL, Salt Lake City**

George Provol, salesman, on sick list.

Harriet Page, featured on "Friends O'Mine," having wonderful time in Hawaii.

Allen Gunderson, chief technician, putting the finishing touches on new studio and control room.

George Snell, production manager, judge of "Announcers' Court".

W. E. Wagstaff, commercial mgr., buying new home.

Douglas Gourlay, continuity aide, compiling looseleaf book of copy ideas.

Albert Priddy named assistant news editor.

Elwyn Quinn, announcer, assigned to thrice-weekly "Hello Ladies" local audience show.

In response to requests from agencies and time-buyers, the heavy mail-puller, "Announcers' Court", has been disked.

**Rosser Fowlkes Jr. to WAIR**

Danville, Va.—Rosser Fowlkes Jr., announcer, who has been on WBTM staff since 1933, is moving to WAIR, Winston-Salem, N. C.

**NEW PROGRAMS—IDEAS**

**Saturday Fashion Matinee**

Featuring the melodies of Eugene Jelesnik and His Continentals, currently engaged at Hotel Utah in Salt Lake City, KSL scores a Saturday radio scoop in airing the jointly KSL - Hotel Utah - sponsored fashion reviews. Program will be broadcast each Saturday at 1:30 p.m. Russel Stewart will announce and produce the air feature. Show will have lady commentator and stylist. Luncheon reservation tie-in for hotel and fashions by a leading stylist provide the merchandise idea. Jelesnik has scored highly in his Salt Lake engagement. Period originates as remote control feature from Hotel Utah.

**KLZ's Plantation Show**

Designed to attract listeners who appreciate typical American folk music, one of the most novel programs undertaken by any Denver station for several seasons received its baptism at KLZ this week.

The show, titled "Sunday Morning at Colonel Blake's", portrays life on a Southern plantation prior to the Civil War period. The musical portions, presented by Denver's leading Negro A Capella choir, are skillfully injected between sermons delivered by a traveling parson.

The cotton field workers, gathered

about the Blake veranda, are upbraided for their "sins" by the parson; then, in turn, make amends by singing spirituals and folk music. As "Colonel Blake", KLZ's Brian Elliott keeps the program moving, and does a bang-up script job.

**"Thoughts for Today"**

New idea in poetry programs is KDYL's "Thoughts for Today," authored and aired by Jack Gregson. With organ background, Gregson introduces each poem with an appropriate thought for morning, afternoon and evening. Poems read are available to listeners upon written application. Feature has proven to be one of most popular on air. Heard Mondays and Thursdays, 8:30-8:45 a.m. MST.

**Montana Art Series**

Biographies and critical analyses of the work of some seventy native Montana artists will be featured in a new series of programs over KGVO, Missoula, Mont., under direction of C. B. Bartholomew, Director of Fine Arts, Missoula County High School. Show is logged "Montana Art and Artists."

**KGY Invites Criticism**

KGY, Olympia, Wash., is conducting a \$500 prize contest wherein they are asking for letters of constructive criticism about local or network programs, announcers, or any methods of broadcasting procedure engaged in by the station. If the listeners have any usable suggestions to offer on how to improve programs, they, too, are welcome.

W. R. Taft, manager of the station, is well pleased with the hundreds of letters that have already come in. It is giving KGY an excellent opportunity to know just what the listeners think of the station, and at the same time, affords a good mail check that can be used in making up data about the station. Contest will run for one month.

**WMCA Becomes Link In WLW Line Hookup**

(Continued from Page 1)

head of Transamerican Broadcasting & Television, representing WLW.

WHN is now under contract for several commercials which are aired over the wire, and indications are that wire between the two stations will not be severed in the immediate future.

Under new arrangement WMCA will pick up "Life of Mary Sothern", sponsored by Hind's Honey and Almond Cream, and "Mad Hatters", sponsored by Lions Brands. Programs to be fed to wire include "Good Will Hour", "Five Star Final" and "Gangplank Interviews."

**"Talk About Stars" Celebrates**

"Let's Talk About Stars", WAAT program, celebrates its first year Sunday. Commentators on the show, which has built up a big following, are Bob Stokes, Ray Freifelder and Jerry Cotter, with Jack Mitchell as emcee and interviewer. The commentators also conduct a weekly column in the Madison Eagle.

**School Band Bill Defeated**

Albany—Union backed legislation introduced by Democratic member F. J. McCaffrey of New York and intended to prevent school bands from playing music for commercial engagements met defeat in the education and civil service assembly committee, the sponsor revealed.

**MICHIGAN**

**TEST ANY WORTH WHILE PRODUCT**

- on 8 Stations**
- in 8 Major Cities**
- on 1 Complete Network**
- at One Low Cost**

**MICHIGAN**  
WXYZ (KEY STATION) DETROIT  
**RADIO NETWORK**

**INTERNATIONAL NEWS SERVICE**

**N.A.B. CONVENTION HEADQUARTERS**

Mr. Moss  
Mr. Stewart

SUITE 627-628-629  
**WILLARD HOTEL**

Mr. Ely  
Mr. Van Cronkhite



# Chicago

**JACKIE HELLER** and Ruth Greeley have advanced their wedding date to tomorrow. Harry Kirsh will give the bride away, and Al Sabath will be best man.

Both Vance McCune Sr. and Vance Jr. are now playing in Aunt Jemima's "Cabin at the Crossroads." Forrest Lewis of this show is on vacation.

Vivian della Chiesa did a concert in Mason City, Ia., yesterday.

Chicago Cubs, owned by Phil Wrigley, have bought two programs on WJJD and WIND as curtain raisers for the play-by-play broadcasts from Wrigley Field. On WJJD the Cubs will have Music and Banter by Ben Kanter; on WIND, Tommy Ott at the electric organ. Account handled by Neisser-Meyerhoff.

Brown & Williamson has renewed daily "Sports Edition" on WJJD. Warren Brown, editor, has left for California vacation and then will cover the White Sox and Cubs in training there. Russ Hodges pinch-hitting.

Kellogg will start its broadcasts on WJJD from Yuma, Ariz., April 1, with John Harrington at mike. Harrington now vacationing in California for two weeks at expense of sponsor.

Malcolm Claire, Uncle Mal of the airways, took over the 5:15 spot on WENR yesterday.

Finney Briggs has joined the cast of Pillsbury's "Woman in White."

Arthur Stringer, formerly head of sales promotion of WLW and WSAI, planning to move family back to Chicago this week.

WBBM has launched a daily farm news roundup at 6:45 a.m., using INS and UP bulletins handled by John Gray, formerly of WSUI, Iowa City, under direction of J. Oren Weaver, news editor.

Burridge Butler, president of WLS, has gone to Phoenix, Ariz., to spend rest of winter looking after his interests at KOY.

Dr. John Holland, religious director of WLS, has gone to Phoenix to spend a few weeks.

It's a girl at Virginia Seeds, (Mrs. Jack Redding), formerly press chief for WLS.



● ● ● Washington, Feb. 15: CBS threw an extra-special cocktail party yesterday—and it might just as well have been run at the Polo Grounds—there were that many people on hand.... A black cat rushed thru the room with a tag on its tail—"NBC".... Bill Dolph's wife came in with some of the pretty FCC stenographers.... Later we meet Bill with Art Brown and Tony Wakeman of WOL, watching Bill Weisman and Bert Lebar BREAK (out of service—but no jack-pots) three slot machines.... T. W. Symons Jr. of KXL-KFPY is another onlooker.... Carter Barron, district manager of Loew's in Washington, extends an invitation to all NAB members to visit any Loew house in D.C. FREE—your convention badge will admit you.... Reggie Martin, formerly of the Central States System, is also there.... Major G. Powell of WRUF, U. of Florida station, inspects our sun-tan and says we were gypped!.... Ron Woodyard of WALR, stops to chat with Herb Akerberg.... Jimmy Shouse of WLW glad-hands a couple CBS boys.... Ralph Atlas of WIND, Chicago, seems to be having a swell time.... Chuck Meyers of KOIL keeps waving to people.... Colonel Lambdin Kay of WSB, Atlanta, collects a crowd of N.Y. hillbillies who want to hear him talk.... Edgar L. Bill of WMBD, Peoria, seems to be getting a kick out of the proceedings.

● ● ● Ralph C. Powell of Presto Recordings is entertaining the boys with recordings of their own voices—taken unawares—while they are talking about various things. Some would really create a panic if aired.... R. H. Lasche of Fairchild Aerial Camera is around showing the proctor-portable recorder.... Reggie Schuebel, Milton Biow's Girl Friday, is being overwhelmed with luncheon and dinner invitations.... The fellow stopping traffic in Washington is A. B. Sarnbrook, who is station relations manager for World Broadcasting System. Local girls think A. B. is Earle Carroll, the beautifier—though you'll never spot a better "carbon".... Bill (West Point) Hoppes back with Erpi—and happy over it.... M. H. Shapiro, associate editor of RADIO DAILY, keeps a flashlight under his pillow.

● ● ● George A. Haslewood, president and g.m. of WJNO, West Palm Beach—who incidentally celebrated a birthday on Sunday—tells about Palm Beach being all in a dither last week. It seems that Ray Cameron, announcer who handles Palm Beach's exclusive clubs for WJNO, laid high society low. The scene: nothing less than The Everglades.... one of the world's most exclusive clubs.... from which Emile Petti's orchestra oirs nightly. Emile wished to dedicate his program one evening to a leading Palm Beach socialite, so Ray, in his best Palm Beach manner announced: "Emile Petti dedicates his program tonight to that charming personality, Mrs. ....". Then—too late to change the first number on Emile's program—Emile swung out and Tommy Low sang out: "The Lady is A Tramp".

● ● ● Bill Roux of Hearst Radio had made reservations for a room before coming late Sunday nite. He stepped into the dark bathroom and a howl emanated from the place. Someone had planted a pig there. A phone call comes in for Ann Gillis of WJSV, stating that a man just arrived at the station who has memorized the name, call letters and cities of all the people registered at the convention—and he'd like to go on the air with them.... Ted Church stops in to line up newspapermen for a party at the Carlton Hotel given by Ted Collins and Kate Smith, who will represent CBS talent.... Adrian Flanter reports that 22 stations are using his promotion material.... Hugh Cowham of CBS looks over the RCA facsimile and Finch's outfit with J. R. Poppete of WOR.... We become so air-minded after that flight from Miami to Washington, that we board Eastern's Great Silver Fleet and fly back to N.Y. with WMCA's Bill Weisman and Bert Lebar.



**HARRISON HOLLIWAY**, KFI-KECA general manager, who also has been doing a bit of commenting on the radio passing parade via his "Listener - Inner" program on KFI, has muted the Tuesday night commentary due to pressure of twin-station business and an impending trip East.

Lazar Samoiloff, internationally-known voice coach, is being presented by KFVB in a series on voice development each Tuesday night. He is teacher of Nelson Eddy, Claire Dux, Olga Dane and others. Constance Piper will assist Samoiloff on the program, and some of his more advanced pupils will appear from time to time.

James Saphier's new local offices are not in the Taft Building, but in the Guaranty Building, a difference of one block.

Harriet Alexander has been signed as a permanent member of the cast of KMTR's Sunday night "British Players."

Jean Rogers has been added to the cast of "Those We Love" by Robert Brewster, producer of the Pond's dramatic program for the J. Walter Thompson agency.

The Los Angeles Central Labor Council is sponsoring a three-times-weekly 15-minute program over KFVB on which labor problems will be discussed pro and con. Series will run a minimum of 13 weeks, Monday, Wednesday and Friday nights at 8:00-8:15.

The "Marco Juvenile Revue" has been renewed on KNX for another year. Half hour variety show at 7:45 to 8:15 on Saturday nights boasts an all-juvenile cast including Ray Erlernborn, emcee; Leonard Sues, hot trumpet; Frances Fave, Jeanne DeV Vaughn, Dolly Colleen and Jackie Morrow.

**"As the Jewish Market Goes—  
So Goes New York"**

Listen in over Station

**WMCA**

To the following programs:

**ZION VARIETY SHOW**

Mondays at 7:30 P. M.

**LET'S SING TOGETHER  
THE SONGS OF ISRAEL**

Wednesdays at 7:30 P. M.

**MOLLY PICON in  
"I Give You My Life"**

Fridays at 7:30 P. M.

Judge for yourself

**ADVERTISERS BROADCASTING CO.**  
205 East 42nd Street, New York, N. Y.  
Murray Hill 4-1364



## UNIVERSAL HAND SET

for transreceivers, 'phones  
and inter-systems, Hi output  
quality microphone.

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

424 WARREN LANE

INGLEWOOD, CALIF., U. S. A.

**AGENCIES**

UNITED ADV. AGENCY and Scheck agency jointly are preparing a campaign to advertise the Port of Newark, N. J.

MCCANN-ERICKSON Chicago office will handle Maytag account starting March 31.

EDWIN B. SELF, formerly manager of Milwaukee office of Roche, Williams and Cunningham agency, has joined Schlitz Brewing Co. as advertising manager, succeeding Ray Weber.

STANLEY PFLAUM ASSOCIATES, Chicago, have landed the Crown Chemical Co. account.

RUSSELL T. GRAY INC., Chicago, has been named advertising counselor for Faber Laboratories Inc.

YOUNG & RUBICAM will handle radio end of \$1,000,000 joint used car drive which automotive industry is sponsoring during National Used Car Week March 5-12.

FREITAG AGENCY has closed its Chicago office. Agency handled Pure Oil account, which firm is absorbing some of personnel.

**"Swing Session" as Short**

Leith Stevens, Edith Dick, Bobby Hackett, and Chauncey Morehouse, comprising the regular cast of CBS "Saturday Night Swing Session," begin work Friday on a motion-picture short for Warner Bros. at the Brooklyn Vitaphone studios. Job is titled "Swing Session", and deal was arranged by Columbia Artists.

**WSNJ News Bureau Active**

Bridgeton, N. J.—Local news service started two weeks ago by WSNJ, headed by Fred Wood, has had plenty of activity and has scooped local papers on many important stories. News is picked up from surrounding communities and aired on regular broadcasts along with INS wire service. Listener interest is strong and station is now working on civic angle.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

**CROSLY RADIO CORP.**

IS PROUD TO PRESENT

**JOSEF CHERNIAVSKY**



"The Musical  
Cameraman"

as  
Co-Musical Director  
of

**WLW  
WSAI**

**ORCHESTRAS - MUSIC**

DON BESTOR and ork have been booked by CRA for the Earle Theater, Philadelphia, week of March 25. Other CRA deals include: Carl "Deacon" Moore for Lake Breese pier, Buckeye Lake, O., for a month starting June 11; Lou Breese, Hotel Nicolet, Minneapolis, starting Feb. 21; Reggie Childs, Playland Casino, Rye Beach, N. Y., starting May 15; Joe Haymes, New Penn Club, Pittsburgh, starting March 10, with NBC wire; Lang Thompson, Blackstone Hotel, Fort Worth, starting Feb. 18; Harry Candullo, succeeding Thompson at Commodore Perry Hotel, Toledo.

"Make Your Mom Your Valentine," recently published by Whitney

Blake, is getting a good play on the air. The number, heard yesterday on Grace and Scotty's WJZ - NBC program, is a tuneful piece that ought to go well for Mother's Day as well as in the Valentine season.

Victor Arden is preparing a folio of original piano compositions which he has written during the past fifteen years but never thought of publishing before.

Mark Warnow's "Magazine of the Air" orchestra has five pupils of the late Leopold Auer in the violin section—Jack Vayde, Curt Dieterle, Max Pollikoff, Victor Selinsky and Murray Kelter.

**GUEST-ING**

BOB CROSBY, on "Showcase," Feb. 17 (WINS, 11:30 a.m.).

ERNO VALASEK, violinist, on "Rising Musical Stars", Feb. 20 (NBC-Red, 10 p.m.).

ART GENTRY and CLAIRE SHERMAN, on "Ray Block Varieties", Feb. 17 (CBS, 3 p.m.).

**STAR RADIO PROGRAMS INC.**  
250 PARK AVENUE NEW YORK CITY  
FIRST AGAIN!

**"Your Writing Reveals"**

A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered. HAVE YOU SEEN THE SALES BROCHURE?

*Thank You, Mr. Roy Durstine!*

"One day back in 1931, when radio was a good deal younger, an NBC engineer named ED STRONG, who was working with me on one of our productions, suggested the idea of recording programs off the air for the purposes of checking and study. I'm afraid I wasn't very enthusiastic, because the only available records at that time were pretty useless when it came to proving anything about the show as it came over the air.

TODAY, every program that is taken off the air for Batten, Barton, Durstine & Osborn is recorded by ED STRONG. We have found these recordings invaluable in perfecting details of our production and in giving us a clear morning-after view of each radio performance."

*Roy S. Durstine*

President—Batten, Barton, Durstine & Osborn

Thanks again, Mr. Durstine, and to you other people who use recordings: phone us at NEwtown 9-3232 for a sample transcription of your show. It will cost you nothing to prove to yourself you can now buy the finest recording available for no more than you may be paying for inferior quality.

**EDWIN STRONG, INC., 3448 75th Street, Jackson Heights, N. Y.**

## GRAVEN NO "REFORMER"; FOR PRIVATE OPERATION

(Continued from Page 1)

of experience in radio. Craven said he considered the American system of broadcasting the best for the country. He urged, however, that broadcasters realize the public trust placed in their hands through the medium of a license and that they cooperate with the government for the best common good.

Speaking of improvements in the industry, Craven declared that "improvements must be evolutionary, and both the government and the various elements of the industry should avoid radical panaceas or other cures. At least all should have sufficient facts to enable farsighted vision as to the economic and social results of any changes which at first may appear to be desirable."

### Opposed to Censorship

He expressed opposition to any form of censorship, but suggested that broadcasters have their public relations departments study public reactions and develop a constructive program of improvement, particularly with reference to advertising continuity.

Impartiality in granting facilities to both sides on controversial questions of public interest also was urged by Craven, and he spoke of the new moves, including allocation of channels, to continue the development of radio as an educational medium.

He also suggested establishing new phases of the industry to help take up the slack in employment caused by various technological trends.

### Disagrees with Baldwin

Commenting on James W. Baldwin's report in which the recent Havana treaty was denounced, Craven stated: "The least I can say about his report is that I am surprised at the apparent lack of understanding of the treaty, and I feel that the industry should be seriously concerned with some of the recommendations made in his report with respect to reservations to be placed in the treaty by the Senate of the U. S. In my opinion it is most unwise to cause the sacrifice of the fine opportunity now presented for a sound settlement of a most difficult international problem by injecting purely domestic conflicts which properly should be resolved by complete hearing and consideration under the accepted administrative procedure. . . It is only

## Six NAB Board Members Chosen

Washington—The six members of the NAB board of directors at large who were chosen from 12 candidates proposed by the 17 regular directors representing the NAB membership are: Harold V. Hough, WBAP, and Lambdin Kay, WSB, who won out over J. O. Maland and Earl Glade, respectively, to represent the clear channel stations; Frank M. Russell, WRC, and Elliott Roosevelt, Hearst Radio, to represent the regional or medium size stations, winning out over Kenneth Berkeley and Samuel R. Rosenbaum, respectively; John Elmer, outgoing NAB president, and Edward A. Allen, to represent local or small outlets, winning out over Lester A. Benson and James F. Hopkins, respectively.

Roosevelt's choice came as somewhat of a surprise and marked the first office-holding of the Roosevelt clan in NAB or broadcasting affairs.

The 17 district directors are: (1) John Shepard III, Yankee-Colonial networks; (2) Harry C. Wilder, WSYR, Syracuse; (3) Clair McCullough, WGAL, Lancaster, Pa.; (4) John Kennedy, WPAR, Parkersburg, W. Va.; (5) W. Walter Tison, WFLA, Tampa; (6) Edward W. Craig, WSM, Nashville; (7) Mark Ethridge, WHAS, Louisville; (8) John Fetzer, WKZO, Kalamazoo; (9) Walter J. Damm, WTMJ, Milwaukee; (10) John J. Gillin, WOW, Omaha; (11) Earl H. Gammons, WCCO, Minneapolis; (12) Herb Hollister, KANS, Wichita, Kan.; (13) O. L. Taylor, KGNC, Amarillo, Tex.; (14) Gene O'Fallon, KFEL, Denver; (15) Ralph R. Brunton, KJBS, San Francisco; (16) Donald W. Thornburgh, KNX, Los Angeles; (17) C. W. Myers, KGW, Portland, Ore.

## SAN ANTONIO

Carl Cazell, 36, one time pianist and vocalist at WOAI, passed away in Marfa, Tex., recently.

George W. Johnson, KTSA manager, back from a Houston trip.

Evelyn Honeycutt, 17-year old vocalist, now featured with Eddie Fitzpatrick's ork at the Saint Anthony. Spot has a WOAI wire.

Steve Wilhelm doing daily noon news comments over KTSA for local bakery.

Percy Barbat, radio character actor, also working regular with the San Antonio Community Players.

Phil Alexander's "Texas on Parade" goes on KTSA as a weekly feature starting Feb. 19.

## LOUISVILLE

Jack Robertson, WGRC sports announcer, recently passed his state bar examination, having completed his law course at the University of Louisville.

Local concert appearance of Rubloff, and Fray and Braggiotti, piano team, was cancelled.

Both WHAS and WAVE auditioning shows for local beer sponsor.

## KSO, Des Moines

Bill Spargrove, veteran Iowa Network announcer, has left to join NBC in New York.

Another weekly show, "Jam and Jive," is being fed to Mutual network on Saturdays at 5:30. It includes Lloyd Hundling's swing band from Hotel Fort Des Moines, with Aileen Grennell as vocalist and Ken Brown announcing.

Two-day proceedings of National Farm Institute, Feb. 18-19, also will be fed to Mutual.

## McNINCH TO ASK PROBE OF MONOPOLY TENDENCY

(Continued from Page 1)

works in dealing with affiliated stations and other matters.

"The time is here when we must deal with these problems," declared McNinch. "I do not believe that any industry requiring regulation may safely be entrusted the job of regulating itself.

"The railroads and the power industry paid the price of public condemnation for their own folly in permitting these industries to come under the domination of a few powerful, greedy men. Do not flatter yourself that this could not happen to the radio industry."

McNinch said he believed that both wets and dries would favor elimination of radio advertising aimed at increasing consumption of liquors.

## WABY, Albany

"Kitchen of the Air," directed by Mrs. Jennie Parkinson, is a new series sponsored by N. Y. Power & Light.

THE SONGBIRD OF THE SOUTH

KATE  
SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

fair to state that nothing in the treaty prevents all the 32 disputed clear channels reserved for prior use in the U. S. from having power limitations placed upon them by our government. There is nothing in the treaty which prevents a complete reallocation of the 32 channels among various licensees if, after proper hearing, the FCC so desires; or making all of them Class 1-B clear channels, or all regional or all local channels."

**Results**  
**COUNT MOST**

**WILLARD HOTEL**

**NEAL and JOE WEED**

**WEED & COMPANY**

**RADIO STATION REPRESENTATIVES**  
NEW YORK • CHICAGO  
DETROIT • SAN FRANCISCO

PLYMOUTH says  
"Look at all Three"

WNN (DIAL 1010) says—  
"Look at all Three!"

WNN SHOWMANSHIP STATION No. 1

Look at these three showmanship chests, all of which are at the disposal of our advertisers:

1. The entertainment experience of LOEW'S THEATRES.
2. The production resources of METRO-GOLDWYN-MAYER.
3. The vast talents of the WNN ARTISTS BUREAU.

WNN 1540 Broadway covers the nation's richest market effectively and economically. More and more advertisers are finding out that fact to their advantage.

**LANG-WORTH**

Largest Tax-Free  
Musical Library  
In The World

On Demonstration Now  
Hotel Willard-930-31

**KANSAS CITY**

Virginia Jones, pianist on the KCMO staff, on a temporary leave of absence due to illness.

Harry Kaufmann, WDAF program director, confined to his home with a bad cold.

Al Stine, WHB promotion man, has scheduled a free movie and stage show for youngsters, at the Main-street Theater on Saturday as a build-up for the juvenile transcription series, "Magic Island," which goes on the air late in February from WHB for Robin Hood Shoes.

KMBC's popular newscaster, Erle Smith, was among speakers featured by Kansas State College last Friday in connection with annual Farm and Home Week activities.

John Wahlstedt, veteran WHB vocalist, has been laid up for a week with a severe cold. His daily programs are being handled by Oscar Hederstrom.

**FCC ACTIVITIES**

**HEARINGS SCHEDULED**

Mar. 8: KMAC, San Antonio. Vol. assignment of license from W. W. McAllister to Walmac Co. 1370 kc., 100 watts. 250 watts LS., unlimited.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts. 250 watts LS., unlimited.

Mar. 15: WNEW, New York. Mod. of license. 1250 kc., 1 KW., 5 KW. LS., share time.

WGNV, Newburgh, N. Y. CP to increase power, change frequency and hours of operation to 1220 kc., 250 watts, daytime.

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts. 250 watts LS., unlimited.

Apr. 11: KFQD, Anchorage, Alaska. Transfer control of corp. from J. P. Hannon to R. E. McDonald. 780 kc., 250 watts, specified.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

The Great Western Broadcasting Co., Omaha, Neb. CP for new station. 1500 kc., 100 watts, unlimited time.

**APPLICATIONS RECEIVED**

Columbia Broadcasting System, Inc., New York, N. Y. CP for new low frequency relay station. 1646, 2090, 2190, 2830 kc., 100 watts.

Radio Air Service Corp., Cleveland, Ohio. License to utilize equipment of high frequency station W8XNT as a facsimile station. 31600, 35600, 38600, 41000 kc., 50 watts.

KAND, Corsicana, Tex. CP to increase power to 250 watts.

WHAS, Louisville. Involuntary transfer of control of corp from Robert Bingham to Barry Bingham. Executor of the will of Robert Bingham.

**NEW BUSINESS**

WMCA, New York: Madison Personal Loan Co., Bob Carter, news commentator, through Klinger Advertising Agency; Short-wave Diathermy Laboratories, health talks, through Frank Kiernan & Co.

WOR, New York: Refrigeration & Air Conditioning Institute, "The Camera Speaks", ETs, through James R. Lunke & Associates; Gardner Nursery Co., "Musical Interlude", ETs, through Northwest Radio Advertising Co.

WHN, New York: Chrysler New York Co., station breaks, through Ruthrauff & Ryan.

WIND, Chicago: Sante Fe R. R., spots, through Stack-Goble.

WLBC, Muncie, Ind.—Shatto Hatcheries of Dunkirk, programs; Click Magazine, "Ideas That Click," programs.

WIP, Philadelphia: Carter Medicine Co. (Carter's Little Liver Pills), spots; Modern Living Health Institute, health talks; Ironized Yeast Co., "Good Will Hour"; Sendlor Laboratories (Kelpamalt Tablets).

KSL, Salt Lake City: Vocational Industry, ETs, through Albers Agency; Intermountain Knit Co., spots, through W. E. Featherstone; Hammerstein Music Hall, CBS, renewal.

WBZA, Springfield, Mass.—Glass Container Ass'n, through U. S. Advertising Corp.

KCMO, Kansas City: McKesson-Robbins; DeMaria & Janssen (Bubble Up and Cleo Cola), spots.

**NEW HAVEN**

Murray L. Grossman, WBRY business manager, off for two-week vacation in Florida.

Marian Bergeron, former Miss America, now starring with the WELI Players.

"Connecticut Hall of Fame," Ralph Della Selva's weekly WBRY program, has been moved to Saturdays at 6 p.m.

**KTUL, Tulsa**

Bernice Ash, continuity writer, is on a two-week vacation, visiting stations and friends in New York and Boston.

Rubinoff and Fray and Braggiotti are being brought here for a one-time appearance March 7 at Convention Hall.

**NEW ORLEANS**

With Managers Harold Wheelahan of WSMB, Joe Uhalt of WDSU and Vince Callahan of WWL all at the NAB convention, three of this city's five radio stations were without their head executives this week.

With the expected return of Norman L. Carter, assistant to E. V. Richards of the Saenger Theaters Corp., from Jackson, Miss., where he has been watching the legislature, negotiations to straighten out the WSMB - musicians' union deadlock may begin. Carter watches the Saenger interest in the station.

Chez Paree, local night club with a WDSU wire, may drop name bands after Carnival, returning to local units.

**LUCILLE & LANNY**

LINWOOD GETY

"2 voices and a planny"

Now appearing with Fred Allen

TOWN HALL TONIGHT

Arrangements by Lanny Grey

Management, NBC Artists Service



**FINCH FACSIMILE** *Gears*  
**RADIO** *to the Picture Age*

**WE CORDIALLY**  
*Invite Broadcasters*  
**to Private**  
*Demonstrations of*  
**Finch Facsimile**  
*at Our Laboratories*

**PHONE PLAZA 5-6570**  
**FOR APPOINTMENT**

**FINCH TELECOMMUNICATIONS**  
**LABORATORIES, Inc.**  
37 WEST 57th STREET, NEW YORK CITY

**NATIONAL REPRESENTATION BY**  
**INTERNATIONAL RADIO SALES**

ADVANCED REPRESENTATION SERVICE FOR STATIONS  
NEW YORK - CHICAGO - DETROIT - LOS ANGELES

## Coast-to-Coast

**KGHL**, Billings, Mont., added another chapter to its public service record in field of hi-speed news coverage on Saturday when Floyd Aaker, weather flier from Billings, became lost on a flight for the Dept. of Commerce weather bureau at 1:30 a.m. KGHL began a radio searching party at 7 a.m., and at 10:40 Aaker phoned the station that he had landed safely and walked 18 miles in sub-zero weather.

**KTSM**, El Paso, on its sponsored "Sports Briefs" last Saturday, had four prominent professional tennis stars—Fred Perry, Ellsworth Vines, Berkeley Bell and Walter Senior.

Millie Brunelle, Cooking Forums Director, and Art Bergstrom, of the announcing staff of **WSPR**, Springfield, Mass., said "I do" Saturday.

A busy man in radio today will be Frank Van Dyk, executive director of Associated Hospital Service of New York. He has three air talks to do tonight — over **WOR** at 4:55, **WEVD** at 8:15 and **CBS** at 10:45.

Friends of the late O. O. McIntyre will participate in a memorial broadcast over **WMCA** tonight at 9:30-10. Rube Goldberg, Jack Lait, Louis Sobol, John Chapman, Gene Buck and Harry Hershfield will be heard, with Joey Nash as vocalist.

Alan Hale, **WISN** sportscaster, will remember his last birthday, Feb. 10, because he received a hyacinth plant from one of his admirers. The gift was brought to the studio personally by the donor, a little old lady over 70 years old, who said she had wanted to meet Alan ever since she first heard him describe a baseball game. Hale says he's going to take her to the opening game this year and she's going to have all the popcorn, peanuts and hot dogs she wants as the guest of **WISN** and himself.

Jack Draughon, owner of **WSIX**, Nashville, and Steve Cisler, former manager of the station, motored to Washington for the NAB meeting.

## PHILADELPHIA

Angelo Palange is having disks made of the winners of his "Amateur Hour" and some will be played for Eddie Cantor when he comes to town.

Vernon Crawford will handle the direction of **WFIL**'s "Your Matinee."

Arthur Seymour will direct group of Choral Singers to be heard weekly over **WIP**.

Eleanor Starkey and her songs are now heard over **WPN** with the studio band.

The Bessie Hicks Players are back on the air over **WFIL**.

The Charlie Smiths at **WCAU** will be three in June.

Sam Serota is now announcing on **WIP**, **WCAM** and **WHAT** for the same sponsor.

Powers Gouraud's newest song was introduced by Whispering Jack Smith on **WCAU**.

Leslie Joy, manager of **KYW**, will lead the discussion on the station's "Question Box" program.

Bob Ridley, **WPN**'s "Mischa Rose," who won a Met audition contract, will refuse to sign if it calls for five-year period.

A new weekly feature over **KYW** is "Hunting and Fishing Club," under direction of Joe O'Byrne.

Peggy Madison and Dorothy King are latest additions to **WFIL**'s "Thursday at Three."

John Facenda, **WIP** night supervisor, in his search for his stolen golf clubs in a pawnshop, found one of his rowing medals that he lost three years ago.

Ben Alley, **WCAU** tenor, off the air because of appendicitis, is recovering and is due home shortly. Dan Kelly continues as guest soloist.

Call

★  
**BRINCKERHOFF**

for  
**RECORDINGS**

29 W. 57th St. PL. 3-3015

# KMMJ

## "The Old Trusty Station"

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.

# WJNO

— One of the BIGGEST  
"Little" Stations in the Country

Now Broadcasting...

**WE, THE PEOPLE**, with Gabriel Heatter—*Sanka Coffee*.

**KATE SMITH HOUR**, with Henny Youngman—*Swans Down Cake Flour, Cutumet Baking Powder*.

**MAJOR BOWES' Original Amateur Hour**—*Chrysler, De Soto, Dodge, Plymouth*.

**PAUL WHITEMAN**, with Oliver Wakefield—*Chesterfield Cigarettes*.

**SONG SHOP**, with Frank Crumit—*Coca Cola*.

**"PROFESSOR QUIZ"**—*Nash Motor Cars*.

**YOUR HIT PARADE**—*Lucky Strike Cigarettes*.

**HOLLYWOOD HOTEL**—*Campbell's Soups, Beans, Tomato Juice*.

**SATURDAY NIGHT SERENADE**—*Irradiated Pet Milk*.

**DOUBLE EVERYTHING**—*Wrigley's Gum*.

**PHIL BAKER**—*Gulf Motor Oil and Gas*.

**FORD SUNDAY EVENING HOUR**—*Ford, Lincoln, Lincoln Zephyr*.

**"ZENITH FOUNDATION"**—*Zenith Radios*.

**DR. CHRISTIANOF RIVER'S END**, with Jean Hersholt—*"Vaseline" Preparations*.

**HEINZ MAGAZINE OF THE AIR**, with Channing Pollock—*"57 Varieties" Pure Food Products*.

**"POETIC MELODIES"**—*Wrigley's Gum*.

**BOAKE CARTER**—*Philco Radios*.

**THE ROAD OF LIFE**—*Chipso*.

**MYRT AND MARGE**—*Super Suds*.

**CAROL KENNEDY'S ROMANCE**—*"57 Varieties" Pure Food Products*.

**THE O'NEILLS**—*Ivory Soap*.

**HILLTOP HOUSE**—*Palmolive Soap*.

**YOUR NEWS PARADE** with Edwin C. Hill—*Lucky Strike Cigarettes*.

**WATCH THE FUN GO BY**, with Al Pearce and His Gang—*Ford Motor Dealers*.

**CAMEL CARAVAN**—*Camel Cigarettes*.

**MARY LEE TAYLOR**—*Irradiated Pet Milk*.

**HOBBY LOBBY**—*Hudson, Hudson Terraplane*.

**EDDIE CANTOR** in Texaco Town—*Texaco Gasoline and Oils*.

**ANDRE KOSTELANETZ'S ORCHESTRA**, with Lawrence Tibbett—*Chesterfield Cigarettes*.

**HOLLYWOOD SCREEN-SCOOPS**, with George McCall—*Old Gold Cigarettes*.

**EMILY POST**—*"Florida" Grapefruit, Oranges, Tangerines*.

**BEN BERNIE** and all the Lads—*U. S. Royal Masters Tires*.

**GANG BUSTERS**—*Palmolive Shave Cream, Palmolive Brushless Shave*.

The only "clear-reception" station in this area

# WJNO

1200 KILOCYCLES

West Palm Beach, Florida

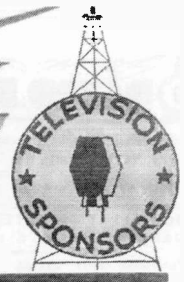
NATIONAL REPRESENTATIVE: WEED & COMPANY  
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 34

NEW YORK, N. Y., THURSDAY, FEBRUARY 17, 1938

FIVE CENTS

## Proceed on NAB Plan

### Looking On ... AND LISTENING IN

**AT RANDOM** Mortality rate among radio sponsors is higher than it should be, for two main reasons: (1) because a lot of firms use radio to sell products which are not adaptable to radio salesmanship, and (2) some broadcasters are not cooperating sufficiently with advertisers in promotion and merchandising despite vast opportunities to do so.

In spite of everything, radio time rates are very low compared to newspapers, magazines and other media—and publishers know this. Major item of cost in radio advertising is talent, which has been skyrocketed by the Hollywood trek, but will soon be brought more into line as sponsors get wiser.

Now that radio editors of the country have brought the matter to the front, a lot of broadcasters agree that there's not enough daytime music. The next thing is to do something about it.

Facsimile has stolen the spotlight from television as the next possible major development in broadcasting. And its chances look better.

In case you've never tried it, a darkened room makes radio-listening a lot more enjoyable.

Worcester Telegram, a progressive newspaper with a very interesting Sunday radio section, gives radio top billing over screen and theaters.

Scolding radio and the movies for crowding out the legitimate stage is like blaming the auto for the passing of the horse and buggy.

—D. C. G.

### First Commercial

Lowell Thomas, in his NBC-Blue commentating period last night, told of an F. M. Pike from New England who claimed to have been the first radio advertiser. Seems that Pike got the idea of radio being a good ad medium after hearing early KDEA broadcasts, so he had the station plug a batch of his product—maple sugar.

### LISTENERS' COMPLAINTS COINCIDE WITH CRITICS

Detroit—Radio Listeners Foundation, recently formed and with 36,000 members in eight central states already enrolled, reveals the following chief criticisms of radio fare: Hollywood influence and attendant glorification of movies and stars, length and delivery of commercials, low standards of children's programs, and spoiling of entertainment for listeners by catering to studio audi-

(Continued on Page 3)

### Spot Campaign Started By Holland Furnace Co.

Chicago—Holland Furnace Co., Holland, Mich., through Ruthrauff & Ryan here, has lined up 44 stations in a spot campaign of one-minute dramatized commercials starting this week. Waxings were made at Columbia Recording Studios.

### More Promotion Efforts Urged by John Shepard

More promotional assistance to advertisers is urged by John Shepard 3rd, president of Yankee and Colonial webs, in a booklet titled "The Merchandising Policy of the Yankee and Colonial Networks," issued coincident with the NAB convention.

Networks should help in every

(Continued on Page 3)

### Suspend CBW Broadcasts In Economy Experiment

Windsor, Ont.—Broadcasts from CBW have been suspended as an experimental measure, according to Gladstone Murray of Ottawa, g.m. of Canadian Broadcasting Corp. He explained that the suspension is the outgrowth of an experiment in economizing wave lengths and resources. During the experiment the main

(Continued on Page 3)

### ARTA Voting Prohibited

Washington—Mervyn Rathborne, president of the ARTA, now affiliated with the CIO, has notified the Labor Relations Board that members of his union would refuse to vote in the AFL-CIO election which the board has ordered for Postal Telegraph employees. In refusing, Rathborne stated that board has been playing politics in the Postal case.

### Executive Committee is Chosen—Mark Ethridge Temporary Chairman— No President for Month

By M. H. SHAPIRO  
Associate Editor, RADIO DAILY

### BBC LATIN BROADCASTS SET TO BEGIN MARCH 15

London—News broadcasts in Spanish and Portuguese to South America will be started by BBC on March 15. Move is aimed to counteract Italian propaganda broadcasts to the Latin countries and follows the recently inaugurated programs in Arabic for the Near East.

Boston—Initial program on 11.73 megacycles by World Wide Broadcasting Foundation, on one of the short wave channels granted by FCC for goodwill programs to Latin America through W1XAL here, was aired Tuesday night. Among speakers was Thomas J. Watson, reading a message from Secretary of State Hull.

### WHN Remains Basic Outlet For WLW Line in N. Y.

In a statement yesterday concerning the WLW Line status in New York, following the deal which adds WMCA to the hookup, WHN said the reason for addition of WMCA as an auxiliary station was because WHN rejected the proposal of Trans-American to pay the line charges for the service to Cincinnati. Charges

(Continued on Page 2)

### Campbell Made Treasurer Of King-Trendle Company

Detroit—H. Allen Campbell, g.m. of King-Trendle Broadcasting Corp., has been made treasurer of the company, it is announced by George W. Trendle, president. Campbell has been with WXYZ, key station of Michigan Radio Network, since 1930.

### RCA Chi Recording Plant

Chicago—RCA's new \$150,000 recording plant at 445 Lake Shore Drive is opening Monday. Two studios will be put into operation then, and another later in the week. New plant, with a staff of 15 headed by Ed Foreman, will provide all services available at home office, Camden.

Washington—The real business of carrying out the reorganization of the National Association of Broadcasters got under way at the Willard Hotel yesterday when the 23-member board of directors, newly elected and charged with appointing a paid president and secretary-treasurer, made Mark Ethridge of WHAS temporary chairman of the board. An executive committee was chosen to handle future business, with the result that from the board of 23 the following were selected: Mark Ethridge and Edwin Craig, from the clear channel board representatives; Walter J. Damm and Frank Russell of the regional or medium stations, and Edward A. Allen and John Elmer of the small station representatives on the board.

Paid president will probably not be chosen until March 21, or later and Phil Loucks will continue as special counsel until that date. The temporary secretary-treasurer may be appointed before that date, however. Reason for the "temporary" selections, particularly the last mentioned office, is that the board plans to build from the bottom and let the incoming paid president have a full and free hand in selecting his own executives and other personnel. When the president is appointed, he will become an ex-officio member of the executive committee.

In course of the morning and afternoon session, various other items were taken up such as the handling of payrolls, signing of checks, the carrying on of the NAB Bureau of Copyright and routine matters. Board

(Continued on Page 3)

### Overproduction

Nashville—Tom Stewart, announcer and continuity chief at WSM, teaches a class in Writing for Radio at the Watkins Institute. It's a pleasant avocation, says Stewart, but it has one drawback. Every time he gives a student a good grade, the student calls at WSM the next day and applies for a job on the station's continuity staff.



Vol. 3, No. 34 Thurs., Feb. 17, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Feb. 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	135 1/4	134	135 1/4	+	1/2
Gen. Electric	39 1/2	38 1/4	39 1/2	+	1/4
RCA Common	6 1/2	6 1/2	6 1/2	—	1/8
RCA First Pfd	49 1/2	48 3/4	49 1/2	+	1/4
Stewart Warner	9 1/4	9	9	—	1/8
Westinghouse	94	90 3/4	93 1/4	—	1/4
Zenith Radio	13	12 7/8	13	—	1/4

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5 1/2	6 1/2

### Spring Fashion Series

Set to a tempo timed for the woman audience, a new show aptly titled "Fashions for Spring" takes to the air over KLZ in Denver these Tuesday evenings.

Each week, the program, built around the KLZ String Quartet, features comments from fashion and style experts drafted from Denver's leading department stores.

As an added audience builder, KLZ staff artists will make guest appearances each week.

## PITTSBURGH

Federal Symphony Orchestra under direction of Harry Hoehle and Joseph A. Rauterkus is presenting a series over KDKA. First was yesterday and next will be Sunday at 9 p.m.

Rev. Jack Munyon, veteran local sustaining feature, and Jean Hoff, heard as a blues singer on KDKA and NBC, will be married tomorrow, with WWSW airing the service.

Joe Villela, columning as "Eddy Nelson", hands bouquets in his latest column to publicity chief Kay Barr of KDKA, radio columnist Si Steinhauer of Pittsburgh Press, song stylist Chet Boswell of KQV and others.

**Jules Harberg**  
—INSURANCE—  
Insurance Specialists to the  
Radio and Music Industries  
John 4-2800 Ext. 3 0375  
80 JOHN ST., NEW YORK

## ★ Programs That Have Made History

WNEW's Uncle Pete and Louise

UNCLE PETE and LOUISE are natives of Missouri, and have been on radio stations in every state of the union, the District of Columbia and Mexico. Their broadcasting activities have extended over a period of 15 years, making them among the trail blazers of radio entertainment. In the spring of 1933, they started with their present sponsors (Jordan's) on WAAM, which was absorbed as a part of WNEW, serving New York and New Jersey 24 hours a day.

In addition to their radio activities, they have made personal appearances in more than 1,000 churches, halls and auditoriums under the auspices of all religious denominations, as well as fraternal organizations, and this course was pursued until the spring of 1937, when their personal appearances were also sponsored by Jordan's with whatever collection taken in the meetings, going to the church or lodge, as the case might be, and naturally the cooperation on the part of Jordan has made them many staunch friends and admirers.

They have made personal appearances in over 700 different cities and towns in Pennsylvania, New York and New Jersey with return engagements at some places for as many as four times.

The audience is legion, and this is fully demonstrated in the sale of the Uncle Pete and Louise book of Friendly Songs for Friendly People which sells at 50 cents. During the approximate five years in which they have been in this area, these book sales have amounted to approximately 25,000 copies.

While not wholly responsible for this next event, Uncle Pete and Louise played a very important part

### "Mystery Chef" Adds

The "Mystery Chef" has added three more gas companies to list of sponsors airing his transcriptions. Companies in Honolulu, Little Rock, and suburban Chicago will broadcast the disks twice weekly. Only outlet set so far is KARK, Little Rock. Disks were made by NBC transcription department.

### Audition New Musical

West Coast Bureau, RADIO DAILY, Los Angeles—John Boles, Ethel Merman, Eddie Conrad, Pat Flick, Lew Hearn and David Broekman's orchestra is the talent line-up for a proposed new musical variety program being set up for sponsor auditioning by the Lou Irwin office. Benjamin David of the agency has a sample platter waxed and circulating.

### WLTH's Bond Special

WLTH aired a special one-hour Bond Bread party program at 10-11 last night from the bread company's Flathush Ave. plant in Brooklyn. A host of Jewish stars appeared.

in the opening of Jordan's second store in Paterson, N. J., in order to accommodate the audience of Uncle Pete and Louise who live in the upper counties of New Jersey and the bordering New York State.

During the year, Uncle Pete and Louise make personal appearances in the form of reception work at both of these stores. While Louise appears at the Jordan's Newark store, every Wednesday afternoon, and at the Jordan's Paterson store every Friday afternoon, there is always a group of listeners to greet her, even though they do not at all times make purchases, but eventually they all do.

By virtue of their radio programs and personal appearances, Uncle Pete and Louise live rather a strenuous life—arising, winter and summer, at about 5:30 in order to have breakfast and get to WNEW in New York in time to tune their instruments and to go on the air at 7:45 a.m. every weekday morning, and then back home to practice, answer their mail, catch a few winks of sleep and then off to a personal appearance, sometimes as much as 75 miles from their home. But as a rule they arrive back from their personal appearance about midnight.

In connection with their travels, they have crossed the continent nine times and Louise has to her credit several thousand miles of automobile driving on concrete streets, highways, over mountains and through deserts and she still radiates a marvelous personality after this strenuous life of approximately 15 years.

Incidentally, Uncle Pete and Louise's fan mail today is heavier than at any time since they went on the air, and is rapidly approaching the million mark since they have been on for this sponsor.

### NBC Employees' Show

Annual NBC Employees Show, to be held Feb. 19 and aired over Red network at 3-3:30 p.m., with E. P. H. James as emcee, will have the following entertainers: Paul Owen, Lewis Lane, George Andrews, Helen Winter, Edward Nordhoff, Amelia Umnitz, Emil Corwin, Tom Eldridge, and a quartet including Paul Owen, Frank Egan, Richard Diamant and Robert Eastman.

### Ken Murray Extended

West Coast Bureau, RADIO DAILY, Los Angeles—Ken Murray's option has been lifted by Campbell's and the emcee-comedian on "Hollywood Hotel" continues indefinitely in that spot.

## D'ARTEGA

AND HIS ORCHESTRA

Exclusive Management  
JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

## COMING and GOING

A. A. SCHECHTER, NBC director of news and special events, will return to town Monday aboard the Queen Mary. He has been in Egypt for the past few weeks.

MR. and MRS. JOHN SHEPARD 3rd of Yankee and Colonial networks will sail today for a 33-day South American cruise aboard the Aquitania.

BILLY MILTON, English band leader, will arrive in New York today on the Manhattan. He will appear at the Rainbow Room.

BOAKE CARTER flies to Florida for the week-end, returning to Philadelphia for his Monday broadcast.

MERLE S. JONES, head of KMOX, St. Louis, visiting New York following the NAB convention.

FRED WEBER, general manager of MBS, will return from the NAB convention today.

CLAY MORGAN, NBC director of promotion, returned to his desk yesterday after attending the NAB convention for a few days.

ARTHUR FELDMAN, director of news and special events at WBZ, Boston, was in and out of town yesterday.

S. R. KUNKIS, New York attorney, returns to New York today from Washington, where he has been on FCC business.

## WHN Remains Basic Outlet For WLW Line in N. Y.

(Continued from Page 1)

were formerly paid by Powel Crosley Jr. and WLW.

Statement, which was confirmed by John Clark of Transamerican, further adds that WHN is to remain the basic outlet for the WLW wire in New York, and will be available to all advertisers.

### Texas Police Series

Texas State Police have inaugurated new series, dramatizing virtually every phase of police activity in weekly quarter-hour over KNOW, Austin Texas. Actual cases from files of department will be portrayed, as well as educational features stressing safety angles and supplementing other safety programs over station, sponsored by local police department and Elk's Club.

### FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS  
KGMB, Honolulu, T. H. Authority to transfer control of corp. to Pacific Theaters & Supply Co., Ltd. and Fred J. Hart. 1320 kc., 1 KW., unlimited.

Did you know  
that the School of Radio  
Technique is America's  
distinguished school of  
broadcasting for sin-  
gers, actors, writers and  
announcers?  
GEORGE MARSHALL DURANTE  
R. K. O. Bldg. Radio City New York

**Proceed on NAB Plan;  
No Prexy Before March 21**

(Continued from Page 1)

also commended the work of the Sales Directors committee and voted to continue the activities of the group with L. H. Avery as chairman. James W. Baldwin, former NAB managing director, whose office was automatically abolished by the reorganization plan and its adoption, will of course receive his salary until next June. In his annual report to the NAB, Baldwin has already stated that he was not available for any further office in the organization. Although some members hoped that he would be retained as head of the NAB Bureau of Copyright, which has a transcription library of non-copyrights and other stuff. Baldwin is leaving shortly for a Florida vacation.

A session by the executive committee will be held today in the offices of Phil Loucks, and further new business will be discussed, as well as old ends tied up. As temporary head of the NAB, Mark Ethridge stated that the convention was a highly successful one and that the executive committee would accomplish much, but not over night. Dues would not be lowered from the figure raised and planned in the reorganization setup, since nearly all of the members feel that they do not mind paying more if they are to receive commensurate service from their organization.

No salaries are to be paid the "temporary" officials beyond the usual expenses allowed to board members.

**OKLAHOMA CITY**

Bob Donley, WKY announcer, left to join WCAE in Pittsburgh in same capacity.

Guy Biddick, platter man, in town. New Artists Bureau established by WKY under direction of H. M. "Hal" Scher set to give station talent breaks over entire southwest area. Feature artists being boosted by bureau include Lee Norton, Allan Clarks Orchestra, Maxine Mead, Marty Hall, The Bell Boys, The Arkansasayers, Mrs. Mart "Aunt Susan" Adams, Ken Wright.

"Sing, Neighbor, Sing," new Okla. network program featuring "Chicken" Martin.

**KFRU, Columbia, Mo.**

Gaston Pevey and Lucius Crump are the principal characters of the new serial, "Houn' Dawg Holler."

Young thespians from Westminster College, Fulton, Mo., presented their first radio show Saturday. George Guyan, KFRU program director, cooperated with the group.

**GIVES INTELLIGENT  
MERCHANDISING SERVICE**

**WBIG** IN GREENSBORO N. C.  
George P. Hollingsbery Co., *Hollings*

**Censorship Unlikely, Says Herring**

Washington Bur., RADIO DAILY

Washington—Senator Burton K. Wheeler's remarks that Senator Clyde L. Herring's proposed bill for a three-member radio review board might lead to censorship were discounted by Herring yesterday in a RADIO DAILY interview.

"I don't think the industry has anything to fear on this point," said Herring. "Such a board could proceed with its activities without leading to any type of strict censorship."

**More Promotion Efforts  
Urged by John Shepard**

(Continued from Page 1)

way possible to make easier the sale of products and services which they accept for commercial broadcasting, says Shepard, adding that no attempt should be made, however, to usurp the functions of efficiently organized and specialized sales promotional companies.

**Heatherton Back on Air**

Ray Heatherton, busy with stage commitments the past six weeks, returns to the air Wednesday on CBS at 7:45-8 p.m. After the one program he will be heard on a weekly CBS sustaining spot, the day and hour yet to be determined. If negotiations are completed, Heatherton will also head a new evening program sponsored by a soap concern, the latter part of March.

**WFDF Aids in Flood**

Flint, Mich.—WFDF stayed on the air far into the night when floods threatened to overflow Thread Creek in the city. While some families were evacuated, others who refused to leave were told to stay tuned to WFDF for further warnings.

**Sponsor for George H. Combs Jr.**

George H. Combs Jr., WHN news commentator, has obtained a sponsor, Frank H. Lee Co., Danbury, Conn., hat firm. Program is heard Monday, Wednesday and Friday, 7:30 p.m. Birmingham, Castleman & Pierce Inc. is the agency.

**MacQuarrie for Gen. Motors?**

Chicago—Haven MacQuarrie, pausing here on his way to the coast where his "Do You Want to Be An Actor?" series will originate hereafter, said General Motors is considering sponsorship of show, with a tour in mind.

**LINCOLN**

Richard F. "Dick" Gloyne, music librarian for KFAB-KFOR, is in the east.

Naomi Woods has been added to the CBS continuity department.

Joe di Natale, KFOR-KFAB publicity man, is working a contest in cooperation with Norman Harris, radio editor of the Daily Nebraskan. Prizes are CBS star stills.

Dick Jergens' orchestra was aired via KFOR while here playing the Interfrat Ball.

Bill Dietz, although back on the KFAB sales staff, still has his advertising agency in operation.

**Suspend CBW Broadcasts  
In Economy Experiment**

(Continued from Page 1)

CBC features will be carried by the other Windsor station, CKLW.

CBW control room continues to operate as a transfer point for a majority of the programs exchanged between the CBC and various broadcasting chains in the U. S.

**Edgar Jacobs at WNEW**

Edgar Jacobs, formerly night production manager of WFBL, Syracuse, has joined the production staff of WNEW in New York. Jacobs was previously at WTIC, Hartford, and the Yankee Network's Boston office as announcer and producer.

**Paul Franklin Signed**

West Coast Bureau, RADIO DAILY

Los Angeles — Paul Franklin has been added to the writing staff on Lucky Strike's "Your Hollywood Parade." Don Clark of the H. N. Swanson Inc. radio department set the deal.

**Listeners' Complaints  
Coincide With Critics**

(Continued from Page 1)

ences. These complaints coincide with the views of the country's radio editors in RADIO DAILY'S recent Forum.

Foundation is non-profit group. Letters of criticism are referred to sponsors or broadcasters. Membership cards are issued by Richard E. Jones, vice-president, 14305 Rutland Ave.

**WREC, Memphis**

The Jewel Cowboys, WREC feature now being presented over CBS at 10:30 a.m. each Saturday morning, have scheduled a repeat of their "spur dance" musical novelty for Feb. 19. Dance idea was introduced on their program Feb. 5 and won nationwide publicity, United Press carrying a feature story.

Malcolm Todd, announcer, has started "Musical Album" at 10 p.m. Sundays for Cole Wilson Inc., funeral home. Program features readings and transcribed music.

**WBT, Charlotte**

Reginald Allen, baritone and announcer, is back on the schedule after a year's absence.

Station is sacrificing commercial spots to carry the U. of N. C. weekly programs. The university built a studio and has started a course in broadcasting to give students practical experience.

**TEST IN MICHIGAN**

for a dependable "yard stick" for nation-wide sales...eight major markets...including America's great metropolitan center...smart, up-to-date manufacturing cities...ranking rural centers and farming districts...in all, completing a cross section of America's spending habits and potential market volume

**MICHIGAN RADIO NETWORK**

WXYZ KEY STATION DETROIT MICHIGAN



The Paul H. Raymer Co., Representative

## PROMOTION

### Harvey-Whipple Campaign

The Harvey-Whipple Inc. (oil burners) will start an extensive merchandising simultaneous with its new NBC-Blue network show which begins March 22. Dealers will be supplied with postcards to mail to prospects asking them to listen to the show. Cards will be timed to arrive same day that show is on the air.

Thirty-three thousand dealer broadsides will start off the radio campaign. Radio will be the sole promotion medium in the large metropolitan centers. Company has been a successful user of radio since its inception in 1933.

### Pepping Up Spots

Spot announcements for Joy Candy Shoppes over WIND, Gary, Ind., have been given novel twist tying-in with sponsor's copy theme, "Remember With Joy." Spots are opened with reference to some historic event of same day announcement is given. Account, handled by Malcolm-Howard Advertising Agency, also has renewed its program, "Remember With Joy," over WAAF, Chicago.

### Go for Playing Cards

A single announcement on Mr. Fixit's Civic Service Program heard nightly on WIL, St. Louis, brought more than 800 replies, each representing an investment of at least \$1. Mr. Fixit offered a deck of playing cards for three coupons each from a can of coffee costing 30 cents, and a dime to cover federal tax on cards. Sponsors of the Civic Service Program, the David G. Evans Coffee Co., were more than satisfied with the results from only one mention of the offer.

### Telegram A Day

Every day for a week, Beryl Lottridge, commercial manager of KTUL, Tulsa, Okla., wired leading agencies info on the station. Final tele asked their opinions of the statisti-grams.

### KTMS, Santa Barbara, Cal.

Sunday afternoon polo series from Fleischman Field, with Lawrence Smith and Winnie Vilsack at the mike, is becoming popular with lovers of the game.

Manager Budd Heyde looks for interesting things in the new Friday evening spelling bee, with the News Press editorial dept. vs. composing room as first contestants.

Another new series is a gardening program under auspices of Santa Barbara Horticultural Society.

### LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network

MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● PERSONAL Postcards To: Paul Whiteman: Mana-Zucca, famed composer and pianist, whom you introduced to the spotlight via a Carnegie Hall concert, is now a resident of Miami Beach, where she's writing an opera and a series of suites—one called "Hollywood Bowl"—from Florida. mind you...Walter Winchell: Since we lost a buck to Quentin Reynolds—who said we wouldn't take sick on the Miami-Washington hop—he's been going around town calling us "The Lindbergh of the Columnists". Why don't you and Sobol fly?...NTG: Helene Standish, one of your showgirls is now being featured as a singer at 52nd St.'s Swing Club...Louis Bernstein: Terry Shand, who wrote "I Double Dare You", is auditioning for a sustaining series...Jack Robbins: Suggest you inspect Goodman Ace's room at the Roney in Miami. He had a sun-lan lamp smuggled in the other day...George Lottman: Your son nearly drove Sonja Henie wacky the other day—making her pose for pictures with his dollar camera—he even forced her to go into the water!

● ● ● Jack Adams and Stella Unger at Erwin, Wasey: Jack Kofoed, who worked on all those sport shows with you over at Muller agency, just completed writing "Brandy for Heroes", a biog of the famous fighter, John Morrissey...Murray Arnold, press head of WIP, Philly: The new director of your homemakers' club, Annabelle Adams, who in real life is Ruth Sheehan, is being called "Bet Mir Bist Du Sheehan"...Phillip G. Lasky of KSFO, San Francisco: When Bob Bradley and Betty Brown of KLZ, Denver, moved into the Denver Theater for personals billed as "The Singing Sweethearts"—dame rumor stated that the couple's next public appearance would be before a preacher...Frank Katzentine of WKAT: Apropos of your lining up five Chinese and five Japanese for an air debate, Alyce de la Vergne, staff actress at KFOX, Long Beach, Cal., is studying the Chinese language at nite school.

● ● ● William Paley: Did you know that CBS stockholders paid for a "gabboon" (gold-plated spittoon) which is parked in the office of one of your execs—who chews tobacco?...Jackie Heller: Teddy ("Bewildered") Powell extends congrats to you—even though you're wedding his former fiancee at 2:15 p.m. today...Torchy Teddy: Regardless of what you've been reading in the papers—Judy Starr IS NOT married to the fellow in Herbie Kay's band...Ozzie Nelson: Your manager, Billy Kent, did all right by himself at the dice tables in Miami—as did Paul Small of the Wm. Morris office—who left town pronto with his winnings...Eddy Duchin: Del "Casanova" Casino reports that Hollywood isn't as blasé and sophisticated as it's cracked up to be. He went to Bob Hope's home for dinner with Edgar Bergen, Bert Lahr, Ken Murray, Jimmy Starr, Jackie Coogan, Betty Grable, Shirley Ross and others—and they played "Quotations—under the sheet"—with Shirley remaining "under" for 25 minutes before she got wise. After that they played HIDE and SEEK!

● ● ● Bob Taplinger: Phil Spitalny has retained David Alber to handle his mag publicity...Luther Reid: KIRO, Seattle, numbers some versatile people among its studio personnel, one being Pete Mertens, wordslinger, who, besides his studio and remote shows, clicks a mean shutter in his spare time with a candid camera he wears as standard equipment...At present he's busy on an epic called KIROgues Gallery—a composite of shots of KIRO members. The unsuspecting victims include everybody from the boss, "Tubby" Quilliam, down to the office boy...Reminds us of Ted Husing's mania with his camera at the Roney. He snaps everything and trusts to luck.

## PROGRAM

★ IDEAS ★

What Local Stations Are Doing

### Prep School Series Pulls

A series titled "Your School Parade" sponsored by a local department store in cooperation with Zenith Radios and inaugurated in November is "topping" mail response records with WSWA, Harrisburg, Va.

Program is aired Sundays for a half-hour and on each Sunday a group of students from leading prep and high schools, of one county only, offer their own program arrangement. A grand prize award is offered the school receiving most mail response by the sponsors. Eight such schools have already appeared. Participants in programs often number 50 or better. Series will conclude shortly. Students are permitted to use guest artists other than talent usually heard on the station, but this is not urged.

Over 3,000 letters and cards have been received by the station, and program sponsors who are tying-in with suitable window displays and radio department displays.

Wendell Siler, WSWA program director, emceed the program. R. L. Stricklen Jr., the station's program promotion director, planned the series and made necessary arrangements with schools. Student guest announcers handle novelty script arrangements.

### Auction by Radio

WEW, St. Louis, has started daily "radio" auctions for local Manne Furniture Co. List price of article and description is spiced by Bill Mackintosh, who then starts bidding with figure far below sales tag. Music comes in, and listeners are asked to mail in their bids for the item before 9 p.m. High takes the article. Station reports that several offers are received on each item considerably above its sales price.

### Famous Characters

Famous historic and fictional characters are subjects of dramatizations for grammar school children, presented over KGVO, Missoula, Mont., in station's Montana School of the Air series. Program is prepared and presented by Radio Extension Division of the University of Montana.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE  
12:15 P. M. EST.
- SUNDAY WFAF-NBC RED  
9 A. M. EST.

Management NBC Artists Service

## ORCHESTRAS MUSIC

**B**BLUE BARRON, at present featured with his orchestra in the Green Room of the Hotel Edison, and heard over NBC, will be the guest of honor at a gala Radio Party that Leon and Eddie are tendering to him at their popular rendezvous on Sunday evening.

*Tee-Berry and his KGFF (Shawnee, Okla.) staff* are being featured in the Aldridge Hotel Ballroom, with Geneva Jones and Jack Winnett as vocalists.

Emery Deutsch, currently appearing for a week at the Capitol Theater, Washington, will then return to New York to complete negotiations for an NBC wire from one of the leading mid-western hosteleries.

Horace Heidt and his Brigadiers will present a special program in their NBC-Blue network broadcast of Feb. 22 at 9 p.m., celebrating not only Washington's Birthday but their third anniversary of broadcasting under sponsorship of Stewart-Warner.

Mildred Roselle, song stylist, is being held over for the new show at the Club Maxine, Burnside and Jerome Ave. She already has been there four weeks, going over big. Al Wynne's ork provides the music.

Bill Kearns is not the only song writing member of the NBC Kidoodlers. Bob Remington, one of the organizers of the foursome and who doubles as arranger for the "Campus Kids" vocal trio, has written "Moon Over The Campus" and "Ocarina Man" with Larry Kogen.

Vince Calendo is now vocalizing with Ernie Holst's El Morocco orchestra. This orchestra is being conducted by Ken Snell during Holst's engagement at the Book-Cadillac in Detroit.

"Listen to My Lonely Heart", Jean Ellington's theme song, written especially for her, has been published by Famous Music. The melody was created by Vee Lownhurst and Tot Seymour.

Don Renaldo and his rhumba band and Leighton Noble's crew are now airing over WIP, Philadelphia, from the Arcadia restaurant. Noble also is heard on CBS and Mutual.

Shep Fields after winding up at Palmer House will go into Chicago Theater Feb. 25 for a week, then to Circle, Indianapolis.

During his six months in Hollywood, Phil Baker's bandsman, Oscar Bradley, has written a "Symphonic Poem" which he will present in New York next season. Bradley studied composition at the Royal Academy of Music in London, and has had many of his works played in England.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

### KHSL—Chico, Cal.

1260 Kcs.—250 Watts, Unlimited Time

### GOLDEN EMPIRE BROADCASTING CO., Owner HAROLD SMITHSON, President and General Manager

**K**HSL is located in the heart of the rich Golden Empire section of California in the center of the Sacramento Valley. Back in '49, this was the seat of the gold rush. Today, its magnificent scenery provides the background for many Hollywood movie productions, and the setting for the largest city-owned park in the West—Bidwell Park.

Seventy-five per cent of the homes in Chico have radios, and KHSL started to serve them on April 17, 1935. The station went to unlimited time last July, and is now on the air 18 hours a day.

An unusually high standard of management distinguishes the operation of the station. Each morning, it broadcasts a 15-minute devotional period, conducted by various ministers of the community. It donates generous time to the various civic welfare interests. And in addition the station has made it a rule to allow no commercial announcements on Sundays.

KHSL has received letters verifying daytime reception in New Zealand, Alaska, British Columbia, Seattle, Wash., and Southern California.

Golden Empire Broadcasting Co. also operates KVCV, 78 miles away at Redding, Cal., as a sister station to KHSL, with identical program policies.

### WGAR, Cleveland

Manager John F. Patt, vacationing in Florida, keeps his finger on the pulse of WGAR activity by long distance phone daily.

Hickok Oil Co. of Ohio has started new five-a-week quarter hour ET feature, "Black Flame of the Amazon," dealing with adventures of Explorer Harold Noice.

Wayne Mack, dramatic director, on the sick list all week with ptomaine poisoning.

Bob Kelley of announcing staff is enrolled in the mid-year freshman class at Western Reserve University.

Despite severe and painful second degree burns on the left hand, Shirley Seldon carried on in her role of stewardess on the mythical "Morning Express." Away from the microphone she is Mrs. David Baylor, wife of WGAR traffic manager.

Apprehensive was Musical Director Walberg Brown when summoned to Internal Revenue Department last week. Elated was Brown when he received a check for \$35.20. Mistake in last year's income tax report.

The law of averages has caught up with Graves Taylor. After four postponements, he must report for jury duty next Monday.

"Empire Builders" is new five minute narration, presented five times weekly on WGAR for the Central National Bank of Cleveland. Eulogizes great persons in history.

Chief Engineer Morris Pierce and Transmitter Engineer Bill Hutton attending engineers' conference at Columbus.

## RECORDINGS

Call BRINCKERHOFF

PLaza 3-3015

## GUEST-ING

MITZI GREEN, now appearing at New York Paramount Theater, on Leo Reisman program, tonight (WEAF, 7:30).

FAY WRAY, on Rudy Vallee program, tonight (NBC-Red, 8).

JEAN SABLON, on "Your Hit Parade," Feb. 19 (CBS, 10 p.m.).

PENNY SINGLETON (Dorothy McNulty), on "Hollywood Hotel," Feb. 18 (CBS, 9 p.m.).

PAUL LUKAS and ROBERT SPEAIGHT, interviewed by Dave Driscoll, Feb. 21 (Mutual, 6:45 p.m.).

RALPH BELLAMY, on Radio Harris program, tonight (Mutual, 6:45).

MADELEINE CARROLL and HERBERT MARSHALL, on Lux show, Feb. 21 (CBS, 9 p.m.).

GERTRUDE NIESEN, on "Hit Parade," Feb. 26 (CBS, 10 p.m.).

EL BRENDEL, on "30 Minutes in Hollywood," Feb. 20 (Mutual, 6 p.m.).

BRUNA CASTAGNA, ANIA DORFMAN and THE REVELERS, on "Magic Key," Feb. 27 (NBC-Blue, 2 p.m.).

AKIM TAMIROFF, on Bakers Broadcast, Feb. 27 (NBC-Blue, 7:30 p.m.).

A. T. & T. Regular Dividend  
Regular quarterly dividend of \$2.25 a share was declared yesterday by A. T. & T.

### WPAY, Portsmouth, O.

Acey Neil, champ fiddler, and the Safely Cab Boys are being sponsored by Safely Cab Co. and New Boston Cab.

Local chapter of the Elks is offering a weekly ET series that was planned by the national organization in the interests of safety.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

- Evelyn Law
- Al Johnson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mae West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Cliffen Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hal LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niesen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Tapp
- Grace Bradley
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Girola Young
- The Five Reillys
- Paulette Goddard

and  
Hundreds of Others

## NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL

Class or Private Instruction For Preparing Adults and Children For RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio broadcasting studio.

**FREE AUDITIONS and TRYOUTS** will gladly be arranged. Free consultation and courses individually planned without obligation.  
Open 9.00 A. M. to 10.00 P. M. Daily  
Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.  
**625 MADISON AVE., NEW YORK**  
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300



WIND has two new announcers, Alton Thomson, from WMAQ and Jack Harrington, from Los Angeles.

Herb Sherman, WJJD sales manager, back from eastern trip.

Truman Bradley, Ford announcer and commentator for American Family Flakes on WBBM, reported about set for a movie assignment with M-G-M.

Curtis Mitchell, editorial supervisor of Radio Guide, moving family to Philadelphia. He is also editor of Click, new pic magazine.

Harold Stokes (and Lou Holzer) have sold tune "On A Sunday Afternoon" which is theme of musical variety hour by same name on Mutual, to Robbins music firm.

Harry Grayson, who wrote WLS "Old Judge" series, is assisting on scripting of Zenith Telepathy series which has James Whipple in charge of writing end.

George Willard is recent addition to WGN announcing staff.

Eddie Corcoran, playing lead in "Big City Parade" on WLS, collapsed just before broadcast Friday, his 21st birthday, and was replaced by Russell Bundesen.

Wrisley Soap has bought Happy Jack Turner, "one man radio show," for new series on WMAQ in interests of Olive-I-Lo soap. Agency is Behel & Waldie, Chicago.

Ros Metzger, radio director of Rutkrauff & Ryan, off to Holland, Mich. for conference with Holland Furnace.

Henry Hoople, Jack Spencer and Charlie Wilson teamed up as a new comedy outfit for Mutual's "On a Sunday Afternoon" series.

Arthur Peterson, Bret Morrison and Harold Peary, veteran NBC actors, have been signed to form nucleus of a stock company for Edgar Guest's "It Can Be Done" program for Household Finance. "Fibber McGee" show recently rigged up a tight little company for its Monday eveninganzas.

Don McNeill, emcee of "Breakfast Club" and "NBC Jamboree," Jack Baker and Annette King to go to St. Petersburg, Fla., to make an appearance for Chamber of Commerce on Thursday.

George Biggar, director of promotion for WLS, has gone to California for three weeks vacation. On way home he will stop off at KOY, Phoenix.

Loretta Poynton (Mrs. William Carroll) has been written out of "Doc Harding's Wife" and other NBC shows for several weeks. It's a boy, ner second.



## RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

### LLOYD E. YODER

THE radio world of the San Francisco bay area, which wondered about its future when Don E. Gilman, vice-president in charge of NBC's Western Division, announced removal of himself and his assistant, L. S.



A 1926 All-American at Carver Tech.

Frost, to Hollywood, was relieved when Lloyd E. Yoder, head of the Western Press Division, was named manager of KPO-KGO last fall. Under his guidance the two NBC outlets continue the high program and public service standards set in the past.

Although young in years, Yoder is a radio veteran, having joined the NBC staff as an announcer shortly after his graduation from Carnegie Tech, where he was a member of the All-America team of 1925. His wide experience in all fields of broadcasting is reflected in the vitality and human interest of KPO-KGO originations.

### ST. LOUIS

John Bohn is now Radio Sales Inc. representative here. Post was formerly held by Bob Dunville, who went to WSAI, Cincinnati. Bohn has been on KMOX sales staff for four years.

Gene Kemper, new KWK director of public relations, has had much experience in the movie-theater field, with Skouras Bros., Warners and Fox West Coast and Loews.

Chernick Boys are back at York Hotel tavern, with Bob Thompson at piano and Gail Reese of WIL handling vocals.

Pappy Cheshire of KMOX is laid up again by recurrence of nervous fatigue.

Lavina Mae is back on WIL after a long absence.

### WNEW, New York

Ray Hamilton, singing organist, will be heard in a new series beginning Monday, 11:30-11:45 a.m., Monday through Saturday. Hamilton's evening broadcasts at 7:15 p.m. will also be continued.

The noon day news broadcasts, heard at 12:30 p.m. for several years, will be presented at 11:45 effective Monday. Bill McGrath is the new-caster. WNEW receives the full leased INS wire report.

A new series of traveler interviews starts this week. Bob Becker, aviator and air traveler, will interview passengers enroute to the coast at the American Airways hangar at Newark Airport. Broadcasts are scheduled for 8:45 nightly, except Sunday and Monday.

Hazel Scott, New Orleans "Mistress of Swing," has been added to the new daily Alan Kent program. Miss Scott is currently featured at the Hickory House.

Richard Brooks will be at the mike today and tomorrow afternoon for the McNaboe Lunacy Commission hearings at the Supreme Court Building.

### OMAHA

R. Bruce Wallace of KOIL has been confined to his home due to illness.

Lonnie Robertson and Roy McGeorge, old-time fiddlers on WAAW, have joined KFAB in Lincoln.

Duane Gaither, WAAW program director, suffered a serious attack of ptomaine poisoning. He is recovering.

WOW had 1,500 entries in candid camera contest of which 150 were suitable for future publicity and promotion work, according to Bill Wiseman.

### WXYZ, Detroit

Fran Striker, author of "Lone Ranger," which originates here for Mutual, is writing a novel with his famous character as central figure.

Harry Heilmann, former baseball star and now announcer, leaves this week for Florida and a short vacation before the season opens.

Kennedy Clothes has signed for another 52 weeks, totaling more than 700 spot announcements, an increase of about 70 per cent over last year. Beckman, Vogel & Bierbaum is the agency.

### WIS, Columbia, S. C.

J. D. Saumenig, former station manager of WCSC, Charleston, has joined as commercial manager.

Station's string ensemble, composed of Hix Thode, Rachel Little, Neil Ailee and Gregory Pearce, is making quarter-hour periods more popular.

When Robert Taylor interviewed Roy Harris of Greenville, S. C., on "Good News of 1938" from Hollywood, he was running second to Frank Burger, demon ad-libbing WIS interviewer, who had Harris on the air 20 hours after he won M-G-M's \$5,000 picture-naming contest.



LEONORE CORDIAL, who handles job applicants for Hal Styles' KHJ-Don Lee "Help Thy Neighbor" program, reports that among her clients have been two Indian chiefs, one 8-foot giant, two legless men, one armless man, one blind man, one deaf and dumb woman and two mid-gets, while unusual occupations represented include: deep sea divers, parachute jumpers, tea-tasters, psychiatrists, jiu-jitsu experts, strong men, and one crossword puzzle setter-upper.

Maurice Ball Inc., furriers, has signed for a series of Sunday time signals on KNX for one year from Feb. 27. Lee Ringer advertising agency handled.

CBS announcer Maurie Webster is picking up the scholastic career rudely terminated at the University of Washington when he was drafted as staff announcer here by CBS, by enrolling at U.C.L.A. Starts back to school next Monday, majoring in English.

Bing Crosby will do a little ad-libbing over the NBC network hook-up for the Santa Anita Derby on Feb. 22, with Clem McCarthy calling the race, and Buddy Twiss doing the announcing and color.

Pat Bishop, KFI news commentator, has introduced a "Mail Box" idea on his 4:30 p.m. news period. Invites listeners to send in their own comments, opinions and arguments about stories in the news, which he in turn relays to his audience.

"Listen, Ladies," the KEHE mid-afternoon variety show of long standing, has inaugurated a policy of burlesquing popular air shows on each Tuesday's program. Producer is Kenneth Higgins.

KMTR has a new series of philosophical discussions of timely topics by Lee Arms scheduled for Mondays at 1:15 p.m. The station has switched Frank Robinson Brown's "Knickerbocker Varieties" from 10 p.m. to a mid-afternoon session at 2:45. Show is a remote from the Knickerbocker Hotel.

### KGVO, Missoula, Mont.

Manager A. J. Mosby is working on plans to air a weekly music education broadcast by U. of Mont. Band, originating on university campus.

The Columbians, staff dramatic unit, is doing a series of one-shot detective and mystery dramas following conclusion of the serial, "Before Midnight." Evelyn Henry is director and producer.

## CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

**BOSTON**

A broadcast from the summit of Mount Washington will feature the half-hour program inaugurating the Yankee Network Weather Service over WNAC and the Yankee web, Saturday at 9 p.m. Through WIXER, the Yankee station atop Mount Washington, the personnel will take part in a dramatization of their daily lives over 6000 feet above sea level in a climate resembling that of the North Pole. Studio portion of the program will present the Roberts Sisters, Earl Lawrence and Andy Jacobson's orchestra.

Starting Sunday, the Yankee network will broadcast two complete weather programs daily at 8:15 a.m. (Sundays 8:30 a.m.) and 11:15 p.m.

**CKNX, Wingham, Ont.**

The "dog days" didn't come to CKNX this year: January gross billings were up 30.9 per cent, with national billings jumping 41.5 per cent, over a year ago.

CKNX was one of the only two Canadian stations renewed by Lallemand's yeast for Feb.

Elgin Coutts, high school student, won the auditions for the right accented emcee on Little German Band.

Recent power jump has greatly increased requests for greetings on "Canadian Farm and Home Hour," so station is opening up an afternoon "Kiddies' Birthday Club" and a "Saturday Night Barn Dance" to handle overflow.

**WFBL, Syracuse**

Ed Jacobs changes jobs from night production man to production manager's assistant.

Bud Squires, "Street Quizzer," is racing back to the studio to handle Packard News job vacated by Jacobs.

George Reid, recently arrived here from WINS, is getting an abundance of both material and fan mail for his morning Sun Dial Amateur Show.

"Minute Miniatures," blackouts and dramatized plugs with musical background by a studio orchestra, is Jack O'Neil's latest program contribution.

Jack Curren back on the air with a new ballad program after a short illness.

**WTMJ, Milwaukee**

Nancy Grey, commentator, is on another western flying trip to get material for her program.

A spectacular bonfire of "dated" used cars was a highlight feature of WTMJ's big goodwill campaign to "rid the road of jalopies" in an effort to break the used car jam in Greater Milwaukee.

Elwen Owen, vacationing between network assignments, is handling the organ shots of Jack Martin, laid up with injuries from a fall on slippery streets.

**DON KERR**

Master of Ceremonies  
 WMCA  
 Fox-Fabian Amateur Hour  
 Six Star Revue  
 Zeke Manners' Gang

**NEW BUSINESS**

WNEW, New York: Musebeck Shoe Co. (Health Spot Shoes), Ray Hamilton, singing organist, through Sehl Advertising Agency; Pepsodent Company, "Make Believe Ballroom", through Lord & Thomas; La Comp Products (Qwick Washer), "Make Believe Ballroom"; Air Conditioning Training Corp., "Morning Music," through National Classified Advertising Agency; Carter Medicine Co., spots, through Street & Finney; Axton-Fisher Tobacco Co., (20 Grand Cigaretts), additional time on "Make Believe Ballroom", through McCann-Erickson; Lightning Electric Co., "Skyways Reporter", through Scheer Advertising Agency.

WMAQ, Chicago: Procter & Gamble

**Son for Brewster Morgan**

Brewster Morgan, KNX producer, is the father of a boy, Morgan had the page boys pass around the candy at the CBS headquarters here.

(Drene), temperature reports, through H. W. Kastor & Sons.

WHO, Des Moines: Household Magazine, through Presba, Fellers & Presba; Armand Co., announcements, through Wade Advertising Agency; Walker Remedy Co., through Weston-Barnett Inc.; Makomb Steel Products Co., announcements, through Advertising Service Inc.; Cleveland Cleaner & Paste Co., announcements, through Campbell-Sanford Advertising Co.; B. F. Goodrich Co., news, through Ruthrauff & Ryan; Yeaston Nulack Co., announcements; The Dexter Co., announcements, through Weston Barnett, Inc.; Chicago Engineering Works, through James R. Lunke & Associates.

**Kaltenborn to Resume**

H. V. Kaltenborn returns to CBS "Headlines and Bylines" on Feb. 27. The commentator has been ill for the past few weeks.

**FORT WORTH**

WBAP, in its subscription drive for the new monthly mag, Rural Radio, published in Nashville exclusively for rural listeners, netted 1,000 subs. Local drive was made through air plugs by Elbert Haling, station publicist. Harold V. Hough, station g.m., will contribute a column to the magazine, and Haling also will supply material.

Joaquin Grill's ork replaces Ed Lally in Texas Hotel's Den, airing over KTAT.

WBAP shortwave mobile unit will go on three of the goodwill advertising trips throughout Texas for the forthcoming Southwestern Expo, according to George Cranston, J. E. Maersch, engineer, will be in charge of truck, built under supervision of R. C. Stinson.

**Radio Executives Everywhere  
 Are Reading These Lines, Just the  
 Same As You Are. To Reach Them**



**"A  
 TEST  
 WILL  
 TELL"**

**ADVERTISE  
 REGULARLY**

IN



## PHILADELPHIA

A new WFIL series features Jack Steck and Florence Bendon as "Cookie and Kitty."

A new musical makes its debut over WCAU, called "Studio A," featuring Dan Kelly, Barbara Thorne, Jean Shaw and Bob Goldens' band.

Edward A. Davies, WIP sales director, will address members of Newspaper Guild.

Sam Wooding will conduct WIP's "Sing Music" program.

Peggy Moran is singing nightly over WPEN.

Annabelle Adams, new head of WIP Homemakers Club, starts off with a series of guest stars, featuring Johnny MacAfee, vocalist in Leighton Noble's Band, and Sally LaMarr and Claudia Koralli from a local night club.

Rodger Conant, who conducts KYW's "Let's Visit the Zoo," is celebrating his second anniversary on the station.

"Musical Comedy Highlights" joins WFIL schedule, featuring Ralph Ellsmore and Erva Giles with Candelori's Musical Musketees.

## WCBS, Springfield, Ill.

Some broadcasting history was made Feb. 12 when station aired first broadcast from the one-time home of Abraham Lincoln.

Carrol Neeld and Jack Heintz are new members of commercial department. Sales staff also includes C. L. Jeffrey, Florin Barton and Paul Termine.

Harold L. Dewing, president, and Leslie G. Pefferle, v.p.-sec'y, will be away for a week coincident with attending the NAB meet.

Charlie Warren is at the mike for bowling broadcasts.

Tom (Stooge) Blanchard is now the Tavern Reporter during the nightly "Variety Hour."

Seven daily broadcasts of grain, livestock and stock reports are now being aired.

Station has started a house organ, titled "A Message to Garcia," with H. L. Dewing as editor.

## ONE MINUTE INTERVIEW

TED COLLINS

"Superlative showmanship is, in the last analysis, simple showmanship. That's why Kate Smith's audience is such a large one; she never attempts to make her show a complicated hour. Today a radio show must fulfill two needs. It must give the impression of a major production without losing sight of the fact that the audience is still listening in units of one, two and three or four individuals. Excellent samples of the type of showmanship that will produce this kind of a program are Kate Smith's 'Command Appearances,' her 'Intimate Song Presentation,' her interview with successful people and her 'Memory Song.'"

## ★ Coast-to-Coast ★

SAM L. LEVITAN, KDAI, got himself printed but not mugged when the Duluth Junior Chamber of Commerce opened its civilian fingerprinting campaign. KDAI, special event man staged special airing to give the campaign a good start and was the first person to be printed officially in the project. The broadcast had the Chamber committee explaining the campaign, after which the head of Duluth's police identification bureau printed the KDAL s.e. fixer. Levitan's recent groundhog day broadcast, with a live groundhog borrowed from zoo and planted downtown, also got a newspaper yarn and 2-column cut.

Jimmy Fidler had laryngitis and couldn't do his spiel over NBC-Red on Tuesday night. Don Wilson came to the rescue and read Fidler's copy.

The "Nest Egg" program over KIDO, Boise, Ida. wherein the First Federal Savings & Loan Ass'n presents a \$5 savings account opener and a large world globe to first listener phoning in correct name of a mystery melody during broadcast, is among the latest to report complaints from telephone company. Too many persons trying to get the station on phone. And this is one complaint that doesn't make KIDO mad.

Estelle M. Sternberg will speak on "Who Wants Peace at Any Price" over WMCA at 12:30 p.m. today.

Irene Wicker and Dr. Thomas Parran, surgeon general of the U. S. Public Health service, have been awarded gold plaques by Parents' Magazine for outstanding service to children. George J. Hecht, publisher of the magazine, will make the presentation on the Kellogg NBC-Blue network show tomorrow, 5:30 p.m.

KARM, Fresno, and KROY, Sacramento, newest CBS affiliates, have been added to the outlets taking Kathryn Craven's "News Through a Woman's Eyes," released Mondays, Wednesdays and Fridays at 2:30-2:45

Mrs. John Philip Sousa, widow of the famous band leader, is expected to be on the Armco show, NBC-Blue, 3:30-4 p.m., on March 6. Frank Simon, conductor of the Armco band was formerly assistant to Sousa. Program will be an all-Sousa half-hour.

Robert Johnson has been appointed director of advertising and publicity for United Air Lines.

Gilbert Braun has been signed by Sound Reproductions Inc. to have his sound effects library available for any house recordings.

Emil Coleman has been playing piano with his St. Regis orchestra all week with a mangled finger which was caught in an automobile door.

MOST unusual of the many thousand pieces of mail received by Tydol's Inquiring Reporter during the three years the program has been presented over WFBR, Baltimore, was a recent letter from Mount Union, Pa. Henry Hickman, who conducts the program and gives silver dollars to those interviewed, received a letter with a page of Biblical questions—and a dollar!

The MBS "True or False" program on Feb. 21 will feature Yale vs. Princeton. Program will originate in New York.

Jack Major, who was taken to Washington over the week-end by Gene Buck to entertain at the party given by Vice-President John N. Garner to the Roosevelt family, had quite a time in the political camp. The genial Gene introduced Jack to Jesse H. Jones as the biggest liar he ever met. But by way of equalizing, in another introduction, Gene described Jack as a combination of Will Rogers and Irvin S. Cobb. Jack's success was cinched when Garner invited him on a fishing trip in Texas.

Alice Frost, John Brown, Teddy Bergman and Art Elmer will be featured in the "On Broadway" play over NBC-Blue network next Sunday at 3 p.m.

Listeners to the "Man-on-the-Street" aired by KGY, Olympia, Wash., protested so strongly when station announced recently that series would probably be dropped because of illness of Paul Jones, who heads the program, that arrangements were made to keep the series going. For the next month, while Jones recovers from an operation, his assistant Mahlon Taft will conduct the broadcast. KGY's secretary, Jean Walters, who ably handled the program on Women's Day, will assist him.

WHK - WCLE maestro Louis Rich was playing his violin with the Higbee trio in the Silver Grille, Cleveland, when he spotted Jane Withers, child movie star, seated at a nearby table. Rich hooked up the WHK-WCLE remote equipment, called announcer Carl Mark, who is also day studio manager, and had the actress on the air within seven minutes.

The Gilpin Players, of Cleveland, noted Negro theater group, appeared on WHK's "Curtain, Please" production Tuesday night. Program is dedicated to revival of the legit theater.

Jack Weldon of WDBJ, Roanoke, Va., is curious to know the identity of the other Jack Weldon whose birthday on Feb. 3 was recorded in RADIO DAILY. Reason: the J. W. of WDBJ has been getting a lot of unexpected congratulations.

## SAN FRANCISCO

Bill Davidson, KFRC "Rise and Shine" record emcee at 6:30 a.m., now wakening the world at 6 a.m.

Gwynn Jones, NBC tenor on "Good Morning Tonite" variety show, recovering from lacerations in Berkeley auto accident.

Hale Sparks, "University Explorer," broadcasts his Feb. 17 and 24 shows from Hollywood.

Gloria Thompson of KROW has gone to Boulder City, Nev., for her health.

"Duke" Chamberlin, KROW ass't prod. mgr., starts a series of "Camera Comment."

Harry L. Kriedt added to KFRC staff in charge of sales promotion and merchandising. Once with McCann-Erickson, he's been in the Philippine Islands for the past three years.

Sid Hoff, Oakland bandleader, opens at El Patio March 19 instead of Feb. 24.

After a nine-month stay, Jack Winston leaves the Bal Tabarin March 4.

Tom Breneman, emcee of KSFO's "My Secret Ambition," recovering from flu.

Don Church, former KSFO announcer, joined the KGGC staff as relief barker.

## KSL, Salt Lake City

Leonard Strong off the mike due to brief illness, with Roy Drushall subbing.

Gladys Pinney resumes writing assignments after vacation.

Station's 10 announcers were surprised to see their pictures in a full-page ad on back cover of an important western magazine. The candid camera shots were by Dick Evans' Bantam.

American Fur Co. begins new three-weekly setup, "Songs for You," with Bob Arnold, tenor. Tom Axelsen is producing, with Byron Ray writing. Gene Halliday in charge of musical direction.

In a union decree, KSL staff musicians have been limited to radio work.

Station is donating a half-hour weekly, with guest speakers and KSL concert orchestra, to the civic drive for funds to advertise the state to tourists.

Recent guestings on KSL programs included Peggy Epperson, Dolores Seal, Dean Mitchell and William Post.

## WABY, Albany

The Evangelist, Albany Catholic Diocesan organ, is sponsoring 10 Sunday broadcasts.

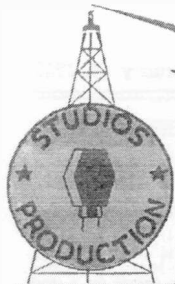
## BIRTHDAYS

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Greetings from Radio Daily

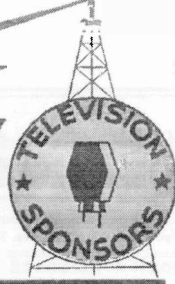
February 17  
James F. Hanley  
John McLaughlin





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 35

NEW YORK, N. Y., FRIDAY, FEBRUARY 18, 1938

FIVE CENTS

## Loucks is Put in Temporary Charge

### PARADE OF TEN BANDS IN WTAM DEDICATION

Cleveland—New \$300,000 studios of WTAM, managed and operated by NBC, will be dedicated tomorrow with parade of ten bands and ceremonies in front of building. Mayor Harold Burton will drive a gold spike into the nameplate of 22-story building officially dedicating it as the NBC Building. Fifteen hundred pigeons will be released symbolizing first method of communication with radio, and 15 bombs will be fired for years of WTAM history. Walter Logan, WTAM music director, will lead the combined bands in dedicatory music.

Dedication programs in evening preceding formal supper dance will  
*(Continued on Page 3)*

### Searle Completes Setup In Program Department

Omaha—Completing a program department setup for Central States Broadcasting System, Don Searle, g.m., announced John Schafer will continue as KFOR program director and Lyle DeMoss will have the same job at KFAB.

Jack Hanssen, KFAB-KFOR, Lincoln, and Don Kelley, KOIL, Omaha, will now be responsible for special events broadcasts in their respective cities.

### WIND is Picking Up CBS Sustaining Series

Chicago—Ralph Atlass' WIND has committed itself to picking up the CBS sustainer, "Story of Industry," regularly on Saturday afternoons, thereby reviving reports that station will again become regular outlet for network. Leslie Atlass, vice-president of CBS, and Ralph are brothers.

### Parents Protest

Rockford, Ill.—Parent-Teacher association here has started a campaign to eliminate undesirable children's programs on the air.

Sponsors are being flooded with letters of protest in which programs of the gangster type are blamed for nightmares and prankish child re-enactments of gangland activities.

### Take Your Choice

"High-pressure selling, as much as anything else, will take the country out of the present business recession."—HARRY BOYD BROWN, Philco merchandising manager.

"Insistent and impertinent salesmanship on the air is an affront to the public."—WILLIAM J. CAMERON, commentator of the Ford Sunday Evening Hour.

### HOLLINGBERRY REP LIST INCLUDES 17 STATIONS

Geo. P. Hollingbery Co. as of yesterday was representing the following 17 stations: WHAM, WOKO, WJW, WHIO, WEBC, WMFG, WHLB, WREN, WADC, KSCJ, WCOL, WAAF, WEAU, WIOD, WBIG, KTSM and WJDX. WORC and WDRC will be represented by the firm until March 1, when they shift to International Radio Sales.

### Harry Martin Creating Radio Script Exchange

A new department known as the Radio Script Exchange is being established by Harry Martin Enterprises of 360 N. Michigan Ave., Chicago, which at present supplies news programs to stations. The idea,  
*(Continued on Page 3)*

### Bock Named Press Head In NBC Western Division

West Coast Bureau, RADIO DAILY Hollywood—Harold J. Bock, for three years manager of the NBC Hollywood press department, yesterday was appointed press manager for the  
*(Continued on Page 2)*

### Connie Desmond Named WSPD Production Mgr.

Toledo—Connie Desmond has been made WSPD production manager in charge of all local programs and building of new programs. He formerly was sports announcer and sidewalk interviewer. Jack Fitzgerald heads the new public events and special features division.

### Church Buys Time on WOW

Omaha—One of the first commercial programs to be sponsored officially by a church organization has just been started by WOW. Contract calls for 26 weekly half-hour shows on Sunday afternoon.

### Appointed to Look After Affairs of the NAB Until Paid President is Chosen —In Line for the Post

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY

### 95 CBS STATIONS CARRY SUSTAINER FROM WJR

Detroit—"Motor City Melodies," fed by WJR to the network at 2:30 Saturday afternoon, is now being aired by 95 CBS stations from coast to coast, lake to gulf. Gerald F. Maulsby, assistant director of program operations for CBS, in sending the list to WJR's Eric Howlett com-  
*(Continued on Page 4)*

### Elaborate Industry Series Being Launched by WFIL

Philadelphia—Plans for a large scale commercial series, tentatively called "Cavalcade of Progress", to be aired five times weekly for a year with a different sponsor and local industry plugged in each broadcast, are under way at WFIL. George  
*(Continued on Page 6)*

### Broadcasting of Records Put Under Ban by Decca

Philadelphia—Decca followed close on the heels of Victor in notifying users of their records that use for broadcasting purposes is illegal. Although Decca is about four months behind Victor in this notification, the  
*(Continued on Page 6)*

### Adam Hat Stores Add 200 Shops via Radio

Adam Hat Stores due to extensive radio campaign has added 200 store outlets to its list, making a total of 600 in all. Manufacturer has called a halt on any more outlets being added at this time. Thirty men are now on the road servicing the new dealers. Sponsor is airing the Madison Square Garden fights over the NBC-Blue network on Friday nights.

### 100,000-Watter for Cairo

Cairo—Egypt plans erection of a 100,000-watter, the largest in the Mediterranean, to serve the whole near and middle east, according to John Webb, Inspector-General of Egyptian State Telephone & Telegraph Service.

Washington—Final action of the Executive Committee at a short session held here yesterday was the appointment of Phillip G. Loucks to look after all NAB affairs until the committee convenes on March 21. Loucks, who was instrumental in shaping up the reorganization plans as counsel to the reorganization committee, will be active administrative head and is charged with keeping the NAB going until such time as the  
*(Continued on Page 2)*

### CAMAY SOAP DISK SERIES IS GOING ON 15 STATIONS

Procter & Gamble (Camay soap), through Pedlar & Ryan Inc., on Monday will start a quarter-hour series of disks on 15 stations in New York, Honolulu, Canada and the Pacific coast.

Program, a musical show featuring Allen Prescott, with Joey Nash and others as guest stars, will air Mondays through Fridays.

### Sloan's Liniment Spots Started on 3 Stations

William R. Warner Co. (Sloan's liniment) yesterday started a series of spot announcements on three stations (WHIO, WOKO, WDRC). Plugs are aired once an evening, five days a week. Contract runs for eight weeks and was signed by Cecil, Warwick & Legler Inc.

### Da Boss

Chicago—From the naturalization office comes this one:

A Chicago musician made application for American citizenship papers, and he was put through the usual questioning which included:

"Who is the President?"  
The instrumentalist beamed as he replied:  
"Jimmy Petrillo!"



Vol. 3, No. 35 Fri., Feb. 18, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher  
DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messer, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6423 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(Thursday, Feb. 17)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel	138 1/2	135	138 1/2	+ 2 1/2
CBS A	19 1/2	19 1/4	19 1/2	+ 1/4
Gen. Electric	40 1/4	38 3/4	39 3/4	+ 3/4
RCA Common	6 1/4	6 1/2	6 1/4	+ 1/4
RCA First Pfd	50 1/4	50	50 1/4	+ 1/4
Westinghouse	97 1/2	94	95 1/2	+ 2
Zenith Radio	13 1/2	13 1/4	13 1/2	+ 1/2

**NAB Appoints Loucks In Temporary Charge**

(Continued from Page 1)

association functions under the new plan. Until March 21, at least, permanent reorganization parts will be postponed and Loucks has been employed to look after matters in the interim.

This will include legislative affairs that may come up in Congress as well as office and routine details during the temporary period. Executive committee virtually threw everything in Loucks' lap before going home and he will meantime prepare the agenda for the coming executive committee meeting.

Loucks, regarded as a likely possibility for the presidential job at NAB, was for several years managing director of the organization and is an attorney, specializing before the FCC.

**Ad Winners on WOR**

The winners of the Advertising and Selling awards will parade before the WOR microphone on Thursday, 10:30-11 p.m. Stuart Peabody, advertising executive for the Borden Co. will introduce the winners to the radio audience.

**MARTIN BLOCK'S "Make-Believe Ballroom"**

A WNEW FEATURE  
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

**Commentators' Creed**

Sam Taylor, Hollywood commentator heard via WHN on Tuesday and Thursday nights, has set down these resolutions for air commentators:

To remember that all stars are human and subject to the same frailties as the rest of us.

To remember that what a star does in his private life is his private business.

Not to suffer the delusion that because a microphone is in front of me, I've been ordained some divine power to sit in judgment of my Hollywood neighbors.

That scandal, cheap sensationalism and news bearing the unmistakable aroma of garbage, are only of interest to people whose minds are geared to the level of a curbstone.

To remember that it is just as easy to lift up—as dig down.

Not to wind up each broadcast with a cynical crack.

To ask myself before taking a dig at a screen luminary for some indiscretion, has my life been so exemplary.

**New Shortwave Schedule Goes in Effect March 4 KLZ "Children's Hour" Establishes Mail Record**

Schenectady — General Electric's enlarged shortwave broadcast schedule, to include use of the two new frequencies recently granted W2XAD by the FCC, will go into effect March 4. Four frequencies will then be used by stations W2XAD and W2XAF in transmitting programs to international listeners.

The broadcasting schedule will be increased by two and one-half hours with the use of the new frequencies. W2XAD, on 21,500 kilocycles or 13.95 meters, will be in operation at 8 a.m.-12 noon; on 15,330 kilocycles or 19.56 meters from 12:30-7 p.m., and on 9,550 kilocycles or 31.41 meters at 7:30-12 midnight. W2XAF, operating on a frequency of 9,530 kilocycles or 31.48 meters, will be in service at 4 p.m.-12 midnight.

**Sign Musician Deals**

Omaha — Contracts have been signed by Don Searle with the musicians' union for two studio orchestras, one serving KOIL here and one serving KFAB-KFOR, Lincoln.

The KOIL group of four musicians will be headed by Madge West and the KFAB-KFOR group of eight will be led by Irma Perry Cartwright and Milan Lambert.

**Raoul Marlo Resumes Series**

Raoul Marlo returns to WMCA Inter-City hook-up "Ports of Romance" series on Tuesday, 7:45-8, and weekly thereafter, as romantic adventurer and reconter.

**John Bates Married**

John W. Bates, former WOR commercial program manager, now in business for himself, was married yesterday to Ruth MacFarlane at the Grace Church.

**Longines-Wittnauer Renews**

Longines-Wittnauer Co., through Arthur Rosenberg, has renewed its WOR time signals for another 52-week run.

**"Lone Ranger" on KOIL**

Omaha—"Lone Ranger," 15-minute ETs, to be aired three times a week by Interstate Bakeries on KOIL.

Denver—All mail records were smashed here this week when 10,065 listeners responded by voting for their favorites in the KLZ Sunday "Children's Hour," a juvenile amateur broadcast. Votes came from communities in Colorado, Wyoming and Nebraska in the three-day balloting. Program is sponsored by Olinger's. Winners get scholarships.

**Santa Fe R. R. One-Shot On Mutual Next Tuesday**

Santa Fe Railroad on Tuesday will sponsor a one-time shot over the coast to coast Mutual network, 6-6:30 p.m. Program will broadcast the ceremonies in connection with the new streamlined train service being inaugurated between Los Angeles and Chicago.

Walter Huston will be the narrator. Program will emanate from KHJ, Los Angeles. The WOR—"Uncle Don," ordinarily heard at this time, will be cancelled out for that evening.

**Ralph Edwards Has 9 Sponsors**

Ralph Edwards, on CBS only a little over a year, is now one of the busiest announcers on the network, with nine separate sponsors. He handles spiels for Chipso, Vick's, Florida Citrus, Mystic Cream, Ivory, Pebeco, U. S. Rubber, Chrysler and Horn & Hardart.

**COMING and GOING**

LES WHITE of Les White and Bud Pearson, script writers for the new Neel "Royal Crown Revue," sailed yesterday to Havana for a short vacation before the program's opening on March 11.

NORMAN FRANKEL, who has been with Houck & Co., advertising agency, Roanoke, Va., returns to New York this week.

NEAL BARRETT, Hearst Radio v.p. and manager of KOMA, Oklahoma City is in the East on business.

LESTER COTTLIEB, MBS publicity coordinator, en route back from the NAB convention, stopped over in Baltimore yesterday to visit WBAL. After another stop at Philadelphia he will return to New York.

JOHN C. MCCORMACK, general manager of KTBS and KWKH, Shreveport, is in town.

S. A. CISKER, KTMS executive, is in New York.

RALPH R. BRUNTON, manager of KJBS, San Francisco, is in town for a few days.

JOHN J. STOREY, manager of WTAC, Worcester, is visiting New York.

EDWARD S'ENCER, general manager of Geo. P. Hollingbery Co., returned from the NAB convention yesterday.

HARRY MARTIN, president of Harry Martin Enterprises, Chicago, is visiting New York following the NAB convention in Washington. He returns to Chicago over the week-end.

MARY BOLAND flies to New York from the Coast to appear on Paul Whiteman's program over CBS on Feb. 25, and returns west immediately thereafter.

MAJOR LENOX R. LOHR, JOHN ROYAL and ALFRED H. MORTON of NBC go to Cleveland for tomorrow's dedication of the new WTAM studio building.

POWEL CROSLLEY JR. and JAMES D. SHOUSE are expected in New York this week-end from Cincinnati.

JACK ARTHUR is vacationing in Rio de Janeiro until Feb. 28.

JACK ROBBINS, music publisher, and HARRY FOX, general manager of Music Publishers Protective Ass'n, return from Florida next week.

BELLE BAKER returns to New York from Miami tomorrow.

AL SHAYNE is fulfilling a singing engagement in Lakewood, N. J.

**Bock Named Press Head In NBC Western Division**

(Continued from Page 1)

western division of NBC, it was announced by Don E. Gilman, v.p. in charge of this division. Bock will continue his headquarters here. He replaces Lloyd E. Yoder, who recently became manager of KGO-KFO, San Francisco. Milton Samuel continues to handle the press department in S. F.

CBS AFFILIATE

**KLZ**

Representative - E. Katz Special Advertising Agency

**DENVER**



**Parade of Ten Bands  
In WTAM Dedication**

(Continued from Page 1)

feature Frank Black with 40-piece symphony orchestra and Margaret Speaks and Mario Cozzi as soloists; and Bob Feller and Tom Manning in a skit with comedy artists, and Stubby Gordon's orchestra. Red network shows will be at 11:30 p.m. and midnight. Lenox R. Lohr, John Royal and Alfred H. Morton will attend the ceremonies from NBC New York.

**Electrical Workers Strike**

Strike of the Electrical Workers' Union, which called out its maintenance workers in the buildings of Rockefeller Center housing Radio City and all local NBC activity, threw a scare into NBC officials yesterday when it appeared for a time that Local 802 of the AFM might ask its members not to pass the picket lines of Local 3, of the Electrical Workers. Local 802 has its regular board meetings on Thursdays, but official of the union said they had no comment to make on any phase of the possibility of a sympathetic move.

**Replacing Conn Program**

New Lyn Murray musical novelty, will succeed the Harry Conn CBS Sunday program beginning Feb. 27 at 8:30-9 p.m. Logged as "Musical Gazette," show is designed to present effects of newspaper office in music. Murray takes lead role of "editor"; Barry Wood, baritone, is the "reporter"; and Nan Wynn is "lovelorn editor". In addition there will be a girl trio of sob sisters and a male quartet of "cubs".

**"KVI Open Forum"**

Dedicated to the discussion of local questions and issues currently interesting to Northwest listeners, of KVI, Olympia - Seattle, recently opened the "KVI Open Forum."

Well-known professional, business and political authorities appear on the 15-minute period and discuss subjects of popular interest in their respective fields. Listeners are invited to suggest not only topics for future Forums, but qualified speakers as well.

The series was initiated by Victor A. Meyers, Lieutenant Governor of Washington. Since then, several other prominent Seattlites have appeared.

**Boake Carter to Vacation**

Boake Carter will leave on a brief vacation following completion of his Philco series. He will return Feb. 28 to start as commentator for General Foods over CBS. Carter's broadcasts will come from a special studio now being constructed at his home in suburban Philadelphia.

**The PERFECT MARKET'S LOUDSPEAKER**  
  
 ALBANY, NY  
 Newly Equipped for Super Power

**MERCHANDISING A CAMPAIGN**

By G. PHENDER GREENBURG

Merchandising Promotion Manager, Iowa Network

**B**y this time it is hardly necessary to tell radio people that air advertising means more than getting a sponsored program on the air. There are retail dealers whose enthusiastic cooperation must be enlisted if the advertiser is to get the full benefit of his radio dollar. There are window displays to be arranged in order to clinch the sale that has already begun when the customer has heard the program. There are allied advertising media which cannot be scorned if the largest possible audience is to be built up for the program before it reaches the air, and maintained after it is in progress.

When Quaker Oats began the new year with an extensive advertising campaign over Iowa Network stations KSO and WMT, using 15 programs weekly on these stations, we set up a procedure of merchandising that campaign. The three daily programs placed on the stations by Quaker Oats were "Margot of Castlewood", "Aunt Jemima" and "Dick Tracy".

Realizing the importance of distribution as well as consumer demand and knowing, also, that unstocked goods don't sell and even ruin future sales, we sent out letters, at the start of the schedule, to 75 leading wholesale houses in Iowa. This letter was addressed not only to the manager, but also to the advertising manager and cereal buyer as well, since all of these executives would be important factors in seeing to it that their salesmen urged grocers to be well supplied with the sponsor's products.

At the same time, a radio bulletin was mailed to more than 1,000 retail grocers, announcing the campaign and urging them to tie-in with their store displays and local advertising. In several instances members of our staff have helped store managers in arranging these displays, furnishing features to dress them up until they are most attention-compelling.

Car cards featuring the show were displayed on 150 street cars in Des Moines. Stories and pictures appeared in the radio pages of the Des Moines Register and Tribune and The Sunday Register, in addition to the regular listings in the radio columns.

Advance announcements were made over the air for several days prior to the start of the programs to stimulate expectancy in a large initial listening audience.

Individual letters with enclosure announcements on the "Dick Tracy" show were mailed to 125 scoutmasters in the Iowa Network area, as well as to junior boys and girls organizations such as the Girl Reserves, Camp Fire Girls, etc.

All three shows are being featured on 13 KSO billboards this month, as well as on movie trailers with sound accompaniment shown in 17 theaters in Des Moines.

Cooperating with the national advertising department of The Register & Tribune, our staff prepared a broadside on the campaign to be used by

the Iowa representative for Quaker in contacting the retail trade. These broadsides were also mailed to key wholesalers and jobbers.

A special window display was installed in the KSO reception lobby featuring the romantic show, "Margot of Castlewood"; other displays on "Dick Tracy" and "Aunt Jemima" to follow shortly.

Consistently the Iowa Network's merchandising promotion department cooperates with local men in furnishing material for displays in important retail stores. That such aid is of invaluable assistance in good will and results is the general consensus of dealers interviewed.

And now, to anticipate your questions: do we charge the advertiser for such extensive merchandising of his campaign? We do not. Nor do we hide the cost of merchandising anywhere in the rates. We can afford to absorb merchandising expenditures because we've found over a period of years that it's good business, that we gain far more by such procedure than we ever could by a "pay-through-the-nose" policy of charging every time one of our representatives calls on a local retailer.

When KSO first went on the air about five one-half years ago, one of the first things we did was to establish a merchandising depart-

**Harry Martin Creating  
Radio Script Exchange**

(Continued from Page 1)

evolved by Harry Martin, is to obtain the actual scripts of shows that have been successful on various stations and to market these scripts, along with promotion and merchandising angles employed, to other stations around the country.

Harry Martin, president of the firm, already has contacted a number of stations regarding the plan and reports favorable response.

Experience of our parent organization, The Des Moines Register & Tribune, had evidenced the wisdom of such a department, and we determined to put ours on a sound basis, too. It was a modest one-man department at first. It has since grown to a staff of four. Although merchandising is planned with the advertiser in some cases, our merchandising is not a prize package. Some advertisers don't even know about it after they're on the air until they're approached by one of our staff or until enthusiastic reports drift in from their local representatives and retail dealers.

This attitude on our part is not entirely unselfish, for in addition to consequent advertising gain and good will, we have found that our stations have grown in stature, right along with the advertisers we have aided. During the past two years, national business on Iowa Network stations increased 138 per cent. Merchandising undoubtedly was a factor in the increase.

**SMALL TOWN HABITS?**

sure they differ... one city from another... just as neighbors on one street do... but their needs are identical with the world... in Michigan's eight major markets there are hundreds of these lively communities... plus several cities of 50 to 100 thousand population... where people prefer their "neighbor" radio station... these markets are united as one peoples by...

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

★ F. C. C. ★  
ACTIVITIES

**EXAMINER'S RECOMMENDATIONS**  
KARK: Authority to transfer control of T. H. Barton, be granted.  
**HEARINGS SCHEDULED**  
WBAA, Lafayette, Ind. CP to move to Indianapolis. 890 kc., 1 KW., 5 KW. LS., unlimited.  
WIP, Philadelphia, CP to increase power to 1 KW., 5 KW. LS. 610 kc., unlimited.  
Orin A. Senzel, Rochester, N. Y., CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.  
Edward J. Doyle, Rochester, N. Y., CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.  
**APPLICATIONS RECEIVED**  
KRLD, Dallas, Tex. CP to move to Garland, Tex., make changes in equipment and install new transmitter.  
Pee Dee Broadcasting Co., Florence, S. C., CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

95 CBS Stations Carry Sustainer from WJR

(Continued from Page 1)  
mented that "it is about the most inclusive I have seen in a long time and indicates the regard in which the program is held." Full studio orchestra, mixed chorus, male octet, the Three Aces and Helen Hadley, soprano, make up the half hour show.

**"Mad Hatterfields" Switch**  
"Mad Hatterfields," comedy script show, will switch time as well as station on Monday, when it will be heard over WMCA at 3:15-3:30 p.m. Show, formerly heard over WHN, will continue to emanate from WLW in Cincinnati, five times weekly. Lennen & Mitchell is the agency.

**Meet Technicians' Demands**  
Shenandoah, Ia.—KMA and KFNF have agreed to meet demands of technicians, members of the A.B.T. for wage-scales and a 48-hour week. Contracts are to be effective Feb. 1. Pay scales in the agreements are \$25 to \$35 for technicians and \$47.50 to \$60 for supervisors.

**Canadian Radio Imports**  
Montreal—Radio receiving sets valued at \$532,293 were brought back to Canada from the U. S. duty free by returning tourists during the ten months ended Jan. 31, the Department of National Revenue reports.

**BIRTHDAYS**

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Greetings from Radio Daily

February 18  
Vivian Brown Jimmy Durante  
Jacques Fray Bruce Kamman  
Wayne King Elinore O'Reilly

February 19  
Lucille Browning Bob Cotton  
Connie Gates Eddie Peabody  
John W. Swallow

February 20  
Richard Himber Burt McMurtrie  
Vera Van

**MAIN STREET**  
WITH **OL' SCOOPS DAILY**

● ● ● As soon as time is cleared on MBS, X-Mayor James J. Walker starts a 5-times-weekly commentary series **SUSTAINING**. . . Singin' Sam replaces Frank Crumit on the Coca-Cola Song Shop series March 11—with Reed Kennedy of that show doubling on Mark Warnow's Heinz show starting March 6. . . Buddy Rogers may take over the baton on "Hit Parade" for a short run. . . A. L. Alexander's True Story Hour has been renewed for 13 weeks starting Feb. 25. . . Texaco is hearing a twice-weekly transcription series to follow Eddie Cantor—whose first Camel show will come from the Essex House. . . Ethel Barrymore is being offered in a 30 minute serial called "A Woman Shall Judge" written by Bayard Veiller. . . Larry Clinton fades on RCA-Victor show next month. . . Andrew Sisters may split as a trio because Patti has a picture offer to solo for Universal. . . Disregard all reports on Dick Powell quitting "Your Hollywood Parade." He'll stick until the show fades. . . Joey Nash has been signed by Procter & Gamble for an ET series twice weekly plugging Camay soap. . . Harry Conn's "Earaches" fades from CBS Sunday—but the sales dept. is submitting the show to sponsors. . . Conn has an offer of \$1250 weekly to write Cantor's Camel scripts. . . Louis Sobol will take O. O. McIntyre's space in all Hearst papers beginning Thursday.

● ● ● While returning from Paradise Valley on Mt. Ranier, after airing the results of the ski races for KVI, Seattle, chief engineer Jim Wallace's auto was run into by a whimsical driver on the wrong side of the road—and a fender and wheel removed. . . Staff fotog Barney Elliott, who had been taking pics of the races, grabbed his camera, hopped from the car and snapped some shots clearly showing the other car's wheel tracks in the snow approaching the scene of the collision—on the wrong side. . . P. S. Wallace collected damage costs without an argument.

● ● ● Colonel Jay C. Flippen has been signed to head the summer Gulf series—and Walter O'Keefe will rule the summer Jell-O show with D'Artega's crew. . . Colored comic Eddie Anderson has been signed for 13 weeks by Jack Benny. . . The U. S. Government may get sponsored yet! General Foods is very much interested in the WPA "Tish" series via CBS. . . Lawrence Tibbett will go to Australia for six months of concerts when he leaves Chesterfield in March. . . Joe "Banjo-Eyes" Santley has handed in his resignation to Mills Music. . . Walter Donaldson is reported leaving MGM—and there has been a general shake-up of songwriters there. Lee Mortimer's wife, Una Wylie, opens at the Park Central Tuesday. . . Harry Richman has four more years to pay up his \$1,000,000 annuity policy—poor fellow. . . Leon Navara follows Howard Lalley (who goes to the coast Feb. 28) into the Dempsey-Vanderbilt. . . Casualty List: Paul Monroe broke his collarbone falling off a horse on the coast. Kelvin Keech has his arm in a sling after three weeks in the hospital. Phil Baker's Beetle sprained his ankle in Hollywood—yet all are afraid to FLY.

● ● ● Virginia Lemont, who left her job as r. e. of the Columbus Citizen to find out if it's true what they say about Dixie, couldn't stay away from the airwaves and is now doing a daily 15-minute show on KOCA, Kilgore, Tex.—on Hollywood news. . . Manager Gilbert Marbe of Loew's Ziegfeld theater will change policy of that house on March 1 to single feature and five other screen units. . . Martin Wales' pretty secretary, Lois Jordan, forwards the news that WIOD, Miami, gave a swell description from the scene of the Jefferson Hotel fire with its mobile transmitter—and after the fire, spectators, guests, hotel owner and firemen were interviewed. . . NBCcasters threw Alan Kent—who resigned to join WNEW—a surprise party. Headed by Graham McNamee, Ben Grauer, John Fraser and Burke Miller, NBC night supervisor, they cornered Kent at his home, paddled through a case of Scotch, took him for \$13 in a dice game—and presented him with a 25-minute recording of their farewells.

**NEW BUSINESS**  
Signed by Stations

KQAM, Pittsburgh, Kansas: DX Gasoline; Frigidaire.

KSFO, San Francisco: U. S. Products Corp. (Signet Fruit Juice), "Friendly Home-maker", program, through Long Advertising Service; U. S. Rubber Co. (U. S. Royal Tires), announcements; Luxol Shampoo, E.T.s. through Milton Weinberg Co.; Dri-Brite, Inc. (Liquid Wax), through Louis E. Westheimer & Co.; Armstrong Cork Co. (Quaker Rugs), "Heart of Julia Blake", E.T.s. through BBD&O; C. H. Baker Shoe Co., "Hollywood Reporter", through Sidney Garfinkel Adv. Agency.

WNEW, New York: Philip Morris Co. (Paul Jones Cigaretts), John Jaeger, commentator, through The Biow Co.; Hampden Sales Ass'n (powder base), "Make Believe Ballroom", through The Biow Co.; Nu-Life Hair Restorer Co., spots.

**Downey's Second Foreign ETs**

Morton Downey, now appearing at the Casa Manana, has started his second year of broadcasts for Drene Shampoo via transcriptions over several stations in Europe. A new series of 13 discs, 15 minutes each, is now being made by him at the WOR studios, assisted by an 11-piece orchestra directed by Hal Hoffer.

Stations using the discs include those in Paris, Lyons, Luxembourg, Toulouse and Lichtenstein. Agency is Erwin-Wasey, with Justin Wedell in charge.

**Lambertz Succeeds Keese**

Dallas—Alex Keese, for more than two years musical director of the "Pepper - Uppers" program on Dr. Pepper Dixie Network, has resigned to assume executive radio duties. He is succeeded by Karl Lambertz, veteran baton wielder and executive in the WFAA musical department.

Program, heard Sundays, is dropping gags and holding to straight musical variety. Irene Day is guest singer next Sunday.

**AGENCIES**

FLETCHER & ELLIS INC., effective March 1, will be known as Sherman K. Ellis & Co., Inc. There will be no change in the personnel, offices or directors of the company.

THORNLEY & JONES INC., Philadelphia, has been appointed to handle the Pure Oil Co. account.

**"ARNO"**



2 Year  
SENSATIONAL  
ENGAGEMENT  
as  
GUEST  
CONDUCTOR  
at  
SHEA'S  
Buffalo Theater  
Featuring Unusual  
Musical  
Presentations  
NOW AVAILABLE  
FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.

**ORCHESTRAS  
MUSIC**

**K**EN SISSON, American maestro now conducting "Canada 1938" for the Imperial Tobacco Co. in Montreal, is featuring a number called "Tympani," written by Lionel Shapiro of the New York Times, who is Manhattan correspondent for the Montreal "Gazette."

Larry Clinton, NBC bandleader, will introduce his own composition, "Dipper Mouth," successor to "Dipsy Doodle," on his WJZ broadcast tomorrow at 8.

Buddy Rogers and his band will resume their network activity from Chicago next week with two CBS wires and one Mutual wire weekly. The Rogers band was cut off two weeks ago because of an increase in toll charges.

Zinn Arthur's band resumes its Saturday WHN-WLW wire this week. The Arthur band is also heard on Wednesdays over the same line.

Almost every major swing band has been featuring "ooooOh BOOM!" as a new novelty innovation, but the writer of the tune, whose band is also featured on the networks, hasn't been able to get under the wire with the tune. However, henceforth, all of Mike Riley's broadcasts will feature this new number by the author of "Music Goes Round."

Ted Weems, when he plans a vaude date in Philadelphia soon, will appear on WFIL's "Your Matinee."

Sammy Kaye, the "Swing and Sway" maestro, will offer a special dedicatory broadcast of "The Girl Who Wears the Five Armed Star," official song of Sigma Nu fraternity, during his full hour Saturday Mutual broadcast. The song will be played in cooperation with the national headquarters of the fraternity and its general secretary, Malcolm C. Sewell.

Alec Templeton, blind British pianist, in Chicago to make an appearance at University of Chicago, revealed he will join lineup of Edgar Bergen and Charlie McCarthy, Dorothy Lamour and Herbie Kay at Coconut Grove floor show in fortnight.

Orrin Tucker to replace Guy Lombardo at Roosevelt Hotel, Chicago, at

**Family Bible**

"RADIO DAILY is read avidly by each member of my household," writes the well-known announcer Alois Havrilla. "And this includes wife, daughter, grandmother—and the maid!"

**RADIO PERSONALITIES**

One of a Series of Who's Who in the Industry

**TEDDY BERGMAN**

**F**OLLOWING achievements as a radio actor, Teddy Bergman recently added production to his activities by organizing the radio division of Sound Masters Inc. He started his new work by producing for audition two interesting programs. "Joe Palooka" (which he created on the radio),



Assimilated production while an actor.....

with himself again in the title role and Clem McCarthy describing the mythical battles, and "Tony Sarg's Puzzle Parade," to which Bergman gave a directorial touch revealing some new things in blending original music with sound effects.

Teddy Bergman was born Aug. 20, 1907, and has been a part of the national radio scene for the past 11 years. He has appeared before the microphone in as wide a variety of roles as is possible for one performer to do. He has gone from the serious, heavily dramatic Shylock in Shakespeare's "Merchant of Venice" to the looney tones of his low comedy character "Blubber." He employs 22 different dialects and has worked with such stars as Jack Benny, Eddie Cantor, Al Jolson, Fanny Brice, Rudy Vallee, Joe Cook, Walter O'Keefe, Bert Lahr and Beatrice Lillie, besides being starred in five comedy series of his own.

He is married to Finette Walker, formerly of musical comedy, but now starring in the role of mother to their 28-months-old son Alan.

**SAN ANTONIO**

Walton Blanton back from St. Louis.

Charles Belfi now conducting special events interviews for KABC.

W. H. Martin has opened Radio Enterprises in Majestic Theater Bldg.

Ted Hills and K. H. Robinson were recent visitors from KTRH, Houston.

**WJR, Detroit**

The Pine Center Post-Gazette will make its appearance at 6 a.m. Monday with Tim Doolittle as editor-in-chief and members of his Pine Center hillbillies as contributors. Tim's advice to advertisers: "Tie yourself to the Post and get results." The idea came from a fan who pined to know about Pine Center.

Duncan Moore will give an inside view of the working of Michigan's famed State Police in "The People's Business" series at 8 o'clock tomorrow night.

end of month. Tucker has been at Edgewater Beach all season.

Vincent Lopez, the piano-playing maestro, is continuing his campaign to make the "Star-Spangled Banner" more singable in the Sunny South. Currently playing at the Jung Hotel, New Orleans, the Lopez band opens at the Royal Palms Club, Miami, on Feb. 25. While in the South, Lopez will give several public demonstrations of his revised version of the anthem.

Bob Crosby is heard five times weekly from his Hotel Penn spot over Mutual and CBS.

**NEW ORLEANS**

WDSU and WWL will broadcast the Crescent City Open Golf tournament for amateur and pro champions of the world here, with WDSU taking on the entire series and WWL taking part.

Jesse Isaacs is the newest radio voice personality to take the air here, a discovery of Jimmie Willson's New Voices contest series.

**WRDW, Augusta, Ga.**

W. R. Ringson, manager, and Harvey Aderhold, chief engineer, together with Mrs. Ringson and Mrs. Aderhold, are back from Washington.

Miss Joe Clark, secretary to the manager, is on the job again after a three-day visit with the folks in Orlando, Fla.

Jimmy Davenport, program director, has shifted abode, so he and the Mrs. are making plans for a gala house-warming.

Al Corris is back at work after an attack of laryngitis.

Ben Boeckman has been busy getting things all in readiness for the Annual Poultry Show.

**WGES Uncovers Talent**

Chicago — Co-operating with National Youth Administration WGES has launched a new program titled Search for Talent under guidance of Program Director Dick Kross which has already produced half dozen actors who have attached themselves to payrolls of bigger stations.

**Jerry Lesser in "Valentine"**

Jerry Lesser is now playing the role of Mortimer Wells in the Bert Lytell "Alias Jimmy Valentine" show on the NBC-Blue.

**GUEST-ING**

TOMMY KELLY ("Tom Sawyer"), on Kate Smith Hour, Feb. 24 (CBS, 8 p.m.).

ROBERT NATHAN, on "Book of the Month Club Concert," today (WQXR, 7:30 p.m.). LADY ETHEL BOILEAU, tomorrow, 8 p.m.; OLIVER LA FARGE, Feb. 20, 8 p.m.; ELMER RICE, Feb. 21, 7:30 p.m.; FRAZIER HUNT, Feb. 22, 8 p.m.

FRANK VAN DYKE, director of Associated Hospital Service, on Public Service Forum, Feb. 20 (WBIL, 8:15 p.m.).

DING, DONG and DEIL, vocal trio, with Will McCune's orchestra, Feb. 19 (CBS, 5:30 p.m.).

MARY BOLAND, on Paul White-man show, Feb. 25 (CBS, 8:30 p.m.).

MARGARET DAUM, on Victor Bay's "Essays in Music," Feb. 24 (CBS, 10 p.m.).

WARREN WILLIAM and LOTTE LEHMAN, on Bing Crosby show, Feb. 24 (NBC-Red, 10 p.m.).

TALLULAH BANKHEAD, on "For Men Only," Feb. 21 (NBC-Red, 10:30 p.m.).

**COMING EVENTS**

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

THE SONGBIRD OF THE SOUTH

**KATE  
SMITH**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## NBC Hollywood Studios Will Have Four Theaters

Los Angeles—New NBC studios here to be designated as "Hollywood Radio City," and which will represent a total cost of \$3,000,000 will have four audience theaters of 400 capacity, deemed ideal in size for listener-reaction and applause, and all of the same size to obviate sponsor difficulties on studio selection. The building will occupy about one-third of the five-acre site, leaving ample room for added units as required, as well as for the big barn-like stages the NBC prexy visualizes as being necessary for television broadcasts.

### Remodel Vancouver Studios

Vancouver, B. C.—CBC studios here are being remodeled, and equipment modernized. Plan is to make Vancouver one of the big production centers, Major Gladstone Murray, g.m., announced. He said CBC has reached agreement with new Canadian National Hotel at Vancouver regarding studios to be installed there.

### WPTF Beacon Installed

Raleigh, N. C.—WPTF's new 1000-watt flashing beacon, manufactured by Crouse-Hinds Co. has been installed on one of the station's transmitter towers located near Cary, 7 1/2 miles west of Raleigh. Henry Hulick, station's technical supervisor, and Alex McKinzie of McKinzie-Separk, electrical contractors, handled the installation.

### WCAE Studios Rebuilt

Pittsburgh—Rebuilding of WCAE studios in the William Penn Hotel has been completed. Studios were covered with the latest acoustical material, but during the process at least a dozen windows were blocked out to make the quarters as noise-proof as possible.

### WWJ Short-Wave Converter

Detroit—WWJ has been instrumental in marketing of two new converters, transforming any radio set into ultra-high frequency receiver. Devices are easily attached and permit switching to regular broadcast band when desired.

**CHARLES ROSS, Inc.**  
Formerly Motion Picture Lighting and Equipment Corp.  
**WE FURNISH**  
Electrical Lighting Equipment of Any Kind  
**FOR RADIO STATIONS**  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-2

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2,108,088—Automatic Intercept Two-Channel Radio Receiver. Carl R. Tutts, Detroit, Mich., assignor of one-third to Edwin L. Powell, and one-third to Charles E. Motto.  
2,108,091—Cathode Ray Device. Manfred von Ardene, Berlin, Germany, assignor, by mesne assignments to RCA.  
2,108,117—Signaling System. Henri Gaudere and Andre P. Pages, Paris, France, assignors, by mesne assignments, to International Standard Electric Corp.  
2,108,132—Television Device. Luis A. Lora, Brooklyn, N. Y., assignor to Radio Patents Corp.  
2,108,152—Electrical Control Apparatus. William A. Tolson, Westmont, N. J., assignor to RCA.  
2,108,154—Receiving Tuning Circuits. Carel Jan van Loon, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.  
2,108,202—Detector System. Frederick G. Kelly, Hamden, Conn., assignor to American Telefactor Corp.  
2,108,219—Gas Tube Circuit. Leland K. Swart, Mountain Lakes, N. J., assignor to American Telephone and Telegraph Co.  
2,108,335—Radio Tuning Control. Albert E. Hedder, Buffalo.  
2,108,399—Mounting Device for Tubular Articles. William R. Allen, III, Springfield, Mass., assignor to United American Bosch Corp.  
2,108,420—Automatic Tuning Control. Norman M. Thomas, Brooklyn, assignor to Lowe Corp.  
2,108,458—Receiver. Jacob M. Unk, Eindhoven, Netherlands, assignor to RCA.

### Gets Sound Patent

Chicago—Wesley Wilson, 33-year-old president of the Wilson Lighting Equipment Co., has been granted patent on method of neutralizing sound distortion. Invention is held to be of some importance to radio, recording studios, pictures and television. The method, Wilson claims, will make possible re-recordings of older and less perfect phonograph disks with almost real-life fidelity.

### Broadcasting of Records Put Under Ban by Decca

(Continued from Page 1)  
warning if heeded will make it more difficult for broadcasters to buy disks. Decca's ban also applies to Champion, Gloria, Odeon, Parlophone and Decca English made. This will probably hit hardest those stations who have signed with NAPA, namely WPEN, WIP, and WDAS.

The letter sent to broadcasters warns of threatened suit and claim for damages if ban is not upheld. Company also claims property rights in records produced by them as well as do the artist members of NAPA.

2,108,519—Stem Assembly for Electron Discharge Devices. Paul Weigl, Berlin-Reinickendorf, Germany, assignor to Allgemeine Elektricitats Gesellschaft.  
2,108,523—Cathode Ray Tube. Michael Bowman-Manifold, Worplesdon Station, England, assignor to Electric & Musical Industries Inc.  
2,108,533—Electrode Assembly. Thomas J. Henry, East Orange, N. J., assignor, by mesne assignments, to RCA.  
2,108,539—Electron Discharge Device. Nils E. Lindenblad, Port Jefferson, N. Y., assignor, by mesne assignments, to RCA.  
2,108,544—Cathode Heater for Electron Discharge Devices. Wilfried Meyer, Birkenwerder near Berlin, Germany, assignor to Allgemeine Elektricitats Gesellschaft.  
2,108,562—Radio System of Fog Landing for Airplanes. Forrest S. Mabry, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co.  
2,108,539—Oxide Cathode More Particularly for a Gas-filled Discharge Tube. Hendrik Lems, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.  
2,108,607—Radio Tuning Device. Nels Nelson, Upper Darby, Pa.  
2,108,617—Electron Tube. Fritz Schröder, Berlin, Germany, Assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.B.H.  
2,108,640—Electron Discharge Apparatus. Carl A. Bieling, Westfield, N. J., assignor to Bell Telephone Laboratories, Inc.  
2,108,729—Radio Receiver. Adolph J. Snow, Evanston, Ill., assignor to Sears, Roebuck & Co.

### New Short-Wave Power

Schenectady—Increase in power strength to 1200 kilowatts for General Electric's short-wave station W2XAD is hailed here as pointing way toward great improvement in South American reception of short-wave broadcasts from this country. Together with new \$120,000-a-year series of foreign programs, established by NBC, complete coverage of South America is envisaged under new setup when used with two new frequencies recently granted by FCC.

### Elaborate Industry Series Being Launched by WFIL

(Continued from Page 1)  
Jaspert, local sales supervisor, evolved the idea. He claims that salesmen have been surveying the situation for a month and have a list of over 100 prospects. A city-wide contest will be launched among high schools to select a permanent title for the series.

### Spencer Allen at KTAT

Fort Worth—Spencer Allen, former program director at KOAM in Kansas, has joined KTAT in charge of the daily INS news broadcasts, a new feature on the station.

## GE's Ultra-Shortwaver Starts Operation Monday

Schenectady—General Electric's new ultra-short-wave radio transmitter erected on top of the state office building in Albany will officially inaugurate its broadcast schedule Monday night. New station, W2XOY, will operate on a frequency of 41 megacycles or 7.31 meters with a power output of 150 watts. It will be on the air four times each week.

### New W1XK Antenna

Boston—Westinghouse International Broadcast Station W1XK has placed in operation a new directional rhombic antenna beamed on Capetown, South Africa, and expected to greatly improve service to all of that area. New antenna comprises four 60-foot wood poles arranged in diamond form, 205 feet on each side. Resultant power gain is 20 times, thus giving effective beam power of approximately 120 Kw.

Antenna will operate on 9570 Kc. and time of operation is from 6 a.m. to 5 p.m. From 5 p.m. to 1 a.m. non-directional horizontal doublet antenna will be used.

### New School Recorder

Seattle—New recording machine, designed to eliminate phonographic sound of reproduction, has been developed by Philip A. Jacobsen, director of the campus radio studios of the University of Washington. Machine will be used to record lectures and special school programs, the disks to be sent to stations throughout state for educational broadcasts.

"GIVE ME  
*City*"

Pick up your phone  
and express the  
preference of discriminating advertisers who appreciate fine craftsmanship.

**CITY**  
PHOTO ENGRAVING CORP.  
250 WEST 54th STREET, NEW YORK  
Telephone COlumbus 2



**AL AVERY** is a new announcer at **WIND**, replacing Jack Peysor, who left to do free lance work.

Arch Oboler, author of "Lights Out" and those sketches for Lucky Strike on "Your Hollywood Parade," is here from Hollywood for week-end visit with dentist.

Mary Gruszynska, **WCB**D, contralto, celebrated five years of warbling at station this week. She was winner of Rosa Raisa scholarship half dozen years ago.

Marion Jordan's (Molly McGee) physician reports that her complete recovery in near future is assured. She's still in hospital for treatment following nervous breakdown.

Joe Taylor of **WLS** Kentucky Girls is taking some time out because of mumps. Edythe Dixon, publicist for same station, laid low with throat difficulty.

Jack Hurdle no longer is handling production of "Betty and Bob" for Blackett-Sample-Hummert on the Gold Medal hour. Courtenay Savage has taken over; Ed Morse handling "Arnold Grimm's Daughter" on same hour.

George Kercher of Edward Petry staff making a swing northwest including stops at Minneapolis and St. Paul.

Esther Ludwig of **NBC** continuity staff to Florida for a fortnight's vacation.

Bill Irvin, radio editor of the Daily Times, is back from Florida and Cuba with a lot of color movies.

### COLUMBUS, O.

Bob French, **WHK** newscaster and program director, renewed by his sponsor for fourth year.

Gene Kent, **WCOL** continuity writer, has composed a waltz theme song for the Karmeen Quintet. "Dream Idyll" is the title of both program and song.

### WHK-WCLE, Cleveland

Gene LaValle starts a new series of 8:30 a.m. "Reminiscing" shows on **WHK**, sponsored.

Ina Ray Hutton and her girl band will appear on **WHK** when they play the Hotel Cleveland Ballroom Feb. 25.

Jimmy Ague starts "Music for Madam" on **WCLE**.

Another network show, "Sunday Matinee," with Bernie Cummins on the first show and Ted Weems thereafter, will be heard in transcribed form starting Feb. 27.

### WSPD, Toledo

Elsa Clement, soloist, is starting a school of voice culture.

Marilyn Maynard, singer in the New Secor Hotel Parisian Room, and who was married last week, has started a five-weekly series at 1:45 p.m.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

### WCAU—Philadelphia

1170 Kcs.—50,000 Watts, Full Time, National clear channel

**WCAU BROADCASTING CO., Owner**  
**DR. LEON LEVY, President and General Manager**  
**ROBERT A. STREET, Commercial Manager**

ON Feb. 10 of this year, **WCAU** celebrated the fifth anniversary of its studio building, which was dedicated by former President Herbert Hoover in 1933. This was the first building of its kind to be designed and constructed exclusively for broadcasting. Since the opening of the building many additions and improvements have been made, including two additional studios and an auditorium-studio on the second floor with a seating capacity of two hundred and fifty.

**WCAU** was founded in 1922, then operating on 250 watts and located at 1936 Market Street. In 1924 the transmitter was moved to the Hotel Pennsylvania and the power increased to 500 watts. In 1927 the general offices of the station were moved to 1940 Market Street and the next year the transmitter was granted an increase in power to 1,000 watts and moved to Byberry, Pa. In 1929 the power was increased to 10,000 watts, and new studios were constructed at 1321 Arch Street.

In 1931, the Federal Radio Commission granted a construction permit to the station for a 50,000-watt transmitter which was completed and dedicated on October 2nd, 1932, by Gifford Pinchot, then Governor of Pennsylvania. **WCAU** is the only 50 Kw. station in Philadelphia and serves 29 counties in Pennsylvania, nine in New Jersey, seven in Maryland and all of Delaware.

The **WCAU** Broadcasting Co. also operates the following short wave transmitters, **W3XAU, W3XIR, W3XEO, W3XHW**. Have been members of Columbia Broadcasting System since the beginning of the network.

In addition to Dr. Leon Levy as president and general manager, and Robert A. Street, commercial manager, staff heads include Stan Lee Broza as program director; John G. Leitch, technical supervisor, and Kenneth W. Stowman, public relations director.

## ★ Programs That Have Made History ★

WATL's Castleberry "Riddle-Man"

A N epidemic of "Riddles" has broken out in Atlanta, according to Maurice C. Coleman, manager of **WATL**. It has resulted from the new and novel Castleberry "Riddle-Man" program broadcast over that station Monday through Friday at 11:45 a.m.

While old and young in Atlanta are now playing "Riddle-Me-This," the office of the Southern Bell Telephone Co. in that city was confronted with a real big "riddle." Its boards were so congested, not only during the program, but for one hour after its conclusion, as to make necessary the employment of a complete crew to restore normal service. Fire department, hospitals and delivery services were "tied in a knot" until the telephone company arranged with **WATL** for a direct service from a special manual control board for exclusive private use by the "Riddle-Man."

The program, now in its third month consists of riddles asked over the air, with the allowance of a definite number of minutes to answer each riddle over the telephone. If any riddle is not answered within the given time, another one is asked. Joe Hill, **WATL** announcer who handles the program, has a special phone set-up in the studio through which he answers the phone over the air and then asks the next riddle.

All who telephone in correct answers receive a certificate for a

free can of the sponsor's product. Winners "cash in" awards at their neighborhood grocery, which makes it necessary for all grocers in Atlanta to stock a complete line of Castleberry's Food Products.

Another important and attractive feature of the program to Atlanta housewives is that weekly a French Fryer or a Marvel Cooker is awarded for the best riddle sent in on the back of a Castleberry label or facsimile.

Wonderfully successful for the sponsor, the "Riddle" program created, temporarily, real "headaches" for two. Maurice Coleman had to strive hard to convince the telephone company that the station was not intentionally "riddling" it. In fact, he has spent so much time at the telephone company's offices "ironing out" complaints that he feels he is entitled to be on their payroll.

### Portable Displays

Sponsors of foodstuffs using **WLAC**, Nashville, get the benefit of two portable displays placed on the floor of stores handling at least 16 products advertised over the station. The display, 5x7, must be filled with radio-advertised products from the shelves of the store showing the Market Guide. Daily spots advertising where the Guide may be seen are aired without charge. Edwin Gleaves, merchandising manager of **WLAC**, plans a contest in connection with showing of the Guide.



**HAROLD J. BOCK**, newly promoted from Hollywood press manager to Western Division press manager for **NBC**, is one of the youngest division managers in **NBC**. He is still under 30 years old. Bock joined **NBC** in 1930 and was at one time in charge of the news bureau at San Francisco as well as with Don Lee System.

Mary Boland is making a special trip to New York to appear as guest on Paul Whiteman's program over **CBS** on Feb. 25. She has just finished a film comedy with Ernest Truex called "Mama Runs Wild".

The **CBS** press department tells this one: A 10-year-old boy, determined to find out what "Beetle" looks like, waited outside the stage door of the **CBS** Playhouse where Phil Baker's program was being broadcast and asked every person that emerged, "Are you Mr. Beetle?" A policeman watched from nearby with growing amusement until Mrs. Baker came out with her son Stuart, 4. The 10-year-old was about to turn away when the policeman said to him, pointing to little Stuart, "That little boy there, that's Beetle." The youngster snarled. Then with a quick thrust he kicked the policeman in the shin and scampered into the crowd.

### NASHVILLE

John Campbell and Arthur Omberg, **WSM** engineers, attended conference in Columbus, O.

**WSIX** staff gave housewarming for newlyweds Joe Hill Calloway Jr., announcer, and Glanna Dodson, pianist.

Jack Harris, **WSM** chief announcer, addresses Tenn. Educational Ass'n on "Adapting Speech to Radio".

Bob Chaudoin now in charge of **WSIX** programs, replacing Harold Russey, who left.

### WIOD, Miami

Jack Dempsey appeared on Dorothy Dey's gossip broadcast.

Retta Revell, daughter of Neighbor Nell, returns to **WIOD** after **NBC** engagement.

Annual Miami-to-Nassau Yacht Race gets under way in sea so rough that **WIOD** remote broadcasting equipment has to be double lashed to the deck of the Cruiser Helen, and Sailor Sam Parker, special events announcer, feeds the fishes.

Iral Leysdon, vice-president and general manager, used plane for **NAB** Convention trip.

Earle Barr Hanson, musical director, is playing with his band at the Miami Beach Kennel Club and broadcasting through all three local stations.

Mannie Gates and his boys broadcast through **WIOD** for the West Flagler Greyhound Track.

## OKLAHOMA CITY

John Straiton, KOMA engineer, in Norman Hospital as result of auto accident.

Wilber S. Lukenbill, KOMA continuity chief, doing Roger King, Man-on-the-street airings.

Cecil Kirkland, young baritone, signed for Mellow Memories on KOMA. Orch. for spot under direction staff conductor Herman C. Chaney.

KTOK feeding Ralph Webster's Orch. from Blossom Heath to the Oklahoma Network four times a week.

## WTMJ, Milwaukee

Lee Laetyn, who got her start at WTMJ, and now is featured singer with Louis Panico's NBC band, came home with Louie for a one-night at Eagles Ballroom and a broadcast over WTMJ.

Announcer Warren Mead is doing the emcee chores on the new "Quizzer" programs nightly at 10:15.

Johnny Olson has withdrawn from the ork business to devote all his time to his tri-weekly "Rhythm Rascals" shows for Penn Tobacco Co. Stephen Swedish, well-known band leader, takes over Johnny's ork at Futuristic Ballroom.

## KYA, San Francisco

Jimmy Walsh and his orchestra will be heard at regular intervals from Sweets' Ballroom in Oakland.

Musical Director Walter Rudolph has made a change in personnel of Trio Celeste, instrumental group. It now consists of Jack Seltenrich, pianist; Hubert Sorenson, violinist, and George Rogovoy, cellist.

Betty Bell, traffic manager, resigned recently for a post at the Hotel St. Francis. She was succeeded by Josephine Avis, formerly assistant traffic manager.

New daytime hostess is Francis Pike.

## ONE MINUTE INTERVIEW

## LENOX R. LOHR

"Radio's peculiar problems make outside censorship impossible. Radio has script changes until the moment a show goes on the air, so no board such as motion pictures have could possibly function. There can be no 'freedom of the press' in radio. That means freedom of the publisher to print what he desires. We must take exactly the opposite stand. Radio cannot editorialize. But we do have freedom of opportunity for discussion. We try to see that both sides of every controversial public question will be heard by the public."

## ★ Coast-to-Coast ★

GLENN DARWIN, 25-year-old baritone protege, was suddenly called upon to sing the part of Aaron Burr in Walter Damrosch's opera, "The Man Without A Country" at the Metropolitan Opera House last night. Other members of the company were selected from the former winners of Metropolitan Auditions of the Air. Darwin was selected for the role on short notice when Donald Dickson, another young "Metropolitan find," became ill. He had never sung the role before and had less than two days to learn and rehearse it.

David Lowe is setting some kind of a mail pull record on WNEW with his movie gossip broadcasts, the station reports. Over 13,000 letters a week for a three-a-week 15-minute period on one local station is impressive.

Allen Prescott's "Wife-Saver" series, via WOR-MBS, will have Joey Nash as its first guest star Monday. Various other radio luminaries will appear at each broadcast.

When Elinor Sherry, WOR songstress, guests on Hammerstein's Music Hall some Friday next month, she will sing 'a swing version of the "Glow-worm," in observance of the 30th anniversary of its introduction in this country by her mother, Maybelle Fisher. Miss Fisher first sang the song in 1908 in Hammerstein's Victoria Theater.

The surrealist movement, confined mostly to art and the legitimate drama, now makes a stab at radio with the presentation on WMCA of a specially adapted version of the surrealist comic fantasy "The Man Who Ate The Popomack," to be heard tomorrow afternoon at 2-2:15. Houseley Stevens Jr., brother of Onslow Stevens, and Virginia Campbell will play the leads.

"I now pronounce you man and wife" is a serious matter in the Bronx. "Should a Mother Tell," running serially on the Jewish Women's Hour under the direction of Abe Lyman over WBNX, developed a romance and the hero and heroine were wed. The radio audience voiced their approval with 208 congratulatory telegrams, 1,600 pieces of mail, and one hotel in Lakewood, N. J., proffered the bridal suite for one week with all expenses paid.

Although the gala benefit concert of the American Guild of Musical Artists this Sunday evening in Carnegie Hall will not go on the air be-

cause of network commitments of the various participating artists, Lawrence Tibbett, the Guild's president, made a spot appearance on Lowell Thomas' NBC broadcast last night. Tibbett, who with Helen Jepson will sing several of George Gershwin's "Porgy and Bess" songs at the benefit, related a few humorous opera anecdotes and explained the work of the Guild, which represents opera and concert artists who are attempting to remove certain unfair practices, regarded as mutually objectionable by concert managers and artists, that have arisen from new outlets and new sources of income for musical artists in this country.

Jerry Bush, captain and star forward of the St. John's University basketball team, will be guest of honor of Jocko Maxwell, sportscaster over WLTH, on Saturday at 6 p.m.

The cause of better understanding between Christians and Jews as promulgated by the National Conference of Jews and Christians, through its annual Brotherhood Day observances during the week of Washington's Birthday, Feb. 20-26, will be furthered this year by broadcasts over the three major networks. Stars of the stage, screen and air such as George M. Cohan, Lawrence Tibbett, Paul Lukas, Rupert Hughes, Andre Kostelanetz, Deems Taylor, Al Shean and Edwin C. Hill are among the artists who have volunteered their services.

Northwest radio people are taking an interest in the recently formed Northwest Ass'n on Radio in Education, Olympia, Wash. Dr. Francis F. Powers of the College of Education is president of the group, which resulted from a meeting at the University of Washington a fortnight ago. Commercial radio folk who attended included James Wallace, KVI; Willard Warren, KOMO-KJR; Robert Priebe, Robert McCaw and Theodore Bell, KRSC; Henry Norton and Loren B. Stone, KIRO, and Rogan Jones, KVOS-KPQ.

Helen Bryan, Harold Davis, Robert La Salle, Mary R. Swift and Fira Less will appear in "An Evening of Monologs" by Anna Gordon to be held March 3 in the Hotel Barbizon. Robert E. Novak of the Armstrong Players is handling the event.

Bob Carter's forthcoming book, "Handbook for Novice Announcers," will have a foreword by Graham McNamee and Ted Husing. Carter is chief announcer at WMCA.

## PHILADELPHIA

Dawn Fredricks is singing with the Bobolinks over KYW.

The Eight Bells show heard over WIP for the past two years, gives way to the new hour of the Happy Valley Mountaineers, with Howard Jones as announcer.

The Tell Sisters and Bert Balus are now on a program of their own over WIP.

Horace Feyhl, production chief of WCAU, recently returned to announcing and won a bet from his staff when he announced a musical number without speaking — by just whistling.

Charles Stahl, former g.m. of WPEN, is now doing radio production work and writing scripts for radio use.

The Graham Sisters are vocalizing over WIP.

Murray Arnold's "Tom Rodcap" over WIP is now on for a half hour nightly instead of 15 minutes.

Paula Markham is now heard on the "Dorothy Dix Column of the Air" via WHAT.

Norman Sickle of KYW, besides writing scripts, finds time to act in them.

The program of Louis J. Lewis called "Meet Yourself" is now being aired over WPEN and WIP.

Florence Bendon is being heard with the organ tunes of Mills Spooner over WFIL.

## WPG, Atlantic City

New A. C. Daily World program, featuring songstress Mailecn Glorious with staff ork, starts Monday at 5:30 p.m. Joseph Terlitzky, violinist, will conduct.

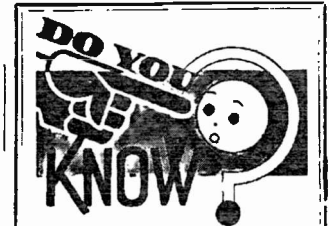
Margaret Keever, program director, with Irene Montz and Rodney Fitzsimons, vocalists, will be featured in Torrey McKenney's annual society show at Warner Theater on Feb. 26. Florence Peterson and Dorothy Stuppy, members of Ethel Rattay's Wednesday broadcast from Steel Pier Theater, will make their initial appearance.

## WPTF, Raleigh

"Swingtime Varieties," half-hour studio show with Gordon's Pennsylvanians, currently at the Hotel Sir Walter Raleigh, and Clay Daniel, singer, debuts Sunday at 5.

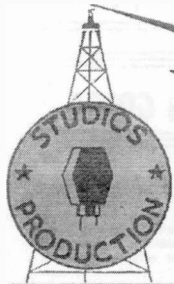
Richard Mason, manager, recently addressed N. C. State College students on "Radio Advertising."

Sam Liles, transmitter engineer, is vacationing in Florida.



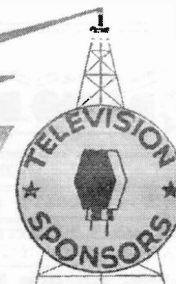
Ken Sisson, who directs the "Canada 1937" program, largest network show in Canada, is the only American on the program.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 36

NEW YORK, N. Y., MONDAY, FEBRUARY 21, 1938

FIVE CENTS

## 8-Million Tax Seen in State Bill

### WBRK, PITTSFIELD, MASS. DEBUTS AS CBS AFFILIATE

Pittsfield, Mass.—WBRK, new local station owned and managed by Harold Thomas, made its debut on the air yesterday with a dedicatory program including Congressman A. T. Treadway and other speakers of national and local prominence. Station is a 250-watt on 1310 kcs., affiliated with CBS, and will operate 6 a.m.-1 a.m. daily.

Staff additions include Robert H. Burbank, handling news and public (Continued on Page 2)

### British Television Sets Good for Three Years

London—Fear that television sets now available to the public will be obsolete in a short time has had a serious effect on sales in Britain. An official announcement, issued to remove this doubt, says there will be no substantial alteration of transmission standards for at least three years.

A more definite assurance is regarded necessary, however, before (Continued on Page 2)

### Municipal Operation Shows Profit for WPG

Atlantic City—Municipal operation of WPG proved profitable in 1937 to the extent of \$864.14, according to annual report submitted to Mayor C. D. White by General Manager Norman Reed. Income of the station for the year was \$105,595.91. Actual (Continued on Page 2)

### John Blair Gets WOKO

Albany—John Blair & Co. becomes national rep for WOKO starting March 1. Station, of which Harold F. Smith is g.m., is the local CBS outlet.

### Canada-U.S. Tax

Montreal—Replacing of the radio set license fee by a tax on U.S. radio programs and transcriptions coming into Canada was suggested as a possibility by Christopher Ellis, CFCF commentator, in addressing the Westmount Rotary last week. He pointed out that there is a tax on advertising in magazines coming into Canada.

### No Paper Tomorrow

Due to the George Washington Birthday holiday, there will be no issue of RADIO DAILY tomorrow.

### GRIFFIN CO. CAMPAIGN ON SOUTHERN STATIONS

Griffin Mfg. Co., through Berminham, Castleman & Pierce Inc., on Feb. 28 will start a series of quarter-hour shows on WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; WWL, (Continued on Page 6)

### Thomas L. Stix Heads Eshleman Radio Dept.

Thomas L. Stix, formerly vice-president of Henry Souvaine Inc., has joined the Benjamin Eshleman Co., Philadelphia, to organize and head its radio department.

### Joachim Joins Buchanan As V.P. Handling Radio

Chicago—M. H. H. Joachim, pioneer radio commentator and producer, has joined Buchanan & Co. as vice-president in charge of radio, it is announced by Louis A. Witten, vice- (Continued on Page 2)

### FCC Oral Hearings Off

Washington Bureau, RADIO DAILY Washington—All oral arguments scheduled to be heard by FCC this week have been cancelled. Reason for sudden action is the complicated hearings now in progress on the request for increases in rates by Western Union and Postal Telegraph.

### Proposed Measure Placing Radio Under Public Service Commission Has Far-Reaching Authority

Albany—About \$8,000,000 is expected to be collected in taxes under the bill filed by Senator John T. McCall whereby the Public Service Commission would take over supervision of radio stations and corporations, RADIO DAILY learns. In addition, bill would make radio a public utility and subject it to a 1 per cent tax on receipts for unemployment purposes.

Harold F. Smith, g.m. of WOKO-WABY and legislative chairman of (Continued on Page 2)

### WALTER HUSTON TO STAR IN ARCH OBOLER SERIES

Chicago—Walter Huston is shortly to go on air in half-hour dramatic series adapted from Arthur Train's Mr. Tut series in Satevepost, Arch Oboler revealed here. Oboler is doing the scripts with the aid of Huston at his Lake Arrowhead home but declined to reveal sponsor. Oboler, who has done 13 weeks of dramatic sketches for Lucky Strike's "Your Hollywood Parade," is severing connection with that show.

### Four Mutual Stations Added by Allis Chalmers

Allis Chalmers on Saturday began "Refo Barn Dance" on four MBS stations (WLW, CKLW, WHK, WHKC), 7-7:30 p.m. Program originated from WLW.

Series will run for 20 weeks. The NBC program which starts March 12 will supplement this half-hour. Russell M. Seeds, Chicago, placed the account.

### Canned Salmon Drive

Seattle—New radio campaign for the Canned Salmon Industry being handled by local office of J. Walter Thompson Co. is getting under way in a large number of cities, with first highlight being Canned Salmon Week, March 4-12.

### J. B. WILLIAMS SHOW GOES COAST-TO-COAST

J. B. Williams Co., through J. Walter Thompson, has signed for the coast-to-coast facilities of Mutual for its "True or False" program. Show now heard on WGN, WLW and WOR, adds WAAB and CKLW on Monday and KFRC, KDB, KGB and KHJ on March 7.

### WLW Line Discontinued At WFIL, Philadelphia

WLW Line wire into WFIL, Philadelphia, has been discontinued. Station, however is continuing its affiliation with Transamerican on transcriptions and other services. Inasmuch as there were no commercials being fed to WFIL on the line, station did not lose any revenue. Sustaining service via NBC or Mutual more than supplies the station's needs for this type of service.

## ★ THE WEEK IN RADIO ★

NAB Cleans the Slate

By M. H. SHAPIRO

ON Monday, Tuesday and Wednesday, at the Willard Hotel in Washington . . . smoothest convention in NAB history brought about approval of the reorganization plan without a hitch. The type of men selected for the board of directors of 23 gave evidence of progressive moves . . . rather than reactionary . . . Phil Loucks was entrusted with holding down the bag until March 21, when the executive committee convenes to hire a paid president,

who in turn will pick his secretary-treasurer and other department heads . . . job has no angles that Loucks is not well acquainted with . . . and many members would like to see him there permanently . . .

IRNA final adjustments are about due with but six stations being unsigned, or rather not in line for any immediate settlement . . . Special Advisory Committee of the IRNA will disband, perhaps later this week af-

(Continued on Page 2)

### CBC Data Refused

Ottawa—House of Commons voted 140 to 52 to refuse to make public data on CBC's advertising contracts with U.S. radio chains. Government's position is that CBC is an autonomous body and data on its rates, salaries, contracts, etc., can only be had through a special committee to be set up by the House, should members demand it.



THE WEEK IN RADIO

NAB Cleans the Slate

(Continued from Page 1)

Vol. 3, No. 36 Mon., Feb. 21, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y. by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester R. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Holloywood, Calif. - Ralph 7-6607, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1929.

FINANCIAL

(Saturday, Feb. 19)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Nat Union Radio, Bid, Asked. Includes Stromberg Carlson.

OVER THE COUNTER

Bowes Salutes Florida On California Program

On his program dedicated to Oakland, Cal., last week, Major Edward Bowes interrupted the "Amateur Hour" proceedings to announce: "I wish to salute the new station, WJNO, in West Palm Beach."

Shep Fields Doubling

Shep Fields' Rippling Rhythm orchestra is currently making a personal appearance at the Chicago Theater, Chicago. The picture being presented is "The Big Broadcast of 1938," in which Shep and his orchestra also appear. The combination is drawing big.

Stoopnagle and Budd Split

Comedy team of Stoopnagle & Budd has agreed to split up and go it alone. Nelson Hess will continue to represent the boys as individuals.

Advertisement for WABY radio station in Albany, NY, featuring the slogan 'More Power for Your Job!' and 'NEW EQUIPMENT... NEW PUNCH!'.

ter an exchange of contracts now being held in escrow... Sales Directors of the NAB held quite a meeting of their own, with many common problems taken up... assurance was there that they would be looked after in the future activity of the NAB... Facsimile developments also came in for a conference among those interested... Walter Damm of WTMJ, being somewhat of a pioneer in this field of experimentation, is looking far ahead... Eight agencies placed nearly 60 per cent of the 1937 NBC business... Blackett-Sample-Hummert, J. Walter Thompson and Lord & Thomas being the first three in point of gross billing... Early balloting seemed to indicate that AGRAP would vote for an affiliation with the CIO... Canadian Broadcasting Corp. issued a statement at the close of the three-day Canadian broadcasters' convention to the effect that eventually the CBC would go non-commercial and leave the field to the

private outlets... Two bills affecting radio are introduced in Albany... Senator Herring of Iowa plans to ask for a three-man review board amendment to the FCC Act... some 95 stations are now carrying the sustaining program entitled "Motor City Melodies" originating at WJR and fed to CBS network Saturday afternoons... H. Allen Campbell, g.m. of the King-Trendle Broadcasting Corp., was made treasurer of the company... Speeches heard at the NAB convention made good news copy, but were nothing to scare the broadcasters... FCC Commissioner T. A. M. Craven upheld private operation and the present system, and came out against "reforms"... Chairman Frank McNinch warned against a possible investigation and tabooed liquor advertising... Senator Wheeler of Montana, sounded a warning against permitting monopolies in radio...

State Radio Tax Seeks \$8,000,000 Annually

(Continued from Page 1)

the N. Y. State Broadcasters committee, is not expected back from Florida before the end of the session. Meanwhile members of the committee are going into the situation. Examination of the printed bill, which takes up 21 pages, shows that radio corporations will be required to file annual reports at a time and covering the yearly period fixed by the commission; that the commission shall have power to examine all books, contracts, etc.; that commission may establish a system of accounts to be used; that commission has power to adjust rates, regulations and practices of radio stations; that permission must be obtained from the commission before any construction work is begun; that stocks and other financing must be approved by the commission, etc. The act, if put through, would take effect July 1.

British Television Sets Good for Three Years

(Continued from Page 1)

the average Briton will plunge \$200 or more on a set under present limited transmission hours. An hour's program on Sundays, and an additional half-hour weekday evenings when possible, will be started April 3, according to Gerald Cock, BBC director of television.

Labor Exec for WEVD

George Field has resigned as assistant executive secretary of the American Labor Party to become program director of WEVD, it is announced by Henry Greenfield, managing director of the station.

Municipal Operation Shows Profit for WPG

(Continued from Page 1)

operating expenses were \$104,731.77. Figures were a big improvement over the \$7,496.56 loss in 1936 as well as the higher yearly losses during its CBS operation for five years. Advertising returns totaled \$105,595.91, against \$45,507.79 the previous year.

Joachim Joins Buchanan As V.P. Handling Radio

(Continued from Page 1)

president heading radio. Joachim, whose last radio series was "Your Unseen Friend" for Personal Finance Co., will devote his entire time to building new shows for western advertisers as well as assisting accounts now serviced through the agency's local office.

Griffin Co. Auditions

Griffin Mfg. Co. late Saturday night auditioned Ray Heatherton, Budd Hulick, Joe Sodja, David Ross and Bunny Berigan's orchestra for a new show. CBS Artists produced the program. Birmingham, Castleman & Pierce Inc. is the agency.

Grace Moore on Tour

Grace Moore, who on March 30 will start a 13-week series for Chesterfield, left New York yesterday for a six-week concert tour.

Advertisement for KMMJ radio station in Clay Center, Neb., featuring the slogan 'The favorite family station'.

COMING and GOING

STANLEY E. HUBBARD, president and general manager of KSTP, St. Paul, and WILLIAM J. SCRIPPS, head of WWJ, Detroit, were New York visitors over the week-end, following a sojourn in Florida and a look-in at the NAB convention. They have now returned to their respective headquarters.

BIRT F. FISHER, manager of KJR and KOMO, Seattle, and MRS. FISHER are vacationing in Havana. They will embark for home today aboard the Pennsylvania via the Panama Canal.

ELIZABETH HART of WORL, Boston, was a New York visitor late last week.

LEWIS ALLEN WEISS, general manager of the Don Lee network, is in town.

EDWARD Y. FLANIGAN, commercial manager of WSPD, Toledo; EDWARD B. CRANEY, manager of KCR, Butte, and F. C. EICHMEY, manager of KGO, Mason City, Ia., are in town after attending the NAB convention.

LOWELL THOMAS sojourned to Quebec last Friday and did his NBC broadcast that night from the Canadian province.

ERNA PHILLIPS was in New York from Chicago over the week-end for conferences with Feeler G. Ryan and Compton execs regarding "Road to Life" and "Guiding Light."

JACK LAVIN left for St. Louis on business trip Friday night. He returns the middle of the week.

JOHN CLARK and EMANUEL ROSENBERG, president and executive vice-president, respectively, of Transamerican, will return to town today.

ELEANOR (PAT) HURLEY, secretary to G. W. Johnstone, WOR public relations counsel, returns today from the three-week Florida vacation.

FRED ALLEN was a Boston visitor last Friday. ALVIN AUSTIN is back from Los Angeles, where his advertising agency recently opened a new office which he will personally direct.

WILLIAM SCHUDT JR., manager of WBT, Charlotte; HAROLD FELLOWS, manager of WEEI, Boston; KELLY SMITH, general manager of Radio Sales, Chicago; MERLE JONES, manager of KMOX, St. Louis; JOHN MCCORMICK and BILL WILLIAMSON, manager and sales manager, respectively, of WKRC, Cincinnati, are in town visiting the CBS headquarters.

Large advertisement for ARTISTS MANAGEMENT Presents PAUL WHITEMAN ON Chesterfield (CBS Network) featuring a portrait of Paul Whiteman and contact information for Artists Management.

☆ F. C. C. ☆  
ACTIVITIES

HEARINGS SCHEDULED

Feb. 21: Clinton Broadcasting Corp., Clinton, Ia. CP for new station, 1310 kc., 100 w., 250 w. LS, unlimited time.  
Burlington Broadcasting Co., Burlington, CP for new station, 1310 kc., 100 watts, unlimited time.  
WBLY, Lima, O. Voluntary assignment to Fort Industry Co. 1210 kc., 100 watts, daytime.  
Feb. 23: KPAC, Port Arthur College, Port Arthur, Tex. CP to change frequency, increase power to 1350 kc., 1 kw., unlimited time.

EXAMINERS' RECOMMENDATIONS

Martin R. O'Brien, Aurora, Ill. CP for new station, 1250 kc., 250 watts, daytime, be granted.  
Carl Latenser, Atchinson, Kan. CP for new station, 1420 kc., 100 watts, daytime, be granted.  
Voice of Detroit, Detroit. CP for new station, be denied.  
Cadillac Broadcasting Corp., Detroit. CP for new station, be denied.  
WWPO Inc., Pittsburgh. CP for new station, be denied.  
Times Printing Co., Chattanooga. CP for new station, be denied.

APPLICATIONS GRANTED

Beaumont Broadcasting Ass'n, Beaumont, Tex. CP for new station, 1420 kc., 100 watts, unlimited.  
Mervel M. Valentine, Laredo, Tex. CP for new station, 1500 kc., 100 watts night, 250 watts-LS, unlimited.

No Copyright Action

Washington Bureau, RADIO DAILY  
Washington—That there will be no action on copyright legislation during this session was indicated by Dr. William I. Sirovich, chairman of the House Committee on Patents, in a statement to RADIO DAILY last week. Insufficient interest is the reason.

AGENCIES

WILLIAM K. ZIEGFELD, copy chief of the Ralph H. Jones Co., Cincinnati, is back at his desk in the Cincinnati office after an extensive southern cruise. Ziegfeld sailed from New Orleans on January 18, and among other places visited the British Honduras and passed a week in the highlands of Guatemala. He brought back over three hundred black and white and Kodachrome photographic studies.

HARRY S. PEARSON, prominent in advertising agency work in Seattle for many years, has been appointed to the staff of the Izzard Co., Seattle, as production manager.

DICK MARVIN, radio director of Lord & Thomas, Chicago, away from office with bad cold.

STUART SHERMAN, president of Benton & Bowles, Chicago, and Robert Spiel have gone to Thomasville, Ga., for quail hunting.

TED LITTLE, v.p. of Lord & Thomas, Chicago, has sailed for South America. Robert Koretz, copy writer, cruising in West Indies.

NEW PROGRAMS—IDEAS

For University Towns

WOSU, Columbus, Ohio, owned by Ohio State University has subscribed to Standard Radio's Popular Supplement Library Service for a very novel use and one which should interest other stations in university towns. The transcriptions, covering all popular music of the day, is for a four-hour Saturday night dancing party each week. Thus the broadcast, without interruptions for commercial announcements, is run to suit the rules of the Inter-Fraternity Council which sponsored the idea. As the library service includes novelty bits as well as dance music the party is broken with intermission

entertainment and more exactly fits the need than live talent.

Strangest part of the whole thing is that the money necessary to carry the service for one year was raised by popular subscription by the student body.

"Mysteries of Life"

"Mysteries of Life," new series on WBAL, Baltimore, is designed by its sponsors to acquaint the listening public with many of the basic fundamentals of our everyday existence. Subjects such as "Habit," "Power of Imagination," "Mental Poisoning" and "Association of Ideas" will be presented on the programs.

Radio Book Out March 3

Philadelphia—J. B. Lippincott Co., publishers, have advanced publication date of "Both Sides of the Microphone," by Gardner and Hayes, to March 3. Book will be released simultaneously throughout the U. S. and Canada.

Among contributors to the volume are Guy Lombardo, Orson Welles, Kate Smith, Gabriel Heatter, Ben Grauer and Bill Slater, each discussing their particular type of radio activity.

Getting Names Right

Norfolk, Neb.—WJAG has adopted a policy, for newscasters, of pronouncing names of cities in the same way as the leading radio stations in those cities. Station believes that stations can cooperate in this way to standardize pronunciation of names.

When the name of a man comes into the news and he seems destined to stay in the limelight, station writes the man's secretary for his own pronunciation of the name.

Syndicate Signs Tinney

Cal Tinney, columnist who has appeared in the New York Post for the past three years, is now being syndicated to newspapers by the Ledger Syndicate of Philadelphia. Same syndicate has Boake Carter.

Tinney also figures in several current negotiations for his radio services.

Janice Porter Weds

Chicago—Janice Porter, heard regularly over CBS "Melodies of Yesterday" series and at Edgewater Beach, and Homer Lange, president of A. Lange Florists, were married at Pana, Ill., and are honeymooning at Edgewater Park, Miss.

Brewers' Show Feb. 28

The cooperative brewers show with Richard Himber and his orchestra, Lou Holtz, and others is expected to get under way on CBS, Feb. 28 at 8-8:30 p.m. Understood sponsor list was completed last Friday.

NEW BUSINESS

Signed by Stations

WMCA, New York: Lehn & Fink Products Co., "Life of Mary Sothern"; Nestle's Milk Products, "The Mad Hatterfields"; Newskin Co., "Grandstand and Bandstand"; Man O'War Publishing Co., "Grandstand and Bandstand," through Metropolitan Advertising Co.; Liebmann Breweries, spots, through Erwin, Wasey & Co.; Schulman House, Lakewood, N. J., spots.

WOV, New York: Pilot Radio Co., news in Italian, through Alvin-Austin Co.; Flotill Products Co. (Flotta Salsina Tomato Products), "The Story Behind the Song," programs.

WNEW, New York: Sterling Casualty Insurance Co., "Make Believe Ballroom," through Presba, Fellers & Presba.

WEAF, New York: Oneida Ltd., "The Silver Serenade," ETs, through BBD&O.

Gordon Castle at CKLW

Windsor, Ont.—Gordon Castle, formerly of WJR, Detroit, joined CKLW here last week as production manager. Appointment was made by Frank Ryan, general manager. Castle started in radio 16 years ago at WLAG, Minneapolis, and before that spent 12 years in the advertising field.

Bill Johnson Joins WEW

St. Louis—Bill Johnson, formerly of WHAS, Louisville, has joined the WEW announcing staff, succeeding Bill Mackintosh who is Denver-bound.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made...  
.. where retailer meets customer  
..... that's why a retailer is judge and jury of advertising results ..  
.. retailers in Michigan's eight major markets prefer, by actual experience, the....

MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

WOPI "The Voice of the Appalachians"  
BRISTOL - TENNESSEE  
VIRGINIA

## ORCHESTRAS MUSIC

**JIMMY GRIER**, whose orchestra has been a fixture at the Billmore Hotel Bowl for the past four years, will do a week for Fanchon & Marco at the Paramount Theater in Los Angeles on March 31, bowing off the Penner-Cocomalt show at the same time and heading East via one-nighters after playing a week at the National Orange Show in San Bernardino in mid-April. Being handled by Rockwell-O'Keefe.

*KHJ-Don Lee will have a new remote from the Beverly-Wilshire Hotel when Harry Owens follows Ted Fiorito at the Beverly Hills hostelry. KNX-CBS has been carrying Fiorito.*

**Billy Hayes**, whose new swing band is heard nightly at 7 p.m. over WIP directly from the Hollywood Restaurant in Philadelphia, has written a new song in conjunction with Tommy Ginhardt called "Loony Little Tuney," which has just been accepted by Exclusive Publishers for spring publication. Incidentally, Hayes and his band will shortly resume recording.

*Ernst Krenek, distinguished modernist composer whose opera "Jonny Spielt Auf" was a sensation at the Metropolitan Opera House several seasons ago, will share honors with Erno Rapee as conductor of the Radio City Music Hall Symphony Orchestra's broadcast next Sunday at 12:30 p.m. over WJZ and the blue network of NBC.*

**Benny Goodman**, his swing band, trio, quartet and Martha Tilton, the "Sweetheart of Swing," now playing a week's engagement at the Fox Theater, Detroit, will be heard on their regular Benny Goodman Swing School broadcast tomorrow night from that city, via WJR-CBS. Airing from the lecture hall of the Detroit Institute of Arts.

*Olin Downes, as New York World's Fair Director of Music, will have the task of arranging the Exposition's projected World Festival of Music. Julian Olney will be music manager.*

**Pat Ballard**, radio script writer, is collaborating with Larry Clinton on a new tune which they're calling "College Humor," to be published by Lincoln Music. Ballard was recently appointed music editor of the publication for which the song was named.

*Lynn Murray and the Clubmen have been set for a Decca recording series by CBS Artists Inc.*

BINGHAMTON—NEW YORK

# W N B F

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## MAIN STREET OL' SCOOPS DAILY

PETTY CASH VOUCHER  
Week ending Feb. 18th

● ● ● Saturday...Norman McKay of WQAM and Martin Wales of WIOD, Miami, learn of our plans to fly to D. C. and they phone to say "farewell"—but somehow we didn't like their tone. Jane Ace tells us flying is a cinch—but admitted that she's never been up herself. Ted Husing talks about the "drop in air pockets"—but tho' we are anxious to get up—there's a cloud hovering over Newark—and the plane's postponed a day.

● ● ● Sunday...After remaining up all nite with Sonny Shepard we make the special 7 a.m. plane, and Quentin Reynolds and Big Bill Dwyer make a little bet. The sun is so strong while we're in the air—that we get a better tan than in Miami...In the Willard Hotel, Wash., we spot all the NABOys ready to start their shindig...Also hear from N. Y. that Charles La Torre, character actor of the radio, stage and screen, has licked a laryngitis siege that nearly made him give up his role in Ed Wynn's "Hooray For What." Besides his current Broadway role, La Torre is busy mapping a new radio aerial and being interviewed by film scouts....

● ● ● Monday...As the convention convenes, we hear that Jimmy Fidler has been RENEWED for one year by Drene with a salary till ...According to Bert Fisher of KOMO-KJR, Seattle, Charles O. Chatterton of KEK, Portland, Ore., was one of the best dressed-men at the convention—spats and all...After flying back to N. Y. we hear that RADIO DAILY's Howard London will take himself a wife Feb. 26—and we can't get a two-cent stamp okayed.

● ● ● Tuesday...Everyone seems so concerned about the sun-tan fading—that we go to Spinrad's and have a facial to remove the peeling skin... A tour of the nite clubs including the Paradise; Leon & Eddie's, where Jack Waldron is subbing for Eddie Davis; Louis Prima's Famous Door, where he is happy to learn his brother, Leon, is being held over for eight weeks, and to Dave's where we hear the inside on that slug-fest. To bed at 5 a.m.—what a vacation we need now!

● ● ● Wednesday...Over at CBS Mark Warnow rushes in to learn about flying; Herb Rosenthal wants to know about the climate; Ed Cashman introduces Ben Hawthorne, and Jimmy Appell presents us with a dozen eggs—but fails to comment if they were "laid" at CBS...Zack Becker is more anxious to know about our expenses.

● ● ● Thursday...A peek in at Kate Smith's rehearsal to say "hello," and Ted Collins forces us to sit thru a "shaving-session" to explain how it felt flying. He reports that during the War he was up ten times—but still is afraid...At "We, The People" we learn that Phillips H. Lord is back from "Dixie"...Over at WMCA, Zeke Manners is getting ready to play his first game of "pin balls" inspired by our Miami meanderings—and wins. Crooner Jerry Baker does a bit of all right himself—which causes us to invest (after swearing off) and we still haven't broken our streak—of losing.

● ● ● ● Friday...Because of the items in today's column—everyone knows we're back. The news about Walter O'Keefe going on Jell-O and J. C. Flippen on Gulf's summer show appears to be out of order at this time. Guess it must have been the warm climate that made us think about "summer" with snow still hanging around.

TOTAL EXPENSE: 95 cents including tip to have skin peeled!  
AUDITOR'S REMARKS: Request denied. Should we pay because you haven't been milk-led while young?

## GUEST-ING

**CHARLES BOYER**, on "Your Hollywood Parade," March 2 (NBC-Red, 10 p.m.).

**FRED MacMURRAY**, interviewed by Elza Schallert, Feb. 24 (NBC-Blue, 11:15 p.m.).

**CONSTANCE BENNETT** and **PATRICK KNOWLES**, on "Your Hollywood Parade," Feb. 23 (NBC-Red, 10 p.m.).

**VASS FAMILY**, on Alka-Seltzer "National Barn Dance," Feb. 26 (NBC-Blue, 9 p.m.).

**ETHEL WATERS**, on Leo Reisman program, March 3 (WEAF, 7:30 p.m.).

**HELEN KELLER**, on "Cavalcade of America," March 2 (CBS, 8 p.m.).

**LUISE RAINER**, **CONNIE BOWELL**, **DOUGLAS McPHAIL**, **MELVYN DOUGLAS**, **WARREN WILLIAM** and **VIRGINIA BRUCE**, on "Good News of 1938," Feb. 24 (NBC-Red, 9 p.m.).

**JOHN BARRYMORE**, with Gladys Swarthout and John Boles in "Romance in the Dark," on "Hollywood Hotel," Feb. 25 (CBS, 9 p.m.).

**ALEXANDER KIRKLAND**, **VIOLA PHILO**, **ART GENTRY** and **CAROL WEYMAN**, on "Hammerstein Music Hall," Feb. 25 (CBS, 8 p.m.).

**BETTE DAVIS** in "Forsaking All Others," on "Lux Radio Theater," Feb. 28 (CBS, 9 p.m.).

**KATE SMITH**, interviewed by Bob Trout as "Amateur Photography Fan No. 1," Feb. 25 (CBS, 6:35 p.m.).

**BRUCE COBB**, chief attorney of the New York Legal Aid Society, on "A. L. Alexander True Stories," Feb. 25 (NBC-Red, 9:30 p.m.).

**ALEX TEMPLETON**, on "National Barn Dance," Feb. 26 (NBC-Blue, 9 p.m.).

### Al Barrie on WMCA

"Al Barrie's Mellydrammers" begin a new series on WMCA at 9:15 p.m. tomorrow. First offering will be "No Wedding Bells for Her, or How She Got the Gong".

CLAUDE

# AUSTIN

VOCAL COACH and ARRANGER



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**B**OB KENNETT has vacated his KFVB production berth to return East and devote his time to wax production.

Exiles from Nazi Germany will be heard on KFVB's new weekly feature, "Talent in Exile," each Thursday night at 9. Artists, writers, scientists and other outstanding personalities will be heard on the program, serving the double purpose of exploiting their talents and furthering the campaign of the Hollywood Anti-Nazi League, responsible for the program.

Bradley Roberts, KFAC staff baritone, has been set by Fanchon & Marco for the Mae West unit, which Miss West takes on tour this week for a string of personal appearances. Betty Fairfax set the deal.

KFVB's "Hollywood Showcase," daily variety show handled by Owen Crump, now is sponsored by Warner Brothers Theaters.

Bullock's department store has contracted for a series of KNX time signals starting March 31. Business was placed by Dana Jones Co.

The CBS Pacific Coast "Hollywood Barn Dance" celebrated its fourth anniversary of broadcasting rural rhythms on Saturday.

The KFVB announcing staff has been reduced by three with the departure of Owen Cunningham, Leonard Lake and Hal Chambers.

Another casualty of the week was Bob Garrett, KEHE commentator on "Pick of the Pictures."

Norman Nesbitt's "Listeners Digest" on Don Lee-Mutual is reported gaining a big audience of former admirers of brother John Nesbitt's "Passing Parade," now muted while the writer-commentator converts his yarns into a parade of M-G-M short subjects.

Murray Bolen has been assigned as producer of the new "Lum and Abner" series by Tom Harrington, head of the local Young & Rubicam office, who will supervise.

KTMS, Santa Barbara, brand new station and youngest NBC affiliate, made its initial bow on the big time by contributing a pickup from the famous old Santa Barbara Mission to the Blue on Saturday.

## BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

### Greetings from Radio Daily

February 21  
Shirley Bell Big Bill Childs

February 22  
E. D. Bedell Nacio Herb Brown  
Bess Johnson Grace Johnson  
John McGovern Kenneth Roberts  
Robert Weede

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

### KLZ—Denver

560 Kilocycles—5,000 Watts Day, 1,000 Watts Night

**E. K. GAYLORD, President.**

**F. W. "BILL" MEYER, Manager.**

**T. C. McCLELLAND, Chief Engineer.**

**K**KNOWN on every front by its slogan, "The Pioneer Radio Station of The West," KLZ is indeed proud of this distinction because, as the first licensed broadcaster west of Chicago, the station helped blaze the trails which were to be followed by the infant industry.

Launched as a hobby by its founder, the late Dr. W. D. Reynolds, KLZ, then known as 9WH, broadcast regular programs from Colorado Springs as early as 1918. Two years later, the station was transferred to Denver, where it operated as 9ZAF.

The first definite stride toward maturity was taken on May 25, 1922 when the initial commercial license, the first in the Rocky Mountain Region and among the first 20 in the nation, was issued and the present call letters assigned.

The fledgling took another long stride toward its present pinnacle in 1925, when an energetic young man possessed of a courage and foresight which convinced him radio was more than "an experiment"—was destined to become a powerful factor in the life of the nation—joined the organization. With a tenacity he has never relinquished, that newcomer, F. W. "Bill" Meyer, present station manager, grasped the helm to chart KLZ's future course. In those early days, he convinced his associates that, to succeed, radio must be woven about a theme of community service and showmanship. Adopted then, that theme has remained KLZ's dominating influence.

When, in 1935, control of the station passed to E. K. Gaylord and others associated with him in management of the enterprising Oklahoma Publishing Co., swift steps were taken to keep the pioneer influence alive, lest it become steeped in its own tradition.

As a result of that merger between two pioneering organizations, the KLZ of 1938, affiliated with CBS, offers new, ultra-modern studios and a high-fidelity transmitter which is ranked among the most modern broadcast transmitters in the world.

These technical factors, coupled with the station's resolve to remain in the fore of the passing parade, demonstrate, over and over again, that KLZ is in every sense "The Pioneer Radio Station of The West."

### Griffin Co. Campaign On Southern Stations

(Continued from Page 1)

New Orleans, and WAPI, Birmingham.

"Musical Clock" or news broadcast comprises the programs which are heard three to six times weekly depending on the station. Complete Griffin line will be plugged. Sponsor is also using time signals on Florida stations to promote its All-Wite shoe polish.

### Contact Dealers via ETs

Frank H. Lee Co., maker of Lee Water-Bloc Hats, which starts a series on WHN next Monday at 7:30 p.m. featuring George H. Combs Jr., commentator, is using a five-minute transcription in contacting dealers. Instead of mailing broadsides or other merchandising material, Lee representatives take around a record giving a condensed version of a typical broadcast and a message from Alfred G. Keeshan, v.p.

### Biddick Handling KARM

West Coast Bureau, RADIO DAILY  
Los Angeles—Walter Biddick Co., station rep, has been appointed exclusive Pacific Coast representative for KARM, new CBS outlet in Fresno, Cal.

### Charlie Wright Ill

New Haven—Charlie Wright, WELI program director, is on sick leave.

### WBRK, Pittsfield, Mass. Debuts as CBS Affiliate

(Continued from Page 1)

relations; Gail H. Barents, announcer; Jean Ashe, in charge of continuity; Helen E. Kondey, receptionist; Charles J. Kruger and Carl Carlson, salesmen.  
Thomas also operates WATR, Waterbury.

### Elza Schallert to Celebrate

Elza Schallert will observe her third anniversary as an NBC Hollywood commentator on March 3, with her husband, Edwin Schallert, joining in the celebration broadcast at 11:15 p.m. over the NBC-Blue Network. Edwin Schallert, whose writings long have been a feature of the Los Angeles Times and many national publications is considered the dean of film city critics and reporters. The Schallerts have worked side by side covering the Hollywood front for many years.

### Gets "Man of Manhattan"

West Coast Bureau, RADIO DAILY  
Los Angeles—Irving Fogel & Associates, radio program producers, announce a deal closed for radio rights to George Tucker's widely-syndicated "Man of Manhattan" column. Both live and transcribed programs are planned, Fogel states, with International Radio Sales, New York, handling in the U. S.



**H**AROLD BARNES of New York office of Lord & Thomas now handling production on Lucky Strike's Kay Kyser's "Musical Klass" along with Eddie Simmons of WGN staff. Barnes remaining here as long as show stays in Chicago. Kyser is set at Blackhawk until June.

Mrs. Hal Kemp has joined her husband who is playing at Drake Hotel. She came from New York.

Henry Weber, WGN musical director, and wife Marion Claire home from month's jaunt through Mexico and Central America.

Bernie Cummins, who opened Variety of Vienna show on Mutual Sunday, featured brother Walter as vocalist and the Three Sophisticates.

Gene O'Connor, WGN traffic chief, is papa of a daughter.

Fibber McGee and Molly show rounded out its fourth year last week without special whooping or hollering. Seems nobody thought of it until date had passed.

Noel Gerson, WGN continuity staff, back from trip to New York.

Ade Hult, Mutual sales staff, to Minneapolis and St. Paul; Ed Wood, director of sales for WGN, and Norma Boggs, salesman, to Indianapolis.

John Steel, former Ziegfeld Folies singer, and Georges and Jalna, dancers, making guest appearance on WAAF Breakfast Club.

Carl Meyers, WGN chief engineer, back from conference in Washington. Harold Stokes and wife to Tampa, Fla., for fortnight's vacation.

Frank Behrens and Dave Gothard are additions to "Woman in White" cast.

Annette King, NBC contralto, and Frank R. Reid Jr., her husband, are on delayed honeymoon to New Orleans and St. Petersburg.

Jack Pearce, WGN engineering supervisor, off on a vacation trip to Tampa, Fla.

Tom Foy, WGN script writer, off for fortnight at Sanibel Island, off west coast of Florida.

Utilities Engineering Corp. (air conditioning) has bought Alexander McQueen, the Nothing But The Truth Man, for three 15 minute shots on WCFT, through First United Broadcasters. McQueen also is writing the Olson Rug Company "Oddities" series which Presba, Fellers & Presba has spotted on a score of stations.

Harry Grayson, formerly with University Broadcasting Council, now turning out some sketches for Zenith Telephony series.

## NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

**SAN FRANCISCO**

With the resignation of Frank Cope as NBC production mgr., effective March 1, Cameron Prud'homme, dramatic producer steps into the berth. Cope came to NBC 1 1/2 years ago from KJBS where his morning record stint, "Alarm Klok Klub," delighted dialers for six years. He'll go back there for a daily sked along with other duties. Resignation came about when Glenn Dolberg was suddenly upped into ex-program mgr. Ken Carney's place and Cope, in line, passed over.

Eddie Hanley, former L. A. adv. agency man, made manager of KYA's Oakland studio replacing Bill Gleeson, who resigned to devote full time to job as state radio director for Democratic party. Bill left for Washington on Thursday.

Grant Pollock handling the mike for Cliff Engle on NBC's "Good Morning Tonight" variety show while Cliff is vacationing in New York for first time in nine years.

Larry Lewis has started a weekly song show on KPO and Coast red net.

Leon Churchcon, former program director of KYA, program director for the Federal Theater of the Air, James Ramp, formerly a program director at KGU, Honolulu, new continuity writer.

Bob Hall, radio ed. "Call-Bulletin," taking credit for writing half the new song, "Farewell To A Lovely Lady."

"Fiddlers Three" (Walter Kelsey, Peggy Neal, Louis Ford) have a new quarter-hour of novelty music over KPO and the Red net Mondays at 1 p.m.

**Brunswick's Heidt Week**

Brunswick Record Co. is honoring Horace Heidt, maestro of the Brigadiers, with a National Horace Heidt Record Week, now in progress and continuing until Thursday. Heidt and his gang made three new records especially for this event.

**Alan Courtney on WINS**

"Alan Courtney's Gloomchasers" start a WINS series today at 11:30-12:30 noon, with Barry Wood as guest on the opening program. Participating-sponsor program will be heard Sunday through Friday.

**Full Hour for Kyser Show**

The Mutual-Lucky Strike show featuring Kay Kyser's "Musical Klass" will be expanded to a full-hour, 8-9 p.m., next Tuesday. Program has been a 45-minute stint. Lord & Thomas is the agency.

**Australian Concert on NBC**

The Fourth Intercontinental Concert, a radio salute from Australia, will be heard in the U. S. on March 6 at 11-11:30 a.m. over NBC-Blue network.

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**RADIO PERSONALITIES**

One of a Series of Who's Who in the Industry

**ALEXANDER W. DANNENBAUM**

**A**S head of one of the country's leading silk mills, Alexander W. Dannenbaum learned a good deal about "what the public wants," as well as how to cater to those fickle and fluctuating "wants."



Learned from silks what public wants...

The proof of Dannenbaum's executive ability has been proven in the progress made by WDAS, Philadelphia, since he took over the helm. As president of the city's only full-time independent outlet, he has built it from a small, obscure station to the front rank of broadcasters. This was accomplished through the combination of effort and wise management.

Dannenbaum has employed showmanship along with good business sense in the guidance of the destinies of WDAS. And in those

efforts he has had the able assistance of Pat Stanton as general manager and A. W. Dannenbaum Jr. as sales manager.

★ PROMOTION ★

**Promoting Milk Sales**

WBT, Charlotte, N. C., is launching a campaign which, if successful, will use up the nation's surplus milk. The program, "Drink Milk at Dances," had birth in the mind of Program Director Charles Crutchfield following the recent Davidson College Pan-Hellenic dances.

In picking up the music of Bunny Berigan, who played for the dances, Crutchfield lifted his eyebrows when he noted couples strolling about the dance floor sipping milk from bottles, and enjoying it. He learned that the school has barred drinking of intoxicants twelve hours prior, during, and twelve hours following a school dance.

Crutchfield decided if other schools throughout the nation could be induced to follow a similar course it would use up a lot of milk. Through WBT's "Midnight Dancing Party," college boys will be asked to join the club. The Dancing Party, conducted nightly, numbers listeners from colleges over Eastern United States. Announcer on duty will ask collegians interested to write in for enrollment blank. Members will pledge to drink milk at dances.

WBT believes it will give station opportunity to check collegians listening in, use up nation's surplus milk, replace energy used up by dancers doing such strenuous dances as "Big Apple," and leave collegians in better shape for next morning's classes.

**WBAL Doughnut Party**

Because of the success of its first Coffee and Doughnut Party held by WBAL, Baltimore, a second event was staged at Ridgely Hall, WBAL's Radio Playhouse, last Saturday at

6-8:30 a.m. WBAL is the first station to introduce this novelty in the east, and plans to have a Coffee and Doughnut Party each Saturday morning. Jerry Lee Pecht, who handles the regular morning show, "Around the Breakfast Table," is host. The program will also include Garry Morfit, Happy Johnny and his Radio Gang, and the WBAL staff orchestra under the direction of Bob Lula.

Coffee and doughnuts are served free of charge to all who attend, and there is no admission. Many of the guests in the audience take part in the air show.

**KVOD, Denver**

Tommy Blake and his ork open at The Broadmoor Country Club with a KVOD wire. Ditto Jerry Johnson and his NBC ork at the Rainbow Ballroom.

Archie Hall's dramatization of "Famous Fires of History" ended a successful run for Denver Fuel Co. with the coming of warm weather in Colorado. The show will continue in the fall.

"Little Soldiers of Fortune" and "Rex, The Adventurer" are two children's serials being rehearsed for early openings. Shows to be sponsored during a commercial campaign for food products companies. Written by Archie Hall, they will feature a live talent program for kiddies daily over KVOD.

More educational features are being added to the daily schedule and every effort is being made to use as many network programs as can be obtained to further the cause.

Nelson MacIninch, tennis star, has taken over daily street broadcast, "The Voice of Public Opinion." Show has been renewed by sponsor for long period.

**BOSTON**

Roger Wheeler, continuity editor at WEEI, is a father for the third time. It was a boy.

The Adrian O'Briens have named their daughter Adrienne. Adrian is currently heard over the Yankee web.

John A. Holman has returned from New York and Washington.

The management of the Famous Door and WNAC are dickering for a wire to air the music of Herbie Marsh and his ork.

WBZ's Midweek Function, a half-hour of swing piloted by Fred Cole, is getting mail response by the hundreds each week from the college groups.

Chick Webb and his band have a WBZ wire from Levaggi's.

**OKLAHOMA**

John Blatt, WKY promotion department chief, back from business trip to Colorado.

Irene Wolf on 3:30 p.m. KFJR spot.

Harold "Dutch" Smith conducting "In the Sport Spotlight" on KTOK at 5:45 p.m.

Rowdy Wright and his Cowboys holding 6 p.m. spot on KVOO (Tulsa) in addition to part in Sunday afternoon Serenade for Oklahoma Tire & Supply Co. over KVOO-WKY.

Wade Hamilton's organ on KTUL (Tulsa) now at 4 p.m.

Bill Rawson's ork assigned to 1 p.m. spot on KCRC (Enid).

**8,000 Dorsey Audience**

Tommy Dorsey and his orchestra had a studio audience of 8,000 when airing their "Amateur Swing Contest" from WAVE, Louisville, last week. The first girl to play with the band also appeared on this program. She was Jane Grigsby of Vincennes.

**Al Williamson Joins Fizdale**

Chicago—Tom Fizdale has signed Al Williamson, former NBC press chief here to his Chicago staff. Roger Douless has returned to New York office. Tom Fizdale planning to go to coast office next week.

**Tcherepnine on NBC-Red**

Alexandre Tcherepnine, international composer and pianist, will be heard over NBC-Red network on Thursday at 2-2:30 p.m. in a program of his own works.

**Streibert Has Grippe**

Ted Streibert, WOR executive vice-president, is suffering from an attack of the grippe.

**Boake Carter on Huskies**

Product to be plugged by Boake Carter, when he starts his General Foods stint on CBS next Monday, will be Huskies.

**WALT FRAMER**

Freelance originator of  
**RADIO SWAPS HEARD DAILY OVER WWSW**  
Pittsburgh, Pa.

## SPRINGFIELD, MASS.

Albert W. Martin, WMAS station manager, has been named to the committee in charge of the annual Kiwanis Club production.

Mildred Eleanor Brunelle, founder and director of the WSPR "Cooking Forum", and Arthur John Bergstrom, junior announcer, are newlyweds.

The March 19 "Chorus Quest" broadcast on CBS will originate via WMAS, with Amherst College Glee Club on the program.

Ruth Batchelder, sec'y to Commercial Manager Milton Stoughton of WSPR, is back on the job after an illness.

## KOIN-KALE, Portland, Ore.

"Slumber Boat", a program on the air several years ago, has been revived and is being aired again each Friday evening. With soft vocal melodies and a selected instrumental ensemble, the announcer is Johnnie Walker of the original show.

George McGowan, after announcing a program of Latin melodies in "high school" Spanish, was floored by a telephone call from a feminine listener who greeted him fluently in Spanish that was the real thing.

Leon F. Drews, who plays a daily organ program over KOIN, was married recently to Sue Ardell Sefton.

## Party to Billy Hillpot

At a postmarital stag party on Friday, Billy Hillpot's colleagues gave him a cigaret case containing facsimile signatures of the guests. Hillpot was married to Rosita, the dancer, last month.

Guests at the party were Ken Dyke, Lewis Titterton, Chink Showerman and Doug Meservy of NBC, T. Wells and John Tormey of Lord & Thomas, Curt Peterson of Marchalk & Pratt, Scrappy Lambert and Len Stokes of the "Songsmiths," and Bill McCaffrey of McCaffrey & Hess.

## Codel on Sales Staff

Baltimore—Edward Codel, former sales promotion head for WBAL, has shifted to the sales staff.

## ONE MINUTE INTERVIEW

### HAROLD V. HOUGH

"If there is anything wrong with radio entertainment these days, it is the lack of individuality in programs and stations. We are too imitative. The people we like best are those who have distinct individual personalities. Radio stations should have personalities, too, and be different from other stations. No two areas are the same. People in any one area have a distinct group personality. They have their own customs and traditions. The radio stations that serve them should reflect this personality."

## ★ Coast-to-Coast ★

THE series known as "Your Good Neighbor" which originates in New York and has just begun over WIP and the Inter-City Network, has turned out to be quite a Philadelphia affair. The program is handled by the local advertising agent, Tom Harkins. Script is by Elsie Mitchell, well-known in Quaker City radio circles, and the part of "Your Good Neighbor" is taken by Bill Bailey, erstwhile Philadelphia radio announcer now in New York!

"Elmer and Axel" started as a new comedy script series over WMCA at 1:30 p.m. yesterday. Scripts are by Alan Lampe, directed by Charles Capps, with Charles Perkins and Eddie Bisner in the character roles.

Happy Lewis has forsaken his 11:30 a.m. spot and moved his WINS "Showcase" to 6:05 p.m. daily.

Bob Becker in "Your Skyways Reporter," starting a new series at 8:45 p.m. tomorrow over WNEW in behalf of Lighting Electric Co. of Newark, will also have a contest in which free airplane trips to various cities are offered.

Frank Graham, sports columnist of the New York Sun, starts a daily series over WHN at 6:45 p.m. today.

Arthur Boran, mimic-comedian, will act as emcee at the Jewish Home for Incurables Benefit in the Main Ballroom of the St. George Hotel on Wednesday.

Graziella Parraga, Havana socialite composer-singer, returns to America on March 1 to make her American radio debut.

## DALLAS

Gene Heard, program director and announcer at KRLD, Dallas, has resigned to join the C. C. Langevin Co., sound equipment manufacturers, and the Gulf Oil Corp., Houston, effective Feb. 25.

Dallas Academy of Speech & Drama has started courses in radio broadcasting, under direction of Alton Coker, radio director.

## WOKO-WABY, Albany

Wilbur Morrison, WOKO's Socony newscaster, has been ill.

Ten-year-old Sonny Michon, emcee for the Commodore Cleaners program heard Sundays over WABY, will be featured in annual kiddies revue this week, broadcast over WABY.

Neldon Vandenberg, blind baritone and violinist, heard over both WOKO and WABY, Albany, is engaged to his accompanist, Flora Belle Spencer, daughter of a Sand Lake minister.

Dorothea Lawrence will give a recital in Philadelphia at the Studio Club next Sunday.

Speedy-Q Sound Effects will shortly come out with a complete new release of sound effects. Charles Michelson, New York distributor of Speedy-Q, is increasing his facilities to handle the new line and has already installed additional playback equipment.

The Chinese and Japanese situations are getting a good airing on WNYC these days. Speaker yesterday was Cheng Tao Nan, vice-consul of the Chinese Consulate, and next Sunday at 5:45 p.m. there will be T. Scott Miyakawa, field secretary of the Japanese Chamber of Commerce and New York correspondent for Japan Times and Mail of Tokyo.

WISN, Milwaukee, has started a series of 39 five-minute transcriptions for Royal Lace Paper Works. Series is known as "It's Fun to Keep House," thrice weekly, and speakers include Angelo Patri, Emily Post, Princess Kropotkin, Gladys Cavanaugh, Ethel Lewis, Fannie Hurst, Carole Fenwick, Charles B. Montgomery, Ruth Gould and Dorothy Nye.

William Paisley, formerly in charge of copyright clearances for the NBC transcription department, has been promoted to the music library to succeed Wallace Magill, resigned. Frank Heffer takes Paisley's old post.

James Kane of the CBS night press staff has been shifted to the day side. Jack Slocum takes the night trick. Kane recently took the marriage vows.

## SAN ANTONIO

Monte Magee is back on KONO for a morning series.

Becman Fisher, manager of Southland Industries, returns to WOAI this week after a three-week trip to the east.

Monette Shaw, WOAI contralto, will be guest star at the Birthday Ball in Laredo tomorrow.

## KLZ, Denver

Wes Battersea, inquiring reporter, assumes new duties as emcee of "Radio Riddles," station's unusual new Buick dealer show which offers prizes to listeners submitting correct solutions during broadcasts.

All because of a "spur of the moment" broadcast from an adjoining room during meeting of Denver Racing Pigeon Ass'n. Howard R. Chamberlain, production manager, is besieged with requests for more info and similar programs on pigeons.

## WASHINGTON

"Aladdin's Kitchen", heard five times weekly on WJSV, is adding an important speaker service, broadcasting talks on child care by members of the Children's Bureau of the Department of Labor.

Howard University Glee Club began a WMAL series at 7:45 p.m. Saturday.

Kathryn Cravens did her CBS stint last Friday from WJSV here.

## WBT, Charlotte

Reginald Allen, debonair announcer, received a compliment on his pronunciation of Chinese names and words in connection with news broadcasts. The compliment came from J. C. Garrett of Green Gables, Fla., who recently returned from China after spending 30 years there.

WBT's Audition Laboratory, in which audition discoveries are presented for listeners' approval in programs aired Wednesday and Friday nights from 11:05 to 11:15, is drawing hearty response from listeners. The first program, aired last Friday, brought in over 400 letters commending the singing of a young baritone discovered on the weekly audition. Singers who make a sufficient hit with listeners will be placed on the WBT staff. Jack Phipps, pianist, and Pete Martin, xylophonist, furnish accompaniment.

## WJW, Detroit

Dorothy Spicer, former director of women's participation programs on WCCO, Minneapolis, is the newest staff addition in capacity of Household Advisor.

Eugene Conley, tenor, is concert-touring in New York state.

"Ty" Tyson has left for Florida to be gone about six weeks. Harold Priestly is subbing on "Man on the Street."

## WLW, Cincinnati

Hink and Dink, minstrel men, have started a twice-weekly series.

"Headline Heroes," honoring public servants such as policemen, firemen, etc., will be sponsored by Red Top Brewing Co. starting March 3 at 7:30 p.m.

**DO YOU KNOW**

James R. Fouch, now president of the Universal Microphone Co., used to run a desert stage coach line. Along came radio and he bought two stations, later founding the company he now heads.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 37

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 23, 1938

FIVE CENTS

## Web Billings at New Top

### Looking On ... AND LISTENING IN

**UTILITY** Despite its obvious unfairness and impracticability, effort to place radio in the same public utility classification as power and light companies, railroads, telephone and telegraph companies is gaining momentum.

If radio were providing merely a means of communication or any other routine public service for which there is a yardstick, there would be little dispute about fitting it into the category of a public utility.

But radio is predominantly an entertainment medium.

Its service feature, though it may be equally important, is effective only in ratio to its success in getting and holding the public ear on an entertainment basis.

And there are no gadgets to regulate quality of entertainment by the turn of a switch or the push of a button.

Radio to a certain extent is an art, embracing something of music, drama and literature, and it must have not only freedom of expression but incentive to bring out greater effort.

In so far as allocation of channels and the various aspects of public interest are concerned, the Federal Communications Commission already holds sufficient regulatory powers.

There is no need for further complicating or restricting the industry, either by new federal legislation or by state laws.

The squabble that has been going on for some time in the Canadian broadcasting field—where the public is obliged to pay a license tax on receiving sets in order for the government to break even in its operation of the radio system—is a typical example of how the public gets it in the neck when politicians try to run enterprises that are best left in private hands.

—D. C. G.

### Radio Thesis

Detroit — Frank Telford, who writes scripts for Radio Division of Board of Education and also attends Wayne University, will present his graduate master's thesis over WWJ in the form of a radio adaptation of "A Tale of Two Cities." Telford, who will be graduated in June, will cast, direct and produce his adaptation of the Dickens classic.

### PACIFIC LUMBER INDUSTRY IS PLANNING A CAMPAIGN

Seattle—Douglas Fir Plywood Industry of the Pacific Northwest, through McCann-Erickson agency, plans a three-year million-dollar campaign coincident with the new federal housing and building plan.

### John Brown Colleges Use Daily Shot on Calif. Net

West Coast Bureau, *RADIO DAILY* — Los Angeles — John Brown Colleges of California, group of private schools, are using a daily quarter-hour seven mornings weekly on California Radio System. Contract is for 30 broadcasts, through Leslie Sheldon Agency of L. A.

### McClatchy Group Adds Four NBC Commercials

Sacramento—"I Want a Divorce," popular NBC-Red coast network show sponsored by S. & W. Fine Foods, now has a special rebroadcast at 9:15 Sunday nights for the McClatchy stations, which carry the NBC-Blue Irene Rich program when the Red network show is aired. "Fiber McGee," S. C. Johnson's Monday night NBC-Red show, and Nestlé's "Women's Magazine of the Air," coast Red network show, also are additions on the McClatchy schedule. With addition of the new Allis-Chalmers show, McClatchy will be airing all the NBC Red and Blue shows on Saturday nights.

## Agencies Meet Resentment In Seeking a Peek at Log

Status of advertising agency asking station for a peek at the log to see how spot announcements are being run has resolved itself into a survey being carried out by at least one account executive preparatory to placing insertion orders for an extended campaign. Account executive states that so far there is a mixed reaction, with majority of stations rejecting the idea of photostatic copies of the log or lesser peeks mostly as a matter of principle and on the ground that stations such as

## CBS January Gross is 21 Per Cent Over Year Ago—NBC Red and Blue Ahead by 7 Per Cent

By HOWARD J. LONDON

January gross receipts for CBS and the combined NBC networks broke existing monthly records by substantial margins.

CBS gross billings totaled \$2,879,865, up 21 per cent over the same month in 1937. The Red and Blue NBC webs grossed \$3,793,516, an increase of 7.1 per cent over the same month a year ago.

Large increase in radio billings is contrary to the present trend of media billings, which are pointing downward.

This is the second consecutive record. (Continued on Page 6)

### Pre-April Fool

Daytona Beach, Fla. — WMF's "Man on the Street" was given a new twist by Ed Sims the other day when Sims, by pre-arrangement, got into a fight with a "drunk" who tried to tell a "traveling salesman" joke. The "drunk" took a poke at Sims for "suppressing free speech," whereupon listeners called the cops, who were in on the gag. Stunt went over big.

### PAUL HARRON ACQUIRES WIBG IN GLENSIDE, PA.

Philadelphia—Paul Harron, former v.p. of WPEN under Clarence Taubel, has acquired WIBG, Glenside. He will be assisted by Charles Stahl, former g.m. of WPEN and at present doing radio production work. Stahl

(Continued on Page 6)

### Commercials Cancelled For Charity Fund Appeal

At the direct request of John D. Rockefeller, five New York stations will cancel commercial programs tomorrow night, 9-10:30, for a charity

(Continued on Page 6)

### CANADIAN RADIO PROBE; ATTACK MUSIC SOCIETY

Montreal A special parliamentary committee will be set up in the Dominion House of Commons to consider the operations of Canadian Broadcasting Corp. Notice to this effect is given in the House Votes and Proceedings.

At the same time, a bill has been introduced in the House seeking to

(Continued on Page 6)

### Short Wave Stations Get Wires from World's Fair

Officials of the world's fair have signed an agreement with short wave stations W2XAD and W2XAF whereby the two outlets will have permanent wires from Schenectady to

(Continued on Page 6)

### Resourceful

Grand Forks, N. D.—When Louise Larson, KFIM Household Hour conductor, was laid up by illness last week, station's mikemen got together and presented the man's side of the kitchen. Bill Wallace told his favorite way to fix pork chops. Ellis Harris brought in the vegetable course, Milton Anderson gave a salad recipe and Jack Monsos supplied dessert.

(Continued on Page 6)

# RADIO DAILY

Vol. 3, No. 37 Wed., Feb. 23, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersecau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign-year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilks, 6425 Hollywood Blvd., Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Monday, Feb. 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139 7/8	137 1/2	139 3/8	+ 2 1/8
CBS A	19 1/2	19	19 1/2	— 3/4
Crosley Radio	9 1/2	9 1/4	9 1/2	— 1/4
Gen. Electric	41 3/4	40 1/4	41 3/4	+ 1 1/4
RCA Common	6 1/2	6 1/4	6 1/2	— 1/4
RCA First Pfd.	51 1/2	51 1/4	51 1/2	— 1/4
Stewart Warner	9 1/2	9 1/4	9 1/2	— 1/4
Westinghouse	97 3/4	95 1/2	97 1/4	+ 1 1/4
Zenith Radio	13 1/2	13 1/4	13 1/2	— 1/4

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3 1/2	3 1/2	3 1/2	.....
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### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5 1/2	6 1/2

### 20th Cent. Adds Salesmen

West Coast Bureau, RADIO DAILY  
Los Angeles—Appointment of two new salesmen, Paul de Outo and J. Erwin Dodson, both previously active in midwest and coast film sales circles, is announced by Archie Josephson, general manager of Twentieth Century Radio Productions. Josephson says the company's plan is to create a sales force capable of assisting station owners in exploitation of programs produced here. Dodson will cover the Atlantic coast and south, while de Outo will visit the Mississippi basin.

### Rorer Managing WPEN

Philadelphia — Dwight E. Rorer, formerly an assistant attorney-general in Washington and for two decades a prominent attorney there, has been appointed manager of WPEN by Miss Hyla Kiczales, g.m. of William Penn Broadcasting Corp. George Lasker remains as head of commercial department. Ed Dukoff of New York will handle publicity.

**WQXR**  
IN A CLASS BY ITSELF  
INTERSTATE BROADCASTING CO.  
730 Fifth Ave., New York

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 19 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Goodnight Angel (Irving Berlin Inc.)		39
I Double Dare You (Shapiro-Bernstein Inc.)		32
Thanks For The Memory (Paramount Music Corp.)		28
Sweet As A Song (Robbins Music Corp.)		26
You're A Sweetheart (Robbins Music Corp.)		26
Whistle While You Work (Irving Berlin Inc.)		24
Bei Mir Bist Du Schoen (Harms Inc.)		23
I Can Dream, Can't I (Marlo Music Co.)		23
Dipsy Doodle (Lincoln Music Corp.)		21
More Than Ever (Miller Music Inc.)		21
Two Dreams Got Together (Remick Music Corp.)		20
Mama That Moon Is Here Again (Paramount Music Corp.)		19
Just A Simple Melody (Wilmark and Son)		17
You Took The Words Right Out Of My Heart (Paramount Music Corp.)		17
The One I Love (Leo Feist Inc.)		17
Always And Always (Leo Feist Inc.)		16
Did An Angel Kiss You (Famous Music Corp.)		16
I Live The Life I Love (Words and Music Inc.)		16
Love Is Here To Stay (Chappell and Co.)		16
Outside Of Paradise (Santly Bros.-Joy)		16
You're An Education (Remick Music Corp.)		16
I See Your Face Before Me (Crawford Music Corp.)		15
It's Easier Said Than Done (Olman Inc.)		15

### 4 New KSL Productions

Salt Lake City—With four former sustainers now sponsored, KSL has added the following musicals to the sustaining log: "Prescriptions in Rhythm", written and produced by Tom Axelsen, announced by Russel Stewart; "Music for Madame", written and produced by Fred G. Taylor Jr., announced by Leonard Strong; "Melodies by Moonlight", put on by Axelsen, announced by Glenn Shaw; "Concert Album", by Ralph Hardy, announced by Roy Drushall. Musical direction is by Gene Halliday, assisted by William Hardinan.

### New Time for News Testers

Starting Sunday, WOR-Mutual's "News Testers," novelty quiz on the news, will be heard at 6:30 p.m. every Sunday. Quarter-hour show was formerly aired at 9:30 p.m.

### Tues. Spot for Griffin Mfg.

The Griffin Mfg. Co. show, if it is approved by the sponsor, will be heard in the Tuesday, 10-10:30 p.m. CBS spot immediately following the Benny Goodman-Camel program.

### 52 Men for Al Goodman

West Coast Bureau, RADIO DAILY  
Los Angeles—Al Goodman has added twelve men to the former 40 comprising the "Your Hollywood Parade" orchestra for Lucky Strike.

## COMING and GOING

M. V. CHESNUT of CKCK, Regina; JERRY GAETZ of CJOJ, Lethbridge; F. H. ELPHICKE of CICA, Edmonton; MAJOR WILLIAM C. BORRETT of CHNS, Halifax, and H. R. CARSON of All-Canada Radio Facilities were among last week's New York visitors from the Dominion.

JEANETTE LAND, secretary to Ted Streibert, WOR executive vice-president, is in Florida for a vacation.

MRS. PARKS JOHNSON, wife of the interviewer on NBC Vox Pop and Radio Newsreel program, left last week for Texas to look over some family properties.

G. A. RICHARDS, head of KMPC, Beverly Hills, WJR, Detroit, and WCAR, Cleveland, is in New York.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., has returned to New York after a week's trip which included a four-day stay in Washington during the NAB Convention.

HOWARD ESARY, head of the Hearst International transcription department, has returned to his KEHE desk in Hollywood following a month in Chicago and New York.

Murray Stephenson, chief engineer of ZGB and ZUE, Sydney, Australia, arrived in Los Angeles on the S.S. Monterey from the Antipodes on Sunday for a tour of technical study of American stations and recording studios.

JOS. N. WEBER, president of the AFM is back at his desk after a lengthy business and vacation sojourn in Florida.

RAY FABINC'S INCIGUENS, 16 girl musicians, have arrived in New York from Mexico City for a radio audition.

TED WEEMS is in New York.  
MRS. ED. FITZGERALD, N. Y. department store executive and wife of the WOR star, has returned from a month's vacation in Europe.

MICKEY ALPERT is back in Philadelphia after spending a few days in and around New York.

ERNEST COLLING, RCA Bureau of Information, leaves town tomorrow for the west coast where he will join Gen. J. C. Harbord, chairman of RCA board, and accompany him on his trip around the world.

# TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales...eight major markets...including America's great metropolitan center...smart, up-to-date manufacturing cities...ranking rural centers and farming districts...in all, completing a cross section of America's spending habits and potential market volume

## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION



DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative

NORTHWEST'S LEADING RADIO STATION  
OFFERS  
**KSTP**  
LIFELIKE RECEPTION  
NEW TRANSMITTER  
INCREASED COVERAGE  
BASIC RED NETWORK  
25,000 WATTS  
MINNEAPOLIS SAINT PAUL

# Plain facts concerning the **ITALIAN MARKET**

For all practical purposes, the Italian Market must be considered as a unit in itself, with its own buying habits, its own wholesale and retail outlets, and its own advertising mediums. Here are a few plain facts about this little known market.

**1**

**TERRITORY:** One hundred miles around the city of New York.

**2**

**POPULATION:** New York City 1,200,000; Westchester County 82,000; Connecticut 260,000; New Jersey 507,000; Philadelphia 350,000; Delaware 121,000. Total 2,521,000.

**3**

**BUYING POWER:** It is a billion dollar market with a buying power quite above the average. Here is an instance: in New York City, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars: 17.44% and commercial vehicles: 18.37%.

**4**

**OUTLETS:** There are 7500 grocery stores, 1500 drug stores and numberless outlets for practically every product to be sold.

**5**

**COVERAGE:** Complete, economical coverage every hour of the day and every day of the year, through Radio Stations WOY, WBIL and WPEN.

**6**

**RESULTS:** Without a single exception, any product that has first been advertised through the medium of WOY, WBIL, WPEN is now a leader in its own field. First Italian Program was broadcast April 4th, 1932; it is still on the air.

We think we know how to present your product, the Italian way, to the Italo American population of New York, Connecticut, New Jersey, Philadelphia and Delaware. We have done so for the last six years and gladly place at your disposal whatever we know about the Italian market. Please write or call. No obligation on your part.

**INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080**

**WBIL** ★ **WOV** ★ **WPEN**  
NEW YORK, 5000 Watts      NEW YORK, 1000 Watts      PHILADELPHIA, 1000 Watts

## AGENCIES

KRAFF ADVERTISING AGENCY of Minneapolis recently appointed E. P. Shurick Jr., for many years actively engaged in Northwest advertising work, as the new director of the agency's radio department. Shurick is well known to Twin City advertisers for his various radio surveys and market analyses prepared while with Addison Lewis & Associates before going to the advertising department of the Minneapolis-Honeywell Regulator Co. This work attained country-wide recognition and was instrumental in clarifying the radio situation as concerns this area. Kraff is one of Minneapolis' oldest agencies, established in 1916.

SCHWIMMER & SCOTT, Chicago agency, is celebrating its fifth anniversary. Walter J. Schwimmer and R. J. Scott head the firm, with Cecil Widdifield and Norman Heyne as radio executives.

JOHN G. CORNELIUS, vice-president of Batten, Barton, Durstine & Osborn, is in Hollywood for a once-over of the local scene.

JOHN FAULKNER ARDT & CO., Philadelphia, has been admitted to membership in American Ass'n of Advertising Agencies.

## King Starts Fifth Year

Chicago—Wayne King launched his fifth year of Lady Esther Serenades on CBS on Monday. Series has run a couple of years longer than that on NBC, and is oldest sponsored show on air featuring only a dance orchestra.

## Durante School Expands

For the second time in two years, the School of Radio Technique directed by George Marshall Durante is enlarging its quarters in the RKO Building. A new control room and studio are being added, giving the school two control rooms.

## GUEST-ING

CLYDE BARRIE, baritone, on Heinz "Magazine of the Air," Feb. 27 (CBS, 5 p.m.)

SYLVIA CYDE, lyric soprano, BEATRICE BRODY, contralto, and EARLE E. STYRES, baritone, on "Metropolitan Opera Auditions," Feb. 27 (NBC-Blue, 5 p.m.)

W. C. FIELDS, on Lux show, March 7 (CBS, 9 p.m.)

TULLIO CARMINATI, on "Your Hit Parade," March 5; LOIS BENNETT, March 12 (CBS, 10 p.m.)

KAY THOMPSON, on "Saturday Night Swing Club," Feb. 26 (CBS, 7 p.m.)

JOE E. BROWN and DOROTHY WADE, on Eddie Cantor show, Feb. 23 (CBS, 8.30 p.m.)



● ● ● PERSONAL Postcards To: Lanny Ross' Nadine Conner who used to sing those "Show Boat" duets with you, will hold that Coca Cola spot indefinitely... Sholem Secunda: Cahn & Chaplin, who made "B. M. B. D. S." swiny, have toyed with another Yiddish tune, "Yussel, Yussel" which will be recorded by the Andrew Sisters under "Joseph, Joseph".... Louis Sobol: Hugh Hough writes a sensational column for the Miami Herald—four months out of the year covering nightclubs and such; the other eight months Hugh (whose real tag is Bill Morrell) is editorial director for the 17 publications published by the University of Pitts.... Jimmy Fidler: In your syndicated column the other edition you stated you've been covering Hollywood for 20 years. Izzat so?

● ● ● Senator Wheeler: To KOAM, Pittsburg, Kan. goes credit for one of the most dramatic rescues in the history of the modern midwest. Just five hours after frantic parents appealed to the station for aid in the quest for their children lost while on an adventurous bicycle exploring trip, one child, a girl, was found and returned to her mother's arms unharmed. However, the boy was found dead due to exposure and exhaustion.... Also, please note that a news flash from KFVS, Cape Girardeau, stating that two fugitives had escaped from the Missouri State Pen, resulted in the convicts being nabbed when a resident of Illinois heard the description and phoned the sheriff of Illinois County.

● ● ● Guy Lombardo: Jan Garber replaces Ray Nobles' crew on the Burns and Allen show April 11 when Noble returns to London.... Jack Pearl: You know, of course, that the Jack Benny show comes East next month, along with Phil Baker and Eddie Cantor. But did you know that Kenny Baker can't come to N. Y. because of picture commitments and must be replaced with a local singer?... G. W. Hill: Bearing out our raves when it was a sustainer, Kay Kyser's show for you, aired over two stations only, received more than 37,000 pieces of mail.... Maybe you'd like to take our suggestion now to air David Ross—whose voice is so, so pleasing—and convincing.... Eddy "The Great" Duchin: Richard Himber lost ten pounds—and Brother Robbins says "his MR, also" last week.

● ● ● Shep Fields: Last year you created a sensation with your "Rippling Rhythm." For a juror in '38 we recommend Dewey Bergman's distinctive melodies... Ben Marden: Your Mickey Alpert has been catering to the society folks around Philly with his crew.... Jos. N. Weber: At the Casa Manana the other dawning, Abe Lyman played drums, Ted Weems tooted a trombone, Liebert Lombardo blew a trumpet, George Hall and Guy fiddled, Little Jack Little and Jack Miller doubled on piano—and Jerry Blaine, Jack Denny and Seymour Simons knocked themselves out to get the baton. The combination sounded so awful—that union cards had to be presented as proof that they were musicians... Jack Adams of Erwin, Wasey: MBS' "News Testers", the sustainer you're very much interested in, will be moved down to follow George Jessel's show Sundays.

● ● ● Hy Gardner: Article on short-wave propaganda in U. S. by Larry Wolters, radio editor, recently printed in the Chl. Tribune, was the subject of a debate on the floor of the House of Commons last week.... Max Baer: Don Norman, emcee of WAAF's "Breakfast Express" in Chicago, interviewed Kingfish Levinsky who said he's a rasser now.... Henny Youngman: You should be able to use Jack Waldron's gag: "I've been turned down so often by my girl—I now feel like a bedspread!".... Joe Marsala: Isn't it about time you quit advertising Adele Girard as appearing with your band at the Hickory House—she's been in Hollywood since December.... Jimmy Dorsey: Your former vocalist, Vicki Joyce, has joined a hillbilly crew headed by Zeke Manners—her brother.

ORCHESTRAS  
MUSIC

JACK MILLS has acquired the score of Leonard Sillman's revue, "Who's Who," new Broadway production which Elsa Maxwell is presenting and scheduled to open the week of Feb. 28th at the Hudson Theater.

Richard Whiting, a popular song writer for 25 years, died Saturday in Beverly Hills after a lingering illness. He was 46 years old. His mother, widow and two daughters survive.

Tommy Dorsey, sentimental gentleman of swing, takes time off from his successful Amateur Swing Contests long enough to play on March 2, over NBC-Red at 8:30 p.m., a half-hour medley of the tunes he has introduced to the air since he first hit the popular fancy with "Marie."

Following in the latest Scotch swing style, popularized by Benny Goodman's renovating of "Loch Lomond," Jack Mills is handling swing versions of "Annie Laurie," and "Comin' Thru The Rye," arranged by Sid Phillips, Scotch swingmaster of the British Isles.

Arthur Cremin, director of the New York Schools of Music, will be feted in the Georgian Room of the Hotel Piccadilly the night of Feb. 26 in celebration of his latest composition being adopted as the official national anthem of the Junior Birdmen organization.

Mischa Violin, concert violinist-conductor, who will be a guest Wednesday on Dave Elman's "Hobby Lobby," will play a violin solo and also discuss his hobby of collecting smoking pipes.

Blue Barron's orchestra, the Cleveland band now in New York at the Hotel Edison, is recording for Victor. Barron's contract with Victor, arranged by CRA, calls for 30 records. Barron is heard four times weekly via NBC and has been renewed for another 13 weeks.

... Did you know  
that a rigid audi-  
tion is necessary to  
qualify for admit-  
tance to The School of

Radio Technique?

GEORGE MARSHALL DURANTE, DIR.  
R. K. O. Bldg. Radio City, New York

**WROK** ROCKFORD, ILL.  
1410 KC.  
IS THE RADIO  
VOICE IN NORTHERN ILLINOIS AND  
SOUTHERN WISCONSIN



**SYBIL BOCK** will provide the incidental organ music for Lum and Abner when the rural comics start their new Postum series over CBS on Feb. 28. Hal Rorke, head of CBS publicity, will publicize the virtuosity of the young lady who, in private life, is the wife of Hal Bock, head of NBC publicity.

Lal Chand Mehra's "Story of India" series on KECA has been muted temporarily to permit of the author-commentator preparing a number of scripts in advance.

Jack Patton, who has been conducting KMTR's Sunday "Study in Swing," has a new program each week night at 10:15-10:30, and Bob Miller's "Your Romance" series has been switched from 11:15 to 9 p.m. on Mondays.

Don Wilson was guest for George Jay on KFVB and the California Radio System on Monday afternoon's "Hollywood Matinee." Gave him chance to gag about the broadcast being transmitted over "6 delicious stations." Patricia Norman, the Eddy Duchin vocalist, takes her bow today, when Jay also will guest Lucky Strike's "Your Hollywood Parade" auctioneer, F. E. Boone. Ray Noble was quizzed Friday.

NBC Red will broadcast the testimonial dinner tendered Louis B. Mayer on the occasion of his retirement from the presidential chair of the Association of Motion Picture Producers on Feb. 24. Set for 9:15.

Marney Food Co. of Los Angeles, maker of Marco dog and cat food, has renewed its "Marco Juvenile Revue" on KNX for a second 52-week period. I. F. Wallin, account executive for I. F. Wallin & Staff, Los Angeles agency, placed business.

Bobby Huston, 11-year-old vocal prodigy, has been added to the cast of Ed Lowry's "Swingtime" program over Mutual, taking the place of Milton Watson, who is set to do a little trouping with the Mae West unit in Eastern cinemas.

The Chesebrough series, "Dr. Christian," starring Jean Herholt goes off the air at the expiration of its 26 weeks in April. The actor is due for another trip to Canada for filming the annual 20th Century-Fox picture with the Dionne quins.

KFVB has a couple of new band remotes from the newly opened La Conga nitery. Harry Rosenthal and his orchestra, as well as Eduardo Durande and his rumba band, will be heard nightly.

**WAKD** Under One Tent  
 ★ POWER  
 ★ MARKET  
 ★ POPULARITY  
 Albany, N.Y.  
 Newly Equipped for Super Power

NEW BUSINESS

KGVO, Missoula, Mont.: Kellogg. "Howie Wing" series.

WCAU, Philadelphia: Armstrong Cork Co., "Heart of Julia Blake," through BBD&O; Webster-Eisenlohr Cigar Co., time signals, through N. W. Ayer.

WFIL Philadelphia: Sterling Products Co. (Haley's M-O. Dandarine), ETs, through Blackett-Sample-Hummert; P. G. Vest & Son (Meat Products), ETs, through Clements Agency; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Vikonite (tonic), talk, through Philip Klein Agency; Piso Co. (cough medicine), through Lake, Spiro, Cohn, Inc.; Holland Furnace, spots, through Ruthrauff & Ryan; Crowell Publishing Co. (Women's Home Companion), through Geyer, Cornell & Newell, Inc.; Libby, McNeil & Libby, ETs, through J. Walter Thompson; Pac Chemical Co. (headache tablets), spots, through Walker & Dowling; American Chic (Sen-sen), spots, through Badger, Browning & Hersey, Inc.

WIP, Philadelphia: Sendol Laboratories

WFIL Starts ET Service

Philadelphia—WFIL has established a recording service under direction of Roger W. Clipp, business manager, with Edward Pamphillon, engineering supervisor, looking after technical operations. Waxings already have been made for Taylor Packing Co. for use on three southern stations, also for Personal Finance and a number of network commercials taken from Mutual and WLW lines for rebroadcasting. Don Withycomb, g.m., says the new service does not aim to compete with outside recording firms for commercial business.

WJR Show for WGAR

Detroit — "News Comes to Life," year old feature on WJR at 7 o'clock Saturday nights, will be piped to WGAR, Cleveland, starting Feb. 26. Show follows, loosely, pattern of "Time Marches On" but confines stories to American events.

Each show features one crime story, with criminal always caught to carry out "crime does not pay" idea, hero of the week and bits of comedy and pathos from news of the week. Scripts are written by Geraldine Elliott, Duncan Moore and Al Reibling. Produced by Charles Penman.

Padula on NBC Tele Staff

Edward Padula has been added to the NBC-Radio City television production staff. He fills the vacancy caused by the resignation of John Gihon, former KDKA employee, who came here last September to work in the television department.

Mickey Mouse Fading

West Coast Bureau, RADIO DAILY  
 Los Angeles — The Mickey Mouse show for Pepsodent goes off the air at the expiration of the initial 13 weeks on March 20. Set up by Lord & Thomas on a more or less experimental format, the fanciful characters of Walt Disney to date have failed to hit their stride. New show being readied for the sponsor is a script series called "Career Woman," written by Ted Sherman.

(Kelpamalt), music: Ironized Yeast Co., music; Carter Medicine Co., spots; Sunday School Times (publication), through N. W. Ayer; Longines-Wittnauer Co., time signals.

KNX, KSFO, San Francisco: Bayuk Cigar, "California Sports Review," with Sam Balter.

KSFO, San Francisco: Armstrong Cork (Quaker rugs), "The Heart of Julia Blake," ETs through McCann-Erickson; Loxol Shampoo, "Glamorhythms," ETs, through Milton Weinberg Agency.

WFAA, Dallas: Comet Rice Co., ETs, through Freitag Advertising Co.

KFRU, Columbia, Mo.: Service Life Insurance Co., spots, through Presba, Fellers & Presba; Armand Cosmetics, announcements, through Wade Advertising Agency; Tonex Tonic, programs, through Vogel & Beerbohm; Stuart Tablet Manufacturers, programs, through Benson & Dall.

CRA Signs Busse

Henry Busse and his orchestra have been signed by Charles E. Green to exclusive management contract with Consolidated Radio Artists Inc. Busse will continue at the Chez Paree in Chicago with nightly broadcasts over NBC networks, also his Mar-o-Oil commercial on the same web.

With the signing of Busse, the CRA lists reaches the 150 mark, with names including Whiteman, Russ Morgan, Marek Weber, Ferde Grofe, Don Bestor and others.

New Indiana Corporation

Indianapolis—Incorporation papers for Indiana Broadcasting Corp., to operate a new radio station planned here, have been filed by Glenn VanAuken, attorney, and Bethel Wilson and Mrs. Nancy L. Ladd as incorporators. VanAuken said the corporation was formed to permit transfer of a radio permit issued in his name last May by the FCC to the company which plans to operate the station.

Stephen Cartwright Dead

Lincoln, Neb.—Stephen Cartwright, 47, blind and deaf radio news commentator who had worked on 20 different stations in the U. S., died Sunday of a heart attack. He was last employed at KOIL.

Bob Carter's Book

Bob Carter, chief announcer of WMCA, who has resigned effective March 1, is putting the finishing touches on a book he is doing for the benefit of novice announcers, and which may be used as a handbook for old timers as well. Carter plans to leave for the coast as soon as the tome is completed.

First in local accounts  
 in Chicago

WGES

(In the heart of Chicago)



ERNA PHILLIPS, author of "Woman in White," "Road to Life" and "Guiding Light," has been commissioned by a publishing firm to write a textbook on how to write for radio.

George Hooper of NBC reception staff left Feb. 21 to join announcers and writers staff of WBEQ, Marquette, Mich.

Jim Ameche, who has been fitting pretty well into the shoes left here by Brother Don, is now taking singing lessons from Don's old teacher.

Fern McKeon, secretary to John Baker at WLS, is laid up by illness.

Lucy Gilman, recovered from appendicitis, is back in the cast of "Attorney at Law."

The NBC Night Club with Ransom Sherman as emcee is to be brought back on the Blue at 9:30 p.m. tomorrow. Harry Kogen will serve up the music with Clark Dennis, Betty Bennett and the Three Romeos as vocalists.

Bob Trendler is directing the WGN dance orchestra and vocalists while Harold Stokes vacations in Florida.

Yvette Rugel, WOR-Mutual radio songstress, is heading the floor show at Colosimo's Restaurant.

Willie and Eugene Howard are heading the new floor show starting at College Inn around March 1.

Virginia Clark is vacationing in Florida with her husband.

Kingfish Levinsky has been making some appearances on WAAF Breakfast Club.

WIND has contracted to carry the remaining half dozen basketball games on Northwestern's schedule.

Lillian Gordoni is spotting the singing pooch of Margie-Lou Weisenberg on her Monday night Radio Party on WBCB for R. B. Clothing Stores.

CKLW, Windsor

Forster Hewitt, hockey announcer, will be at the mike in Toronto on Sunday for the New York Rangers vs. Toronto Maple Leafs game. "Wings Over the World," the Father Schulte series, starts here today.

Another Way to  
 Tell the KVOO Story!

★ KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N. B. C. Edward Peary and Co., Rep. representatives

## Web Billing Establish New Record in January

(Continued from Page 1)

ord-breaking month for CBS. Network's December, 1937, total was the all-time high with \$2,786,618. The January figures top this by \$500,000. NBC's record month of the past was October, 1936, with \$3,696,489, which included the Presidential election gross expenditures.

## Commercials Cancelled For Charity Fund Appeal

(Continued from Page 1)

appeal under the name of Greater New York Fund.

WJZ, WOR, WABC and WHN will air the entire show. WEAF and WMCA will broadcast the first hour. Programs (which will be cancelled out are the General Foods—"Good News of 1938" and the Chrysler-Major Bowes hour.

Gabriel Heatter on WOR, usually heard at 9 p.m., will probably be heard at an earlier time. Understood that Winthrop Rockefeller did the contacting for his father and in some cases went direct to the sponsor in order to get permission to use the New York outlets.

Program will be broadcast from the Center Theater with the NBC Symphony orchestra under the direction of Walter Damrosch and Fritz Reiner, each conducting one number. Amparo and Jose Iturbi will also be on the show. Speakers will include Mayor LaGuardia, John D. Rockefeller, Alfred J. Smith and others. Lowell Thomas will express the thanks to sponsors for relinquishing their time.

## New Recording Studios Established in Dallas

Dallas — Broadcasting Recordings Inc. has been established here in the Santa Fe Bldg. by Gordon Butler, as president. Newly incorporated concern succeeds Butler Recording Studios. Company is engaged in transcribing programs for various commercial sponsors and will service stations in this territory with custom-built shows and library of recordings. Quarters include a studio, control room, executive offices, reception room, latest RCA speech input equipment for recording and broadcast, and a staff of writers, directors and technicians.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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Greetings from Radio Daily

Feb. 23

Sylvia Press  
Thomas L. Thomas  
Don Kerr

## F. C. C. ACTIVITIES

### APPLICATIONS RECEIVED

KNEL, Brady, Tex. CP to change frequency to 1340 kcs. change transmitter site.  
WSAU, Wausau, Wis. CP to make changes in equipment and change power to 100 watts night, 250 watts day.

WHBF, Rock Island, Ill. Involuntary transfer of control of corp. to The J. W. Potter Co., Marguerite F. Potter, John W. Potter, Ben H. Potter, 1267 shares common.  
KTKC, Visalia, Cal. CP to change frequency to 890 kcs., install new transmitter and directional antenna. change power to 1

kilowatt and hours of operation to unlimited time.

### EXAMINER'S RECOMMENDATIONS

Transfer of control of WNAX Broadcasting Co. from Charles H. Gurney to South Dakota Broadcasting Corp., be granted.

Young People's Ass'n for the Propagation of the Gospel, Philadelphia, CP for new station, 1220 kc, 1 kw., daytime, be denied.

Transfer of control of KRGV Inc., Weslaco, Tex., from M. S. Niles, transferor, and O. L. Taylor, Gene Howe, and T. E. Snowden, transferees, be granted.

## Hettinger and Neff Complete Radio Book

Practical Radio Advertising, new volume by Herman S. Hettinger and Walter J. Neff, was published this week by Prentice-Hall Inc. Tome, which sells for \$5.00, is a comprehensive work, taking broadcast advertising from its conception to the checking of results. Extensive analysis includes Fundamental Considerations, going into definition of radio advertising, the complete campaign, the listeners, the radio advertising structure and the service organizations, planning and executing the campaign, television outlook, data on radio families, retail trade and structures of regional and national networks as well as rate cards and sample scripts.

Hettinger is Assistant Professor of marketing at Wharton School, U. of Penn., and was formerly director of research for the NAB and with the FCC. Neff, formerly sales manager of WOR, is head of the Neff-Rogow Agency.

### George Silvers on His Own

George Silvers, formerly with Ed Wolf Associates and Jimmy Saphier, is opening his own offices shortly. He has in tow a list of programs built around Murdock Pemberton, Upton Close as a commentator, Arthur Robb of Editor & Publisher, and others.

### P. & G. on New WOV Schedule

Procter & Gamble programs on WOV, which feeds the shows to WPEN, Philadelphia, and WCOP, Boston, are now being heard in a continuous three-quarter hour period, 10:15-11 a.m., Monday through Friday. Programs are the Camay, Oxydol and Ivory shows.

### Radio Classes via KTMS

Santa Barbara, Cal. — A radio course has been added to the curriculum at Santa Barbara Teachers College, with classes meeting in studios of KTMS. Purpose of course is to instruct in radio technique. Classes meet each Tuesday afternoon and the group builds a show for presentation over KTMS on Thursday night.

### Mueller Co. to Renew

C. F. Mueller Co. (macaroni) on March 14 will renew the Crosby Gaige "Kitchen Calvacade" show on seven NBC-Blue stations, Mondays through Fridays, 10:45-11 a.m. Kenyon & Eckhardt Inc. has the account.

## KHUB Renders Service In Cal. Flood and Storm

Watsonville, Cal.—KHUB has won high commendation for service rendered in the recent windstorm and flood which inundated a third of the city. With special FCC permission to operate after sundown, station aired storm warnings and correct information about conditions at intervals during day and night.

Jack Bennett, station manager, covered the waterfront during the day and was actually standing on the levee when 150 yards of it crumbled away. Jack Wagner, operator and announcer, kept in close touch with the situation all night long, aided in rescue work and then wrote a story of the levee break which he aired as a scoop at 6:30 a.m. "Toby" Hanny, chief engineer, stayed at the controls day and night.

### Gene and Glenn to Shift

West Coast Bureau, RADIO DAILY  
Los Angeles — Gene and Glenn, rural comics long sponsored by Kellogg from various origination points, are reported washing up the affiliation after April 1.

### New Hollywood Script

West Coast Bureau, RADIO DAILY  
Los Angeles — Hugh Wedlock Jr. and Howard Snyder, writers for Eddie Cantor and various other programs, are scripting a new one called "Young Hollywood" for submission to agencies and sponsors. Cast will be recruited from picture juveniles, with an orchestra headed by Benny Bartlett.

### George Fischer to Resume

West Coast Bureau, RADIO DAILY  
Los Angeles — George Fischer resumes his "Hollywood Whispers" over Mutual on Feb. 27. Eastern release is set for 9:45 p.m., and he will do a coast re-broadcast at 9:15 PST. Bob Hope will guest on the initialer.

### Charles O'Connell to Conduct

Charles O'Connell, young American conductor, will lead the Philadelphia Orchestra program next Monday over NBC-Blue at 9 p.m. Lauritz Melchior will be the guest soloist. W. M. Kiplinger will be speaker. Program is sponsored by Group of American Banks.

### Emil Corwin a Father

Emil Corwin, NBC-Radio City press department, is the father of a boy, born Monday. Child will be named Thomas.

## Agencies Meet Resentment In Seeking a Peek at Log

(Continued from Page 1)

basic objection was that they did not want the "outside world to know their business."

Results of the survey is expected to ease all difficulties and a copy of the announcers' work sheet furnished when requested. Agency takes the position that it has every right to protect its client in any way it sees fit. Stations on the other hand still contend that all must not suffer for the unethical practices of isolated cases. Letters from station managers to station rep. on the subject were recently printed in these columns.

## Canadian Radio Probe; Attack Music Society

(Continued from Page 1)

break the monopoly of the Canadian Performing Right Society, which levies toll on practically all music on the air. W. K. Esling, supporter of the bill, says the Society is collecting on two to three million titles which it claims to own, and he charges many of the numbers are not owned.

## Short Wave Stations Get Wires from World's Fair

(Continued from Page 1)

the fair grounds during entire run of the exposition.

All sustaining programs emanating from the grounds will be aired over the two stations on the 9550 kc. and 9530 kc. channels. The 21,500 and 15,330 kc. channels will be used for evening broadcasts directed to Central and South America. Deal was confirmed by John S. Young, radio director of World's Fair.

## Paul Harron Acquires WIBG in Glenside, Pa.

(Continued from Page 1)

will handle foreign language business. Harron at present holds a license to build a new station in Camden.

### Paper to Start Station

Port Angeles, Wash.—The Evening News here will soon start its own radio station. FCC recently granted authority for a station on 1500 kcs., 100 watts night, 250 watts day.



## UNIVERSAL HAND SET

for transceivers, phones and inter-systems, Hi output quality microphone.

Microphone Division

UNIVERSAL MICROPHONE CO. LTD.

424 WARREN LANE  
INGLEWOOD, CALIF., U. S. A.

**OKLAHOMA CITY**

Earl C. Hull, WKY chief engineer, is in Washington and M. H. Bonebrake, commercial mgr., in New York on biz.

Robert Donley, WKY announcer off for new ticket with WCAE in Pittsburgh.

Honey and Vic Gregory, well known Pacific Coast artists, auditioning at WKY.

Ken Griffin is now announcing at KVOA, Tulsa.

Father John J. Walde, Catholic priest, buying Sunday seven p.m. spot on KOMA for religious discussions.

WKY Artists Service Bureau, under direction of Hal Scher, getting flood of calls for station talent.

Lee Norton and Ken Wright, WKY artists, booked for the Criterion Theater week of March 3.

Uncle Leo Blondin, Oklahoma City zoo superintendent and former circus man, on WKY three times per week with kiddies' animal show.

**WKRC, Cincinnati**

Bernice Williams Foley, book critic, begins a weekly series tomorrow as part of the "Woman's Hour".

Dick Bray, sports commentator, is back at the mike after a two-week vacation.

Al Bland, Dow's daily "Dawn Patrol" pilot, and Maynard Craig, announcer on the program, ad-lib most of the time, and fan mail indicates the listeners like it.

**WISN, Milwaukee**

"Ann Leslie's Scrapbook", conducted by Mary Ann LeMay and sponsored by Milwaukee Fresh Fruit & Vegetable Adv'g Council, renewed for extended period.

D. A. Weller, chief engineer, spoke on "Studio Technique" before speech class of Shorewood High School.

"Even as You and I", with Conrad Rice, now heard five-weekly at 4:30 p.m.

**16,000 Time Signals**

West Coast Bureau, RADIO DAILY

Los Angeles—LeRoy Diamond Co., local jewelers, has been the most consistent user of time signals locally. Recently passed the 16,000th reiteration of "correct time, courtesy of LeRoy's," and just signed for nine daily signals over KFI for another 12 months.

**Paul Cherington Resigns**

Paul Cherington has resigned from the presidency of the Market Research Corp. to open his own office. Percival White succeeds Cherington.

**\$500,000 Corp.**

Albany—Always Broadcasting Co. Inc. of New York has been chartered with stated purpose of operating a radio station. Capital stock is listed at \$500,000. Coudert Bros., New York City law firm, filed papers, with James E. Hughes, Paul Jordan and C. Truman Thompson as incorporators.

**Program Reviews and Comments**

**Alan Courtney**

Alan Courtney, formerly on WNEW, began a new series of "Gloomchasers" programs Monday over WINS, daily except Saturday at 11:30-12:30 noon. With Louis Katzman's musical crew in the background, show is a well diversified variety show, moving along at a good clip under the guidance of Courtney and his breezy style. In addition to music and chatter, with plenty of informal gagging by Courtney, the routine includes vocalist contributions, guest stars, birthday greetings, weather report and five minutes of news bulletins.

Vocalists on yesterday's show, Don Lamont and Peggy Mann, did very pleasing work. Miss Lamont is a night club singer from the Village and shows special promise. The guest of the occasion was Barry Wood, CBS singer and handler of lines, who made an ingratiating visitor.

Program, designed for participating sponsorship, has a fan club angle and should prove a good audience holder.

**Alan Kent**

Bucking the somewhat similar show on WINS for half of its running time, the new "Fun Club" musical which on Monday introduced Alan Kent as emcee over WNEW is amiable entertainment and should appeal particularly to listeners who prefer a leisurely pace in the handling of their musical variety fare.

Kent talks in a southern-flavored drawl that falls pleasantly on the ear. He indulges in the familiar banter, kidding and cross-fire with other members of the cast.

Orchestra is ably handled by Merle Pitt, and chief singer is Frank Raye, tenor. A group called The Smarties under the direction of Harold Cooke also dispenses some good harmony, and a trio known as the Sweet Young Things likewise injected vocal pep into the proceedings.

Show is logged Monday through Friday.

**"Elmer and Axel"**

New series on WMCA, Sundays at 1:15-1:30 p.m., concerns the adventures of two farmers in an upstate valley. Author is Alan Lampe, and show is produced by Charles Capps. Lead characters are played by Charles Perkins and Eddie Bisner. Perkins is a former ball player and radio is a new field for the erstwhile major leaguer. Bisner has been in show business for years.

First program held promise, yet it seemed that so capable a team could be doing something more important—unless the script develops strength along unusual lines. Sunday afternoon is probably no easy time to break in such an act, anyway. Nothing much happens in the first show and this might indicate that the author does not intend to inject action so much as to make it into a philosophical piece. The subsequent programs will have to tell the story as to the script's durability.

**"Did You Know?"**

Prefacing each item with the title query, "Did you know?" this WNEW program, heard Saturdays at 3:30-3:45 p.m., is an engrossing compilation of facts, fads and fancies. Material includes both news and magazine subjects, running all the way from current and coming events to interesting statistics, geology, child psychology and whatnot. The stuff is entertainingly touched up and holds attention, with commentator (unannounced) doing a good job.

Last Saturday's compilation included facts about the 10 most popular women in Europe, the info that one out of every 91 persons was a crime victim last year, Indiana's test for auto drivers suspected of insobriety, and a batch of other items.

**"Earaches of 1938"**

Final broadcast of this Harry Conn series over CBS on Sunday night was lively enough in the way of material and general talent, lacking only the right emcee personality to make it a bang-up show. As everyone seems to have known all along, Conn made the mistake of trying to be the show's main actor as well as its scripter. Had he stuck to the latter, in which he is aces, career of the program might have been a different story.

Beatrice Kay, Mary Kelly, Barry Wood, Charles Cantor and Freddie Rich's orchestra were the surrounding talent, all very able and willing. A youngster named Elvin Field, appearing in the role of a kid at the theater with his mother, also did a good bit on the final program.

**"Outdoors with Bob Edge"**

Bob Edge, WOR-Mutual's outdoor expert, makes a change in his time and style of program. Currently heard on Saturdays at 7:15-7:30 p.m., Edge is now devoting his program to questions that arise in the mind of the average angler, hunter or camera fan. In addition to answering the letters, there is other commentary on fish and game. First program was naturally tied up with the current National Sportsmen's Show at Grand Central Palace. Edge, as usual, knows his stuff and delivers it in authoritative manner.

**Briefly**

Major Edward Bowes' tribute to O. O. McIntyre, on his "Capitol Family" broadcast Sunday noon over CBS, was a heart-stirring gem.

Gladys Swarthout brought vocal distinction to the Chase & Sanborn Hour over NBC-Red on Sunday night, with tenor John Carter showing improvement over his recent initial program, and Helen Brown doing a swell piece of acting with Don Ameche.

Roy Atwell injected a few extra laughs with his stuttering on the

**TOLEDO**

Sue Blanchard has been appointed to the program department at WTOL, which makes its debut Feb. 27. Frazier Reams is president of the new station, with M. E. Kent as manager.

Ethel Palm, new singer here, is being heard twice weekly on WSPD with Eleanor Miles in her organ recital.

**KSL, Salt Lake City**

Social collegiate scoop of the season was bagged when Junior Prom committee of Utah U. chose KSL to supply music for 1938 prom. Gene Halliday directed the ork. Ann Reid was featured singer.

Chief Engineer Eugene Pack addressed U. meeting of American Institute of Electrical Engineers on short wave broadcasting.

"The Mayflower Sets Sail", new commercial, uses a lady philosopher for merchandising a food shop. Clair Stewart Boyer, writer and poet, is featured. Irma Bitner produces.

**WSPR, Springfield, Mass.**

Howard S. Keefe, senior announcer and public relations man, has resigned as radio programs director for the City of Springfield.

Wayne H. Latham, program director, has begun a new series of Traveltalks.

Principal H. Jacob Joslow of Ludlow High School has plans under way for a radio script writing course in the school's curriculum next semester to be aired over WSPR.

**WHK-WCLE, Cleveland**

Carl Mark is now emceeing "Burt's Amateur Show" as well as "Wake Up and Swing" for same sponsor.

Mutual-fed WHK-WCLE programs are being rebroadcast by WGH, Newport News.

Joe Penner-CBS show, which always is well laugh-studded anyway.

Phil Baker's program on CBS last Sunday sounded much funnier than usual, and Jack Benny's crew gave one of its best displays.

El Brendel in the comedy end and Sigmund Romberg in a bit of musical assistance bolstered the George Jessel "30 Minutes in Hollywood" stanza on Mutual. Jessel has built the show up to a formidable average.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**KATE SMITH**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

## KANSAS CITY

Richard Phelps, new KXBY president, made a week-end trip to Chicago to confer with Sam Picard and Leslie Herman, principal stockholders in First National Television Co.

Russell Crowell, WHB vocalist, who has been in the hospital, is now recuperating at home.

Bea Johnson, who appears in a KMBC commercial, addressed the Missouri University School of Journalism and the Stephens College student body in Columbia, Mo., on Friday.

Fred Weingarth, WDAF sports and special events announcer, has his arm in a sling. Fell on the ice.

Moreland Murphy, KCMO announcer, is quarantined by his daughter's mumps.

John Tompkins, tenor, with Harold Bernhard, violinist, and Newell Schaper, pianist, replaced Rose Ann Carr on Showalter Shoe's WDAF Sunday commercial.

Betty Ann Painter, KCMO staff artist, visiting Detroit.

Betty Sweeney has replaced Margaret Hillias on Fatty Lewis programs sponsored by Listerine Brushless Shave over WDAF.

KCKN sold three special broadcasts on Dollar Day stunt to 25 local merchants.

George Couper Jr. of KXBY sales staff back from a sales trip.

"Musical Shopping Bag", sponsored by eight grocers, is a new KCMO series, with Betty Ann Painter conducting.

C. R. Mooney, Chamber of Commerce publicity head, and Lee Roberts, KCMO program manager, making personal appearances as dad and son-in-law in a KCMO series titled "Dad Differs".

## WGTM, Winston-Salem

Jimmie Riser, newscaster, has recovered from injuries received in a recent auto crash.

Ben Farmer and H. W. Wilson, managers, are back from a trip up north which included the NAB convention.

## WBRY, New Haven

Bill Blatchley and Jack Henry are at the mike for weekly boxing matches from the Arena.

Harry Vartanian, bass baritone, is doing a semi-classical series on Thursdays.

## ★ Coast-to-Coast ★

VERN C. SOASH, savings department manager of the Minnesota Federal Savings & Loan Ass'n of St. Paul and Minneapolis, took to the midwinter conference of the American Savings & Loan Institute in Columbus, O., a transcription of one of the half hour funny paper shows his association presents each Sunday over WTCN. The recording of this feature, now known as Jane Joy's Minnesota Federal funny paper show, was presented at a two-hour breakfast meeting before about 300 delegates. Soash explained how the dramatized funny paper show with a cast of ten that had been a sustaining feature on the station for much of three years was taken over, a merchandising hook put into the script, and other additions made to bring about maximum listener interest, not only by boys and girls, but by grown-ups. The results, in developing savings accounts and other business, have justified a renewal of the contract. Soash told the delegates. Luther Weaver and Associates is the agency.

Don Allen, as the Hollywood Reporter, has begun a series of weekly programs over KSFO for C. H. Baker Shoe Stores of San Francisco on Sunday afternoons at 3 o'clock.

WOR on Sunday interrupted its morning schedule from 8 to 10 a.m. with Transradio bulletins on the Hitler speech to the Reichstag. Ordinarily WOR does not air the news until 10 a.m. on Sundays.

Finals and semi-finals of Detroit's Golden Gloves tournament will be broadcast by WJR from Olympia at 10:30 Tuesday night. Jimmy Stevenson and Harry Wismer, WJR's sports announcers, will be at the microphone.

Eight stars made transcriptions Monday with Victor Arden's orchestra for Chevrolet's "Musical Moments" series. The stars were Lucy Monroe, Kay Thompson, Ray Heather-ton, Jimmy Farrell, Irene Beasley, Howard Price, Barry Wood and Lois

Bennett. Programs were transcribed at the World Broadcasting System studios.

First broadcast from Boston to Lithuania took place yesterday via WORL and short wave station W1XAL. It was a special program in celebration of Washington's Birthday and the 20th anniversary of Lithuanian Independence.

Scotty Rose, young vocalist, has returned to WPAY, Portsmouth, O., in a new series titled "Song Stylist." He also is featured on station's new swing session with Dottie Page, Bob Newman, Gene Duncan and Jimmie Duncan.

George A. Ward, "The Star Gazer" on WNYC, will offer a special program of Longfellow readings in honor of Henry Wadsworth Longfellow's birth next Sunday. Program is at 8-8:30 a.m., with Robert E. Jones at the console.

Racine Pure Milk Co., Racine, Wis., sponsors of Lola Andre, commentator and philosopher over WRJN each Friday, and Pedar Back on Danish house each Thursday, has added its third broadcast over the same station in "Moments of Life," daily except Sunday.

## CANADA

"Canada 1937-38", sponsored by Imperial Tobacco, celebrated its first anniversary last week. Victor George is the producer.

Ken Sisson, conductor of "Canada 1938", has accepted an invitation to conduct his orchestra at the Musicians Ball at the Windsor Hotel in Montreal late in April.

Toronto Printing Pressmen and Assistants Union has lodged protest against CBC, which is charged with "becoming a subsidiary of the American broadcasting companies" and keeping Canadian talent out of work. A petition is to be forwarded to members of Parliament.

## WGAR, Cleveland

Jack Paar of the announcing staff escaped a shower of rice and old shoes when he married Irene Gubbins at Trinity Cathedral in an unannounced ceremony. Mrs. Paar was formerly a member of the musical staff of WKBN, Youngstown. Mildred Bruder, WGAR hostess, was maid of honor. Hal Hubert of WHK was best man.

Manager John F. Patt is back from Florida with an enviable sun tan.

WGAR staff attended the invitation preview of WTAM's new studios last Tuesday.

Fred Rosenberg and Charles McBride of the musical staff return from tour of the East with Cleveland Symphony Orchestra.

Stan Wood's Orchestra is added to dance band remote pickups.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.



Columbus 5-7366-7

Mr. James V. Peppe  
Wilson, Powell & Hayward, Inc.  
444 Madison Avenue, N. Y. C.

My dear Mr. Peppe:

With such a distinguished array of radio personalities under your management you must necessarily have need of exceptionally fine off-the-air recordings.

International Production Studios, with its modern, air conditioned studios, one of the most completely equipped in the east, is ready and eager to supply you with the excellent work you require.

A personal visit from you will enable us to convince you of the exceptional quality of our recordings.

Very truly yours,

Kenneth W. Howar  
Sales Manager.

KWH/amh

Leads all Denver Stations  
in Network Commercials

**KLZ** Denver

CBS Network • Representative — The Katz Agency

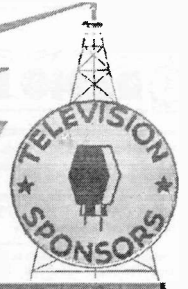
All work with WKY, Oklahoma City and The Oklahoma Publishing Company





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 38

NEW YORK, N. Y., THURSDAY, FEBRUARY 24, 1938

FIVE CENTS

## McNinch Opposes Burdensome Tax

### FINCH FACSIMILE GETS SIGHT-SOUND LICENSE

The first FCC experimental license for the broadcasting of sound and facsimile simultaneously has been granted to the Finch Telecommunications Laboratories Inc.

Broadcasts will be aired on the 35.6 megacycle band with 1 kw. power. The audio broadcast will

(Continued on Page 2)

### NBC Starts Transcribing "The Lone Ranger" Series

NBC Thesaurus starts this week with first of a series of 26 recordings of "The Lone Ranger." King-Trendle feature originating in studios of WXYZ, Detroit. Deal has been made whereby the show, now heard on many stations as a live talent pro-

(Continued on Page 2)

### New Transmitter Lines Being Installed by NBC

NBC is installing new 10 kilocycles lines from its studio to the WEAJ transmitter at Bellmore, L. I. Lines are of the high fidelity type and will improve the quality of the WEAJ signal. After the WEAJ job is completed, same thing will be done with the WJZ lines to Bound Brook, N. J.

### Kyser to New York

Chicago—"Kay Kyser's Musical Klass" on Mutual for American Tobacco will move to New York end of March for closer supervision by bosses. Kyser's contract with Blackhawk restaurant running until June will be abrogated. Kyser will probably play one nighters in and about New York for some time after he goes east.

### Four-Point Jamboree

Tuscola, Ill.—WDZ, which has studios in five towns, puts on a Sunday show called "Four Studio Jamboree" aired from four studios at the same time. Show is run with scripts, as artists from the different studios exchange gags and songs, with same effect as if show were coming from one studio. George Losey writes and produces.

### Boston Ranks Fifth

Boston—As a program-originating city for NBC, Boston now ranks fifth, outstripping many cities of larger population. It is topped only by New York, Hollywood, Chicago and Philadelphia. Average is 16 network shows weekly, with some weeks as many as 21, being fed by WBZ-WBZA.

### \$50,000 PRIZE CONTEST AUGMENTS NEHI PROGRAM

Nehi, which starts "Royal Crown Revue" over NBC-Blue on March 11, will simultaneously start a \$50,000 consumer prize contest which will run for 25 weeks.

Contestants are required to write 25-word letters on the subject "I like Royal Crown cola best because...."

(Continued on Page 3)

### Anti-Ascap Measure Advances in Canada

Toronto—Ascap's representative in Canada, the Performing Right Society, is dealt its severest blow yet in a bill which was given its final reading by unanimous vote in House of Commons yesterday and now goes to the Senate. Measure provides that no performing right fees can be collected from hotel keepers or merchants who turn on radio programs for benefit of their friends and patrons.

### KCKN Sales Up 44%

Kansas City, Kan.—Marking the sixteenth consecutive monthly increase, KCKN commercial sales for January were 44 per cent higher than same month last year.

## League is Formed to Conduct National Referenda by Radio

### New Pepsodent Program For Pacific Coast Group

Chicago—Pepsodent has bought the serial "Career Woman," by Ted Sherman, for five Pacific Coast NBC-Red Stations (KPO, KFI, KGW, KHQ, KOMO), starting March 21 at 3:15 p.m. Lord & Thomas agency is handling.

## FCC Chairman Seeks More Reaction From Broadcasters Before Taking Stand on Proposed Wattage Levy

By GEORGE W. MEHRTEHS  
Washington Bureau, RADIO DAILY

Washington—FCC Chairman Frank R. McNinch has "no desire to see the radio industry taxed out of existence," and although he feels that the broadcasting field could contribute something, he is not inclined to go into such a plan until he has "more reaction from the broadcasters themselves on the subject," he told RADIO DAILY in a special interview yesterday.

Despite reports printed in some newspapers, McNinch does not favor the wattage tax bill sponsored by Rep. John J. Boylan. Declaring that he had never seen the Boylan measure, much less favoring it, the FCC chairman pointed out that when he said some fair system of taxing radio stations could be worked out he meant that some method might be evolved out of taxing licensees, but that such a plan would take considerable thought. He said some quarters had misunderstood him on the Boylan bill.

Hearings on the Boylan measure will not be held for "at least three weeks," according to Congressman Thompson, chairman of the House Ways and Means Sub-committee, which will consider the measure. Well informed sources add that any legislation of this type is extremely unlikely at this time. The bill, though introduced at the first session of the present Congress by Boylan, was conceived by FCC Commissioner George Henry Payne, who some months ago released a detailed plan for taxing stations \$1 per watt. Many

(Continued on Page 2)

### CENTRAL CASTING BUREAU BEING SET UP IN CHICAGO

Chicago—As the radio dramatic center of the nation, this city will shortly have a Radio Central Casting Bureau, patterned after the Hollywood casting bureau, with headquarters in Mather Tower and operated by A. N. Elyot, formerly with Don Lee Artists Bureau, Hollywood, and Margaret Patterson, production manager of the defunct Insull Affiliated Broadcasting Co.

Agencies, production directors and performers are reported believing the bureau will alleviate some of the

(Continued on Page 3)

### Lambert Pharmacal Show Going on Mutual Network

Lambert Pharmacal on March 22 at 9:30-9:45 p.m. will start a new series of "True Detective" programs on three MBS stations (WOR, WGN, WLW). Effective with daylight saving, eight mid-west and eastern stations will be added to the network.

This is the first Lambert show to

(Continued on Page 2)

### Geo. Ross Managing KWG

Stockton, Cal.—George Ross, former production manager of KMJ, Fresno, has been appointed manager of McClatchy's KWG here, succeeding Bernard Cooney, resigned. It is announced by Howard Lane, g.m. of California Radio System.

### Local Fiddlers Out

Norfolk—WTAR was upheld in its musicians' local controversy when Examiner Henry Clifton backed up Henry Cowles Whitehead, station's musical director, also the audition board, in declaring local fiddlers were unsuited for position as first violinist. Whitehead has gone to Philadelphia and New York for a suitable man.

(Continued on Page 2)

# RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, Feb. 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	140 7/8	139 1/4	140 1/2	- 3/8
CBS A	18 1/2	18 1/4	18 3/4	+ 1/8
Gen. Electric	42 1/2	41 3/4	42 3/8	- 1/8
RCA Common	7	6 5/8	7	+ 1/8
RCA First Pfd.	52 1/2	52	52	+ 1/2
Stewart Warner	10 1/4	10	10 1/4	+ 1/8
Westinghouse	100 3/4	98	100 3/4	+ 3 1/2
Zenith Radio	14 3/8	13 1/4	14 1/4	- 1/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3 1/4	3 1/4	3 1/4	.....
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### OVER THE COUNTER

Stromberg Carlson	Bid 5 1/2	Asked 6 1/2
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## Form League to Conduct Nat'l Referenda by Radio

(Continued from Page 1)

if enough local chapters can be set up in communities, radio referendum can be made permanent agency of government for use when foreign entanglements threaten.

Brig. Gen. James A. Ryan heads governing council; Senator Arthur Capper, and Homer J. Buckley, advertising executive, are vice-chairmen. Other officers are R. S. Brunhouse, vice-president; L. A. Paeth, treasurer; E. J. Costello, executive secretary; T. H. Hanlon, director.

League is non-profit, with headquarters at 333 North American Ave.

## Consolidated Drug on KSTP

Chicago—Consolidated Drug Trade Products has started a new show, "Night Extra," over KSTP, St. Paul, to push Frank's Lather Kreem, new shaving preparation. Show features roundup of day's news and sports events. McCord Co. is the agency.

**Jules Hansberg**

- INSURANCE -

Insurance Specialists to the  
Radio and Music Industries

JOHN 4-2800      BEekman 3-0375  
80 JOHN ST      NEW YORK

## ☆ Programs That Have Made History ☆

WMCA's "Gangplank"

THE record for presenting the greatest number of notables on any one program or radio station during the year 1937 is claimed by WMCA. This record was achieved through the "Gangplank" series in which noted passengers aboard the ocean-going liners are interviewed at the piers of the big ships.

The total number of notables presented on WMCA microphones during 1937 adds up to 1,036. The ships covered on these broadcasts were the Normandie, Queen Mary, Conte di Savoia, S.S. Paris, Aquitania, Ile de France and the Berengaria. Altogether there were 148 individual broadcasts comprising a total of 2,220 minutes of air time.

Here are a few of the thousand odd names picked at random from the year-end compilation. (Incidentally, what a radio program they'd make if you could get them together on one broadcast):

Jack Benny, Mary Livingstone, Beatrice Lillie, Gertrude Lawrence, Anna May Wong, Lee Shubert, Dr. A. J. Cronin, Mrs. Martin Johnson, Lady Nancy Astor, Countess Dorothy di Frasso, Lady Drummond Hay, Giovanni Martinelli, Duke of Manchester, Duchess of Sutherland, Ely Culbertson, Tommy Farr, Max Schmeling, Grover Whalen, Amy Johnson Mollison, Mrs. Gloria Vanderbilt, Tommy Manville.

Also Fritz Reiner, Josef Levine, Victor McLaglen, Norman Thomas, Emil Ludwig, Hattie Carnegie, Lady Furness, Hervey Allen, Madam Elizabeth Rethberg, Madeleine Carroll, Maureen O'Sullivan, Marquis de Polignac, Baron G. Selmer Fougner, Georgie Hale, Vic Oliver, Clyde Pangborn, Rouben Mamoulian, Walter O'Keefe, Sonja Henie, Buddy Rogers, and many, many more.

There is no definite time for "Gangplank." It is presented several times a week, depending upon the schedules of ocean liners. One of the unusual things about the program is that it must be recorded before it is broadcast. This is necessary to eliminate unessentials and to conform to broadcast schedules.

Accordingly, although the broadcast is only a 15-minute period, it takes from three to four hours to compile. Passenger lists are thoroughly scanned for likely interviewees. Arrangements are then made to bring the people before the microphones waiting at the pier of the ship. What with customs regulations and other inconveniences, it is not possible to bring them to the mikes in anything like a steady stream.

After one of the interviews is recorded, there is a 30 or 60-minute wait for the next one. These lulls, however, are entirely missing from the actual broadcast. Therein comes the value of the recording equipment. The transcription is cut until the next one appears resulting in one

continuous recording which makes for a unified, punchy broadcast.

The interviews on "Gangplank" are conducted by Frankie Basch and Martin Starr under the direction of Dick Fishell, director of the special events department of station WMCA.

## Frank McNinch Opposes Burdensome Wattage Tax

(Continued from Page 1)

feel that Payne was indirectly taking a potshot at 500,000-watt WLW.

### Payne Upheld on WLW Hearing

Coincident with the new developments on Boylan bill, FCC yesterday upheld Commissioner Payne on his recent refusal to renew WLW's 500,000 watts without a hearing. Crosley Corp., WLW operators, petitioned FCC for a review of Payne's action on Jan. 20, but it was refused in routine decisions yesterday.

In view of the heavy burden imposed on big-watters, observers feel that the Boylan measure would have to be considerably revised before making any headway.

## NBC Starts Transcribing "The Lone Ranger" Series

(Continued from Page 1)

gram, will have certain markets set aside where there is no conflict with the live talent broadcasts. Next 26 shows will be taken off the air and subsequently made available in certain territory for sponsorship.

## KSL Morning Milk Quiztime

A new series of Quiztime Shows has just been contracted on KSL, Salt Lake City, by the Morning Milk Co., large Western evaporated milk producers. The show is heard twice weekly for quarter-hour time. Titled "What Do You Know?" with Judy and Joe, the quizzer twins open with queries and close with the answers. Envisaged is merchandising plan whereby milk company plans use of labels for submitted questions. Leonard Strong and Marty Husbands appear as the Quizzer Twins. Wally Sandack produces and announces. Frank McLatchy sold the account on long term basis.

## Educational Series on WHN

A series of Tuesday educational programs known as "Women's Hour" will start over WHN on March 1 at 2:30-3 p.m., under auspices of Jewish Theological Seminary.

★ Call  
for  
**BRINCKERHOFF**  
RECORDINGS

29 W. 57th St.      PL 3-3015

## COMING and GOING

ELEANOR SPENCER, pianist, and P. AMARESCO, Austrian tenor, arrived from Europe yesterday aboard the Champlain.

FRANCIA WHITE arrives from Hollywood tomorrow to make some recordings for Rexall.

DAVE ELMAN, HARRY SALTER, DEL SHARBUTT and LEWIS R. AMIS go to Detroit for the March 16 broadcast of Hudson Motor's "Hobby Lobby" from the 5,000-seat Masonic Temple auditorium there via WJR.

O. B. HANSON, NBC vice-president in charge of engineering, and LENOX R. LOHR, NBC president, are back from the West Coast.

C. E. (Ned) MIDDLEY JR., BBDO radio time buyer, returns to town on Friday. He is on an extended trip through the West.

O. L. TAYLOR, president of KGNC, Amarillo, is in town.

JOHN CAPLES, president of The Caples Co., Chicago, and MRS. CAPLES, arrived back in town yesterday after a 25-day South American cruise aboard the Rex.

AL BRENNER of Rocke Productions is back in New York following a trip to the Boston territory.

JOAN BROOKS, NBC singer, has returned from a South American cruise on the Rex.

VICTOR J. ANDREW, Chicago consulting engineer and head of the radio equipment firm bearing his name, has returned to that city after a short stay in New York contacting stations.

## Lambert Pharmacal Show Going on Mutual Network

(Continued from Page 1)

be aired on the Mutual network. Sponsor now has "Grand Central Station" on NBC. New program emanating from WLW, will plug Listerine shaving cream. Contract set for 52 weeks through Lambert & Feasley Inc.

## Finch Facsimile Gets Sight-Sound License

(Continued from Page 1)

have a range of 4-10,000 cycles, with the facsimile using 10,000 cycles and above. Transmitter, located at the New York address, will have the call letters W2XBF.

## Bushman Heads Foreign Tour

Chicago — Francis X. Bushman, screen veteran, now headlining CBS "Step-mother" series and appearing in half dozen other Chicago shows, will be written out for two months during summer while he conducts a 50 day tour of a stage, screen and radio party through Europe.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
- SUNDAY WFAF-NBC RED 9 A. M. EST.

Management NBC Artists Service

### Central Casting Bureau Being Set Up in Chicago

(Continued from Page 1)

confusion existing in Chicago's fifty-odd script shows.

Basil Loughrane of Lord & Thomas, Ros Metzger of Ruthrauff & Ryan, and Park Parker of Blackett-Sample-Hummert are among agency radio executives who see the bureau as a good thing.

### Plan Newfoundland Link

Montreal—A new broadcasting system is being undertaken for Newfoundland, with site for a station at Mount Pearl near St. John's. It is planned to link the province by wireless telephone with Canada, the U. S. and England. Plan includes relay stations throughout the island.

### Lyle DeMoss to WOW

Lincoln, Neb.—Lyle DeMoss, program director of KFAB, has accepted a better offer from WOW, Omaha, where he will be production manager and assistant to program director Harry Burke in charge of all music matters.

### Allis Chalmers "Family Party"

Chicago—Allis Chalmers new show which takes air over NBC on March 12 has been named "Family Party" and will have Everett Mitchell as emcee and Joseph Gallicchio as musical master in addition to previously announced talent of Joe Dumond as commentator and Annette King as soloist.

### Harry Lauder on Mutual

Mutual on March 16 at 4:15-5 p.m., via BBC, will air the Sir Harry Lauder program. Famous stage comedian has not been heard in this country in recent years.

### Terri La Franconi Held Over

Miami Beach—Terri La Franconi, NBC tenor, has been signed for an additional five weeks at the Roney Plaza, making the longest run for a singer there.

### WJAX to John Blair

John Blair has been appointed station representative for WJAX, Jacksonville, Fla. Station was formerly handled by the late Norman Craig.

### NBC Employees' Dance

NBC employees will hold their annual winter dance at the Hotel Roosevelt on April 22. Peter Van Steeden will play for dancing.

## D'ARTEGA

AND HIS ORCHESTRA

Exclusive Management JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

## NEW PROGRAMS—IDEAS

### WDZ School of Music Clicks

WDZ, Tuscola, Ill., recently proved that teaching singing via the air waves really works. The operetta, "Snow White and the Seven Dwarfs," was taught to all Douglas County rural schools by teacher over WDZ, and then performed on Tuscola High School stage with only two rehearsals together. The large audience proclaimed the venture a big success. Teaching over WDZ will continue throughout the school term. Helen DeFore was the instructor.

### New 5-Minute Series

Universal Radio Programs Inc. will soon release a new five-minute series known as "Builders of Our Nation." Scripts, for one-man production, give the listener glimpses into the lives of: Andrew Carnegie, Will Rogers, Theodore Roosevelt, Mark Twain, Stephen Foster, and others. Stanley Field, former program director of WLTH and now on the writing staff of Universal Radio, will supervise

### Hal Kemp Crew in Crash

Worth, Ill.—Several members of Hal Kemp's orchestra were injured in the collision of the Chicago-St. Louis Wabash flyer with a truck Tuesday. John Peterson, manager of Kemp's tour, received a broken ankle. Maxine Gray, songstress, was severely cut and bruised. She will be laid up for several weeks. Various other members were treated for injuries. Anson Weeks' band was pressed into service Tuesday night.

Kemp is booked to appear on the Zenith program over CBS next Sunday night.

### WILE for Fred Wile

Laporte, Ind.—Frederic William Wile, CBS commentator, will be honored by this his home town by having the new local station given the call letters WILE if and when FCC approves application for new 250 watt on 1420 channel. Application recently was approved by FCC examiner. Wile is father of Fred Wile Jr. of Young & Rubicam staff.

### Linton to Expand

Chicago—Ray Linton, who has represented WMCA, New York, in Chicago area, opens offices in New York at 342 Madison Ave. and enters national representation field. Linton left John Blair & Co. in 1934, having served as vice-president. Prior to that he had been associated with WBBM.

### WTMJ, Milwaukee

Mary Agnes Donahue, rhythm singer, clicked so well in her debut supported by the Tunesmiths that Musical Director Bill Benning plans to give her three shows a week.

George Comte, ace announcer, is handling the NBC broadcasts of Woody Herman's band, fed from Hotel Schroeder.

research for the series and do the writing.

### KIRO Program Keyed to Skiing

On "Harmony Highway," program sponsored by the Washington Motor Coach System and broadcast twice weekly over KIRO, Seattle, commercials on bus fares are effectively keyed to the major winter sport by presentations of interviews with the instructor at the ski area to which the busses run. The aforementioned expert gives specific "pointers" on skiing technique, urging skiers to try 'em out next week-end. Agency handling the account is Beaumont & Hohman.

### School Traveltalks

Wayne Henry Latham, program director of WSPR, Springfield, Mass., has begun series of "travel talks" for school children, broadcast in cooperation with "Travel Magazine." Program is heard in morning spot every school day.

### Award to Genevieve Rowe

Genevieve Rowe next Sunday will be awarded the "Rising Musical Stars" \$500 prize. Program is sponsored by Sealtest on the NBC-Red network, 10-10:30 p.m. Miss Rowe is a regular vocalist on the WEAF Consolidated Gas program and the CBS-NBC Philip Morris half-hours.

### \$50,000 Prize Contest Augments Nehi Program

(Continued from Page 1)

and for the best letters received weekly cash prizes will be awarded. First prize will be \$1,000; next ten prizes \$50; next 50—\$10.

With each letter, contestant must enclose a Royal Crown bottle cap. The first ten winners each week will be announced on the Nehi program. James A. Greene Advertising Agency, Atlanta, has the account.

### A.A.U. Meet on Mutual

Exclusive description of the National A. A. U. Indoor track and field meet from Madison Square Garden will be aired over WOR-Mutual on Saturday night, with Dave Driscoll at the mike. NBC had the program sewed up but later found it might conflict with the Toscanini concerts, so dropped it into the lap of WOR and Mutual as a good-will gesture.

### 20,000 Letters in Day

Chicago—All previous mail records at WJJD have been shattered by deluge of requests for free pictures and toy balloon offered on Consolidated Drug Trades "Supper-time Frolic." On Monday 20,000 requests were received and since the offer went on a week ago 107,600 requests have been tallied. Account has two hours daily on station. Benson & Dahl handle the account.

# SMALL TOWN HABITS?

sure they differ...one city from another...just as neighbors on one street do...but their needs are identical with the world...in Michigan's eight major markets there are hundreds of these lively communities...plus several cities of 50 to 100 thousand population...where people prefer their "neighbor" radio station...these markets are united as one peoples by.....

## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

## AGENCIES

DAVID NOYES, vice-president of Lord & Thomas, is in Hollywood from Chicago to discuss details of new Pepsodent show daytime serial, "Career Woman." Renewal of "Mickey Mouse" in a later night spot also is reported.

ALVIN AUSTIN CO., agency for Pilot Radio Corp., has started a test campaign on foreign-language stations.

JOHN G. ROBEL, formerly with Frank Presbrey agency, has joined Evans Associates, Chicago.

ALBERT KIRCHER CO., Chicago, has landed Erie Clothing Co. account.

HENRI, HURST & McDONALD, Chicago, through J. J. Martin, research director, has issued an analysis of the Robinson-Patman, Tydings-Miller and Fair Trade Acts.

WANDA MEYER has joined J. Walter Thompson Co., Chicago, as assistant to Earl Pritchard, head of outdoor department.

THORNLEY & JONES, Chicago, has taken over Pure Oil Co. account.

FRANK PRESBREY CO., Chicago office has been moved from Merchandise Mart to Builders Building. Agency has landed account of DeKalb Agricultural Ass'n, DeKalb, Ill., breeders of hybrid seed corn. A radio campaign is contemplated.

W. ARTHUR WILLIAMS has been named manager of National Advertising Service, Chicago.

JESSIE ELIZABETH CHURCH, formerly with WIBM, Jackson, Mich., has joined Aircasters Inc. as executive in charge of all women's programs.

KARL FREDERICK, formerly with Chicago office of Ruthrauff & Ryan, has gone to Detroit where he is account executive on Electric Auto-Lite Co.

## WQAM, Miami

Byron Lowery, formerly of KRLD, has joined the announcing staff.

Sonja Henie, up to make a guest appearance on Dinty Dennis' "Dug-out of the Air."

Mallory Chamberlin, WMC official, visited WQAM during Miami sojourn.

WQAM is feeding both the Flamingo and Widner stake races to CBS from Hialeah on Feb. 26 and March 5. Bryan Field will be at the "make."

## BIRTHDAYS

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Greetings from Radio Daily

February 24  
Jack Ingersoll  
May Singhi Breen  
Theo Alban  
Ruth Pickard  
Pauline Morin



● ● ● Walt Disney's "Mickey Mouse" show for Pepsodent has been RENEWED for 13 weeks after which it'll rest for an equal period—and return for another quarter.... Ben Pollack replaces Jimmy Grier's crew on the Joe Penner show March 21.... Victor Young has been renewed for 13 weeks on the Al Tolson series.... Andrews Sisters will do a 5-weekly series for Chi on completion of their "Double Everything" show.... A new Wrigley show is being prepared called "Double Lovely" tied in with an elaborate newspaper campaign using the fashion pages for its medium.... Billy K. Wells will gag the Lou Holtz material for the Brewers' show—which is again delayed because time can't be cleared.... Raymond Scott's Quintet will be off the air for the next two months because Johnny Williams, the drummer, was in an auto crash which required 16 stitches in his head.... Emery Deutsch will be teted at Leon & Eddie's Sunday, and Estelle Taylor will appear at Billy Rose's Casa Manana.

● ● ● Sportslinger Tom Dailey abetted by Lou Kemper covering the wrestling matches from the ringside last week for WDDO, Chattanooga, became part and parcel of the tussle they were describing.... One of the bone-crushers decided to use the leg of the broadcast table to comb the hair of his opponent. Table was torn asunder and chairs were taken from the broadcasters to further accomplish no-good.... When Dailey and Kemper managed to get back to the ringside, another cauliflower-plaster decided to use the similar tactics—and Tom and Lou did a ringside description from the BALCONY!... KARK, Little Rock, aired a flash for the U. S. Employment office that 500 men were wanted. Within 10 minutes 300 men were in trucks en route to work—and an hour later the office asked KARK to discontinue the plea—as 1,000 men had been engaged!

● ● ● Kay Thompson and a Trio instead of Connie Boswell will be on the Brewers' show.... Alexander Kirkland and June Walker have taken steady parts in the "Big Sister" show.... Now that Jack Robbins is back in town, he'll begin a rampage of firm-buying—the first being Donaldson, Douglas & Gumble.... Mack Millar will not give up his press agency in N. Y.—but will leave the office under an ass't. His nightclub accounts have been divided.... Bert "Mad Russian" Gordon leaves Hollywood today for N. Y.... Spencer Hare is with Mills Artists now.... CBS Artists will be booked by WOR into clubs, etc.... Lucky Strike "Hit Parade" will give up airing from the CBS playhouse and return to the studio—because the band set-up can't be changed.... Fred Readick, who portrayed the original "Shadow," will direct the Phillip Morris series, replacing Chubby Martin—and the writer comes from the "March of Time" forces.

● ● ● Hoagy Carmichael's first song under his Paramount pact is "College Swing," the title song for the picture—which also has "Moments Like This" and "How'd You Like to Love Me" written by three newcomers in whom Sidney Kornheiser at Famous has great faith.... WMT of the Iowa Net was recently looking for an idea to promote the station and Ralph Slade's band—when a "natural" fell in their lap. Lambda Gamma Nu, Greek letter house at Iowa State Teachers College, was quarantined for small-pox and the event got plenty of space in the daily sheets. WMT followed up the newspaper publicity by dedicating an entire program to the "shut-ins." Material for the show was furnished by their school paper. Smallpox angle was played up with frat coming in for plenty of praise. Students ballyhooed the show and parents, friends and teachers listened to the special airing.... Idea became so popular that the station execs now salute another frat each week in the various Iowa colleges.

## PROGRAM REVIEWS

## Raoul Marlo

Marlo is offering a travelog type of program in this new series on Tuesday at 7:45-8 p.m. on WMCA-Inter-city. Suitable background music is supplied by an organ, and for the first trip Marlo included some of the tropical climate isles in the nearby Atlantic. For a sustaining show there is much in the travelog to stimulate the listener's desire for extended travel or the short cruise, and it would seem like a good bet for the latter ticket agencies or steamship lines.

## SAN FRANCISCO

John B. Hughes, local proxy of AFRA, has reached agreement with Titan Recording Studios whereby Titan will record AFRA talent.

Titan Studios added Daisy Hoffman in charge of sales promotion, while Harry Carney, formerly of KFRO, is now in charge of sound effects.

Maurice Gunsky, singer, starts a new Titan transcribed series shortly, while Sam Moore has finished an additional 26 episodes of "Swamp Caesar".

## PITTSBURGH

Bob Pritchard, KQV man-on-the-street, starts a new show Sunday, "Front Page People", dealing with folks who make the headlines.

Dan Munster, former WCAE announcer, is now at KYW, Philadelphia.

Mary McKay of WJAS has about recovered from a nose operation.

## GUEST-ING

GEN. SMEDLEY D. BUTLER, on "For Men Only," Feb. 28 (NBC-Red, 10:30 p.m.).

"BEETLE," on "Log Cabin Jam-boree," Feb. 26 (NBC-Red, 8:30 p.m.).

PHYLLIS BROOKS, with Tyrone Power in "Broadway Buckaroo" by Harlan Wares, on "Hollywood Playhouse," Feb. 27 (NBC-Blue, 9 p.m.).

THOMAS MANN, novelist, on "Book of the Month Club Concert," today; OSWALD GARRISON VILLARD, editor, tomorrow; JOHN ERSKINE, novelist, Feb. 27 (WQXR, 8 p.m.).

FELIX KNIGHT, on Schaefer Beer program with Leo Reisman, tonight (WEAF, 7:30 p.m.). ETHEL WATERS, same program, March 3.

RICHARD BONELLI, on Indianapolis Symphony, March 5 (MBS, 9:30 p.m.).

LISTEN TONITE TO  
**DORIS RHODES**  
6:45 P. M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.

**NEW BUSINESS**  
Signed by Stations

**KWKH, Shreveport:** American Pad & Textile Co., announcements, through R. & Smith; Carter Medicine Co., spots, through Spot Broadcasting; Chattanooga Medicine Co., announcements, through Nelson Chessman Co.; P. & G. (Napha Soap), through Compton Advertising; Rio Grande Valley Citrus Exchange, announcements, through Leche & Leche; P. & G. (Ivory Soap), announcements, through Compton Advertising; Rlt Products, spots, through Earle Ludgin; Hudson Motor Co., cut-in announcements on Hudson CBS programs, through Brooke, Smith, & Dorrance; CSO Laboratories, announcements, through Ratcliffe Advertising Agency.

**KTNS, Shreveport:** B. C. Remedy Co., announcements, through Harvey - Massengale Co.; P. & G. (Napha Soap), spots, through Compton Advertising; RCA, announcements, through Lord & Thomas.

**WLAC, Nashville:** Kroger Grocery & Baking Co., (Clock Bread) "The Editor's Daughter," ETs; also "Linda's First Love" for Kroger's Coffee.

**WNAC, Boston:** Gillette Safety Razor, announcements, through Maxon, Inc. (also on 12 other Yankee net stations); National Biscuit Co., ETs, through McCann-Erickson; Holland Furnace, announcements, through Rauhrauff & Ryan; Sterling Products, Inc., ETs, through Blackett-Sample-Hummert, Inc.; United Drug, ETs, through Street & Finney; Axton Fisher Tobacco Co., ETs, through McCann-Erickson.

**WBZ-WBZA, Boston:** Vocational Service, ETs, through Critchfield & Co.; United Drug, ETs, through Street & Finney; Harvey Whipple Inc., ETs; White Laboratories, announcements, through William Esty & Co.; Devoe & Reynolds, through J. Sterling Getchell; Refrigeration & Air Conditioning Training Corp., "Musical Clock", through National Classified Advertising Agency; Standard Oil of Indiana, "Esso Reporter," through Marshall & Pratt; Basco Co., announcements, through Kenyon & Eckhardt; North American Accident Insurance Co., news, through Franklin Bruck Advertising Corp.; Pine Bros., announcements, through McKee, Albright & Ivey; M. J. Breitenbach Co., announcements, through Morse International.

**KDYL, Salt Lake City:** Carter Products, spots; Sugarhouse Lumber, programs; Mountain Fuel Supply, spots; Pacific Fisheries, spots; Boston Store, time signals.

**KFRC, San Francisco:** Procter & Gamble (Oxydol), "Ma Perkins", ETs, through Blackett-Sample-Hummert; Longines-Wittnauer Co. (watches), announcements, through Arthur Rosenberg Co.; Procter & Gamble (Dash), spots, through Pedlar & Ryan; Lever Bros., announcements, through Rauhrauff & Ryan.

**WHO, Des Moines:** B. F. Goodrich Co., news; Onida, Ltd., through BBD&O; Time Tested Laboratories (Glidden Paints), through Meldrum & Fewsmith; Miles Laboratories, through Wade Advertising; Service Life Insurance Co., farm news, through Presba, Fellers & Presba.

**BOSTON**

George Jessel's Sunday Mutual show, "30 Minutes in Hollywood", has been bought by Community Opticians over WAAB.

Adams & Swett, rug cleaners, expand their spot announcement schedule to include WEEL, WAAB, WCOP and WHDH, using 18 announcements weekly, through Dowd - Ostreicher Inc.

Eagle Cleaners make radio debut this year under same agency over WAAB.

**ORCHESTRAS - MUSIC**

**WJR** in Detroit paid tribute to the memory of composer Richard A. (Dick) Whiting at 11:15 last night. Spot is a regular feature titled "Reminiscing" and on this occasion was devoted entirely to Whiting songs, sung by Frankie Connors and played by the WJR orchestra under Samuel Benavie. Whiting began his writing career in Detroit and remained here until he went to Hollywood, where he died Saturday.

Ernie Holst's orchestra, currently in Detroit, opens at the *Netherland Plaza Hotel* in Cincinnati on March 9. Holst, now heard in Detroit over **WJR**, will have two network wires during his Cincinnati engagement, including two local outlets.

Each time that Victor Kolar directed the Detroit Symphony Orchestra in Schubert's Unfinished Symphony some dire happening followed. His fear of this music was revealed the other day when Olga Fricker, Detroit's leading teacher of classic dancing, included the Symphony in a routine for her dance numbers with the orchestra. So last night Ralph Holmes, music critic of the Detroit Times, brought Kolar and Miss Fricker together in the WJR studio to tell how it all happened that the maestro refuses to direct this particular symphony.

After Joe Rines and his orchestra complete their series of 78 transcriptions for a cigaret sponsor, they'll do a short vaudeville tour until they return to the networks on their "Time Of Your Life" show in March.

Billy Hayes, heard nightly over WIP from the Hollywood Restaurant in Philly, has written a song with Tommy Ginhardt called "Looney Little Tuney," which has been accepted by Exclusive Publishers. The band resumes recording shortly.

"You Are Music" with music by Frank Black and lyrics by Bernard Mattin and Albert Stillman, will be featured Sunday on "Magic Key of RCA" over NBC-Blue at 2 p.m. Number is published by Sam Fox.

Jack Jenney, whose trombone has augmented most of the name radio bands, is rehearsing his newly-formed orchestra for a commercial tryout.

Sammy Kaye, the "Swing and Sway" maestro, has penned a new song, "I-Ay-Ou-Lay-Oo-Yay," Pig Latin for "I Love You," which will be introduced by his band on the Mutual network on Saturday. On the same broadcast, he will dedicate

"Phi Epsilon Pi for Aye" to the national fraternity.

Milton Kellem, former band leader, is now booking orchestras in Philadelphia.

At his last NBC broadcast, Larry Clinton played his new song "Dipper Mouth" and two kids began dancing in back of the studio a la Benny Goodman cats.

Clifford Herzer and Jascha Zayde, young American duo-pianists, celebrate today their first anniversary as a team and as broadcasting artists on WQXR.

The King's Jesters, who for the past two years have played continuously in three major Chicago hotels, the Morrison, Bismarck and La Salle, leave the Windy City for their first out-of-town engagement when they open for **CRA** at the William Penn Hotel, Pittsburgh, on Feb 28. Jesters will have a **KDKA** and **NBC** wire from the Pittsburgh hotel.

Barney Rapp and his New Englanders have been set by **CRA** to play a week's engagement at Loew's States Theater, New York, March 14.

Consolidated set a new location spot in San Francisco with the booking of Carl Ravazza and his orchestra into the Str Francis Drake Hotel.

☆ **F. C. C.** ☆  
**ACTIVITIES**

**HEARINGS SCHEDULED**  
April 4: WRSP, Inc., Wisconsin Rapids, Wis. CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

April 5: Martin Anderson, Orlando, Fla. CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

April 6: R. C. Atwood, Port Angeles, Wash. CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

Florida West Coast Broadcasting Co. Inc., Clearwater, Fla. CP for new station, 1300 kc., 250 watts, unlimited.

April 13: Garden Island Publishing Co., Ltd., Lihue, Hawaii, CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited.

April 29: State Broadcasting Corp., Gretna, La. CP for new station, 1370 kc., 100 watts, 250 watts LS., specified.

May 4: Continental Radio Co., Washington CP for new station, 1310 kc., 100 watts, 250 watts LS., unlimited.

May 9: Monocacy Broadcasting Co., Rockville, Md. CP for new station, 1140 kc., 250 watts, daytime.

**SAN ANTONIO**

William McCabe, manager of **KABC**, and Charley Belfi, chief announcer, handled the remote of the Perry-Vines tennis matches last week.

W. T. Martin of Radio Enterprises is back from a New Orleans trip. Mayor C. K. Quin is giving a series of talks over **KTSA**.

Travis Twins (Ted and Bill) are being sponsored by Sabinas Brewery on **KTSA**.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

- Evelyn Law
- Al Jolson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mac West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Clifton Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hai LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Nea
- Carl Randall
- Patricia Ellis
- Georgie Tappas
- Ina Claire
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Reillys
- Paulette Goddard

and  
Hundreds of Others

**NED WAYBURN'S**  
**DANCING, SINGING**  
and  
**DRAMATIC SCHOOL**  
Class or Private Instruction For  
Preparing Adults and Children For  
**RADIO CAREERS**

**ADULTS** (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.  
**CHILDREN** (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record. Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio broadcasting studio.

**FREE** AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily  
Except Sundays. Close Saturdays  
at 6.00 O'clock. Visitors welcome.

**625 MADISON AVE., NEW YORK**

Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

**DON KERR**

Master of Ceremonies  
**WMCA**

Fox-Fabian Amateur Hour  
Six Star Revue  
Zeke Manners' Gang



WARREN STOKES returns to his "Pick of the Pictures" at KEHE following release of Bob Garrett by Jack Gross, general manager. Stokes checks in on Feb. 27, with Rob Le Mond pitch-hitting during the interval.

KMPC has a new show in "Amy, Belle and V." on a Monday, Wednesday, Friday schedule at 2:45 p.m. Femme trio consists of Ora Sornsen, Dorothy Knox and Myrtle Ferguson. Mark L. Gerstle, San Francisco, president of Associated Cinema Studios, Hollywood, planned in last week for a ten-day checkup on studio activities.

KFI's newly organized orchestral-choral group, "Chorestra," organized and christened by general manager Harrison Holliday, has had a third broadcast added to its original twice-weekly airing, and may now be heard Saturdays at 7:30 p.m., in addition to the Monday and Wednesday sessions at 6:15.

Forrest Barnes, American Radio Features scripser, has concocted a set of lyrics to fit the music of Charles Wakefield Cadman's "Love Comes Calling Me."

KHJ-Don Lee will broadcast twelve of the operas being presented by the California Opera Co. at the Shrine Auditorium, starting March 4.

Dr. James A. Vaus will present the "Jewish Prophetic Hour" on KMPC Sunday mornings at 9:00-9:30 for one year, under a contract just signed by the Smith & Bull agency. The same station also reports Dr. Maurice LeBell, D.C., now sponsoring the transcribed "Singing Strings"; Imperial Mutual Life Insurance Co. sponsoring the Monday-Wednesday-Friday "Answer Machine," placed by W. B. Ross and Associates; and Dr. G. A. Breigleb signed for a religious series, "Seein' Things," to continue indefinitely.

KHJ-Don Lee initials another program of interest to women with the advent of Adelle Davis, author and nationally recognized dietician, and her advice "To the Ladies" on Thursday at 11:45 to 12 noon.

"Take the Air," the Gene Inge-KFWB commentary on radio programs of the week, has been grabbed off by Radio Show, now inserted Saturdays in the Daily News as a feature radio section.

Don Prindle, writer on the Joe Penner show, became the papa of a 7-pound daughter last week.



## ★ PROMOTION ★

### Exploit "Alaska" Disk

To exploit the "Alaska" episode of Ports of Call, Atlas Radio transcribed series now running on WREC, Memphis, the station capitalized on the experience of a veteran Memphis actor who had been in Skagway in the gold rush days. Special audition was given to Archie League, the old time actor, and his favorable comments upon the incidents dramatized in the program were used for a feature story. League's verdict also was used for between-program breaks and he was interviewed over the air.

League was operating a show in Skagway at the time of the famed fatal dual between "Soapy" Smith and Frank Reed, an incident dramatized in Atlas' program.

Program is sponsored by Memphis Power & Light.

### Canadian Promotions

Inauguration of CBC commercial network found Northern Broadcasting Co. of Canada already in an extensive promotion for CJKL, Kirkland Lake; KKGB, Timmins, and CPCH, North Bay. All three stations carried series of ten and twenty-word station breaks; banners were placed on cars, trucks, and buses;

### WMAL, Washington

"Home Towners", sponsored by Mayer's Furniture Co., a Tuesday variety show with Lee Everett as emcee, Maxine Tappan, vocalist, and Rudy Schramm's ork. started Tuesday.

"What is the Song", sponsored by Tolman Laundry, begins next Monday on a six-weekly basis. Bryson Rash is announcer.

A new Sunday words and music show is "Cabbages and Kings", with words by Hilmer Baukhage, Washington correspondent.

### WSFA, Montgomery, Ala.

Camille Brown has resumed her daily program over WSFA after a two-month vacation in New York, Washington, Wilmington, Delaware, and Langley Field, Va. During her absence, she made guest appearances on NBC-Red and Blue networks and Mutual.

Nine telephones and nine operators are required in WSFA's studio during the "Riddle Man" programs heard Monday, Wednesday and Fridays.

Paul Duncan, in engineering department for almost eight years, recently named chief engineer.

### WDOD, Chattanooga

Addition of a union studio orchestra brings talent staff up to 45.

Earl Winger, co-owner of station, returned from NAB convention with great enthusiasm for new setup.

"The Breakfast Club", with Chuck Simpson, heard for 90 minutes each morning, is becoming a local institution.

window displays were plentiful; and four-page brochure was distributed. Promotions directed attention to the major commercial offerings.

### Quaker Oats Stunt

A promotion stunt by Quaker Oats Co. in conjunction with its NBC "Dick Tracy" series will create a force of juvenile detectives on the lookout for store robbers. Special window displays being distributed to dealers offer \$100 reward for information leading to arrest of anyone robbing the store. Fletcher & Ellis Inc. is the agency.

### "Romance of Merchandising"

Faced with problem of publicizing its ninety departments, Loveman, Joseph & Loeb, Birmingham department store, has started three-weekly series over WAPI, logged as "Romance of Merchandising." Show dramatizes the stories of its leading merchandise, from discovery to modern usage and production.

### Photos with Interviews

Photos will be taken of persons interviewed on "Red" Joyner's street broadcasts over WHKC, Columbus, Ohio, and forwarded to them as soon as developed in a novel merchandising tie-up.

### KTUL, Tulsa

Erv Lewis, newscaster, off on a well earned two-week vacation.

Walter Cox, salesman, scores again and this time with a midnight newscast. "The First News of the Day" presented by K. & S. Battery & Electric Co., is heard Monday through Saturday at 12 midnight, believed to be one of the latest night sponsored broadcasts on any station, anywhere.

Wade Hamilton, recently named musical director, has been named director of the "Piano-Ensemble Concert" of the Tulsa Piano Study Club.

### KGVO, Missoula, Mont.

Besides donating time to annual Chamber of Commerce membership drive, Manager A. J. Mosby received an award for being first drive captain to perfect his organization.

Sam Smith, announcer, back on the job after a tonsillitis ailment.

H. F. Kain has assumed featured role in Sunday "Around the Fireside".

Evelyn Henry and Jimmy Barber are handling production of a new feature, "America's Hours of Destiny", using National Park Service scripts.

### WIS, Columbia, S. C.

Richard T. Allen, salesman, spent his birthday (Feb. 21) in Columbia Hospital, laid up by a game knee, which was injured years ago in a football game.

Golden Gate Jubilee Singers, local favorites two years ago, are coming back to WIS on a network show—the Nehi "Royal Crown Revue" via NBC.



JAMES BINGHAM, of Chicago office of Howard J. Wilson, radio rep, and Helen May Sensenbrenner of Neenah, Wis., are honeymooning. Malcolm Claire (Uncle Mal) has launched a new NBC series titled "First Ladies," featuring biographical talks in kid style of the wives of Presidents.

Agnes Donovan, formerly of Gene Furgason & Co. rep concern, has joined Chicago office of International Radio Sales as secretary.

Ted Weems and band, in New York this week making records for Decca, return to Chicago to open at the Tri-rama on March 5 and for their Varady of Vienna series on Mutual March 6.

Vic and Sade and Rush go to Danville, Ill., to make a theater appearance Saturday.

W. O. Conrad, NBC engineer and operator of W9WC at Elmhurst, Ill., who assisted with flood relief traffic in the Ohio valley last year, has been given the Public Service Award of the American Radio Relay League.

Jack Jefferson has replaced Gene Barron as assistant to Larry Wolters, radio editor of the Tribune.

Tom, Dick and Harry, harmony trio, has returned to west coast to enter radio work there.

Jess Kirkpatrick has taken over the Borden Marriage License Bureau interviews on WGN while Quin Ryan is in Florida.

It's a girl at Press Agent Jack Ryan's. Mother Lucille Ryan works for Clark-Hooper survey.

Sylvia Clark, NBC comedienne, playing a week at the Oriental Theater.

Harry W. Walker Jr. added to Chicago WOR sales force by R. J. Barrett, head of office.

Harold Azine has joined WLS as a newscaster assisting Julian Bentley, news editor of the station.

Charles Stookey, formerly of WLS staff, has been appointed general manager of KFNF, Shenandoah, Ia.

### WICC, Bridgeport

Lois McLean, actress, left last week for a three-week trip to Texas.

Jeanne Poli starts an additional stint of "girl in the street" appearances, appearing on both the Mack Parker and the Bill Elliott interview periods.

Pop Smith's Nutmeggers added to permanent cast of "Tompkins Center." Program will also feature "Washboard Eddie," New Haven negro novelty.

### KBTM, Jonesboro, Ark.

David Banks has returned as special events and sports announcer also head of continuity department. He was formerly of WTJS, Jackson, Tenn., and KARK, Little Rock.

Remodeling of studios and offices has been completed.

**PHILADELPHIA**

Herbert Syme takes over the Saturday evening spot vacated by Alan Scott on WCAU.

Charles Ingersoll is being heard over WPEN in a new series called "Romance of Time."

Larry Vincent, being heard over WCAU with his songs for a bread concern, is labeled "Toast of the Town."

Fred Weber and Vernon Crawford are now sharing the emcee job on WFIL's "Old Time Spelling Bee."

Amelia Brook's "Farm and Fireside" over KYW brings in guest stars as a new policy.

Bill Ware, WCAU news commentator, is making a series of talks at various clubs and luncheon meetings.

Dorothy Dignam, who wrote the script, will also appear as the leading character in "Famous American Women of Yesteryear" over WFIL.

Bill Lang returns with a new series of human interest news stories over KYW, together with interspersed music of Adele London.

James Carroll, also known as Bill Naylor, is now being heard in "Songs All Enjoy" on WPEN.

Mort Lawrence is the emcee on the new "Dixie Plowboy" show over WCAU.

Charles Benford, member of WFIL's Educational Bureau, is directing the station's new "High School of the Air."

Doc Levy, proxy of WCAU, returns to Florida for a continued vacation.

Charles Sansone, pianist in the WFIL staff orchestra, has penned a tune called "Like Smoke from a Cigarette."

**KDYL, Salt Lake City**

S. S. Fox, pres. and mgr., and John M. Baldwin, chief engineer, back from the east.

Al Priddy named sound effects' chief.

Floyd Farr, chief announcer, is known to local Western Union operators as "the man with the good-looking voice."

George Snell, production mgr., author of new book scheduled for fall publication: "And If Man Triumph."

Mackene Smith, steno, starring in current Salt Lake Little Theater play, "The Constant Wife."

Myron Fox, program assistant, himself an ardent amateur photographer, authoring new program, "Camera Club of the Air."

Elwyn Quinn appointed to handle "Children's Party," twice-weekly musical program by and for kiddies.

**Canadian Sales Gain**

Sale of U. S. radio sets to Canada in 1937 totaled 264,209 units valued at \$22,691,150, a small gain over 1936.

**KWK, St. Louis**

Allen C. Anthony, chief gabber, back on the job after an appendix divorce.

Charlie Stookey, head man of the "Early Birds", left Saturday to assume duties of g.m. at KFNF, Shenandoah, Ia.

Bert Igou, who's now handling duties of talent director, has a couple of hot shows in "Dramatic Interlude", Wednesdays at 7 p.m., and "Mrs. O'Brien's Boarding House", daily at 8:15 a.m.

**New WJJD Salesmen**

Chicago — Sales manager Herb P. Sherman of WJJD has added two men to the staff. They are Harold J. Tobin, formerly district sales manager of Pepsodent Co., and John E. Hopkinson, advertising executive with Hearst newspapers here.

**WTMV, East St. Louis, Ill.**

Lester E. Cox, president, is in Florida with his family until the middle of March.

Elmer Willrich, "Singing Auditor", is rehearsing a morning show with Paul Godt, musical director and organist.

Suzie, "The Gal from the Hills", has been sold to David G. Evans Coffee Co., St. Louis.

Paul Rectz's nightly German program has advertisers calling and wanting to buy.

**Theater Firm on KFOR**

Lincoln, Neb.—City Manager Bob Huffman of Lincoln Theaters Corp. has signed for a year for five minutes daily except Sunday on KFOR. Barney Oldfield, Sunday Journal and Star movie commentator, goes with it.

**DALLAS**

Bill Hightower, announcer and newscaster, is leaving WFAA to join faculty of Southwestern School of Radio Broadcasting and to become an announcer for Broadcasting Recording Inc.

Senora Milla Dominguez, soprano, will again be guest on the Dr. Pepper Dixie network program next Sunday.

New "Rural Mail" program on WFAA features Peg Moreland, Preston Trio, Eddie Dunn as emcee, Uncle Amos Plunkett and other talent.

**Golden Gloves on Mutual**

Mutual will cover the "Golden Gloves" bouts which start March 7. Dave Driscoll will handle the New York broadcasts with Bob Elson on the Chicago end.

**Radio Continues Its March Of Progress---It Is Constantly On The Alert For New Ideas --- To Reach The Executives Of Radioland**

**..A TEST WILL TELL..**

**ADVERTISE REGULARLY**

IN



**CARL BIXBY**

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

## NASHVILLE

Charles Duke has joined WSIX staff as engineer, replacing Joe Walters, who went to KPAC, Port Arthur, Tex.

Tim Sanders of WLAC is one of the new announcers permitted to take his mike into cabins of American Airline sleeper planes.

Jim Turner did such a good job on announcing end of Rubinoff's recent morning appearance on WSIX that the violinist had him assigned to his evening performance as well.

## WDEL, Wilmington, Del.

"Parade of Melody," nightly musical feature, played host to Larry Clinton, NBC dance leader, composer and arranger. Clinton was interviewed by Lonny Starr, previous to his one nighter at the Black Cat Casino.

Chic Martin and his "Sing, Neighbor Sing" are currently sponsored by local Ralston-Purina dealers.

Alice Torrack, songbird, has returned to WDEL on Tuesdays at 3 p.m.

Herm Reitzes, sports commentator was among speakers at the recent farewell banquet to Loyal Clark, former Delaware University coach. Reitzes is a graduate of the U.

Wilmington Advertising Club had its annual banquet Saturday night at the Country Club. J. Gorman Walsh, WDEL manager, is also vice-president of the Ad club.

## WDBJ, Roanoke, Va.

R. P. Jordan, station manager, returned from the NAB convention all smiles and full of enthusiasm. His outlook for the success of the re-organization can be described in two words, "very promising."

Mrs. Jack Weldon, R.P.J.'s secretary, is busy these nights rehearsing a play for the Roanoke Little Theater League. WDBJ announcer and commercial representative, Jack Weldon, is also busy, for the same organization, working behind the scenes.

## ONE MINUTE INTERVIEW

## RICHARD NICHOLLS

"Television will undoubtedly revolutionize all current concepts of advertising. No radio director can afford to overlook the significance of this incipient phenomenon. It will require the technique of a movie director, plus the skill of a stage producer to obtain effective results. Haphazard treatment will be inexcusable, inasmuch as the public is a much keener critic of sight than it is of sound. Those connected with the production of radio today will do well to brush up on the details of the guiding technique required by the new medium if they hope to keep abreast of imminent changes."

## ★ Coast-to-Coast ★

FRED ALLEN's 20th Century-Fox film, "Sally, Irene and Mary," with Alice Faye and Tony Martin also in the cast of headliners, opens tomorrow at the Roxy Theater. Musical numbers are by Mack Gordon and Harry Revel and Walter Bullock and Harold Spina.

While in Birmingham on Sunday, Rubinoff will be interviewed over WBRC. Fray and Braggiotti accompany him.

Pine Mountain Boys (John Montgomery, Roy McGeorge and Lonnie Robertson), formerly with WAAW, Omaha, and KFEQ, St. Joseph, Mo., have joined KFAB, Lincoln, Neb.

Lightning striking the tower of WHBL, Sheboygan, Wis., burned out the antenna, ammeter and fused the plates of the tower tuning capacitor forcing the station off the air from 9:10 until 11 p.m. one night last week.

Nat Shilkret's orchestra and Felix Knight have been engaged by NBC Transcription Service for a series to be heard on independent stations.

Johnny Neblett, WBNS (Columbus) sportcaster, has a beer sponsor starting Feb. 25. Johnny plans on spending some time down in Winter Haven, Fla., with the Columbus Red Birds.

Atlas Radio Distributing Corp. reports a stimulus in demand for its "Ports of Call" transcriptions as a result of the new upheavals in foreign countries.

Ernest Reiger, violinist, has been added to the schedule at WELI, New Haven.

Leo Stroh, guitarist with the Islanders, WHO, Des Moines, married Kay Weber on Monday.

University of Washington Men's Glee Club will be heard in the Columbia Chorus Quest on March 12 at 3 p.m. over CBS via KIRO, Seattle.

Tom Langan, script writer, has had his contract extended for the run of the Paul Whiteman air show. Langan is currently turning out copy for six network continuities, and begins on two more in the Spring.

The "200th Anniversary of the Founding of Methodism" will be aired over MBS on March 2 at 10-10:30 p.m. Program will be picked up by 20,000 Methodist churches in the country where approximately 2,000,000 disciples will be gathered. Senior Bishop Edwin Hope Hughes, Bruce Barton and Jeanette McDonald will be heard during the broadcast.

New set-up on the Imperial Tobacco program, "Canada 1938," over the

coast-to-coast Canadian hookup Fridays from 10 to 10:30 p.m., includes Ken Sisson as musical director, Walter Bowles and L. S. B. Shapiro, commentators; Russ Titus, baritone; Emelia Heyman, soprano; Simone Quesnel, contralto; Melodiers Trio, Winchester Octette and Imperial Choir of 16 voices. The program is being produced by W. V. George of Whitehall Broadcasting, Ltd.

## FORT WORTH

KTAT has started a morning "Studio Party" variety show with talent including Joe Pierson, Roy George, Frances Kay, Helen Eldrich, Mike Gallagher and others.

George Cranston, WBAP station director, also is a church choir director. He began last week handling Magnolia Ave. Christian Church vocal group.

An "I. Q. Bee Contest" is being aired by KTAT on Sunday eves from Texas Hotel.

Lang Thompson and ork are airing over WBAP from Venetian Room of Blackstone Hotel.

## Katz Changes Name

Elinor Sherry has postponed her recently announced personal appearance tour due to radio obligations.

Chicago—E. Katz Special Advertising Agency has changed its name to The Katz Agency.

TONIGHT

FROM 10:30 to 11:00 P.M.

RADIO STATION WOR

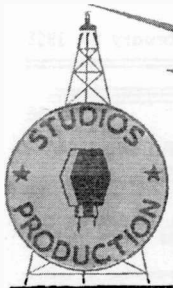
HAS THE PLEASURE

TO PRESENT

An Exclusive Broadcast

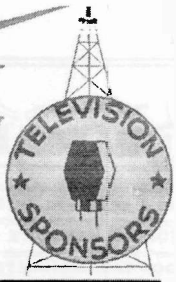
Containing the First Public Announcement  
of the Winners of theANNUAL ADVERTISING AWARDS  
FOR 1937in Radio and Other Media and for  
Distinguished Services to AdvertisingThis broadcast, presented in cooperation with  
Advertising & Selling and emanating from the  
Waldorf-Astoria Hotel, is a must for every radio man.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 39

NEW YORK, N. Y., FRIDAY, FEBRUARY 25, 1938

FIVE CENTS

## Loopholes Found in N. Y. Radio Bill

### Looking On ... AND LISTENING IN

**TAXATION** The inconsistencies of legislators, especially when it comes to proposing taxes or other burdens on industries about which they have only superficial knowledge, are once more illustrated by current bills aimed at placing additional taxes on radio stations.

Broadcasters are besieged on the one hand by public leaders who want more resources donated to non-commercial programs of cultural, educational and civic interests.

And from the opposite direction comes the battalion of law-makers who seek to tax away the income that makes it possible for stations to provide more and better public service features.

Chairman Frank R. McNinch of the FCC shows good sense in saying that he wants to hear the views of broadcasters before he commits himself on any tax matters.

Now it is up to the industry's big and little fellows to come forth and talk.

One of the weaknesses of the radio business is that it hasn't the spokesmen and trouble-shooters so badly needed by any industry of such size and importance—and one which by its alluring nature invites more crackpot harassing than the prosaic enterprises of shoe-making or glass-blowing.

The revitalized NAB has a chance here to realize its full possibilities for service.

First step is the selection of a president who will do aggressive and intelligent active service—not a "name" who takes big dough for doing nothing.

The broadcasting business doesn't need any "window-dressing."

It requires leaders who know their stuff and aren't afraid to act.

—D. C. G.

### 16-WEEK ET CAMPAIGN ON 20 GRAND CIGARETS

Waxing was completed yesterday on 78 transcriptions for Axton-Fisher Tobacco Co. (20 Grand Cigaretts), to be aired on a three-a-week basis. Show is a musical with Martin Block as emcee. Station list is now being prepared. McCann-Erickson is the agency.

### 30 Ministers to Rotate On WORC "Morning Watch"

Worcester—WORC's "Morning Watch", aired daily at 8:45 a.m., will present over 30 of the city's leading ministers in rotation starting the first week in March under a new plan worked out by Manager E. E. Hill. Cooperating with the Worcester Council of Churches, WORC is seeking.  
*(Continued on Page 3)*

### Kentucky Governor Uses Seven Stations for Talk

Cincinnati—To carry his Wednesday night speech from Newport, Ky., a one-hour talk looked upon as the touch-off in the biggest political battle in modern Kentucky history, Governor A. B. "Happy" Chandler engaged seven stations. Hookup in.  
*(Continued on Page 3)*

### 20th Century Radio Prods. Has 4 Productions in Work

West Coast Bureau, RADIO DAILY  
Los Angeles—With four productions in work simultaneously at the recording studios of Aerogram Corp., 20th Century Radio Productions, newly organized company headed by.  
*(Continued on Page 2)*

### Stations Erroneously Defined—Curb on Political Talks Seen—Tax Estimate Far Too High

By HOWARD J. LONDON  
The McCall bill pending in the New York State Senate, designed to class radio as a utility and place it under the jurisdiction of the Public Service Commission, has two "loopholes" in very important sections, radio executives pointed out yesterday after a study of the measure.

The bill defines a broadcasting station as a "plant equipped for the transmission by the directional or beam method of music, speeches, amusement, news and other features." There are about 50 stations operating.  
*(Continued on Page 3)*

### LUCKY STRIKE REPLACING WARNER BROS. PROGRAM

Although Lucky Strike cigarettes, through Lord & Thomas, on March 4 is renewing the time now occupied by "Your Hollywood Parade" over 77 NBC-Red network stations for another 13 weeks, the Warner Bros. studio production is being dropped March 23 when contract expires.

Same sponsor, American Tobacco, has the "Kay Kyscer Musical Klass" now on Mutual out of Chicago and.  
*(Continued on Page 6)*

### WIL Goes to High Court In Dispute with the FCC

St. Louis—Missouri Broadcasting Corp. operator of WIL, has gone to the U. S. Supreme Court in its efforts to compel the FCC to allot WIL the broadcasting facilities which the Commission recently assigned to St. Louis Star-Times, afternoon newspaper. Both applied for permission.  
*(Continued on Page 3)*

### Commercial Biz Boosted On Calif. Radio System

West Coast Bureau, RADIO DAILY  
Los Angeles—Eight and three-quarter hours weekly in new business has been placed on California Radio System since Jan. 1. Recent new accounts included "Myrt and."  
*(Continued on Page 3)*

### OFF-THE-AIR RECORDS DO NOT NEED LICENSE

Although the Music Publishers Protective Ass'n is still considering forms of licenses for radio stations making their own transcriptions and expects that it will work out a plan within the next two months, it has definitely informed the broadcasters that no license fees or other permission will be necessary for off-the-air recordings where a station takes.  
*(Continued on Page 6)*

### Fair's Radio Activities Are Departmentalized

All radio activities at the 1939 World's Fair, both commercially and on a sustaining basis, have been broken down into three divisions by exposition officials, it was learned yesterday. Entire setup, designed to.  
*(Continued on Page 3)*

## John Royal, Rubicam, WOR Among Ad Awards Winners

John F. Royal, NBC vice-president in charge of programs, was presented the medal award for "contribution to knowledge or technique of radio advertising" at the Annual Advertising Awards Dinner sponsored by Advertising & Selling. Awards were presented last night at the Waldorf-Astoria Hotel and aired over WOR. Raymond Rubicam, chairman of the board of Young & Rubicam, was pre-

sented with a gold medal for "distinguished service to advertising."

More than 200 advertising and publishing executives attended the dinner.

J. Walter Thompson received the radio award "for outstanding skill in program production" with special reference to the Chase & Sanborn Hour.

N. W. Ayer & Son was given the.  
*(Continued on Page 3)*

### WBIG Helps C. of C.

Greensboro, N. C.—Chamber of Commerce here has requested use of WBIG's merchandising-research files for purpose of advertising the Greensboro trading area. Major Edney Ridge has specialized for past three years in collecting data on merchandising in WBIG territory, which includes Greensboro trading area.

### First From Fair

Regular broadcasts from the forthcoming New York World's Fair will be started next week by WNEW. First of the broadcasts will be from the Administration Building, which is at present the center of activities there. Wm. McGrath, WNEW program head, says WNEW wires are installed and will stay in until after the Fair is over.



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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Feb. 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	140	139 1/4	139 3/4	- 1/4
CBS A	18 1/4	18 1/4	18 1/4	±
CBS B	18 1/4	18 1/4	18 1/4	±
Crosley Radio	9 3/4	9 3/4	9 3/4	±
Gen. Electric	42	41 1/2	41 1/2	- 1/2
RCA Common	7	6 3/4	6 3/4	- 1/4
RCA First Fid.	52	51 1/2	51 1/2	- 1/2
Stewart Warner	10 1/4	10	10	- 1/4
Westinghouse	99 1/4	97 3/4	98 1/4	- 1 1/2
Zenith Radio	14 3/4	14	14	- 3/4

### NEW YORK CURB EXCHANGE

Nat. Union Radio 3 3/4 3 3/4

### OVER THE COUNTER

Stromberg Carlson Bid 5 1/2 Asked 6 1/2

## NBC Symphony Series Continuing Into June

Carlos Chavez, noted composer and conductor of the Symphony Orchestra of Mexico City, Arturo Rodzinski, Pierre Monteux, Sir Adrian Boult and Bernardino Molinari have been scheduled to direct the NBC Symphony Orchestra following Arturo Toscanini's last broadcast on March 5. The Saturday night programs will continue into June.

### Carl Mark in Lion's Den

Cleveland—Carl Mark, WHK announcer, is scheduled to chalk up another "first" for that station when he goes into a lion's cage at a circus next Monday armed only with a mike. Program is set for entire MBS web. Mark had to promise not to yell and scare animals before permission for stunt was granted.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

## 20th Century Radio Prods. Fair's Radio Activities Has 4 Productions in Work Are Departmentalized

(Continued from Page 1)

Archie Josephson, is currently the most active of local transcription producers. Josephson is a former midwest chain theater operator. Among shows he now has in production are: "We, the People", tabloid dramatic trials of actual criminal cases, with hidden clues; "Federal Agent", adventures of the FBI operatives; "Sunnyside", homely and humorous strip written and produced by the originator of "The In-Laws" and somewhat reminiscent of that network classic, and "Five Star Theater", two-act dramas with different treatment.

## Cy Nathan Now Producing "Your Hollywood Parade"

West Coast Bureau, RADIO DAILY

Los Angeles—Cy Nathan has taken over production reins on the Lucky Strike "Your Hollywood Parade" for Lord & Thomas, with Tom McAvity relieved of detail in this connection to devote his entire time to supervision of all L. & T. shows from Hollywood. Other production assignments are unaffected by the change, though Arch Oboler, doing scripts, has asked for release within four weeks to permit freedom to pick and choose his chores, in addition to continuing to supply scripts for "Lights Out" for NBC out of Chicago, which he has been doing for three years past.

## Heater Renewed for Year

Gabriel Heatter was signed yesterday by Rogers Peet Co., through Marschalk & Pratt Inc., to a 52-week exclusive contract which will run until Aug. 25, 1939. Program will continue to be heard on WOR, Monday through Friday, 9-9:15 p.m.

This makes the second consecutive year for Heatter under Rogers Peet. Initial contract expires on Aug. 26.

## Joins CBS Education Board

Spencer Miller, director of the Worker's Education Bureau of the A. F. of L., has been named to the CBS Adult Education Board, William S. Paley announces. The new appointee has had wide experience in the preparation of labor and sociological broadcasts for the National Advisory Council on Radio in Education.

## Col. U. Radio Plans

A radio committee headed by Dean Carl W. Ackerman has been appointed by Columbia University to study all phases of radio and its application to education.

## Manning Hall in New Post

Philadelphia—Manning Hall, formerly publicity director of WPEN, is joining the Commercial Recording Co. as promotional director.

## Vick Show Ends March 20

West Coast Bureau, RADIO DAILY  
Los Angeles—The CBS Vick's "Open House" series, starring Jeanette MacDonald, mutes on expiration of its 26 weeks, March 20.

## Fair's Radio Activities Are Departmentalized

(Continued from Page 1)

benefit both the paid and free broadcasters who select the site for their broadcasts will be handled under the headings of National, State and Industry, with all International broadcasting set into a special grouping.

Majority of the broadcasting is expected to be on a sustaining basis, but many network sponsors are expected to air direct from the grounds. Although no contract has as yet been signed with CBS, negotiations are now under way, while it is understood that an agreement has already been reached with RCA for a permanent site to be located on the grounds. MBS, through its New York outlet, WOR, will probably broadcast directly from the Bamberger exhibit, which has already been leased.

## WIL Goes to High Court In Dispute with the FCC

(Continued from Page 1)

to broadcast on the 1250 kc. frequency. The newspaper got the nod. The U. S. Court of Appeals for the District of Columbia later upheld the Commission's decision. WIL now asks for a review of the appellate court's decision, contending the commission's action was invalid "for want of any finding of fact made on or before the date on which the decision was entered." WIL has operated here since 1922.

## Temple in Preview on MBS

Shirley Temple makes her second radio appearance on March 4 over a coast-to-coast MBS network at 11:30-12 p.m. when her new picture, "Rebecca of Sunnybrook Farm," is previewed. Other stars set to appear include Gloria Stuart, Randolph Scott, Jack Haley and Slim Summerville.

## Band Bill Advances

Albany—Senate Committee on Education and Health has reported favorably the bill by Senator Emmett L. Doyle of Rochester prohibiting school or college bands from furnishing music at outside public functions unless no local organized band exists. Measure is expected to be on Monday night's order of passage calendar. The Assembly companion bill by F. J. McCaffrey has been killed there.

## COMING and GOING

BENEDICT GIMBEL JR., president of WIP, Philadelphia, leaves today for a two-week southern vacation.

EDWARD LASKER, vice-president of Lord & Thomas, has trained back east from Hollywood, where he spent a couple of weeks.

EDDIE CANTOR, who arrives in New York on Sunday from the Coast, will be accompanied by DEANNE DURBIN, JACQUES RENARD, JIMMY WALLINGTON, BERT GORDON, VYOLA VON, SIDNEY FIELDS and VIC KNIGHT. After doing their March 2 and 9 broadcasts from New York, troupe goes to Philadelphia and will air from there March 16, returning to New York for March 23 program.

RICHARD O'DEA, vice-president of WNEW, sails tomorrow for a three-week South American cruise.

HARRY HEILMANN, baseball broadcaster for WKYZ, Detroit, and the Michigan Radio Network, is off to the Detroit Tigers training camp at Lakeland, Fla. While at Lakeland, Heilmann will make his "Baseball Extra" transcription series, as he did last year.

GEORGE MCCARRETT, Lord & Thomas supervisor of all the Lucky Strike airings, is on the Coast for huddles with Tom McAvity.

LEWIS ALLEN WEISS, general manager of KHJ-Don Lee net, is back in Hollywood from the east.

TIM RYAN and IRENE NOBLETTE return to New York tomorrow after a two-week vaudeville tour. Upon their arrival they will immediately start rehearsals for the Nehi program to start March 11.

## "Meet the Missus" Anniversary

Detroit—WJR's "Meet the Missus," with Harry Wismer, celebrates its first anniversary and starts into its second year Wednesday afternoon at 2:30. The meeting place is at the Women's Guild, 2631 Woodward Ave. Prominent among the guests who will meet Wismer are Mrs. Richard A. Reading, who will bring along the Mayor; Mrs. Edgar A. Guest, who has been an interested listener; Ann Campbell, Detroit News poet, and others. Sponsor is Fitzpatrick Bros. for Kitcher, Klenzer, through Neisser-Meyerhoff Agency.

## Kaufman to Mankato

Chicago—Robert L. Kaufman, who resigned fortnight ago as assistant to president of WHIP-WWAE, has gone to Mankato, Minn., to investigate opening at new station WMKT. Kaufman formerly was associated with WLS as promotional director.

Covers the Nation's  
Brightest sales spot

**WKY** Oklahoma City

NBC Network • Representative — The Katz Agency

AFFILIATED WITH THE OKLAHOMA PUBLISHING CO.

**Find Important Loopholes  
In N. Y. State Radio Bill**

(Continued from Page 1)

in the state. Of this number only a half-dozen use a directional antenna. The old "T" type is still being used by some and the new vertical type by others. Bill says nothing about programing, so apparently it only affects the transmitter which in some instances is located in adjacent states and therefore exempt from the tax. WJZ uses a directional antenna, but its transmitter is located in Bound Brook, N. J. WABC, WOR and WNEW also have their transmitters in Jersey. To evade the law stations close to the border of the state could easily move their transmitters into the adjacent state and escape the tax, which is based upon the utility tax scale.

Third section of the bill states that "no radio corporation subject to the provisions of this chapter shall, directly or indirectly, except with the express permission of the commission subject to rules and regulations promulgated and adopted by it, give any free or reduced service, except to its officers, employees, agents and attorneys in the prosecution of business of the corporation, and for the broadcasting of emergency notices affecting public health or safety on the certification of a police officer or a judge of a court of record as to the necessity for such broadcast; but the rule and regulations of the commission may provide for the free broadcasting of news of important events or of any other matter or thing in the interest of public health and safety."

The FCC rule of "public convenience and necessity" becomes "public health and safety" according to this bill. It would, presumably, bar Governor Lehman from speaking to his constituents except by permission of the cop on the Park Ave. beat. Bona-fide appeals for charity, which radio has always helped, would be a thing of the past. Even the "fireside chats" of President Roosevelt would be out.

McCall also seems to have overlooked that in times of war the FCC regulations declare that the President can take over all radio facilities. This important point coincides with the many court rulings which have declared that radio broadcasting is interstate commerce and therefore cannot be governed by the states.

Apparently the state utility bill was taken as the model for this bill. Utilities are a monopoly—but radio enjoys no such privilege. It is a highly competitive business with all key cities containing three or more radio stations.

General opinion of legal counsel on this bill is that it is too ridiculous to



**NEW PROGRAMS—IDEAS**

**Air Camera Club**

KDYL, Salt Lake City, has inaugurated a "Camera Club of the Air," sponsored by four local camera firms. Show employs two characters in traditional clubroom airing, giving hints on the art of photography. Prizes are offered for best snaps, with fans encouraged to visit studio for picture-taking. Printed cards were mailed to all camera-owners on sponsors' lists, while promotion also includes elaborate store displays and distribution of program scripts. Idea came from Myron Fox of the station.

**Thirty Ministers to Rotate WORC "Morning Watch"**

(Continued from Page 1)

ing to enlarge the scope and interest of the devotional program, which is regarded as filling a real need in the community. Dr. Morris Peterson has had charge of the program for several years.

**Morris Plan's New Show**

New program which Morris Plan Bank of New York will start March 1 at 7:30 p.m. over WEAF has been titled "You, the Unseen Jury." Scripts will be written by Howard Warwick, around plots designed by Roy Post. Milton Cross will do the announcing. Program is under direction of Chester H. Miller, and account is placed through Gotham Agency, with Arthur Kron as account executive.

**Fiction Series on WOR**

"Their Greatest Stories", produced by WPA Federal Theater Radio Division, based on outstanding stories made available by Scribner's, Esquire and other magazines, will start March 6 at 8-8:30 p.m. on WOR-Mutual. First offering will be "Surprise for the Boys", by Herbert Clyde Lewis, from Esquire. A special "reader" technique will be used.

**WBIG to Air Slopover Games**

Greensboro, N. C.—WBIG has contracts already to broadcast a number of big league exhibition games to be played here by various national league teams on their way home from training camps.

Greensboro is the home of a number of big league ball players, notably Wes and Rick Ferrell.

receive any consideration. Late stories from Albany stated that McCall estimates that his bill would net \$8,000,000, which on a pro rata basis means that each station, assuming all are taxable, would have to pay \$160,000 in tax. Some stations do not have gross billings equal to that amount.

Reports are current that the legislators are using this bill as an out to reduce some of the gasoline taxes, now that the autoists are turning the heat on the legislators. Attempt will be made to pass the bill on March 1.

**"School for Songwriters"**

Friday Variety Show of KDYL, Salt Lake City, has added this feature to encourage local songwriters. Idea is to interview composers, following which station ork presents its own arrangement of writer's efforts.

**"Dear KIRO"**

KIRO, Seattle, Wash., has launched weekly "mailbag" column. Logged as "Dear KIRO," program features most interesting letters addressed to station. Queries are answered.

**Kentucky Governor Uses Seven Stations for Talk**

(Continued from Page 1)

cluded WCKY, which fed the program; WPAD, WLAP, WOMI and WCMI, with a repeat over WHAS and WNOX. Chandler is running for U. S. Senator against Senator A. W. Barkley, present Democratic majority leader and Roosevelt man.

**"Dog Heroes" Stays on WJZ**

Modern Food Process will continue "Dog Heroes" on WJZ after the network series folds Feb. 27. Same period, 4:45-5 p.m., will be retained. The Clements Co., Philadelphia, is the agency.

**Royal, Rubicam, WOR Among Awards Winners**

(Continued from Page 1)

award for "excellence of commercial announcements" for its Atlantic Refining Co. and Kellogg-Singing Lady shows.

WOR received honorable mention in the "Advertisements distinguished for layout, art and typography" division. It is the first radio station to be so honored.

Edgar Felix received honorable mention under "research achievement" for his radio coverage reports.

The 1937 Jury of Awards consisted of Eugene Thomas, WOR; A. M. Crossley, Crossley Inc.; Richard Compton, Compton Advertising Inc.; J. Stirling Getchell; H. F. Jones, advertising manager of Campbell Soup Co.; Henry Luce, Time Inc., and others.

**Commercial Biz Boosted On Calif. Radio System**

(Continued from Page 1)

Marge" and "Hilltop House", for Colgate-Palmolive-Peet; John Brown Colleges, a coast account; a half-hour evening dramatic show for Gruen Watch, and "Dr. Friendly", for Kruschen Salts.

Basic stations for CRS, which is represented nationally by Trans-american, include KFVB here; KYA, San Francisco, and the four McCatchy stations, KFBK, Sacramento; KWG, Stockton; KMJ, Fresno, and KERN, Bakersfield.

There's Only One Radio Station  
in Bay City-Flint-Lansing  
-Jackson-Battle Creek-  
Kalamazoo-Grand Rapids  
.....These, plus  
**DETROIT**  
WXYZ (Key Station)  
comprise the

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

MERLE BLACKBURN, formerly with WCFL, has joined staff of Critchfield & Co., Chicago, and will handle promotion for Wheeling Steel program.

B. N. HUTCHINSON, head of Western Agency Inc., Seattle, is on a tour of the southwest, including contacts with radio execs in Los Angeles and other Calif. cities and arranging publicity for Seattle Indians, pro baseball team.

GOLDBLATT & SMITH INC. has been incorporated by Alfred L. Goldblatt, F. E. McFarland and Solie Ringold, with headquarters in Lloyd Bldg., Seattle.

STANLEY A. WILLER, director of research of Ralph H. Jones Co. agency, Cincinnati, knows now that a tibia is something other than a stop on an organ. During a recent basketball game at a Parent-Teacher's frolic, he fractured his knee-bone in the left leg and will be confined to cast and crutches for a month.

Jimmy Scribner Booked

Jimmy Scribner, WOR, has been booked into the Capitol Theater, Washington, for one week beginning March 18. Plans are now being completed whereby Scribner's broadcasts of the "Johnson Family" will be aired directly from the stage via WOL, Mutual outlet in that city. Henry Frankel, WOR artist bureau, handling the deal.

Cozzi Signed for Operas

Mario Cozzi, NRC concert baritone, who appeared as soloist with Frank Black's orchestra over WTAM in Cleveland on Saturday and also at the recent NAB convention, has been signed for leading roles in three operas in Washington. He is scheduled for "Carmen" on March 6; "La Traviata," March 9, and "Tosca," March 12.

Foreign Programs to WWAE

Chicago — Foreign language programs of Hammond Calumet Broadcasting Company's 5,000 watt WHIP are being shifted gradually to low-powered WWAE.

BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

February 25  
 Ellis Andrews Victor Bay  
 Ronny Weeks

February 26  
 Joseph Bonime Maximilian Pilzer

February 27  
 David Samoff Maurice Spitalny  
 Ruby Cowan Frank Munn  
 Harold Turner



● ● ● "Little Shots About Big Shots"—This actually happened at last Saturday's "Hit Parade" and is a radio-classic as you may decide after gleaming these few lines... The show was on and the musicians were swaying to Richard Himber's fess 10 lbs.—and "MR." hip-movements. One of the musicians is Jack Jenny, whose wife is Kay Thompson, the choir master. Kay was standing in the wings of the CBS playhouse watching and waiting for the show to end so that hubby and herself might continue along home. She, however, decided to take their dog for a walk—and to the broadcast the mongrel went. Kay held the dog's leash, turned her back a second—and away the mutt went—right on the stage—stopping at every musician's leg for a sniff—finally stopping at the trousered-leg of a singer who was making passionate love to the microphone—singing "Thanks for the Memory."

● ● ● Kelvin Keech rejoins NBC as a staff announcer Tuesday. Peggy Gordon, featured thrice weekly via WBIG, Greensboro, N. C., is deluged with mail from college boys. One from Davidson College states "Every time I hear the station break of WBIG I think of you. I think the announcer says WBIG—for 'We Believe in Gordon.'" And from N. C. State College, in Raleigh, there came a letter in the form of a special order from the regimental staff asking for a special dedication and signed by all officers of the staff from the Regimental Sergeant Major to the Colonel himself!... Don Johnson is writing, directing and producing the "Easy Aces" show until the end of February.

● ● ● Not having had the extreme honor and privilege of meeting O. O. McIntyre—or ever writing him for advice insofar as our career was concerned—this pillar was the only one that failed to comment on his passing... But the foregoing permits us to add a few humble words and we welcomed the opportunity... A WOR memo was sent to Gabriel Heatter stating that "Mrs. McIntyre had been touched deeply when she heard Heatter over the air the night of O. O.'s death—and would appreciate Mr. Heatter making a special recording for her"... The commentator complied... Incidentally, if any of George Washington's ancestors had been listening to Heatter's show Tuesday night—they, too, would have welcomed the wordage and information dispensed over the ether.

● ● ● This happened at WIP, Philly, the other day when Helen Kiley, operating the switchboard, had paged Maestro Clarence Fuhrman, through the p.a. system attached to the board's side—and at mouth-level... After the page she forgot to snap off the switch—and asked a nearby friend if she wouldn't have a piece of candy... This invitation was wasted over the p.a. system to every nook and corner of the WIPlant and in two minutes over 30 members of the staff were swamping Miss Kiley for confectionery... Yesterday afternoon Billy Rose and John Murray Anderson staged a debate with two college profs at the Casa Manana before a group of students of N. Y. U., showing the theater of years ago and today. The students watched the exhibition by chorus girls, etc.—and then went home to write a thesis on what they had observed... When we went to college (and we did!) such things were unheard of—that's why the younger generation is so smart, eh!

● ● ● Harry Link, Irving Berlin's "headache-eliminator" has a RAT mounted on a plaque in his office with the following words embossed in gold: "A Robbins Spy—Bagged by Link—12-25-37"... Nick Kenny, who in his column the other day from Miami, credited the gag (about Goodman Ace having a sun-lamp in his room there) to Hy Gardner, who told us he "borrowed" the material from our pillar of two weeks ago—refused to go sea-fishing the other day. Seems he gets sea-sick!... Nick Kenny's known to his readers and intimates as "The OL' SAILOR"—and served in the Navy during the War.

GUEST-ING

GRANTLAND RICE and FLOR-ENCE RICE, on Al Jolson show, March 1 (CBS, 8:30 p.m.).

JOEL McCREA, with Bette Davis in "Forsaking All Others," on Lux Theater, Feb. 28 (CBS, 9 p.m.).

HOMER CROY, on "Hobby Lobby," March 2 (CBS, 7:15 p.m.).

ADOLPHE MENJOU and VER-REFE TEASDALE, on Chase & Sanborn Hour, March 2 (NBC-Red, 8 p.m.). ROSALIND RUSSELL, same show, Feb. 27.

GLENN GRISWOLD, GEORGE BACKER and J. MAX WEISS, discussing "Will the Depression Hurl Us Into War?" on World Peaceways Forum, Feb. 28 (WQXR, 9 p.m.).

TOM TERRIS, on Robert L. Ripley program, Feb. 26 (NBC-Red, 8 p.m.).

FELIX KNIGHT, on Walter Damrosch "Music Appreciation Hour," March 4 and 11 (NBC, 2 p.m.).

SMITH and DALE and GEORGE MORAN, on George Jessel show, Feb. 27 (Mutual, 6 p.m.).

JOAN BENNETT and AKIM TAM-IROFF, on Peg Murray-Ozzie Nelson program, Feb. 27 (NBC-Blue, 7:30 p.m.).

TED SHAWN, interviewed by Frankie Rasch, Feb. 26 (WMCA, 3 p.m.).

FRANCIS LEDERER and MARGO on Paul Whiteman show, March 4 (CBS, 8:30 p.m.).

EMILY POST, on "Aunt Jenny's Stories," March 3 (CBS, 11:45 a.m.).

JACK KOFOED, sports writer, will be interviewed by Frank Graham on "Setting the Pace," tonight (WHN, 6:45 p.m.).

JEAN LENAUER, interviewed by Doris Smith, today (WNEW, 4:30 p.m.).

DUKE ELLINGTON, BOB CROSBY and GLEN GRAY, added to list of guests for the CBS "Saturday Night Swing Club," tomorrow (CBS, 7 p.m.).

MARTHA SCOTT, currently in the Broadway play, "Our Town," interviewed on "Theater Guide," today (WINS, 10:45 a.m.).

"ARNO"



2 Year  
 SENSATIONAL  
 ENGAGEMENT  
 as  
 GUEST  
 CONDUCTOR  
 at  
 SHEA'S  
 Buffalo Theater  
 Featuring Unusual  
 Musical  
 Presentations  
 NOW AVAILABLE  
 FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.

## PROGRAM REVIEWS

**"Your Hollywood Parade"**

Musical portion of "Your Hollywood Parade" on NBC-Red last Wednesday night took a spurt with the addition of 12 men to Al Goodman's orchestra, giving him a crew of 52. Goodman made excellent use of the extra personnel. In an arrangement of "Siboney," for instance, he accomplished a variety of interesting effects, bringing various instruments and groups to the fore by turn without ever distorting the course of the melody. This was typical of the added color, tonal quality and other new values that characterized the work of the amplified band.

Program in other respects was in average form. Sally Eilers was guest star, subbing for Constance Bennett, in a skit with emcee Dick Powell. Bob Hope, in comedy, and Rosemary Lane, vocalizing, were the other headliners.

**"Skyways Reporter"**

This interesting series from the Newark Airport now has a six-weekly stint over WNEW at 8:45 p.m. for Lighting Electric Co., through Wm. N. Scheer Advertising Agency, Newark. Bob Becker does the interviewing, with Frank Reynolds and Art Beadle on production and engineering. A prize contest, with flights to Hollywood, Montreal and Niagara Falls as awards, is part of the new series. Show has good novel human interest, plus an occasional thrill or two as interesting air-travelers and personnel are interviewed. The 5 p.m. WAAT broadcasts also continue.

**Briefly**

Lew Lehr, on Ben Bernie's Wednesday night program over CBS, is the radio comedy find of the year. He is both different and funny.

Nan Wynn did some mighty appealing vocalizing in that 10:30 p.m. spot on Wednesday over CBS. Her style is in the swing class, but nice.

Another current CBS sustaining songstress who merits sponsor attention is Doris Rhodes. Over the network at 6:45 last night she displayed plenty of what-it-takes to please the ear in a vocal way. Freddie Rich conducted the orchestra in his usual workmanlike style.

**WHIP Uses Elevated Ads**

Chicago — WHIP, 5,000 watter of Hammond and Chicago, has contracted for \$15,000 worth of advertising in billboards on platforms of the Chicago Rapid Transit (elevated system).

**WANTED:**  
100 OR 250 WATT  
**TRANSMITTER**

State lowest cash price. Also second-hand  
150 watt tower  
BOX A-132. RADIO DAILY  
1501 Broadway New York City

## ORCHESTRAS - MUSIC

LANNY ROSS will give the premier broadcast of one of his own compositions, "Vision of Love," as his farewell song salute on the last performance this season of "Hollywood Mardi Gras," March 1, over NBC-Red Network, 9:30 p.m. The composition was published last month by Stasny Music Corp. in sheet form and included in a book of "Lanny Ross Song Treasures," a collection of new love songs and famous old favorites.

Bernard Herrmann, recently resigned for a five-year contract as staff conductor and composer with CBS, will appear in both capacities before a visible audience this evening when he guest-conducts the WPA New York Civic Orchestra in a program that includes two of his own compositions.

Al Donahue, who was recalled five times to the Rainbow Room, earns again the title of "The Man Who Comes Back" when he opens his third return engagement at the Hotel Roosevelt in New Orleans on March 25. Donahue, currently playing at the Colony Club in Palm Beach, goes into the Roosevelt Blue Room on that date with his orchestra, Durelle Alexander, the Male Glee Club and String Choir. Just as they did during their last appearance there, the Donahue organization will break in some new novelty acts for their next Rainbow Room engagement in April.

Tito Guizar waxed four sides for RCA-Victor in Hollywood this week, recording numbers from Paramount's just-completed "Tropic Holiday."

Jan Garber and orchestra have arrived by plane on the coast to open at Topsy's Cafe.

Victor Young has been signed for an additional 13 weeks as musical director for the Al Jolson show.

Bernard Fowler and his orchestra of High Point are being featured over WBIG, in Greensboro, N. C., in a half hour period every Sunday evening—a recording dance orchestra that is fast becoming a southern favorite.

George Olsen is preparing a full library of all the Ziegfeld music he played when he directed the pit orchestra for Ziegfeld productions, for use on his new commercial which starts March 11 over NBC-Blue. Olsen conducted the orchestra for many of the Ziegfeld shows, including "Whoopie" and "Louis the 14th." He plans to use a special "Music of Tomorrow" arrangement of one of the Ziegfeld numbers on each of his broadcasts.

William Farmer and his orchestra have signed CRA management contracts and will return to the Prom-

enade Cafe of Rockefeller Center, New York, for the third successive summer season on June 14. Farmer will have an NBC network wire.

Codolban, gypsy violinist, and his orchestra, have had their contract renewed at the Hotel St. Regis, New York, for an additional 12 weeks through CRA.

Mark Warnow is collecting recordings of Chopin music, having developed a yen for this composer's works that is almost fanatical. He believes Chopin is the greatest composer who ever lived.

Ken Sisson, director of "Canada 1938," had quite a pow-wow with Percy Grainger, celebrated pianist, composer and conductor, who is making a guest appearance with the Montreal Symphony Orchestra.

Maestro Heinie of Heinie and His Grenadiers fame is on a two-week vacation trip to the West Coast.

Larry Clinton, Jimmy Dorsey and Claude Hopkins, bring their bands to Philadelphia next week for a one night swing session at the Convention Hall.

Ozzie Nelson winds up his current engagement at the Victor Hugo in Beverly Hills on March 3. Maestro continues his batoning on the Peg Murray show while doing one-nighters in Southern California.

**WGES Record Renewals**

Chicago—Gene Dyer's WGES is pointing to a record of renewals of accounts, some of which have been with the station for more than six years. All use foreign language broadcasts. Three Star Laundry, six years on station; Rubens Clothing Co., six years; Leader Laundry, five; Turner Brothers, six; Publix Credit Clothing, five; Progress Furniture, three; Peoples Furniture, three; Local Loan, two; General Credit Clothing, five; Clorox, Libby, McNeill & Libby, American Family Flaks, all with long records. A new account is Linc Wash.

THE SONGBIRD OF THE SOUTH

**KATE  
SMITH**

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

## PROMOTION

**Riddle Contest Clicks**

A riddle contest, with the program titled "Riddle Me This," has clicked on WTMJ, Milwaukee.

The show, tested as one of a new nightly "quizzer" series with only \$1 prizes, pulled more than 300 responses at its first airing. Contestants represented all walks of life, with such professional men as professors, lawyers and dentists predominating.

The program is handled with an M.C. and a "riddle" man who pops in seemingly from nowhere with his riddle bag, and the two bat the dialogue back and forth. Three conundrums are broadcast for solving and the contestant submits one of his own along with his answers. Transcribed brass band music is used for interlarding.

This is one of three "quizzer" programs which WTMJ is using to build up the nightly 10:15-30 period.

**Promoting Drug Items**

KTUL, Tulsa, Okla., has sold afternoon program to independent local drug stores, stressing service of the independents and at the same promoting sales of standard items advertised on other station programs. Although show does not carry advertising for particular products, cooperation of the local sponsors includes provision for store displays, confidential information on products and its competitors, and personal interest in the sale of particular items. Program enables station to offer drug manufacturers thorough coverage of the Tulsa market.

**WDOD Coverage**

Field survey for WDOD, Chattanooga, was recently conducted by James R. Donavon, during which each signal strength measurement was carefully checked. Following are figures disclosed by the survey: Station serves population of 1,329,549, with a total of 145,395 radio homes. Buying power of the retail sales market is 178 million dollars. Primary coverage area, composed of some 35 counties, is about 16,000 square miles.

.. Did you know that  
the equipment at The  
School of Radio Tech-  
nique is identical with  
that used at N. B. C.  
and C. B. S.?

GEORGE MARSHALL DURANTE, DIR.  
R. K. O. Bldg. Radio City, New York

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## WDZ Makes Novel Use Of Its Portable Unit

Tuscola, Ill.—"Gerke's Roving Neighbor", bakery-sponsored program over WDZ here, makes novel use of station's mobile truck unit. Idea is to visit three different Illinois towns each week, calling on housewives and giving dollar bills to those able to produce wrapper from sponsor's product. Proceedings are aired through mobile unit's mike. Prior to the tours, station announcement makes known the offer. Floods of orders for the product are reported to follow.

Eight-point pickup in one hour is scheduled by the station next week, utilizing five studios as well as truck equipment. Thirteen Rotary clubs will participate in the broadcasts.

## W8XNT Starts Operation

Cleveland—Short-wave dialers in this area are now able to hear a new station carrying programs simultaneously with WHK each Wednesday. New unit is W8XNT, which started operation this week. It was the first time short-wave programs have been carried by a Cleveland station and an ultra high frequency transmitter at the same time. Transmitter for the station is located on 44th floor of Terminal Tower. Station operates on a frequency of 38,600 kilocycles with a power of 50 watts—sufficient for local coverage, according to E. I. Gove, technical supervisor of the United Broadcasting Co.

## Replace KRBB Steel Tower

Sacramento—A new steel tower, to replace 350-foot tower blown down in recent storm, was ordered today from Bethlehem Steel Corp. by KRBB, local McClatchy station. New tower embodies latest developments, including top loading and controlled angle of radiation.

## Rugby for Television

London—First television broadcasts of rugby football are scheduled to start March 19, when England and Scotland teams play at Twickenham. Three cameras will be used by BBC in making the pickup.

**CHARLES ROSS, Inc.**  
Formerly Motion Picture Lighting and  
Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. CI-1-6, 6-5470

## F. C. C. ACTIVITIES

**APPLICATIONS GRANTED**  
Cache Valley Broadcasting Co., Logan, Utah. CP for new station, 1200 kc., 100 watts, unlimited.  
Harwell V. Shepard, Denton, Tex. CP for new station, 1420 kc., 100 watts, daytime.  
WMAZ, Macon, Ga. Mod. of CP to increase power to 5000 watts LS, 1180 kc., 1000 watts night, unlimited.  
WBAX, Wilkes-Barre, Mod. of license to change hours of operation from specified to unlimited, 1210 kc., 100 watts.  
WJBW, New Orleans. Renewal of license to operate on 1200 kc., 100 watts, shares.

KLZ, Denver. CP for new mobile low frequency relay station, 1622, 2058, 2150, 2790 kc., 200 watts.  
**APPLICATION DENIED**  
Food Terminal Broadcasting Co., Cleveland. CP for new station, 1500 kc., 100 watts, daytime.  
**SET FOR HEARING**  
Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station, 3492.5, 6425 kc., 175 watts, unlimited.  
Juan Piza, San Juan, P. R. CP for new experimental station, 4797.5, 6425, 8655 kc., 1000 watts, unlimited.

## CBS Move Indefinite

Although still a topic of discussion, CBS' plans for moving New York headquarters to new Park Avenue Building are still indefinite, and it is believed the web will remain in its present quarters at 485 Madison Ave. for some time to come. Current lease expires April 1, 1939, but renewal arrangement has been negotiated whereby CBS may renew on year-to-year option basis. One factor in the delay is said to be uncertainty in the television setup.

## Builds Portable Amplifier

Kansas City—Lloyd Sigmon, KCMO Chief Engineer, has constructed a new portable amplifier, embracing several unique features.

## Off-the-Air Records Do Not Need License

(Continued from Page 1)

down a network program to be re-broadcast, or similar instances where the outlet has no time available when the original broadcast is made. Usual recordings made for purpose of public performance for profit, including broadcasts, must be licensed. The one exception is the following.

(A) "Where due to unavailability of station facilities or resulting inconvenience to a station, a network program is recorded for subsequent broadcast within one week following the network broadcast, a license to cover such recording is not required at the present time where such original network program is licensed. This class of cases is known as delayed or deferred broadcasts."

Other clauses in the MPPA letter are:

(2) "In no event are the so-called 'off-the-air' recordings to be sold in bulk or volume, or to the general public."

(3) "At this time we are not requiring licenses to cover so-called off-the-air recordings where such recordings are made merely for file, reference, or audition purposes, even though a few isolated copies of such recordings are sold for such purposes."

## Improve High Fidelity

Recently-installed "stabilized negative feed-back" at WABC has greatly increased high-fidelity characteristics of musical programs, it is reported. The device, according to chief engineer A. B. Chamberlain, utilizes a self-corrective principle of harmonic reduction whereby distortion is cancelled out by the deliberate introduction of artificially produced distortion.

## Start Tube Manufacture

North Bergen, N. J.—New Republic Radio Corp., a subsidiary of the Duro-Test Corp. will start production of receiving tubes for the retail market, it has been announced. Promotion will be handled by News Features, Inc.

## Lucky Strike Replacing Warner Bros. Program

(Continued from Page 1)

is bringing this show to New York, thus giving rise to reports that the Kyser show may go in the NBC spot.

Warners are understood to have been dissatisfied with the program particularly the generous use of other than Warner players as guest stars. Dick Powell, emcee, also was at one time reported to be on the verge of walking out.

## WBIG Branch Studios

Greensboro, N. C.—Mayor Earl Horner of Durham made the opening address at the inauguration of WBIG's Burlington studios in the Alamance Hotel in Burlington. Two Burlington sponsors are already using the studio for their program and a half a dozen more will be on within a fortnight. Manly Holland is studio manager in Burlington.

Gilbert Hutchison, newest addition to commercial staff, will probably be assigned to WBIG's High Point studios, expected to open in the next few weeks. Hutchison was formerly with CBS in Cincinnati.

## WEW Improves Studios In New Expansion Plan

St. Louis—Studio improvements and expansion have been started here by WEW, commercially-operated station of St. Louis University. Alterations, which are expected to be complete within six weeks, will provide engineering improvements as well, and will give the station new arrangement of general, executive and auditioning offices. Indirect lighting and air-conditioning are included in the plans.

The station first became commercial last September. Its sensational success under the new arrangement prompted the improvements, which presage further expansion. Rev. Wallace Burk, S. J., is director, and Bro. Rueppel is chief engineer.

## In Larger Quarters

Glenside, Pa.—WIBG has moved into its new studios at Easton Road and Mount Carmel Avenue here, with final touches on the larger quarters expected to be made within a month, when formal dedication will take place. Outstanding in the new layout is a studio twenty-five feet square—large enough to accommodate a symphony orchestra or a chorus of two hundred.

## Western Electric Net Up

Western Electric Co. reports 1937 sales at \$203,467,000, compared to \$146,421,000 in 1936, while net earnings last year were \$19,514,197, against \$18,698,049 the year before. Taxes paid totaled \$6,181,000 or 24 per cent of the company's earnings.

THE ANSWER IS

Yes...

We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.

**C I D**  
PHOTO ENGRAVING CO.  
250 WEST 54th STREET NEW YORK  
Telephone CO 1-1111



SIXTEEN CBS announcers will be strategically spotted along the 300-mile Colorado River Aqueduct for a special coast-to-coast CBS broadcast tomorrow at 3:30 p.m., to acquaint the nation with the immensity of the project of the Metropolitan Water District of Southern California. Details being arranged by Fox Case, CBS director of special events.

Lou Marcello, formerly of Kansas City, has been added to the staff of KFVB as announcer and news commentator.

KFVB has been picked by Colgate-Palmolive-Peet to release the waxed series of "Hilltop House" and "Myrt and Marge." Swift and Co. is sponsoring a gardening series conducted by Major Baleson over the same station.

Elvia Allman, one of the busiest of radio actresses with intermittent chores for Lux, Cantor, Jolson, Jean Hersholt and "Hollywood Hotel," is carrying around blueprints for a new home in San Fernando Valley.

Euclid Candy Co. adds to coverage for "Headlines on Parade" with KOIN, Portland; KIRO, Seattle; and KVI, Tacoma, of CBS Pacific Coast net, releasing for 52 weeks from March 1. Knox Manning handles at 5:40-5:45 p.m. each Tuesday.

Eddie Albright returns to KNX and CBS Pacific Coast with his "Bookworm" program on Thursdays at 4:45-5.

Jean Hersholt made a flying trip to San Francisco last week to introduce Governor Frank Merriman at the opening banquet of San Francisco's "Year of Festivities" planned to precede the California International Exposition of 1939.

The newly organized KFI-KECA "Chorestra" group has quickly found a sponsor in the Inglewood Park Cemetery Ass'n. The vocal musicians will be heard on the sponsored stanza Tuesdays at 7-7:30 p.m. over KFI, starting April 5.

KEHE now offers the 40 voices of the Glee Club of the Hollywood First Presbyterian Church on Friday nights at 8:30 to 9.

Merle Carlson and his orchestra will be heard on a new KMPC remote from the Zenda Ballroom at 10:30 nightly except Sundays and Tuesdays.

Globe Investment Co. is sponsoring a 15-minute news period five times weekly over KFI, with contract running until Feb. 17, 1939; and LeRoy Diamond Company has signed for nine daily time signals until March of next year—3285 in all.

Eddie Conrad and Pat C. Flick are writing the new show being read by Ben David of the Lou Irwin agency, with John Boles, Ethel Mer-

**WSFA Alumni Now in Big League**

Montgomery, Ala.—Four years ago John Allen Wolf and Meador Lowrey formed the entire announcing staff of WSFA. Now Lowrey is studio director in charge of production at WHAS, Louisville, and John Allen Wolf has almost two years experience as a CBS announcer behind him in New York. At the same time Fred Mosely was a fledgling in the advertising department. Mosely is now general manager of WAGF, Dothan, Ala., and doing a swell job. L. B. Hallman Jr. at that time was chief engineer. He is now a big shot research specialist at Wright Field, Ohio, having been called to the big league direct from WSFA.

Other WSFA stars of the same period now in faster company include Teddy Grace, singing blues with Mal Hallett's orchestra; Jessie Reed, on the New York stage; Dixie Dunbar and Frank Tennille, in Hollywood; Bradley Lewis Roberts, also on the west coast rapidly climbing to the top of the musical ladder; the Triads, girl trio, just back from a tour with one of Major Bowes' units in the U. S. and Australia; Harry Pomar, production manager of WATL, Atlanta, and John Tillman, announcing at WHAS, Louisville.

**SAN ANTONIO**

Margaret West, lately of New York, is being featured in stage shows at The Hayloft, new nitery. She is also on the staff of Stephen R. Wilhelm Advtg. Agency.

Pat Flaherty, WOAI sports editor, addressed the Kiwanis Club of San Marcos recently.

President Hugh A. L. Hall of Southland Industries, has returned from New York and Washington.

**Harold Smith Buys Fla. Home**

Miami—Harold E. Smith, president of WOKO-WABY, Albany, has bought a residence here.

man and David Broekman's orchestra featured.

KHJ offers a new commentator on activities of women in the news with the advent of Agnes McKaye in "Women's News Parade" on Tuesday mornings at 11:45.

Hal Horton, the "Old Time Keeper," resumes his "It's A Fact" program on KFVB daily at 6:30 a.m., featuring gleanings from the news to point the theme that "fact is stranger than fiction."

Milton Weinberg Advertising Co. has injected a contest angle into the Loxol-sponsored Fray and Braggiotti waxed program by offering KNX listeners \$25, \$15 and \$10 for the best letters of suggestion or criticism received.

Sanka Coffee is eliminating Pacific Coast release of "We, the People," cutting off outlets west of Denver next month.

"Songs of the West," new KFVB program featuring the favorite songs of famous personages, will be a regular Tuesday logging at 9:45 p.m.

Garrett Fort, screen playwright who did the adaptations of "Dracula" and "Frankenstein" and other blood-urdurers, will appear as guest on the KNX-CBS "Hollywood Showcase" on March 3.

Jim Guest conducts a DX fanning bee on his KMTR "DX Class News" each Saturday at midnight to 12:45 Sunday morning. Gives the distance bugs the lowdown on short wave around the world.

KFAC dramatizes the early life of Eddie Cantor and his lifelong romance with Ida on the "Dramas of Youth" series over that station Saturday at 5:30 to 6 p.m.

**BOSTON**

Mac and Moore return to WBZ and WBZA in a new series on Monday under sponsorship of Webster Thomas Co., distributors of "Matchless Brand Foods."

Atlantic Coal Co. of Boston, exclusive distributors of "Ambercoal" up until now confined to newspapers, took on radio as an additional medium and are henceforward sponsors of morning weather reports by E. B. Rideout on WEEI six days a week.

**LOUISVILLE**

New offices for WAVE are rapidly nearing completion. Additional space has been much needed to enable the staff to handle the increased volume of business.

Earl P. Carter, head of Pan-American Recordings, is sporting a new car.

Bob McIntosh, WGRC program director, plans to organize and direct a male octet. He is now conducting auditions to select the voices.

**WORL, Boston**

Jimmy Gallagher, orchestra leader, is back on the schedule, three times weekly.

"The New Leadership," conducted by Fredrick Ellsworth Wolf, author, is a new thrice-weekly feature dealing with community, national and world affairs.

Mrs. Charles Geissler's daily contract bridge programs go into tenth year next week. She taught the game for eight years on WEEI, four years on WNAC, and at one time was on three stations simultaneously.

**WIS, Columbia, S. C.**

"Castleberry's Riddle Man," aired thrice weekly, is doing a land-office business. Only trouble is keeping the telephone line from jamming as listeners rush the dial with answers to the riddles. Frank Burger is presiding over the brain-teasers.

Three quarter-hour educational programs are being presented each week through the extension division of University of South Carolina.

**WIS Brochure**

WIS, Columbia, S. C., has prepared a 32-page promotion brochure, due off the press shortly. Publication is being handled by Bennett Advertising Agency, with station ad department in charge of distribution.



FRANK RAND, CBS press chief, off to St. Louis and other points to visit radio editors and make other contacts.

Truman Bradley, Ford Sunday Evening Hour announcer, has moved his cosmetic concern, Mme. Huntingford, to new headquarters in the new McCormick Bldg.

Buddy Rogers and Mary Pickford put on an entertainment for the veterans at Hines Hospital.

Earle Bailley, manager of Music Corp. of America in London, is back on furlough.

Louis Panico, trumpeting band leader, has been named to follow Buddy Rogers at the College Inn starting Friday. Willie and Eugene Howard also will be headliners.

M. H. H. Joachim due here this weekend to take over post of radio directorship of Buchanan and Company agency.

John Harrington, baseball broadcaster on WJJD, got back from west coast vacation with the Joe E. Browns.

Don Pedro, who sings and plays violin for Evans Fur on WGN, is taking vocal lessons in opera singing from Rosa Raisa and Giacomi Rimini, who have organized an opera class.

**WOKO-WABY, Albany**

Central Avenue Merchants Ass'n have signed with WABY for a daily musical time table program, 8-8:30 a.m., aimed at turning shoppers into the Central Avenue district. Program will be handled by "clock watcher" Grenfell Rand.

The George Jessel program aired over Mutual on Sundays is now being carried into Albany via WABY, under sponsorship of Standard Furniture Co.

**"Know Your State"**

Little-known facts about North Carolina, from early days to the present, will be treated in a new series now being prepared by WPTF, Raleigh, for sponsorship by Commercial Printing Co. Dr. C. C. Crittenden, Secretary of State Historical Commission, will prepare sketches and introduce initial broadcast. Early evening spot is planned on weekly basis.

**Lamont Corliss to Switch**

Lamont Corliss on March 4 will shift "Those We Love" to the Monday, 8:30-9 p.m., on NBC-Blue. Show is now heard, Tuesday, 8-8:30 p.m. on the same web. J. Walter Thompson is the agency.

**NEW BUSINESS**

WCFL, Chicago: Texas Co., Chicago Cubs and White Sox games, through Buchanan Co.; Nu Enamel Co., baseball summaries; Holland Furnace Co., spots, through Ruthraff & Ryan; Utilities Engineering Institute, "Nothing But The Truth", through First United Broadcasters Agency.

KNX, Los Angeles: Chicago Engineering Works, "Camera Speaks", program; Armstrong Cork (rugs), "The Heart of Julia Blake."

## OKLAHOMA

Lyman Brown, program manager KASA, Elk City, married Bessie White, school teacher, with honeymoon spent in Oklahoma City and Woodward.

Walter Kronkite, newscaster at WKY, Oklahoma City, is in Kansas City on vacash; Hal Scher, promotion and Artists Bureau director, back from Tulsa; M. H. Bonebrake, commercial manager, back from New York.

KTUL, Tulsa, added to individual web of KVOO, Tulsa, and WKY for Oklahoma Tire & Supply Co. "Sunday Afternoon Social."

Lee Norton doubling as Larry Nelson in "Sunday Afternoon Serenade" on WKY for Local Building & Loan.

Harry LeVan, formerly with WBAP and WLS and Sinclair Minstrels, under option to WKY.

Evelyn Huff, executive secretary at WKY, named assistant for promotion and Artists Bureau, both under H. M. Scher's direction.

Marvin Krause, WKY announcer, placed by Artists Bureau as soloist for Oklahoma City Christian Science Church.

## BIRMINGHAM

Joe King, formerly with WAPI, has switched over to WBRC, NBC Red outlet.

Bill Edwards has left WBRC to join the Mutual system.

## WTAR, Norfolk

Colleen Moore's Doll House, on display in town, has received big radio buildup.

Junior Scherzo Club of Norfolk is scheduled for trial period on WTAR.

Louise Whitson does narrating for Old Virginia Chorus of 20 voices, latest sustainer to get under way.

Mary Jane Bakery is presenting "Boys and Girls Opportunity Hour" on Saturday mornings, with Mrs. Paul Kendrick writing and producing.

## ONE MINUTE INTERVIEW

## FRED NIBLO

"Radio programs that feature crooners could very well stand a Hollywood director's touch. It must be a bit incongruous to many listeners to hear a singer open a program with the melancholy lament, 'I'm Through With Love', and then return to the microphone immediately after and do a right-about-face with 'You're A Sweetheart!' Why can't they be consistent? Then, too, why can't something be done about those miniature basses who pull boats up the Volga in song and those heavyweight tenors who 'Tip-Toe Through The Tulips' when they face the microphone. Someone ought to tell them to be themselves!"

## ★ Coast-to-Coast ★

THE NBC Kiddoodlers, who up until this week were heard on Tuesday night and Sunday morning via the NBC networks, have given up their Tuesday night spot and will hereafter be heard on Sunday at 8:30 a.m. and on Wednesday at 12:15 p.m., both over the NBC-Blue net.

Genevieve Rowe will no longer be heard with Alfred Wallenstein on the Sunday night MBS "Musical Impressions" series after this week when the program is switched to Saturday night. Miss Rowe is unable to continue on that show because she is featured on the Philip Morris "Johnny Presents" programs which are heard on Saturday nights via CBS.

Personal appearances of the Monroe Brothers, hillbilly recording stars, are in demand, not only in North Carolina, but in surrounding states as well. Their morning broadcasts at 7 a.m. over WPTF in Raleigh bring daily requests from points in Tennessee asking for available dates on which their stage show may be sponsored.

The Radio Guide silver plaque for "excellence in broadcasting" will be awarded to station WQXR, New York on March 1.

The Girl Scouts, the Junior League and the Y.M.C.A. are among the various organizations using the facilities of WBIG, in Greensboro, N. C., for promotional and charitable work.

Graydon Goss, who plays Jack Trant, secret service agent, in "The Adventures of Ace Williams" series

handled by W. E. Long Co., Chicago, was born on an Indian reservation and went to Indian schools until he was nine years old—although he's no Indian.

Guest stars who will be heard on Allen Prescott's "Wifesaver" series, which begins Monday via WOR, include Joey Nash, Harry Silvern, John Leal and "Michel."

"Arabesque," which was given a test run over WGL, Fort Wayne, for Fort Wayne Morris Plan, to determine if radio audiences were ready for its return, has established its point, and author Yolande Langworthy is concluding the test at once in order to "avoid taking the edge off" the program, according to her representative, Herbert G. Hyman of Radio Events Inc.

An address by T. E. Steiner, originator of plan to criss-cross the continent with super-highways, was fed to Mutual on Wednesday at 6:15 p.m. by WHK, Cleveland. Steiner, interviewed by Larry Roller, WHK-WCLE special events director, covered the same topic as Senator Bulkley on NBC last night. Bulking is sponsoring the Steiner plan.

For the third consecutive season, WDW, Tuscola, Ill., has sponsored grade school spelling bees. Each Saturday afternoon for 45 minutes third through eighth grade pupils spell words. Five Illinois counties are represented, utilizing the five studios of WDW, Main studios are in Tuscola. Outside points are Mattoon, Effingham, Danville and Paris.

## PHILADELPHIA

Claire Lester and her novelty program, "Exploring the Magazine," makes bow over WPEN.

Newest additions to WFIL artist staff are Norman Benson, Mackay Swan, Frances Land and song stylist Judy Gray.

Tommy Smith is now handling WPEN's "Royal Court of Children."

Evelyn Russell is now singing with the studio band over WIP.

Don Glassman of the NBC press department is now in town weekly, preparing for KYW's new building opening.

Mary West and Paul Titus are now appearing in a program called "Echoes" over WIP.

Ray Fitzgerald is now airing with Anthony Candelori's band over WFIL.

Sam Serota, the dramactor at WHAT, is readying a new idea for one of his many voiced skits.

Harry Ehrhart, creator of the Dream Daddy shows in the early days of radio, returns to WCAU.

Jean Shaw is now being heard on WFIL's "Thursday at Three."

## ST. LOUIS

Bob Lewis of WIL staff is recuperating after an appendix removal. Bud Bittick is pinch-hitting for him.

Thomas R. Reid, chief announcer for KSD, was recently appointed executive secretary of U. S. Junior Chamber of Commerce.

In lineup of "St. Louis Blues," which KMOX is again feeding to CBS on Sunday evenings, are Ben Feld's orchestra, Lorraine Grimm, vocalist, and the Celestial Chorists.

Rev. Father W. A. Burk, S.J., faculty supervisor of WEW, is very enthusiastic about new transmitter and other equipment being readied for station's new \$75,000 studios. Father Burk inspected the apparatus while in the east recently.

Helen O'Connell, new vocalist on KSD daily "Alpine Varieties," is only 17.

Bill Johnson, formerly of WHAS, Louisville, has joined WEW announcing staff. Another recent addition is Walter Cleary, operator, from KFRU.

Harry W. Flannery, KMOX news commentator sponsored by American Packing, has been touring luncheon clubs with a gab angle garbed "Slips That Pass in the Mike."

## KANSAS CITY

The KXBY Barn Warmers have been booked by the Electric Theater in Kansas City, Kan., for Saturday night stage appearances in conjunction with a weekly hillbilly amateur contest starting March 12. The Saturday night broadcast of this nightly hour program will originate from the theater.

George Couper Jr. of the KXBY sales staff to New York on business.

KXBY has sold eight daily newscasts to the Olson Rug Co., and Jerry Burns will handle the airings.

Margaret Heckle, KMBC mike artist heard in the ET strip "Across The Breakfast Table," is laid up with tonsillitis, while Dorothy Malone, KMBC sales department secretary, also is on the sick list.

Everett Kemp, featured as Uncle Ezra on the recent sustainer "Happy Hollow" which KMBC produced for CBS, is now with KTHS, Hot Springs, Ark., where he is producing and conducting "Country Store." Kemp recently went to KOAM, Pittsburg, Kan., after more than eight years on the KMBC staff.

Moreland Murphy, KCMO announcer who was quarantined while his young daughter was laid up with mumps, has returned to the studio, as has Virginia Jones, pianist, who was ill.

Margaret Hillias, KXBY program director, is playing the featured role in a new dramatic strip, "Hollywood Girl," which the station is airing. Myra Clark and Grayson Enlow, also appear in the show which is scripted by Ralph Dickinson.

## WIOD, Miami

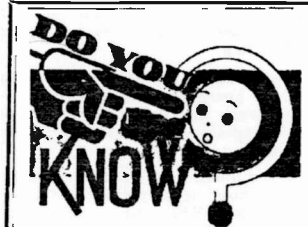
Martin S. Wales, station manager, and Vivian M. Stanton, who has been in the program department for the past two years, recently became Mr. and Mrs.

WIOD will be saluted by CMHK, Cruces, Cuba, in the first of a series of programs dedicated to the U. S.

## WELI, New Haven

Ann Palmer, vocalist, being groomed for guesting with "Tune Twisters". Saturday program, and "The Three Doctors", Thursday noons.

Dave Healy, baritone and vocal teacher, is now singing opera selections on Fridays and conducting juvenile talent in "Uncle Dave and His Gang" on Saturdays.



That in Alan Courtney's 9½ years on the air, working as many as 18 hours a day on three different stations, he never used a script, ad libbing all the way.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 40

NEW YORK, N. Y., MONDAY, FEBRUARY 28, 1938

FIVE CENTS

## 400 Stations In Used Car Drive

### 56 CBS STATIONS TO GET BREWER'S CO-OP SERIES

Brewers Radio Ass'n, a cooperative organization of 40 brewers banded together for the express purpose of sponsoring a series of broadcasts, will definitely be on the air next Monday, March 7, at 8-8:30 p.m. over a CBS network of 32 outlets. A week later the network will be enlarged to 44 stations and in the succeeding

(Continued on Page 2)

### Gen'l Mills to Sponsor Chicago Games on WIND

Chicago—General Mills, through Knox-Reeves, has bought Cubs and White Sox home games of Ralph Atlass' WIND. Russ Hodges and Jimmy Dudley will alternate in play-by-play and commercials. General Mills also has baseball on WBBM here. Kellogg will be on Atlass' other station, WJJD. Nuart Clothing is set to give summary and scores on WIND following ball games.

### Five-Minute Spot Series Augments Rubber Show

U. S. Rubber Co., through Campbell-Ewald Co., is preparing a series of WBS five-minute recordings to be used by dealers on stations of their own choosing. Manufacturer is paying the cost of the disks, featuring Ben Bernie and Buddy Clark, with the dealer paying the time cost. Disks will supplement the CBS show.

### WCHV in New Studios

Charlottesville, Va.—WCHV has moved into its new studios at Fourth and Market. The studios occupy a two-story brick building and basement.

### In Own Back Yard

Salt Lake City—Production heads at KSL recently searched in vain among the dramatic staff for a 'Lincoln' voice. Then Josephine Goff recalled the fundamentals of one Dick Evans, KSL engineer. Dick, who once made frequent appearances before the KSL microphone, was rounded up, and he took the Lincoln role with perfect results.

### Radio Index Gains

Chicago—Monthly index of radio advertising for January gained 12.7 per cent over the corresponding month in 1937, according to Printers' Ink. A gain of 3.9 per cent also was scored over December, although normally the gross for these two months is about the same.

### AFM MEETING TOMORROW ON ET LICENSING STATUS

Status of the AFM licensing the electrical transcription and phonograph record companies will be held in abeyance until tomorrow, at least, when it is planned by the AFM to hold a meeting in this city of its Executive Board. The deadline for the ET and records to stop being manufactured without a license ran

(Continued on Page 3)

### Kyser Reviving Title On Going to NBC Spot

Chicago—When American Tobacco places "Kay Kyser's Musical Klass," now on Mutual, in the NBC-Red spot now occupied by "Your Hollywood Parade," March 30, show will revert

(Continued on Page 3)

### Wrigley's New Plans

Chicago—Wrigley's Gum, whose "Double Everything" show on CBS folds March 20, is listening to various new items, including "Manhattan Mother" with Kaye Brinker and a new script revolving around a dance band. Time, however, had not been renewed yet.

## ☆ THE WEEK IN RADIO ☆

### ... McNinch Opposes Big Tax

By M. H. SHAPIRO

TAXES come to the fore again, both national and state. . . . Chairman Frank R. McNinch of the FCC went on record as being opposed to a burdensome tax on the industry, apart from the fact that he does not favor the Congressman Boylan bill for a wattage tax. . . . McNinch, before committing himself further, is seeking additional reaction from the broadcasters themselves. . . . In the State of New York, Senator John T. McCall, introduced a measure where-

by some millions is expected to be collected and radio would be taken under the wing of the Public Service Commission as a utility and subject to a 1 per cent tax on receipts for unemployment purposes, among other levies. . . . some loopholes were found by radio executives and hope is held out that radio would not be forced into an erroneous category. . . . Web billings for January showed that they were still climbing as to

(Continued on Page 2)

### 16 Agencies Cooperate in Placing Extensive Spot Campaign for the Auto Industry

### NEW WTOL IN TOLEDO FORMALLY DEDICATED

Toledo—Community Broadcasting Co., of which Frazier Reams is president, yesterday held formal dedication of Toledo's new station, WTOL, a 100-watter on 1200 kcs. Preliminary personnel includes M. E. Kent, formerly sales director WJBK, Detroit, as general manager in full charge of operations; Lester Mitchell, program and production chief; William Sieg-

(Continued on Page 3)

### Seattle Stations Cut Off Hot Political Orations

Seattle—Local stations had a hectic time keeping clear of libel with brusque shut-offs during the height of the intense local primaries last week. KJR cut off Mayor J. F. Dore in the middle of his lambasting another candidate as he took the air for re-election, with W. W. Warren, program director of KJR making no comment. Fear of libel if state-

(Continued on Page 2)

### Bisodol-Anacin Adding

Bisodol and Anacin on March 22 will add KOA, KDYL and the Blue Pacific to their NBC-Blue network shows, heard on Tuesdays, Wednesdays and Thursdays, 7-7:30 p.m. Blackett - Sample - Hummert is the agency.

Detroit—Radio will play a good share in a \$1,250,000 promotional campaign the automobile industry will put on during the week starting March 5 in behalf of used cars. A total of 400 stations have been signed up for 18 spot announcements each. These are being placed by the cooperating auto factories—a combination of the members of the Automobile Manufacturers Ass'n and the

(Continued on Page 2)

### A. F. OF L. CAMPAIGN GOING ON 55 STATIONS

Washington Bureau, RADIO DAILY Washington—American Federation of Labor's radio program, "The Labor Parade," which 55 stations have agreed to carry, made its debut Saturday night on WOL, Mutual out-

(Continued on Page 3)

### WMCA Announcers' Dept. Merged With Production

WMCA has merged its announcer and production departments, with Charles Capps heading the new set-up. Auditions committee which will pass on new announcers will include Capps, Dramatic Director Philip

(Continued on Page 3)

### Mrs. Craig Joins Blair

Mrs. Jeanne Craig of Craig & Hollingbery joins the New York office of John Blair & Co. tomorrow. Mrs. Craig will close her present office at 250 Park Ave. when she makes the move.

### Auto vs. Television

Until autos are equipped with devices to suppress the vibration of running motors, good television reception in the home will be impossible, according to A. F. Murray, engineer in charge of Philco television research. Murray says the ultra-short waves on which tele receivers operate are extremely sensitive to the running of an auto motor.



Vol. 3, No. 40 Mon., Feb. 28, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1917, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Saturday, Feb. 26)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139 1/2	139	139	— 1/2
Gen. Electric	41 1/2	41 1/4	41 1/4	— 1/4
RCA Common	7	6 7/8	7	+ 1/8
RCA First Pfd.	52 3/4	52 1/2	52 1/2	— 1/4
Westinghouse	99	98	98 1/4	— 1/4
Zenith Radio	15 1/4	14 3/4	15 1/4	+ 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16 1/4	16 3/4	+ 1/4
Majestic	1	1	1	—
Nat. Union Radio	3/4	3/4	3/4	—

### OVER THE COUNTER

Stromberg Carlson	Bid	Asked
	5 1/4	6 1/4

### Makelim Signs Dickinson

Chicago—Hal R. Makelim, manager of WHIP, Gary-Chicago, has added E. S. Dickinson to the sales staff. Dickinson has an advertising background of 14 years of selling national accounts for the Kansas City Star and WDAF.

### FCC ACTIVITIES

#### APPLICATIONS RECEIVED

F. W. Meyer, Denver. CP for new station, 1310 kc., 100 watts night, 250 watts day, unlimited.

WKY Radiophone Co., Oklahoma City. License to utilize equipment of W5XAU as a facsimile station.

Bamberger Broadcasting Service, New York. License to utilize equipment of high frequency broadcast station as a facsimile station.

#### HEARINGS SCHEDULED

March 2: Anne Jay Levine, Palm Springs, Cal. CP for new station, 1370 kc., 100-250 watts.

March 4: U. S. Broadcasting Co., Washington. CP for new station, 1310 kc., 100 watts.

### BINGHAMTON—NEW YORK

## W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.  
366 Madison Ave., N. Y. C.—Mu 2-5767.

## ★ THE WEEK IN RADIO ★

... McNinch Opposes Big Tax

(Continued from Page 1)

the gross, with NBC, CBS and Mutual doing okay... CBS was 21 per cent ahead, NBC about 7 per cent and Mutual earlier in the month revealed a 25 per cent jump... Canadian House of Commons paid attention to performing right societies and sought some changes on various points, including no station license fees for a broadcast from a remote point, for instance, once a similar fee has been paid by the establishment originating the broadcast... WBRK, Pittsfield, Mass., made its debut, an affiliate of CBS... WFIL discontinued its WLW Line tieup...

John Royal of NBC, Raymond Rubicam of Young & Rubicam, and WOR were among leading winners of awards made by Advertising & Selling for "contribution to knowledge or technique of radio advertising"... J. Walter Thompson cashed in on its Chase & Sanborn production skill, and N. W. Ayer & Son for the excellence of its Atlantic Refining and Kellogg-"Singing Lady" (Irene Wicker) shows... WOR received its award for its layouts and typography... MPA, through Harry

Fox, general manager, informed radio stations that the organization would not seek to license off-the-air recordings of network shows when original time is not available to carry the live show...

In Chicago, the George Washington League was formed for conducting national referenda by radio... in the same town plans were being made to set up a central casting bureau for radio dramatic talent, similar to the central bureau operating in Hollywood... Finch Telecommunications Laboratories received the first FCC experimental license to conduct facsimile on a sight and sound basis... Agencies seeking to obtain copies of the log from stations so that the lineup of announcements can be spotted continue to meet with resentment from the broadcasters, but the survey now being carried out by one agency is expected to result in copies of the announcers' work sheet being furnished from time to time... New book on radio by Herman Hettlinger and Walter Neff made its appearance and was hailed as an excellent job...

### Seattle Stations Cut Off Hot Political Orations

(Continued from Page 1)

ments going over the air were untrue led to the cut-off. Next night KOL cut off Vic Meyers when his time ran out. KIRO next canceled speech of Ralph Hammer, Seattle attorney, with opinion of the station announced that material to be broadcast was libelous. Hammer arranged to broadcast his speech over KEEN.

### 56 CBS Stations to Get Brewers' Co-op Series

(Continued from Page 1)

two weeks a total of 56 outlets will be used.

As already announced, talent will be headed by Richard Himber and his orchestra, Lou Holtz, Ted Husing and Kay Thompson trio. The U. S. Advertising agency handles the account, with the entire show lined up by Frederick Mayer, acting for the brewers. This is the first cooperative-sponsor show accepted by CBS. After March 28, the new Eddie Cantor show will precede the beer program.

### WRD Musical Director

Richmond—Appointment of George Conrad Rianhard Jr. as musical director of WRD is announced by Manager Jack Maxey.

### Otis Joins Universal Radio

Barnet Otis, who has been active in various branches of the entertainment world as publicity counsel, joins Universal Radio Programs tomorrow as sales manager.

### 400 Stations to Carry Used Car Spot Campaign

(Continued from Page 1)

only important non-member, Ford Motor Co.

In addition to this blanket coverage, the factories here confidently expect that individual dealerships will try to bring prospects into their own particular showroom during the Used Car Exchange Week by doing some promotional business of their own—which would be likely to step up the radio bill that week considerably.

Theme of the week is to "trade up" on used cars—to bring in the old jalopy and drive out a better one. Agencies directly placing the radio time are Young & Rubicam; Brooke, Smith & French; Geyer, Cornell & Newell; Roche, Williams & Cunningham; J. Walter Thompson, U. S. Advertising Corp. and Grace & Bement. Other cooperating agencies include Lee Anderson Advertising Co., N. W. Ayer & Son, D. P. Brother & Co., Campbell-Ewald Co., J. Stirling Getchell, Arthur Kudner, McCann-Erickson; MacManus, John & Adams, and Ruthrauff & Ryan. The manufacturers have contributed to the promotional fund in proportion to their sales last year. Regardless of work done, the agencies are dividing the commissions on about the same basis.

## KMMJ

Clay Center, Neb.

The favorite family station

## COMING and GOING

ED CRANEY, manager of KGIR, Butte, is visiting in town.

MR. and MRS. JOHN BLAIR are in Florida for a vacation.

CARLETON BRICKERT leaves Chicago this week for New Orleans to attend the Mardi Gras.

DONALD W. THORNBERG, CBS vice-president on the coast, and LEWIS ALLEN WEISS, general manager of Don Lee System, are back in Hollywood from their eastern trips.

LUTHER REID, CBS news editor, went upstate over the week-end visiting WHEC, Rochester, and WOKO, Albany.

PAT O'TOOLE, CBS press, is in Cleveland for a minor operation.

F. H. (TINY) ELPICKER, manager of CJCA, Edmonton, Alberta, Can., who has just completed his term as president of the Western Ass'n of Broadcasters, is on a six-week business trip visiting agencies in Canada, Chicago and New York.

TITO SCHIPA, operatic tenor, sailed for Europe on Saturday.

FORD FRICK and his wife arrive tomorrow in New York after an 18-day southern cruise.

PAUL WHITEMAN goes to Atlantic City tomorrow to play at the banquet of the Associated Exhibitors National Education Ass'n in the Traymore Hotel. On Saturday night, Whiteman plays a concert for Smith College Club at Bushnell Memorial, Hartford.

GLADYS SWARTHOUT is expected in town Wednesday from the coast.

### WQXR Opera Series

Members of the New York Opera Co. and other soloists, under the direction of Enzo dell' Orefice, will present a new series of opera programs at 9-10 p.m. on Saturday evenings over WQXR. Verdi's "Rigoletto", in condensed version with piano and organ accompaniment, will open the series on March 5. Nina Quartin, Arthur Filippi, Vladimir Zorin and Sandro Giglio will sing the leading roles.

### Grady Cole's Dual Operation

Charlotte, N. C.—Grady Cole, WBT's ace commentator, believes in killing two birds with one stone. He entered Mercy Hospital last week for an appendectomy and a tonsil operation. During his layoff, Cole's programs will be handled by William Winter and Clair Shadwell.

### Carmichael Back at WBT

Charlotte, N. C.—Cecil Carmichael, formerly publicity director at WBT, has rejoined the station and has been assigned in charge of special events and continuity editing.

CLAUDE

## AUSTIN

VOCAL COACH and ARRANGER



"COACH of STARS"

Present and Future

799—7th Ave. Telephone  
New York, N. Y. Circle 7-4541

**AFM Meeting Tomorrow  
On ET Licensing Status**

(Continued from Page 1)  
out on Friday, but due to the inability of Joseph N. Weber, AFM president, to leave Florida, nothing was done about it. Weber definitely hopes to arrive here in time for a Tuesday meeting of his national executive body. His delay has been due to a severe cold.

Meantime the AFM home office reports numerous applications for licenses, and it expects to send out such applications as are approved soon as possible after the Tuesday meeting. The transcription manufacturers' committee has held conferences of its own the past week but does not plan to issue a statement until after action by the AFM Executive Board.

AFM contemplates licensing of disk manufacturers as its means of bringing into line the small stations which have not yet reached an agreement with AFM locals in regard to hiring additional musicians. Not all of these outlets have a gross business large enough to come within the AFM minimum figure, but a sizeable number are expected to be brought in through the medium of restrictions on the disks.

**Harris Agency Releases  
Spots for Electric Tie-In**

Salt Lake City—R. T. Harris Advertising Agency has released 26 half-minute dramatized announcements plugging electric appliances. Recorded on RCA flexite discs, the "True Life Dramas," complete with local tie-in announcements, are offered on an outright sale basis in territories.

**Bob Venables Promoted**

Chicago—Bob Venables has been promoted by H. R. Makelim, manager of WHIP, to chief announcer with headquarters in the Chicago studios. Venables, a college man with two and a half years of radio work, was formerly at KSD, St. Louis. He handled the one-hour symphony orchestra concert from Grant Park for 69 consecutive nights, announcing, writing and producing the show alone.

**Ed Cleland Resigns**

Ed Cleland, publicity director for WINS, has resigned to enter the free lance field. No successor as yet named by station.

**Nuptial Note**

Howard J. London of RADIO DAILY was married to Ann Conti on Saturday at the Church of the Transfiguration. Couple are spending their honeymoon at Sea Island, Ga.

**The PERFECT MARKET'S**  
**LOUDSPEAKER**  
**WAKD**  
ALBANY, NY  
Newly Equipped for Super Power

**WRC-WMAL Oblige**

Anything to oblige—that's the spirit of NBC in Washington. Some weeks ago WRC and WMAL, the Red and Blue outlets there, began airing traffic court trials and asked listeners to write if they liked the programs. Nine-year-old Clarence Dow replied that he favored the broadcasts very much but couldn't hear them unless he stayed home from school, since programs went on Monday and Thursday mornings. So General Manager Kenneth Berkeley and Assistant Manager Carleton Smith got together and now Clarence can hear his traffic court programs on Saturday.

**A. F. of L. Campaign  
Going on 55 Stations**

(Continued from Page 1)  
let here. Series will run for a year, with 15-minute re-enactments of outstanding labor news. Inaugural program, in addition to the 15-minute recording, had an additional quarter-hour of remarks by labor officials and friends of labor.

**WMCA Announcers' Dept.  
Merged With Production**

(Continued from Page 1)  
Barrison and Program Director Alfred Hall. New policy follows resignation of Bob Carter, chief announcer, who leaves to take over a group of commercials on a free-lance basis.

**"Down by Herman's" Expands**

Milwaukee—With completion of its third year as one of Milwaukee's most popular radio program, "Down by Herman's" has completed preparations for a more varied program. In addition to the little German Band, Johann, leader of this popular musical aggregation also will direct a Viennese ensemble, on the same show. These two musical units will alternate during the broadcast which is heard over WISN daily except Saturdays at 6 p.m. CST. The little German Band will play from the beer garden while the Viennese ensemble will emanate from the "newly constructed" mythical banquet hall.

**One-Hour Drama on CBS**

James Elroy Flecker's "Hassan," or "Golden Journey to Samarkand," a poetic tragedy of the East, will be presented with the music especially composed for it by Frederick Delius, for the first time in this country in its entirety, in an elaborate full-hour "Columbia Workshop" broadcast over CBS on March 12 at 7:30-8:30 p.m. Under the direction of Earle McGill, the special radio adaptation will require a cast of 12 actors, an eight-voice chorus, and the full Columbia Symphony Orchestra under the direction of Bernard Herrmann.

**Tappe Joins WINS**

Louis Tappe of Schillin Advertising has joined WINS as copy chief. He rejoins Al Schillin, former head of the agency, who became sales manager of the Hearst station recently.

**NBC Wedding**

Helen Winter, NBC secretary to R. J. Teichner, was married last Thursday to A. S. Faillace Jr. of the NBC guest relations department. Honeymoon in Miami.

**Kyser Reviving Title  
On Going to NBC Spot**

(Continued from Page 1)  
to its original title, "Kollege of Musical Knowledge," under which banner it originated as a WGN-Mutual sustainer from Blackhawk Restaurant at 1 a.m. Tuesdays. Show was a terrific mail puller, drawing up to 20,000 responses per airing. New series will originate in New York, and Kyser plans to quit playing dances for a month or so until program is launched. Frank Coughlin of WGN continuity staff is authoring.

**Using 105 Mins. Daily on WCOP**

Boston—With addition tomorrow of a special half-hour daily show from New York featuring Zeke Manners' band, Community Opticians will be taking one hour and three-quarters daily on WCOP.

Community Opticians and Aurotics have just bought "The Eyes of the Community," one-hour variety show at 7-8 a.m., six days a week.

**New WTOL in Toledo  
Formally Dedicated**

(Continued from Page 1)  
man, chief engineer; Frank Ridgeway and Emil Gebhardt, engineers. Announcers thus far named are Jack Ziegln, from WIBM, Jackson, Mich., and Bob Ingham, who handled sports at Akron's WADC.

Estelle Scott is secretary; Suzanne Blanchard, traffic; Nettie Paddock, bookkeeper.

Sales personnel includes Arthur Craghan, formerly WDGY, Minneapolis, and Ralph Sisson, Ralph Meckler, Robert F. Dranper and W. F. Kilmer.

Program talent also includes Allan D. Grigsby, "The Family Counsellor"; Mary Merickel West, who will handle an early morning spot; Ralph Sisson, newscasts; Karl W. Kessler, newspaper and magazine writer, handling Man-on-the-Street, Department Store Traveling Mike and special chatter programs. Mitchell will produce special dramatic programs for "try-outs" as he did in Detroit.

**RCA Annual Report**

RCA's 1937 annual report, released Saturday, showed net profit for the year of \$9,024,858, only a slight difference from the estimate of \$9,000,000 published early this month.

The report, a 24-page booklet, also tells about the corporation's various activities and its progress in radio, television, facsimile, etc., during 1937.

Regular quarterly dividend on the preferred stock was declared Friday.

**POINT OF PURCHASE**

at the retailer's counter... that's where the final decision is made... where retailer meets customer... that's why a retailer is judge and jury of advertising results... retailers in Michigan's eight major markets prefer, by actual experience, the....

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION



DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative

# Radio



*\*RADIO GOES TO COLLEGE... published January, 1938 by CBS. We will be glad to mail you this study on request.*

# goes to College

**T**URN where we may, investigate whom we will, radio is discovered an intimate and important and active part of daily living!

College investigators, last Spring, at the request of the COLUMBIA BROADCASTING SYSTEM, studied the radio habits of college students. They found that over 95% of the students listen *regularly* to radio. Even more interesting is the amount of college-time spent listening to radio. The average male student reports listening 3 hours *each day*. The average woman student listens 2 hours and 52 minutes *each day*. This is remarkable when you consider what a busy person the undergraduate is! And conclusive evidence, once again, of how well radio reaches *everybody*: young and old—and class-markets as well as mass-markets.

The complete study\* shows that America's million-odd undergraduates are remarkably like everyone else where radio is concerned. They are today's leaders of young people everywhere; tomorrow's leaders in business and society. And radio—*without special effort—without extra cost* reaches them *at the same time* it reaches the rest of the country. For *everybody* likes to listen!

But this is no surprise. It confirms the findings of radio advertisers—and other radio research. (A year ago the CBS study of "THE VERY RICH—AND RADIO" arrived at much the same conclusion as the college-study. Like everybody else, the Very Rich also like to listen—and do!)

Yet, in the cloistered halls of learning we unearthed fresh material on a fine point. Everyone knows a few people who habitually do more than one thing at a time. Such people read while they eat, write while they telephone and—if they're at college—they study while radio-listening. But *not all* people double-up their activities. If we take the undergraduate as a guide, we find that *most* people prefer doing *one* thing at a time. Of the 2,487 college students interviewed, 61.3% stressed the fact that they do *not* listen to their radios while studying. But there's another simpler way of determining *how well* people concentrate when they listen to radio. Make a deliberate mistake of any kind on the air. Or make an offer. You will then quickly learn, from billowing bags of mail, just how intently the average listener listens when his radio is tuned-in! And *that* is a basic reason for radio's brilliant record of success.

THE COLUMBIA BROADCASTING SYSTEM

## AGENCIES

HERBERT T. LORENTZEN, formerly with Young & Rubicam and W. I. Post, has opened his own agency at 10 East 43rd St.

PICARD ADVERTISING INC. has been appointed by Bishop, McCormick & Bishop, metropolitan New York dealers for Dodge and Plymouth cars, to handle new and used car advertising. W. S. Marvin is account exec.

GALEN SNOW, formerly treasurer of William B. Remington Inc., has opened his own advertising agency in Springfield, Mass., under the name of Galen Snow Inc. Albert M. Orme, formerly of Batten, Barton, Durstine & Osborn, is vice-president.

STURE H. NELSON, art director, and Herbert Field King, account executive, have been promoted to vice-presidents of William B. Remington Inc., Springfield, Mass.

FRED J. SPINDLER, 76, treasurer of Anfenger Advertising Agency, St. Louis, died last week.

## GUEST-ING

CONSTANCE BENNETT, BILLIE BURKE, CLEM MCCARTHY, MICKY ROONEY, EARLE SANDE, BRIAN AHERNE and CONNIE BOSWELL, on "Good News of 1938," March 3 (NBC-Red, 9 p.m.).

GIOVANNI MARTINELLI, on Ford Sunday Evening Hour, March 6 (CBS, 9 p.m.).

DANIEL HENDERSON, author assigned by Good Housekeeping to visit Mexico and make a report on the country, interviewed by Anice Ives on "Everywoman's Program", today (WMCA, 11:15 a.m.).

MICHAEL BARTLETT, interviewed by Charlotte Buchwald, March 4 (WMCA, 1:15 p.m.).

HEYWOOD BROWN, on "Book of the Month Club Concert," March 1 (WQXR, 8 p.m.). CARL VAN DOREN, same program, March 2; ISABEL PATERSON, March 3.

GOV. PHILIP LA FOLLETTE of Wis., speaking on "Problems Facing U. S.," today (WNYC, 6:15 p.m.).

ARMIDA, and OSCAR and ELMER, on "NBC Jamboree," March 1 (NBC-Blue, 10 p.m.).

MERRY MACS, on Fred Allen show, March 9 (NBC-Red, 9 p.m.).

ARTHUR CARRON, GEORGE RECTOR, FRANCES GAYER and HAL GORDON, on "Hammerstein Music Hall," March 4 (CBS, 8 p.m.).

EFFREM ZIMBAJIST, with N. Y. Philharmonic - Symphony Orchestra, March 6 (CBS, 3 p.m.).

MAXINE SULLIVAN and Onyx Club Jam Band, on "Saturday Night Swing Club," March 5 (CBS, 6:30 p.m.).

KATE SMITH, on Paul Whiteman program, March 11 (CBS, 8:30 p.m.).

## WALT FRAMER

Freelance originator of

RADIO SWAPS HEARD DAILY  
OVER WWSW

Pittsburgh, Pa.



## PETTY CASH VOUCHER

Week ending Feb. 25

• • • Saturday... Word arrives from KVOB, Denver, that Engineer Vince Corbett, who served for six years as an officer in the British Army stationed in India and other remote sections overseas, is down with an attack of malaria—and has convinced the program dept. that his experiences would be a good program as an educational show... With Jozie Taps and Doris Rhodes we go to see THREE pictures at that many theatres. Then to the Famous Door, where Louis Prima is offering words of encouragement to Teddy Powell, who is to fly to the coast on the morrow.

• • • Sunday. Hear that Betty Worth, who recently became the bride of Michael Davidson, writer on the Ripley show, has been doing her air shows lately while fighting illness, in real trouper style... That nite to Leon & Eddie's for Blue Barron's party. Then to the Casa Manana shindig which is becoming the Sunday nite place in N. Y. A trio, Irving, Steele and Rollo, tie up the proceedings like nobody's done (outside of Judy Garland)... Everybody and his ancestors are here.

• • • Monday... Hear that Lew Brown is out of his studio pact and that Ray Henderson will write with Dorothy Fields. Also that if Warren and Dublin split, the latter will reconcile with his former partner, Joe Burke... Also from Hollywood comes word that Del Casino has aroused the picture-snatchers to the point where contracts are being shoved under his nose. It's about time!

• • • Tuesday... While the nation is commemorating the birthday of George Washington—we arise early enough to meet the boat bringing Jack Robbins and Harry Fox from Miami. We hear that Ted Husing, whom we left there, sweating under the sun and free from labor, has been working himself to the bone, doing guests shots on WQAM and WKAT—besides announcing the Sonja Henie ice show... Just learned that Jack Harold Paar, announcer at WGAR, Cleveland, married Irene Gubbins recently.

• • • Wednesday... Encounter Kay Thompson and Harry Link in Dave's—where the latter introduces us to Billy White, a tenor from Chi who did 49 weeks on Sinclair Oil show... Richar (he lost the "d" now) Humber forces us to have dinner with him—so that we won't be able to add the dinner to this "voucher."

• • • Thursday... To Billy Rose's saloon where he's pointing out the reason for hiring the various Texas chorus girls to the students of N.Y.U. and Columbia. Using one as an example—Rose says: "If the girls get fat, they are in trouble and have to be sent back to Texas." This remark breaks up Morton Downey, Oscar Shaw and Wini Shaw, who are sitting with us, but leaves Sally Rand unimpressed... Later we meet Sidney Kornheiser, who tells us that "Tonight We Love" is his follow-up song to "Thanks for the Memory".

• • • Friday... After losing much hair and not having taken our scalp treatment in so long, we return to our favorite pastime... Late that nite to the Park Central's opening of the new show with Jerry Blaine's crew... Hear that Jimmy Dorsey's opening at the New Yorker, scheduled for the 27th, has been adjourned till March 1.

TOTAL EXPENSE: \$1.50 for waiter and hatcheck tips at Dave's. AUDITOR'S REMARKS: Request denied! You should have let Humber pay the tips and you the food tab—which was cheaper!

## PROGRAM REVIEWS

## Briefly

Robert Benchley provided some rare humor on Kate Smith's program over CBS last Thursday night. Both material and delivery were in a class far removed from the general run of radio comedy. Benchley ought to be on the air more often.

Lasses White and Honey Wilde, minstrels, enlivened the Rudy Vallee broadcast Thursday night on NBC-Red. The blackface cross-fire was old in formula, but still almost as sure-fire now as it has been for some generations. And the Lasses White Minstrels always were among the topnotchers.

"Music Teasers," emceed by Douglas Arthur over WNEW at 5 p.m. on Monday, Wednesday and Friday, is a palatably handled program of the music and quiz type. Merle Pitt's orchestra provide background, with emcee intermittently asking questions about the tunes played, ork leaders, etc., and giving answers at finish. A free Arthur Murray dance lesson offer, for cigaret package labels, is part of program.

## WJR is Piping Symphony To New Toledo Station

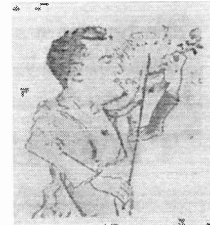
Detroit — Leo Fitzpatrick, g.m. of WJR, has arranged to pipe the Philharmonic-Symphony concerts to Toledo's new station, WTOL, on Sunday afternoons. WJR will continue to broadcast the first hour.

WJR received not more than 25 squawks when Father Coughlin came on the air at 4 o'clock and the last half of the symphony program was cancelled. Toledo, however, is musically minded and, pressed by their readers, Dick Pheatt of the Blade and Marie Cochran of News-Bee kept up a shower of pointed darts at WJR. Fitzpatrick was unable to do anything about it until WTOL was ready to take the air. The arrangement will start March 6 and continue at least until Father Coughlin leaves the air on Easter Sunday.

## Nordberg Joins WOR

Ralph A. Nordberg, formerly with NBC, has joined the sales staff of WOR.

## "ARNO"



2 Year  
SENSATIONAL  
ENGAGEMENT  
as  
GUEST  
CONDUCTOR  
at  
SHEA'S  
Buffalo Theater  
Featuring Unusual  
Musical  
Presentations  
NOW AVAILABLE  
FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.



**CHESTER LAUCK** and **NORRIS GOFF** ("Lum and Abner"), who start a new tri-weekly series over CBS tonight, were guests last night on Jack Benny's NBC-Red network program.

KFVD has finally settled on a location at 338 South Western Ave. Owner J. F. Burke has been shopping around for spot ever since buying the station from the Cord interests.

Audrey Mays, former J. Walter Thompson publicist who recently stepped out as the radio associate of the MacQuarrie Agency, dug up a new-to-radio, believe it or not, hillbilly troupe working in Western pictures and billing themselves as "The Colorado Hillbillies." Auditioning them at NBC the other day for the Vallee show, agency producers of two other network shows sneaked in bids for a radio debut for the mountaineers and now the fair agent is torn between loyalty to her erstwhile employers and 10 per cent of higher offers.

The California Packard dealers have renewed "Hollywood Preview" for another 13 weeks on KECA.

Jack Owens, KEHE composer-pianist-singer, has had his daily program on that station switched to a new time and will be heard at 1:00 p.m. in future.

Ava Gjerset, American born Norwegian and pupil of the late Mme. Sembrich, brought here from Minneapolis to appear in Warner musicals, will be a guest on the KNX-CBS "Hollywood Showcase" on March 10.

Lew Frost, assistant to NBC vice-president Don Gilman, is back at his desk from San Francisco, where he sat in for Lloyd Yoder while latter was at the NAB convention.

**WBAP Dialers Want Chillers**

Fort Worth—In a query by WBAP to listeners as to whether the "Black Night" chiller-dramas each Monday at 11 p.m. should continue in the same form, over 300 letters were received in less than a week requesting that programs remain. Station wanted reaction because of the current talk against thrill programs as unfit for children. Virginia Wilten authors the scripts, and Nelson Olmsted continues as chief character.

**WIND Used Car Drive**

Chicago—As a public service WIND is putting on a "buy used car" campaign on a sustaining basis.

**NAT BRUSILOFF**  
MUSICAL DIRECTOR  
New York's Own Station  
WMCA  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200

**ORCHESTRAS - MUSIC**

**SHEP FIELDS**, following steps of Paul Whiteman, Ted Weems and others, has got himself a child singer, 11-year-old Babs Bernard. She made her debut with him at Chicago Theater last week.

*Kay Kyser played Marquette University prom on Friday.*

Buddy Rogers appeared over weekend at Aragon and Trianon, Chicago, with a WIND line.

Exclusive Publications has put on the presses a new booklet on swing music, containing photographs, biographies, phonograph record data and other information about leading rhythm personalities, to be distributed gratis to the orchestration clientele via jobbers and dealers. First printing will total 20,000 copies and will be available after March 5.

Irving Mills, through his Master Records products, is beginning a series of recordings which will preserve for many years to come favorite rhythm selections written in the early years of jazz and which are considered today the basic foundation of swing music. This "docu-

mentary music" will consist of selections which never had the advantage of being heard through the recently developed electrical recordings.

An all-Wagner program will be broadcast next Sunday by the Radio City Music Hall Symphony Orchestra under direction of Erno Rapee over NBC-Blue at 12:30 p.m. Viola Philo and Jan Peerce will be solotists.

Jeno Bartal is celebrating his first anniversary as musical director of the Hotel Piccadilly's Georgian Room. Attilio Perry, accordionist, has been engaged as the band's new instrumental soloist.

In addition to his "Musical Gazette" series on Sunday nights, Lyn Murray's orchestra will continue to be heard seven times weekly. It is currently heard three mornings a week with Ruth Carhart, and on four evening spots.

Buddy Rogers' orchestra, currently playing a series of one-nighters in the middle west, opens March 11 at Philadelphia's Arcadia International Restaurant for a three-week engagement, with CBS and Mutual wires.

**Fannie Brice to Frisco**

It sat Coast Bureau, RADIO DAILY  
Los Angeles—Fannie Brice leaves Sunday for a personal appearance week at the Warfield Theater, San Francisco. While there she will judge the "Baby Snooks" contest being staged by Fox-West Coast Theaters in the Bay City region, with the winner slated for a trip to Hollywood and an appearance on the M-G-M-Maxwell "Good News of 1938".

**International Nurseries on WJJD**

Chicago—International State Nurseries has bought a new six-a-week 6-6:30 a.m. hillbilly show on WJJD featuring Smilin' Bob Atcher and Bonnie Blue Eyes. Ervin Viktor, hillbilly announcer, is narrator for the series. Bob Atcher and Bonnie Blue Eyes recently joined WJJD staff, coming from WHAS, Louisville.

**Russ Morgan's Niece on WOV**

Peggy Morgan, contralto heard on WOV from WPEN, Philadelphia every Tuesday at 4:30 p.m., is the niece of Russ Morgan, who is guiding her career in music via radio.

**"March of Time" is Eight**

The "March of Time" this week will celebrate its eighth consecutive year on the air.

**Searchinger in NBC Series**

Caesar Searchinger, foreign correspondent, editor and radio commentator, will present the first in a new series of weekly commentaries titled "The Story Behind the Headlines" on Friday at 7:15-7:30 p.m. over NBC-Blue Network. The series will be under auspices of the American Historical Ass'n in cooperation with NBC as an educational feature.

**WMBD Dedicates New Organ**

Peoria, Ill.—Formal dedication of the newly installed pipe organ in the studios of WMBD took the form of a half-hour program specially designed to show the wide variety of usage demanded of organ music in modern broadcasting. In order to accommodate the "loft", the station's entire studios were remodeled and redecorated. Featured in the dedication program were Jack Lyon and Irene Allan, staff organists.

**Basketball Sponsored**

Chicago—Northern Indiana Public Service is sponsoring Indiana basketball tournament sectional, regional and semifinals on WIND, March 5-19, and Buick is sponsoring the finals on March 26 on WIND, WFBM, Indianapolis and several other stations.

**Form Springfield Agency**

Springfield, Mass.—Edward J. Samuel, formerly commercial manager for WMAS, and Lawrence M. O'Connell, have organized as O'Connell & Samuel, advertising agency, at 125 State St. Agency will specialize in radio advertising.

**WOPI** "The Voice of the Appalachians"  
**BRISTOL - TENNESSEE**  
VIRGINIA



**IRENE WINSTON**, who has appeared in many stage hits, has decided to concentrate her future efforts on radio. She has just been assigned a prominent role in "Woman in White", by Irna Phillips, on NBC-Red.

With the shift of "Lum and Abner" to CBS for General Foods, Carleton Brickert ends five years of association with them on the Horlick account. Brickert, an NBC contract artist, will continue with "Story of Mary Marlin." Brickert, who is president of the AFRA chapter here, will go to New Orleans for Mardi Gras this week.

WIND has launched a new Monday and Wednesday Poetry Corner. Features Carl Erickson and Tommy Ott, formerly of Rock Island.

John Blair, president of John Blair & Co., and Mrs. Blair, and his parents have gone to Florida for a fortnight's vacation.

Ray Jones, secretary of AFRA, went to New York last week for negotiations with network and agency representatives.

Everett Mitchell, who is to emcee the new Allis-Chalmers "Family Party" series on NBC, is looking for a tag line to identify show. For a decade he has used "It's a Beautiful Day Here in Chicago" on the National Farm and Home Hour.

Ruth Brine, commentator for Evans Fur on WJJD "Newsreel of the Air", has gone to New York and vacation and also is stopping off to visit family in Boston.

Judge J. M. Braude of WJJD "Safety Court" is vacationing in Florida.

Ruth Glascott, radio writer, blossoming out as a comedienne on WGN-Mutual "On A Sunday Afternoon".

Bruce Milligan, Hal Kemp sax player, is out of the hospital and back at work, but Maxine Gray must stay there another week.

**Wendell Williams Shifted**

West Coast Bureau, RADIO DAILY  
Los Angeles—Wendell Williams of the NBC continuity acceptance staff in New York has been transferred to a similar berth at NBC here.

**ATTENTION!**  
**STATION REPS . . .**  
Can you use a live-wire salesman in New York?  
One who knows Sponsors and Agencies and their  
**RADIO PROBLEMS**  
Write Box A-134  
RADIO DAILY, 1501 BROADWAY, N. Y. C.

## RICHMOND, VA.

Joe Brown's "Kiddie Club" now airs every Saturday afternoon over WRVA. Brown also conducts "Opportunity Night" every Saturday night, the winner appearing the following Thursday on the stage of National Theater.

"Penthouse Patter" is the temporary name applied to a new weekly airshow which Pete Taylor is building for an airing over WRVD. Patsy Garrett, Richmond songstress, has been signed for vocal honors. Franz Fayerperin and his orchestra are featured.

Dick Whitney of Detroit has joined WMBG announcing staff.

## OKLAHOMA

W. C. Gillespie, manager of KTUL, Tulsa, spoke before local Real Estate Board on radio and the real estate market.

General Federation of Women's Clubs presenting weekly lectures in KVOO, Tulsa, sponsored program.

Enid Little Theater has taken a 15-minute spot on KCRC. Enid, to present Denning Sisters.

KTOK, Oklahoma City, carrying full hour of U.P. news flashes in six daily periods.

## WHIP Adds Accounts

Chicago—WHIP new business announced by Manager H. R. Makelim includes spot campaign by New Mill Noodle & Macaroni Co.; Polish American Citizens League, political campaign; Cascade Wet Wash Laundries, 15-minute strip using ETs Monday through Saturday, supplemented by spot announcements, through Malcolm-Howard Agency; Lenard's Restaurant, spots; Musikhaus Radio Week, spots on German Hour; Prima Barber Shop, participations; Prosperity Cleaners & Dyers, kids' amateur show on Saturday emceed by Bob Venables plus a daily musical program.

Renewals include Southtown Church Hour, 15 minutes daily for a year; Polish American Film Corp., spots, and Citizens Federal Savings & Loan Ass'n, doubling time.

## ONE MINUTE INTERVIEW

## JIMMY NOEL

"I believe that the best training a potential radio performer can have is a completely varied experience. He should learn music by studying as many instruments as he possibly can. He should learn how to sing by taking vocal lessons, whether he has an outstanding voice or not. He should also learn the business of entertainment by constantly appearing before audiences with whatever he has to offer. One never knows when any or all of these versatile assets might mean the difference in getting that break or winding up broke."

## ★ Coast-to-Coast ★

ARTHUR GILMORE, former Seattle announcer and now heard Sundays on the CBS "Dr. Christian" series, is engaged to Grace Weller. Wedding is to take place in Tacoma, sometime in May.

Don Prindle, formerly of KOL, Seattle, and now in Los Angeles, became the father of a girl last week.

Thornton Fisher, WNEW sportscaster, and Jocko Maxwell, WLTH sports commentator, put on a jam session of sports Saturday evening on Maxwell's WLTH "Sports Parade". The two sportscasters then raced to a WNEW mike to resume their ribbing.

Edgar Bergen and Charlie McCarthy can be seen at the Criterion Theater on Broadway starting March 3—in a screen short, "Africa Speaks—English".

WIP will be the key originating station for a gala half-hour revue which will be broadcast over most of the stations in Philadelphia tonight at 11-11:30 under the auspices of the Salvation Army during its annual campaign for funds. Featured on this revue will be Bunny Berigan and his ork from Arcadia International Restaurant; Tell Sisters, Bert Balis, and Clarence Fuhrman and his augmented 25-piece orchestra.

Harry Boersma, baritone, who sings the Treasured Hymns program Friday mornings, has started a series of guest appearances in Memphis churches.

Bob French, program director, whose "Spectator" program has been a daily feature on WHKC, Columbus, for the past five years, has been making a number of personal appearances in small Central Ohio towns.

The lives of Catholic Saints to be dramatized by the Ave Maria players on WMCA during March and April will include St. Patrick, as a special program, and the Passion Play, on two successive Sundays, according to the Franciscan Friars of the Atonement, sponsors of the series.

Keeping up its record for long remotes in the Fort Worth section, WBAP last week aired a program

## Lierley Back at KSL

Salt Lake City—After an absence of several years, during which he was engaged in coast radio work, Charles Lierley, tenor, has returned to KSL. He appears currently as Bob Arnold in "Songs for You", thrice weekly commercial.

## Fredda Gibson's Third Show

Fredda Gibson, already heard on the two Lucky Strike commercials, has a third show on March 11, when she joins the new Nehl program with George Olsen and Tim and Irene on the NBC-Red network.

from Paris, Tex., over 100 miles away. Program was transmitted by the WBAP mobile unit which was in that city as advertisement for forthcoming local Exposition. Herb Southard, announcer, and Elliott Maersch, engineer, handled program.

Russ Offhouse, staff announcer at WCOP, Boston, steps out of character this week when he describes the style show for prominent women's club in the bean city.

Jean Harper Campbell, head of the copyright department of WHN, won \$250 in the Old Gold contest.

Karl Swenson, who plays the title role on "Lorenzo Jones" program, returns to the legitimate stage next month as a member of the Episcopal Actors Guild's production of Shakespeare's "King John."

"Life of Mary Sothorn" chalked up its 800th performance on Thursday. Only member of the original cast is Jay Jostyn who plays leading male role of Max Tilley. Hinds' Honey and Almond Cream is sponsor. Transamerican produces, Don Becker writes and William Esty is the agency. Currently rides WLW Line and CBS.

Policemen on post all night often turn to radio to while the time away. Wednesday night's most distant telegram to WNEW's Stan Shaw brought one from the police in High Point, N. C.

David Lowe, film commentator, reports getting nearly 7,000 letters on his 7 p.m. Washington Birthday broadcast of 15 minutes.

G. Dare Fleck, who has charge of traffic at KDKA, Pittsburgh, will resume a weekly program of book reviews at 3:15 p.m. Wednesday.

"The Ghost in the Garret," long a favorite program with listeners to KGBX, Springfield, Mo., is back on the air after an absence of some seven months. Floyd M. Sullivan prepares and broadcasts the program of chit-chat, gossip, and humorous anecdotes, naming names when and where convenient.

## WSGN Program Wins

Birmingham—in a contest conducted over a period of weeks, the "Variety Show" on WSGN, won first place among local features. Joe Ford and Bob McRaney, WSGN announcers, conduct this hour at 3 p.m. each Sunday from the Pickwick Club.

## Jimmy Scribner Renewed

Jimmy ("Johnson Family") Scribner's contract with WOR has been renewed for another six months.

## SAN FRANCISCO

Dudley Manlove is new emcee of KYA "House of Vision" for Progressive Optical System. G. M. Spray, adv. mgr., took over scripting after George Tolin, announcer, wrote first two shows.

"Listen," quarter-hour commentary on radio personalities, written by Pat Kelly, KFRC press, and read by Herb Allen, sold to Shasta Water Co. for 13 weeks through D'Evelyn & Wadsworth, Inc.

To Hollywood to enter the agency field goes Clyde Coombs, NBC salesman.

Jack Meakin and his "Bughouse Rhythm" group did a turn at the Chamber of Commerce pre-anniversary dinner at Palace Hotel celebrating the exposition opening here one year hence. Banquet KGO'd for Coast Blue web. Baritone Armand Girard, Actress Betty Grable and Eddie Cantor also participated.

Don Allen, the "Hollywood Reporter," started a Sunday quarter-hour on KSFO for C. H. Baker Shoe Stores, 3 p.m. Signed for year by Sidney Garfinkel agency.

KYA Musical Director Walter Rudolph and Jack Seltenrich formed a two-plano team aired Saturdays at 1:30.

Ben Moss has song program on KFRC daily tabbed "Try and Stump Us".

Ernie Smith has augmented his usual 15-minute nightly sport talk heard six times a week on KYA with a Wednesday half-hour show titled "The Hot Stove League."

## NEW HAVEN

Charlie Wright, WELI program director, convalescing at home. Bill Farley substiting for him.

Murray L. Grossman, WBRY business manager, returns from vacation.

Mack Parker, WICC studio super, brought Rose Marie to the mike for an interview when she played a date here last week.

## WORL, Boston

Happy Jack Smith (Rev. John Jacob Smith of Calgary Temple) returns to the air with a Tuesday and Thursday "Good Cheer" program.

A bi-monthly "Mayor's Day" program has been logged for Tuesdays, with mayors of the metropolitan area as guests.

## New Canadian Firm

Kenora, Ont.—A company known as Kenora Broadcasting Corp. is reported being formed in Toronto, with Henry C. Draper, K.C., as solicitor for the new firm. Erection of a station here has been rumored for some time.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

Greetings from Radio Daily

February 28

Harold Parkes Olan Soule  
Alan Wray